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

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“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
“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
“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)
“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
“Your focus determines your reality.” – Qui-Gon Jinn

› 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
“Somebody has to save our skins.” – Leia Organa
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Are you PCI Compliant or PCI Complacent?

› PCI compliance is **required** 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.
“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
“Stay on target.” – Gold Five
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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

Martin Baron, editor, The Washington Post

“Metrics now are plentiful. They are also necessary. To expand our online readership, we need them.”

News sites get about 3 percent of total web traffic
Local news sites get about 0.5 percent of total web traffic

Where we go on the web

- Total
- All news
- Local news
“Stay on target.” – Gold Five

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

“Metrics now are plentiful. They are also necessary. To expand our online readership, we need them.”

*Martin Baron, editor, The Washington Post*
“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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REMEMBER: THE FORCE WILL BE WITH YOU ALWAYS...

- Obi Wan Kenobi
Quiz Contest

Answer a question, win a super cool Star Wars prize!
Question #1

What credit card processing solution is a great way to keep your operations “out of scope” from a PCI Compliance perspective?
Question #2

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

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