Mather Economics

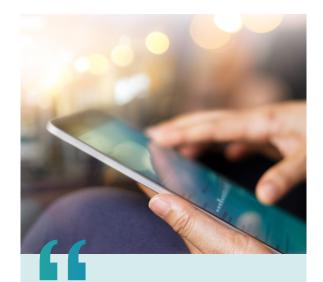A global business consultancy specializing in subscription pricing and yield management.

ABOUT US

Mather Economics is a global business consultancy that works with leading news media companies around the world to grow revenues, increase subscription levels, optimize operations, and transform businesses.

We are experts in subscriber revenue analytics and are currently working with several hundred publications worldwide to develop and implement subscription pricing strategies. Our service model is distinct from other analytics and consulting firms. Our ongoing client service enables us to assist our clients in a flexible, low-risk, cost effective manner. Our value proposition to our clients are turn-key solutions to complex business challenges that bring the resources necessary for each project. We provide the data science capabilities, predictive analytics expertise, A/B testing, data visualization, and data tools required for each engagement. Mather works closely and collaboratively with our clients to share insights and expertise. Our work with leading publishers worldwide enables us to share best practices and benchmarks.

To support digital audience analytics, we have developed Listener™, a digital data capture and analytics platform. Listener enables the capture of user-level click-stream data from multiple applications that our team of data scientists and consultants turn into actionable insights and tangible results. Listener supports the implementation of audience analytics within your existing tech stack. In most cases, we can implement Intelligent Paywalls™, targeted newsletters, content recommendations, and retention campaigns without new technology investments.

> "
> *Consumer revenue is fast becoming the dominant revenue stream for news media and other publishers.*
>
> *Subscription pricing strategies will be as important for publishers as yield management is for airlines, hotels, and many other industries."*
>
> — Matt Lindsay, Ph.D.
> President
> Mather Economics

COMPANY PROFILE

10:1 Our typical client engagement provides a 10-to-1 return on investment. We provide revenue growth while lowering risks from pricing actions.

2002 Founded in 2002, Mather Economics applies predictive modeling and rigorous testing to improve business performance.

$6B+ Mather Economics manages customer revenue and strategic pricing for over 600 clients with over $6 billion in annual consumer revenue and 30 million customers.

50+ Mather Economics has 50+ employees. Our offices are headquartered in Atlanta, Georgia with offices in New Orleans, Chicago, Tallahassee, and Amsterdam.

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> *With Mather's help and guidance, we were able to identify more than $1 million in savings.*
>
> — President & CEO
> U.S. Media Company

10%
REVENUE GROWTH

30%
CHURN REDUCTION

10x
RETURN ON FEES

PRINT SUBSCRIBER YIELD MANAGEMENT

Price Structure Optimization Analyze and restructure subscription offers and price points	**Retention** Reduce churn by identifying high-risk customers
Renewals Manage stops and grow revenue with targeted renewal pricing	**Win-Backs** Re-acquire inactive subscribers with targeted offers

DIGITAL PRODUCT SERVICES - LISTENER™

Data Capture & Storage Data capture from all digital analytic systems into one single database	**Digital Customer Lifetime Value** Calculation of customer lifetime value of each digital user
Economics of Content Empower journalists with insights and data to grow audience and revenue	**Intelligent Paywall™** Personalize the experience for high, medium and low propensity subscribers
First-Party Data for Advertising Activate your audience data to grow yield and personalize advertising	**A/B Testing** Experiment with price, creative and offers to improve conversion rates

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MEDIA CLIENTS

WALL STREET JOURNAL

MEDIAHUIS

SCHIBSTED MEDIA GROUP

Google

News Corp

LA NACION

Le Monde

POLITIKEN

BH MEDIA GROUP
A Berkshire Hathaway Company

The Seattle Times

Clarín

San Francisco Chronicle

nrc media

USA TODAY

Newsday

THE GLOBE AND MAIL

MediaNews Group

GANNETT

BONNIER

TORSTAR

sph

The Philadelphia Inquirer

McCLATCHY

NEW YORK POST

SCAN QR CODE
TO CONTACT US

USA

1215 Hightower Trail, 100-A
Atlanta, GA 30350

EUROPE

Basisweg 30, 1043 AP
Amsterdam, Netherlands

+1 770 993 4111
mathereconomics.com