The Force Awakens:
Use The Force to defend your existing subscriber base and grow your audience

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Ohio Newspaper Association
Circulation Conference
September 2015

"Do. Or do not. There is no try." – *Yoda*

"Do. Or do not. There is no try." - Yoda

› Track digital consumption

› Know what device your readers are using

› Learn what your digital subscribers are interested in

› Deliver content and advertising that fits their profile

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"You must unlearn what you have learned." - Yoda

› Bundle print and digital subscriptions and offer digital-only subscriptions

› Offer digital complaint redelivery in lieu of or addition to print redelivery

› Provide subscriber & distributor self-service portals via your website – boost engagement and improve customer experience, streamline operations

› Implement Single Sign On (SSO) – boost engagement and improve customer experience

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*"In my **experience** there is no such thing as luck."* – *Obi-Wan Kenobi*

"There is no such thing as luck." – Obi Wan Kenobi

› Many newspapers offer Digital Vacation Packs rather than credit days when a subscriber is on vacation

› The Vacation Hold option for print is no longer offered

› Advance billed premium days – clarifies what customer is buying and mitigates risk

› Offer non-traditional subscriptions (Day Passes/Bundled Day Passes)

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"Your focus determines your reality." – Qui-Gon Jinn

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› Focus on Big Data to:
- enhance your knowledge about your market, your audience, and its individual members
- deliver the content and advertising your readers want and need
- find and offer upsell opportunities

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› Emailing renewal notices, receipts and statements reduces printing and postage costs; shortens collections time frames

› Use Email marketing campaigns to grow your audience via special promotions, event invitations and requesting referrals

› Create links that drive subscribers to specific engagements.

  ▪ new start with promo offers; make a payment; update payment info

› Drive Newsletter opt in/out

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"Somebody has to save our skins." – Leia Organa

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Are you PCI Compliant or PCI Complacent?

› PCI compliance is <u>required</u> for all companies that accept credit cards

› By failing to become PCI compliant, media companies are subject to:

- **Compensation costs**
- **Legal action**
- **Bank fines**
- **Remediation costs**
- **Lost revenue**
- **Damaged reputation**
- **Federal audits**

› Associated bank and credit card fines for a breach or penalty can range from **$5,000 to $500,000**

A recent Newscycle survey of news media executives found that only 26% expressed confidence that their companies were fully PCI compliant.

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"Somebody has to save our skins." – Leia Organa

The better option? Become out-of-scope for PCI compliance

› Use a hosted order page with your credit card processor

› Eliminates need to process and store customer payment information

› PCI obligations and risks are significantly reduced

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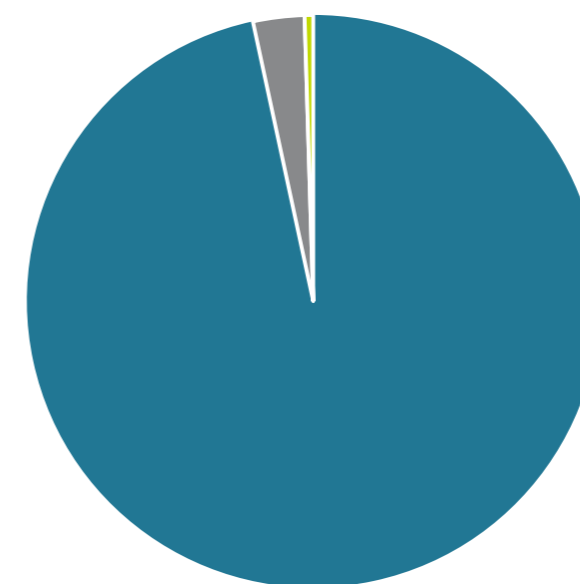
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"Stay on target." – *Gold Five*

"Stay on target." – Gold Five

› **Get to know your readers**
  - To grow the audience you must know the audience
  - The data is out there - new technology can help you to leverage it

Where we go on the web

News sites get about **3 percent** of total web traffic

Local news sites get about **0.5 percent** of total web traffic

■ Total ■ All news ■ Local news

"Metrics now are plentiful. They are also necessary. To expand our online readership, we need them."
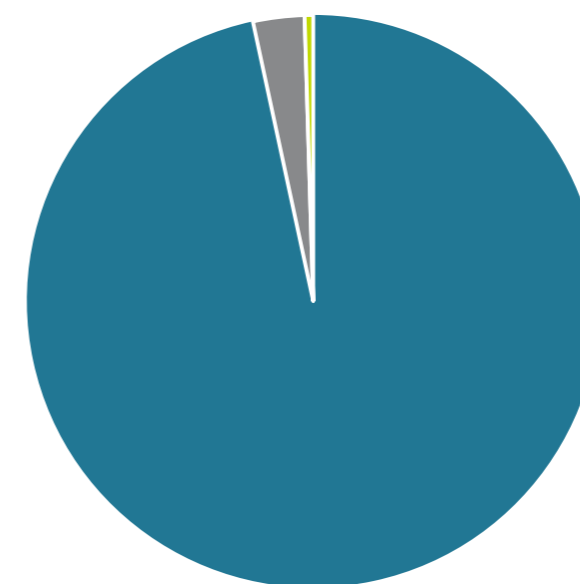
Martin Baron, editor, The Washington Post

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› **Give your readers what they want**
- Deliver smart content recommendations based on audience data
- Develop targeted subscription offers and advertising campaigns

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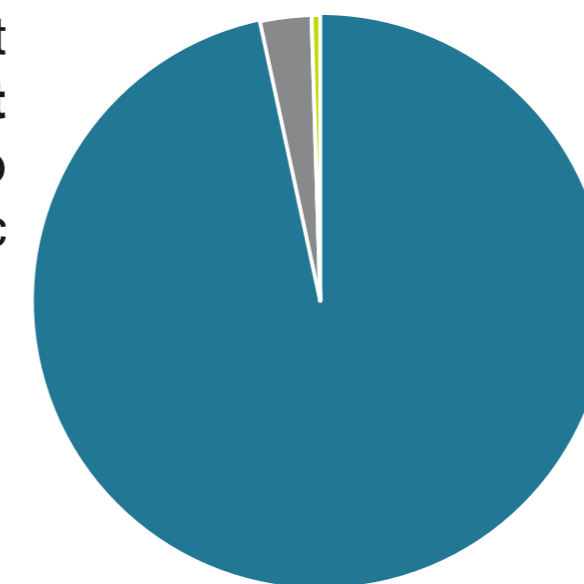
Martin Baron, editor, The Washington Post

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"Loosen up!" – Gold Five

› **Make the data work for you**
  - Leverage your audience data to optimize content, subscription offers and advertising

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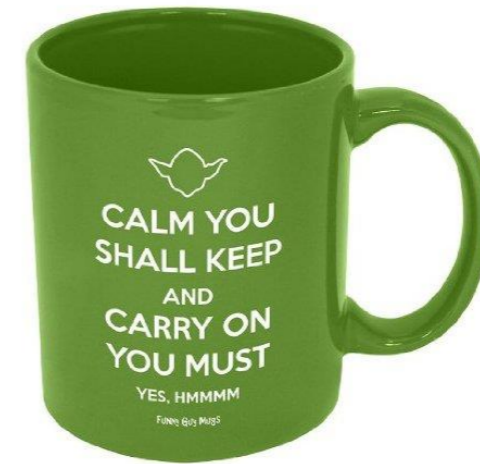
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REMEMBER: THE FORCE WILL BE WITH YOU ALWAYS...

- Obi Wan Kenobi

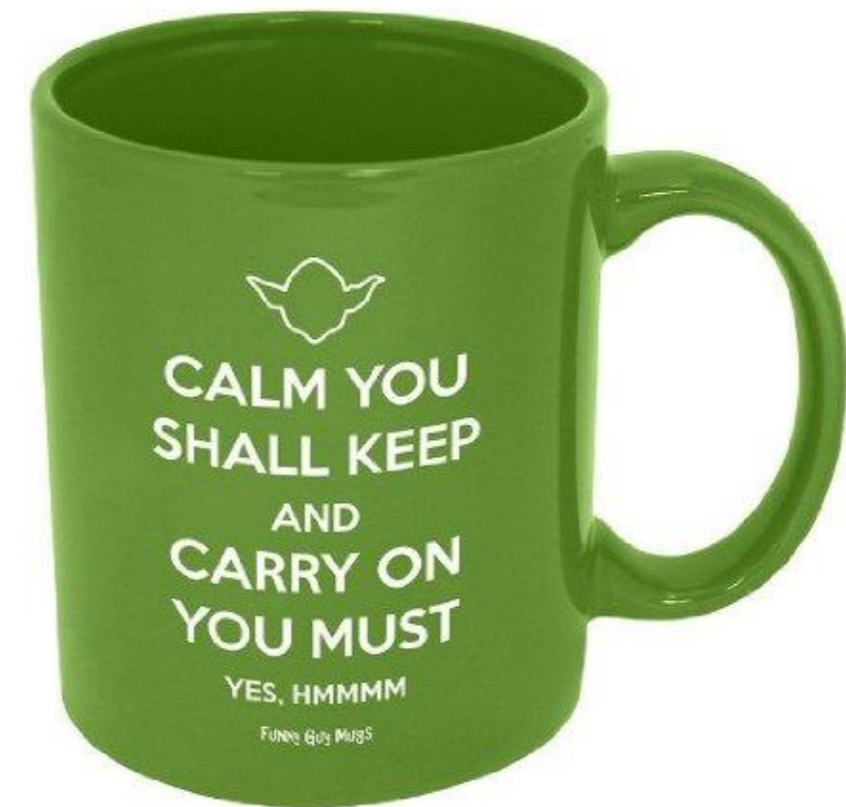ONEWSCYCLE

Quiz Contest

Answer a question, win a super cool Star Wars prize!

CALM YOU
SHALL KEEP
AND
CARRY ON
YOU MUST

YES, HMMMM

STAR WARS

STAR WARS SET OF FOUR 2 OZ. (59 ML) GLASSES
STAR WARS

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Question #1

What credit card processing solution is a great way to keep your operations "out of scope" from a PCI Compliance perspective?

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Question #2

What is a money saving alternative to Vacation Credits and Vacation Holds?

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Question #3

What is a great tool to improve your subscriber's experience by providing one set of login credentials for access to all of your digital products?

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Thank you!

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