Targeted Digital Marketing to grow audience, activations & engagement
About LEAP Media Solutions

• Founded in November, 2012
• Shared resource management model specifically designed for small-to-medium sized, independent newsmedia companies
• 17 Clients and over 30 titles under management
• Leadership and consulting team comprised of senior executives from ASTECH Intermedia, Gannett, NYTRMG, LA Times, Fairfax Media and Halifax
• Operations based in Old Saybrook, CT
What Problems Are We Trying to Solve?

“I don’t have any email addresses to market to.”

“I don’t know anything about most of my digital customers.”

“How do I get more ‘email addresses’ - customers or prospects?”

“Once I get them, how do I keep them?”

“There are so many things I want to say, how do I fit it all in?”
  – Subscriber retention
  – Digital activation
  – Newsletter sign up
  – Subscriber communication
  – Subscriber acquisition
  – Advertiser promotions

“How much email is too much?”

“Does email really work?”
1. Data Discovery & Consolidation
<table>
<thead>
<tr>
<th>Digital Data Source</th>
<th>Original Source Records</th>
<th>Emailable Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Subscribers</td>
<td>120,752</td>
<td>55,671</td>
</tr>
<tr>
<td>Former Subscribers</td>
<td>45,633</td>
<td>15,654</td>
</tr>
<tr>
<td>Digital Deals</td>
<td>40,797</td>
<td>32,284</td>
</tr>
<tr>
<td>Digital Contests</td>
<td>11,290</td>
<td>7,777</td>
</tr>
<tr>
<td>AdMail</td>
<td>100,001</td>
<td>80,452</td>
</tr>
<tr>
<td>Newsletters</td>
<td>14,131</td>
<td>10,191</td>
</tr>
<tr>
<td>Website Registration</td>
<td>107,475</td>
<td>34,348</td>
</tr>
<tr>
<td>Total Records</td>
<td>425,948</td>
<td>282,547</td>
</tr>
<tr>
<td>Total Unique Records</td>
<td></td>
<td>197,451</td>
</tr>
</tbody>
</table>
1. Consolidate your data assets
2. Enhance your data assets
Data Enhancement: Address Appending

- Transaction Data
- All Products
- Demographics

Address

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Data Enhancement: Transaction data

- Former Subscribers
- Never Subscribed
- Active Subscribers

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Data Enhancement: Demographic Data

subscribersmith@gmail.com

Targeted Digital Marketing to grow audience, activations & engagement
Data Enhancement: Demographic Data

40 Cove Road
Stonington, CT 06371

Telemarketing Start
October 3, 2010

Active Mon-Sun Subscriber
Enrolled in EZ Pay since 2011

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Data Enhancement: Demographic Data

58 years old - member
Homeowners
Six daily deals
Purchases since 2011
Signed up for mobile breaking news alerts
Reads Grace and Sound & Country magazines online
Indexes high for online purchasing

60 years old – member
HH Income > $150,000
$780.16 in Consumer Revenues since 2009
Two-week vacation every July since 2009
Registered for weekly Business e-newsletter
Acxiom Lifestage: 15M – Mature Wealth
Twelve activations on rewards site since 2012
Registered on website

NEW PARADIGM: Dynamic Customer Profile

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1. Consolidate your data assets
2. Enhance your data assets
3. Increase your data assets
Increase your data assets: Leverage Content

- Website content (hard or soft paywall)
- Newsletters
- Advertising deals
- Contents

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Maintain your data assets: Applying Best Practices

Timely, Relevant & Valuable

- How often is too often?
- Is there such a thing as too little email?
- Vary emails by customers engagement level
- Acknowledge other relationships – digitally registered, receiving newsletters
- Give & receive
- Content, offers, deals, contests
Maintain your data assets: Applying Best Practices

Ensuring good deliverability

- Get rid of unengaged customers
  - Prominent unsubscribe
  - Preference Centre
  - Occasional list purges

- Use good email design practices
  - Html designed – no single images!
  - Image to text ratio
  - Image Alt-tags
  - Multiple links
  - Mobile optimized
  - Render tested across multiple browsers
  - Consistent branding – headers, footers
PROCESS STAGES

1. Consolidate your data assets
2. Enhance your data assets
3. Increase your data assets
4. Leverage your data assets
Leverage Data Assets: From ‘Project’ to ‘Process’

Subscriber Lifecycle Communication

*Triggered communication based on subscription start & end dates*

- Welcome
- Renew
- Retain
- Stop Save

Customer Engagement Communication

*Maintain regular communication to ensure ongoing brand engagement*

Active Subscribers

- Web content engagement
- Subscriber Benefits
- EZ Pay conversion (retention)
- Digital subscription activation
- Newsletter sign up

Non-Subscribers

- Web content engagement
- Print & digital Subscription acquisition
- Newsletter sign up

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Developing a comprehensive email communication plan to engage customers of The Hartford Courant

SUBSCRIBER LIFECYCLE COMMUNICATION
Welcome Emails

Welcome!

We know you’ll enjoy everything the Hartford Courant, the new courant.com and digitalPLUS access have to offer. Award-winning news and features. Money-saving coupons and ads. Unlimited access to exclusive courant.com reporting including opinion and photos and UConn sports. And access to Hartford and New Haven Living magazines. Available 24/7 on your smart phone, tablet or desktop.

Be in the know with alerts and newsletters.

Choose your newsletters

We're here for you.

It’s easier than ever to manage your account. Quickly and easily report a delivery issue, place a vacation hold or make a payment online at myaccount2.courant.com or by phone with the automated attendant 24/7. If you prefer personal assistance, please email custserv@courant.com or call us at 860-525-5555 or 1-800-472-7377 and a representative will be happy to help. Please do not reply to this message.

Sincerely,
Sue Kerr

7 Alternative versions
Average 40% open rates
Renewal Emails

Your account is coming up for renewal

Hi Subscriber:
Our records indicate that your account is due for renewal. You can conveniently pay online today to insure you have no interruption in service.

Don't miss award winning content.

We're here for you.
If you have any questions or require assistance, please email curtsev@courant.com or call our customer service center at 860-525-5555 or 1-800-472-7377 and a representative will be happy to help.
Our customer service hours of operation are Monday-Friday, 6 a.m. - 6 p.m., Saturday-Sunday, 6:00 a.m. - 11:30 a.m., and Holidays, 6:00 a.m. - 10:30 a.m.

Sincerely,
Sue Kerr
Director of Circulation
Hartford Courant | Courant.com

Renew your account today!

Your renewal is due on

Dear Subscriber:

Don't miss a day of Hartford Courant. Our records indicate that your account is now ready for renewal.

Sincerely,
Sue Kerr
Director of Circulation
The Hartford Courant | Courant.com

P.S. Enroll in our EZ Pay automatic payment plan and never see another bill. Have your subscription plan charged to your credit card each month - and cancel any time with just a phone call!

Average 25% open rates
Average 2% click rates
Retention Emails

Don't let your subscription stop

Hi Subscriber:
Our records indicate that your account was due for renewal on . To ensure continued delivery service, we must receive your renewal payment before . You are a valued subscriber and the below options are available to ensure that you have no interruption in service:

Don't miss award winning content.

Renew Online Here

We're here for you.

If you have any questions or require assistance, please email custserv@courant.com or call our customer service center at 600-525-5555 or 1-800-472-7377 and a representative will be happy to help.

Sincerely,
Sue Kerr
Director of Circulation
Hartford Courant | Courant.com

P.S. Enroll in our EZ Pay automatic payment plan and never see another bill. Have your subscription plan charged to your credit card each month - and cancel anytime with just a phone call!

Don't miss a day of the Hartford Courant | View it browser

Your subscription has expired

Your renewal is due on

Dear Subscriber:
Our records indicate that your account was due for renewal on . To ensure continued delivery service, we must receive your renewal payment TODAY to avoid interruption in service. You are a valued subscriber and the below options are available to ensure that you have no interruption in service.

Renew Online Here

Or contact us at 600-525-5555 or 1-800-472-7377 and an associate will be happy to assist you with the subscription renewal.

Our customer service hours of operation are Monday-Friday, 8:00 a.m. - 6:00 p.m., Saturday-Sunday, 8:00 a.m. - 11:30 a.m., and Holidays, 8:00 a.m. - 10:30 a.m.

Thank you for choosing the Hartford Courant. We appreciate your continued patronage.

Sincerely,
Sue Kerr
Director of Circulation
Hartford Courant | Courant.com

P.S. Enroll in our EZ Pay automatic payment plan and never see another bill. Have your subscription plan charged to your credit card each month - and cancel anytime with just a phone call!

Average 30% open rates
Average 4% click rates
Stop Save Emails

Take advantage of this special offer and save up to 63%
The news never stops at the Hartford Courant.
Your access shouldn't either.

Restart your subscription now

Every click, swipe and turn of the page brings you...
- 24/7 local breaking news alerts
- Late breaking sports scores
- Daily and weekly newsletters
- The digital edition delivered to your inbox every day
- Hartford Magazine & New Haven Living digital editions
- Exclusive Hartford Courant reporting
- Instant access to back issues

ACTION REQUIRED

Your account has been stopped pending payment.

Restart your subscription now

We want you to come back to the Hartford Courant. And to make it easier for you, you can make a payment right now and your account will restart. Just look at some of the benefits of the Hartford Courant...

Every click, swipe and turn of the page brings you...
- 24/7 local breaking news alerts
- Late breaking sports scores
- Daily and weekly newsletters
- The digital edition delivered to your inbox
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- Exclusive Hartford Courant reporting
- Instant access to back issues

- Average 25% open rates
- Average 5% click rates
Developing a comprehensive email communication plan to engage customers of The Hartford Courant

ENGAGEMENT COMMUNICATION
• Average 13% open rates
• Average 1.3% click rates
Print Subscription Acquisition

- Average 10% open rates
- Average 0.5% click rates
Digital Subscription Acquisition

- Average 15% open rates
- Average 0.75% click rates
Subscriber Retention

- Average 20% open rates
- Average 1% click rates
Newsletter Sign Up

- Average 11% open rates
- Average 1% click rates
Custom Promotions

- Average 11% open rates
- Average 1% click rates
PROCESS STAGES

1. Consolidate your data assets
2. Enhance your data assets
3. Increase your data assets
4. Leverage your data assets
5. Measure the results
Measure the Results

Digital Activations & Upgrades

- Registrations courant.com: 166,170
- 7 day activations: 11,696
- Partial Upgrades: 1,896
- Digital Subs

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Measure the Results

Print Subscribers Activate Digital

Targeted Digital Marketing to grow audience, activations & engagement
Measure the Results

Facts:

❖ Implemented registration on courant.com – September 2014
❖ All data assets now in MAAX database
❖ Launched paid site – December 16, 2014
   ▪ Registrations have increased 49%
   ▪ Digital activations have increased 192%
   ▪ Digital subscriptions continue to grow
     • June/July digital acquisition campaign – 95 orders
❖ Customer Lifecycle Marketing (CLM) communications in place
   ▪ Trigger campaigns
   ▪ Customer engagement communications
   ▪ Custom promotions
What Problems Are We Trying to Solve?

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