Converting Casual Digital Visitors into Highly-Engaged Members or Subscribers

Presented by Joe Hansen and Tim Turner, director of content and data services, TownNews
Today’s agenda

- **iQ Audience+**: An audience acquisition and retention platform that enables you to precisely tailor your conversion funnel using audience data, machine learning, and proven industry best practices.

- **Data Insights**: A powerful new tool for gathering, understanding, and acting upon the world of data that drives your business.
Traditional paywalls are blunt instruments

Existing paywalls force you to choose what you want to block—each user that comes to that content gets the same experience.

You are expected to decide the best way to monetize the content without taking into account the relationship the content has with different visitors to your site.
We’ve reimaged how users gain access to content, and built a solution that doesn't force publishers to choose how to monetize their content before visitors even reach their sites.
Supercharge your audience revenue

iQ Audience+ draws on our experience in using audience data to drive business results.

With the thousands of data points we have already collected to target advertising or recommend content, we can now build dynamic journeys for users that come to your site.
Meter premium content based on user interests:

- Restrict sports content for *sports lovers*
- Restrict politics content for *political junkies*

Adjust dynamic meters based on propensity:

- Target *drive-by users* with ads
- Encourage *brand lovers* to subscribe
Different thresholds for desktop and mobile
Hardwalls for ad blockers, incognito mode, or anyone else we can detect trying to bypass our system
Make your archives free or charge a premium for them
New starts: We have increased new starts 30% YoY, and about 28% MoM

Ad impressions: Added over 1.5 million new ad impressions

Total subscribers/churn: Ended the month with around 30% higher net subscriber growth than prior December to January
The issue is the data

- Data comes from many sources
  - BLOX CMS
  - Google Analytics
  - Google Ad Manager
- Separate what matters from the noise
- We’re building a platform to manage all of that for you

“Looks like you’ve got all the data -- what’s the holdup?”
Data Insights

**Actionable data**

- One-stop-shop for analyzing all of your data sources
- Insights into your data
- KPIs and trends
- Benchmarking against others (industry and traffic)
- See trends as they emerge
Making data easy to consume

Data Insights

Top 5 Assets

1. Idaho updates domestic violence definition to include emotional, psychological abuse (15,024 views)
2. Boise tattoo artist on "Ink Master" contestant (6,000 views)
3. Woman receives 5 years probation after pleading guilty to felony child abuse (5,000 views)
4. IDOC likely to house more than 1,000 inmates in shuttered private Colorado prison (4,000 views)
5. Ball Ventures Alquista unveils plans for 114-acre development in Caldwell (3,000 views)

Trend of Top 5 Assets

Content Performance

- Editorial Content ID
- Net Revenue Per Asset
- Total Pageviews
- Avg of Completion Rate
- Time to Consume
- Avg Read Time
- Overall Engagement Score

<table>
<thead>
<tr>
<th>Editorial Content ID</th>
<th>Net Revenue Per Asset</th>
<th>Total Pageviews</th>
<th>Avg of Completion Rate</th>
<th>Time to Consume</th>
<th>Avg Read Time</th>
<th>Overall Engagement Score</th>
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<tbody>
<tr>
<td>Idaho updates domestic violence...</td>
<td>$32.22</td>
<td>15,024</td>
<td>33.79%</td>
<td>60s</td>
<td>20s</td>
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<td>Boise tattoo artist on &quot;Ink Master&quot; contestant...</td>
<td>$12.47</td>
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<td>Woman receives 5 years probation after pleading guilty to felony child abuse...</td>
<td>$11.25</td>
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<td>IDOC likely to house more than the...</td>
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<td>310s</td>
<td>45s</td>
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Revenue is at the heart of your business

We make it easy to surface all revenue sources related to your digital product

Then we tie it to your editorial and membership data to help you to make business decisions
Making data-driven decisions

- Which articles are the most engaging?
- Which author is generating the most traffic?
- What types of content resonate most with your members vs. drive-by traffic?
- What sources of revenue are the most effective?
Learn more today!

Stop by the TownNews booth to see how you can **unlock your data’s hidden potential** and convert casual digital visitors into highly-engaged members or subscribers.