It’s not about subscriptions.
It’s about your audience.
An explosion of audience lenses

- Loyal
- Subscriber
- Desktop
- Local
- Business
- Search
- Up for Renewal
- Casual
- Former
- Mobile
- Regional
- Politics
- Social
- Past due
- One-off
- Trial
- Tablet
- National
- Sports
- Referral
- Churn risk
It’s not about page views either

It’s not that useful to know that your politics and entertainment sections get the most views, if you don’t also know if that’s the same user, or separate users.
It’s about users

Don’t you think users who return every day should be treated differently?
The customer journey to subscriber

Most of your audience → People who may become loyal → Loyal readers → Registered → Newsletter → Paid
Motivate loyal readers to subscribe and casual readers to become loyal

Value Exchange
Business Models

- Subscription
- One-Time Purchase
- Data Wall
- Registration
- Video Advertising
- Display Advertising

VALUE/USER

~$0.01

$10
Recognize loyalty

- **Readers who** view your content on three different days during a month
- Readers who type your URL directly at least once and view your content three times during a month
- Readers who search at least once on a string similar to your URL and view your content three times during a month
- Readers who come by any referral source and see 8 pages or more
96% of subscribers are in the loyal segment when they convert.
Loyal readers indicate valuable content.
Algorithmically paywall content that appeals to your loyal audience.

<table>
<thead>
<tr>
<th>Category</th>
<th>Engagement Rate</th>
<th>Distributable Content</th>
<th>Published Articles</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>All content</td>
<td>26%</td>
<td>5,188</td>
<td>19,914 articles</td>
<td>published so far</td>
</tr>
<tr>
<td>Sports</td>
<td>36%</td>
<td>440</td>
<td>711 articles</td>
<td>30 hours</td>
</tr>
<tr>
<td>Entertainment</td>
<td>45%</td>
<td>220</td>
<td>298 articles</td>
<td>35 hours</td>
</tr>
<tr>
<td>Real estate</td>
<td>37%</td>
<td>374</td>
<td>795 articles</td>
<td>2 days</td>
</tr>
<tr>
<td>Metro</td>
<td>4%</td>
<td>22</td>
<td>692 articles</td>
<td>4 days</td>
</tr>
</tbody>
</table>
Segment subscribers and anonymous readers

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Personalize the paywall according to loyalty

- Everyone Else: 10 free views
- Default Subscription Offer

Promotional Subscription Offer
Power in the hands of business

No more lengthy analysis and design, no coding. Make changes in minutes, not months
Test, try, and tune

<table>
<thead>
<tr>
<th>VARIANT</th>
<th>NAME</th>
<th>SHOW OFFER MODULES</th>
<th>IMPRESSIONS/CNVR</th>
<th>NET REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Standard Offer</td>
<td>1</td>
<td>957</td>
<td>$.11% $857 USD</td>
</tr>
<tr>
<td>B</td>
<td>Promotional Offer</td>
<td>1</td>
<td>956</td>
<td>.05% $1,123 USD</td>
</tr>
</tbody>
</table>

Test offers, bundles, terms, pricing, creative, or paywall thresholds.
The ad-blocker problem opportunity
Ad blockers will exchange value for relevant content.
There is no silver bullet.
There are silver bullets.
We eliminate the technical hurdles so you can focus on what you do best — build great brands, dedicated audiences, and sustainable revenues.