

Next Gen Subscriptions 9.28.15

2015 Ohio Circulation Conference

S

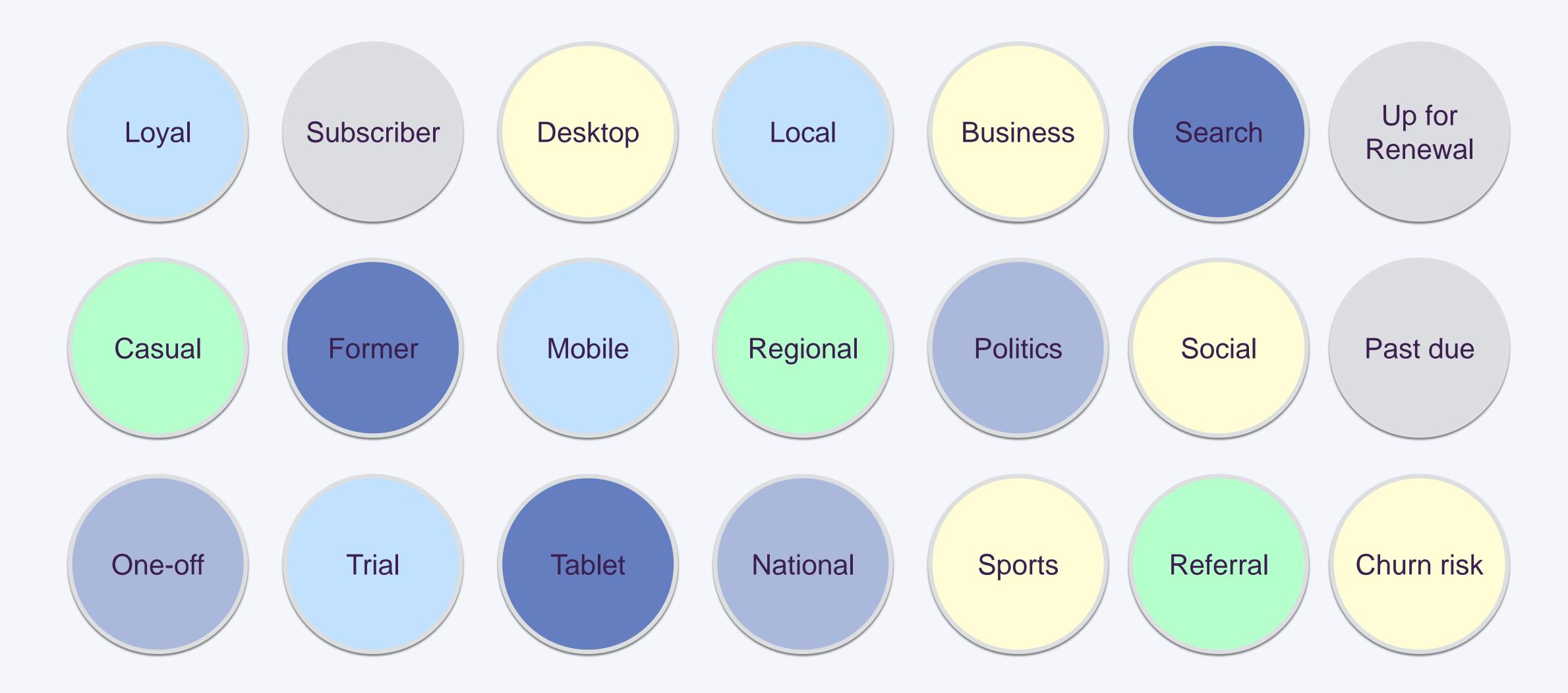
It's not about subscriptions. It's about your audience.

piano





An explosion of audience lenses







It's not about page views either

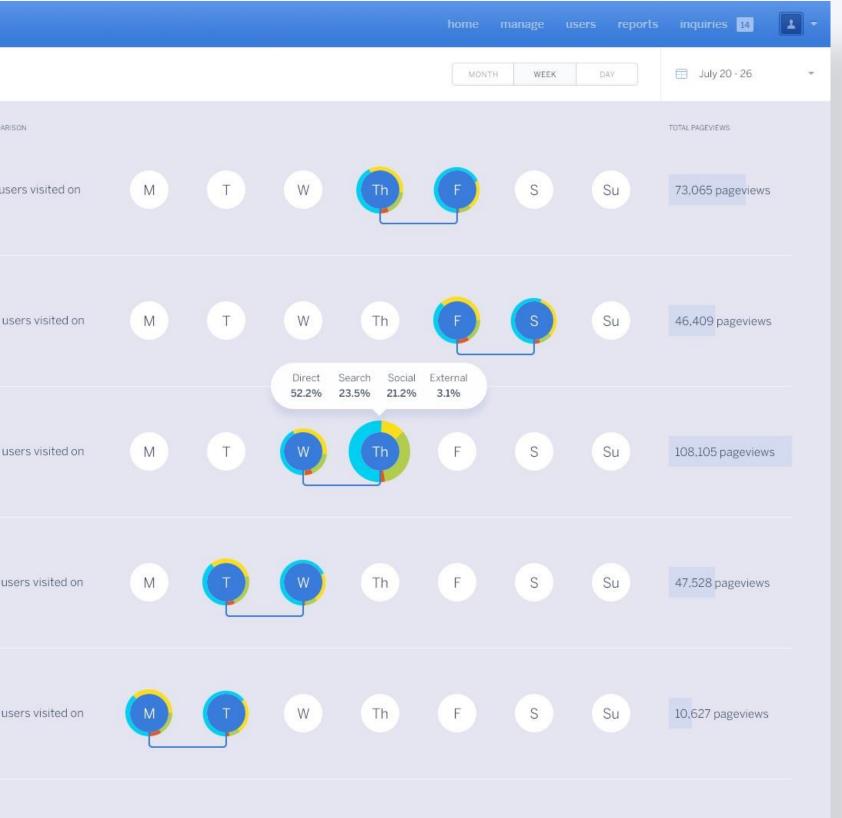


It's not that useful to know that your politics and entertainment sections get the most views, if you don't also know if that's the same user, or separate users.



It's about users

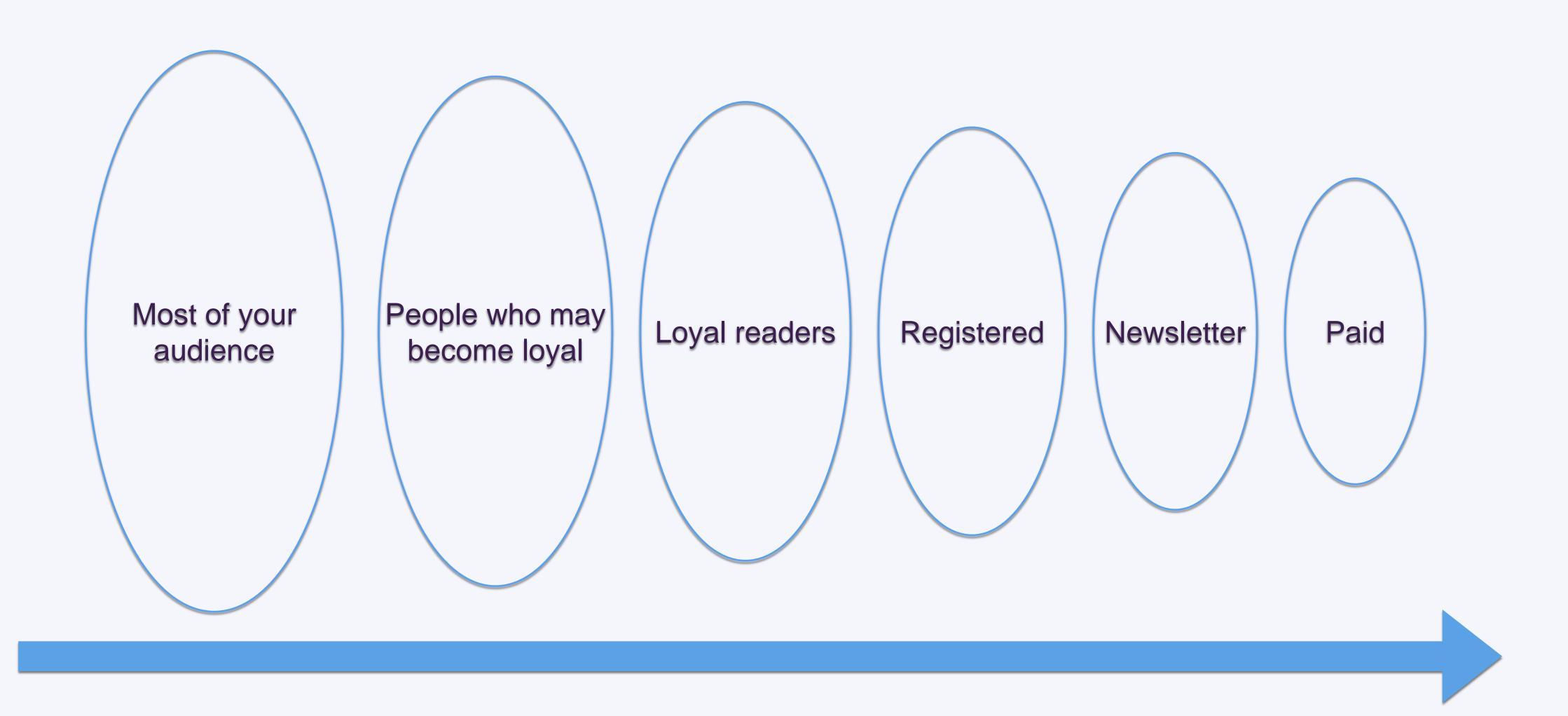
Rhythm				
		VISIT PATTERN	TOTAL USERS	PATTER
< > July 20) - 26th		834.935	
< > July 20 - 26th			806,730	
N			770,228	
Your site had 4,836,214 u			539,399	1 33
this week. The most popu	lar day of the		513,683	
week was on Friday.			447,278	
			377,160	
			33.112	
1 DAY	4,289,413 USERS		29,746	
2 DAYS	305,580		21,650	
3 DAYS	101.544 58.718		21.606	1 29
4 DAYS 5 DAYS	40,952		17,926 -	
6 DAYS	22,081		17,488 -	
7 DAYS	17,926		16,976	
			16,316	
			15,121 -	
Calent and commons not			13.684	
Select and compare pat	tern results		13,264	
Select by hand			12,108	1 27
Weekday readers			10,461	
			9.548	
Weekend readers			8.072	
Top five by pageviews			8,068	
Everyday readers			7.662	
		••••	7.568	
2 day readers			7.221 .	1 21
3 day readers			7,121	
4 day readers			6,932	
			6.677	
5 day readers			6,657	
6 day readers		•••••	6,475	
			6,275	
1	1	•••	6.117	
Create segment			6,044 · 5,353 ·	1 21
			4,981	
			4,759	
			4,680	
			4,057	
			4,036	
			3,934 -	



Don't you think users who return every day should be treated differently?



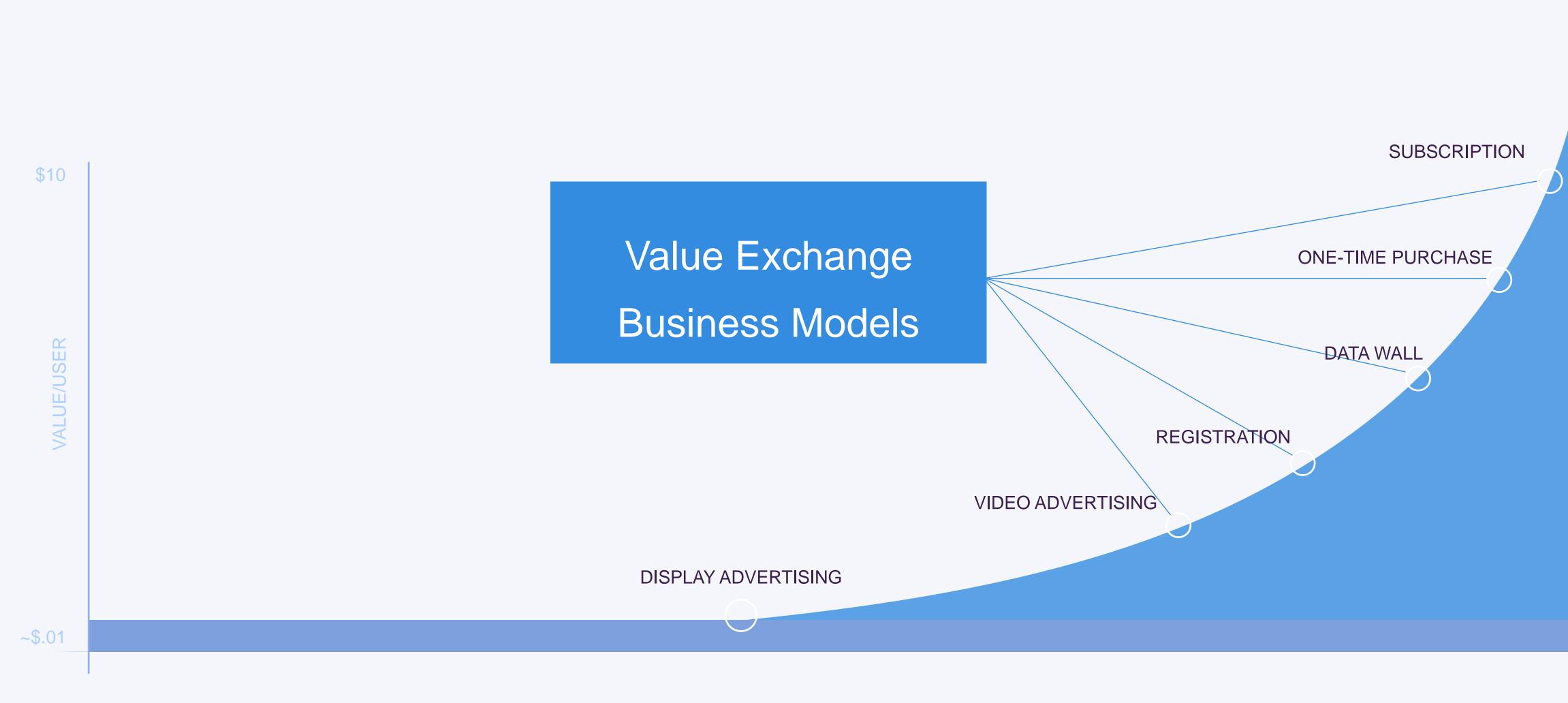
The customer journey to subscriber





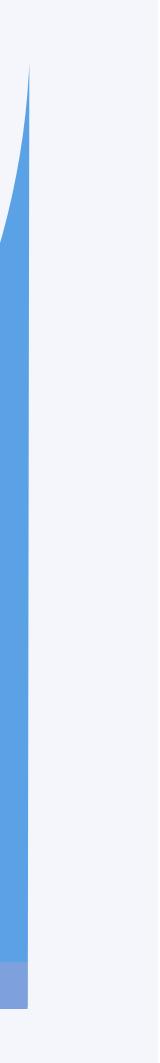


Motivate loyal readers to subscribe and casual readers to become loyal



piano







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







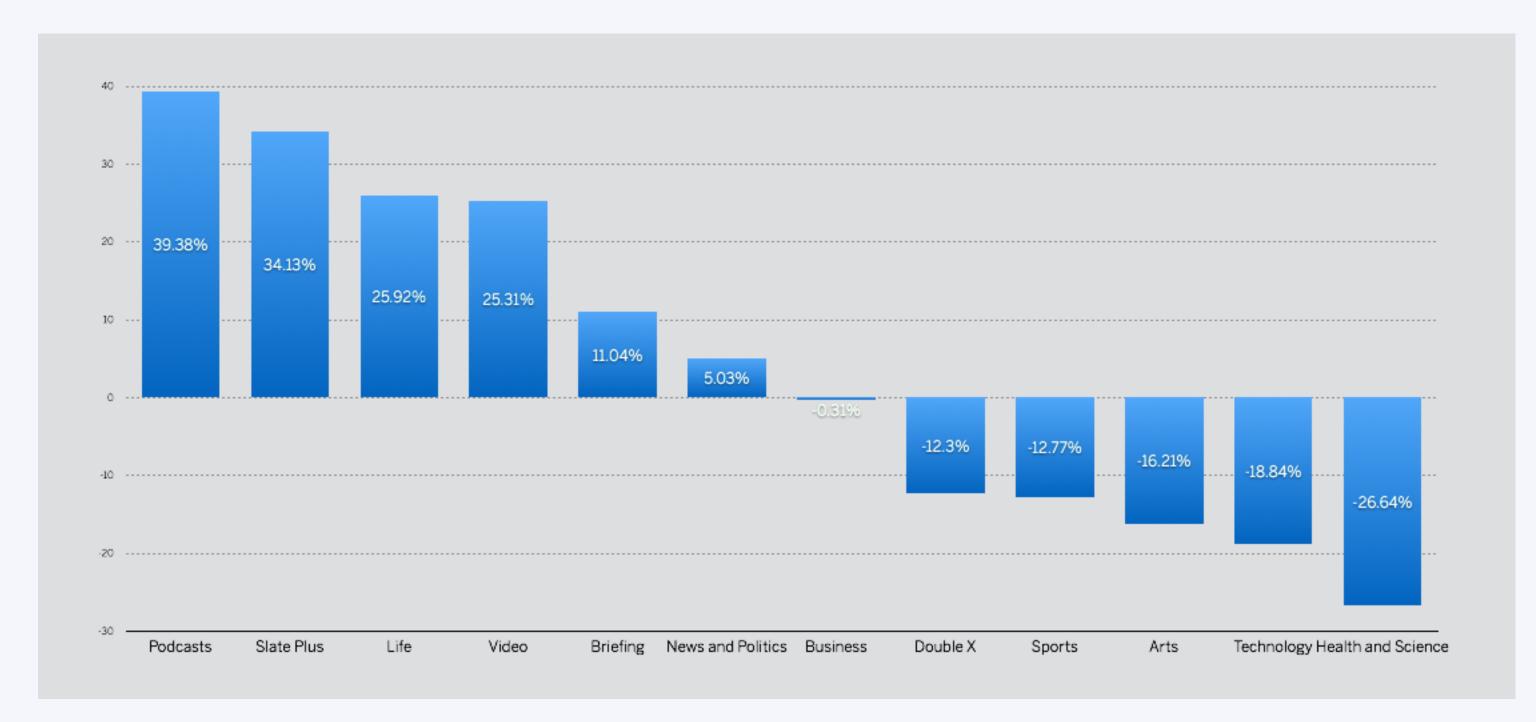
piano

of subscribers are in the loyal segment when they convert





Loyal readers indicate valuable content.





Algorithmically paywall content that appeals to your loyal audience.

tinyp	oass		
ĉ	Content algo	orithm	
Ove	erview Edit Log		
	Locked content ove	erview	
All	content	26%	5.188
٢	Sports	36%	
٢	Entertainment		
¢	Real estate	37%	
٢	Metro	4%	ELIGIBLE 3 MAX 30%





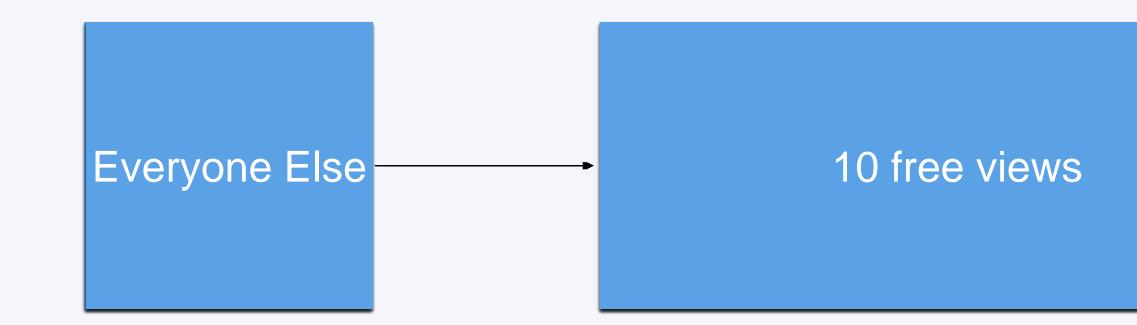
Segment subscribers and anonymous readers







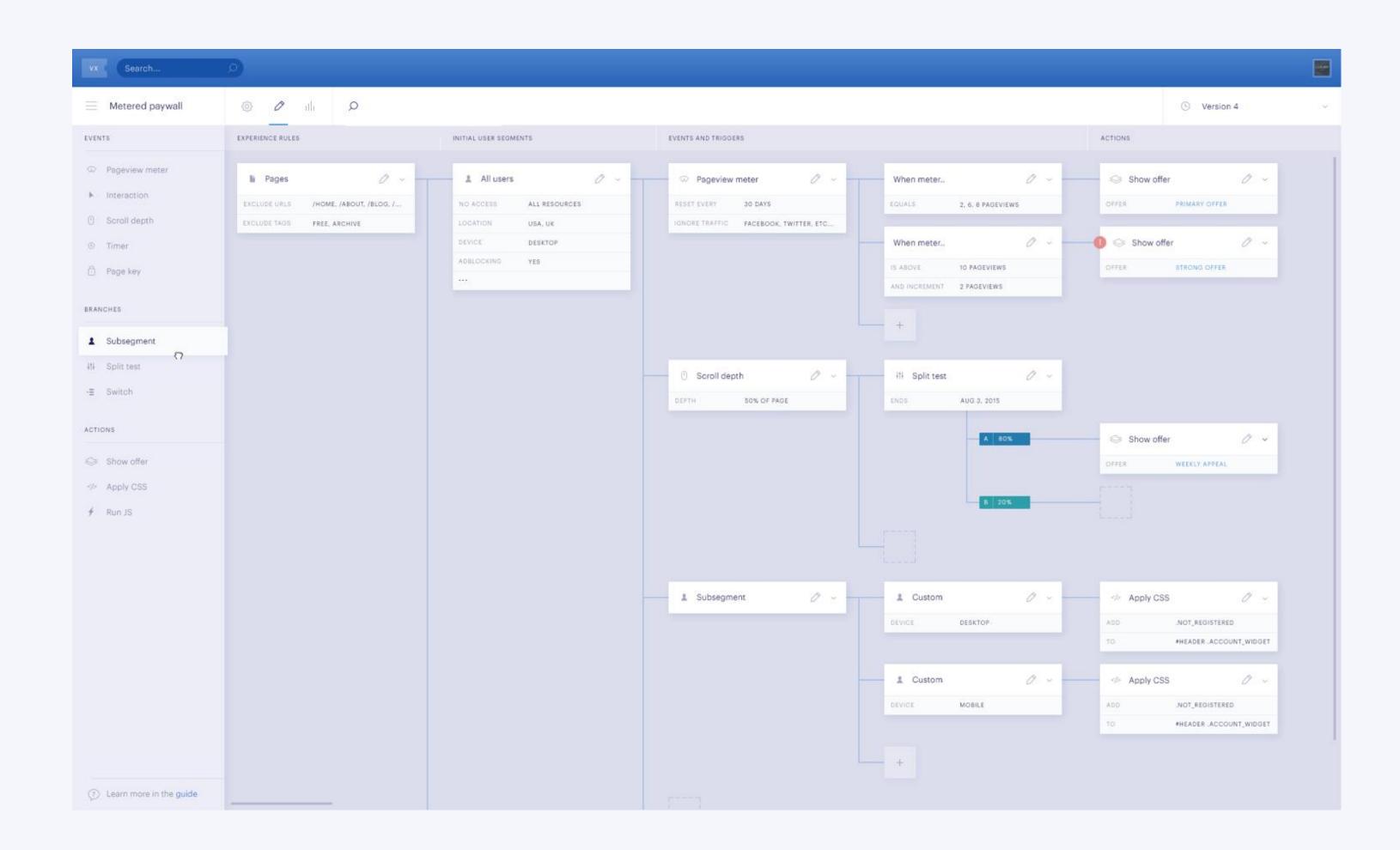
Personalize the paywall according to loyalty



Default Subscription Offer



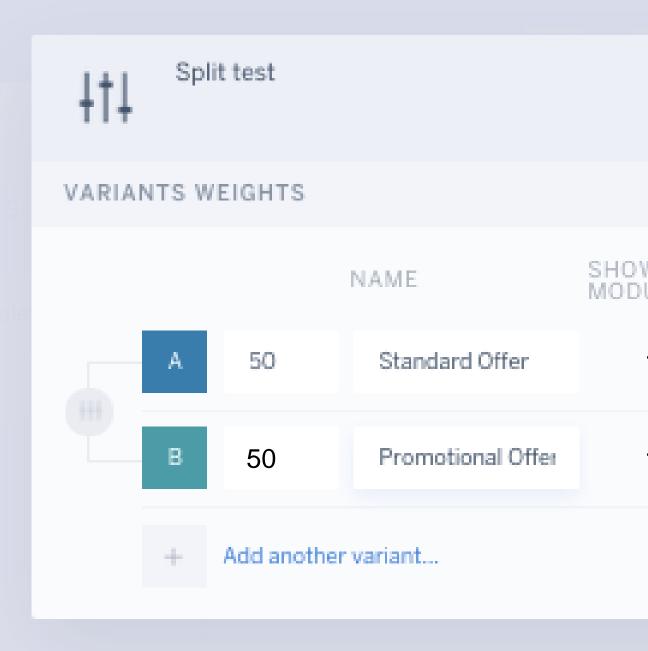
Power in the hands of business



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



Test, try, and tune



Test offers, bundles, terms, pricing, creative, or paywall thresholds.

				×
W OFFER OULES	IMPRESSION 957	SCNVR .11%	NET REVENUE \$857 USD	
1	956	.05%	\$1,123 USD	



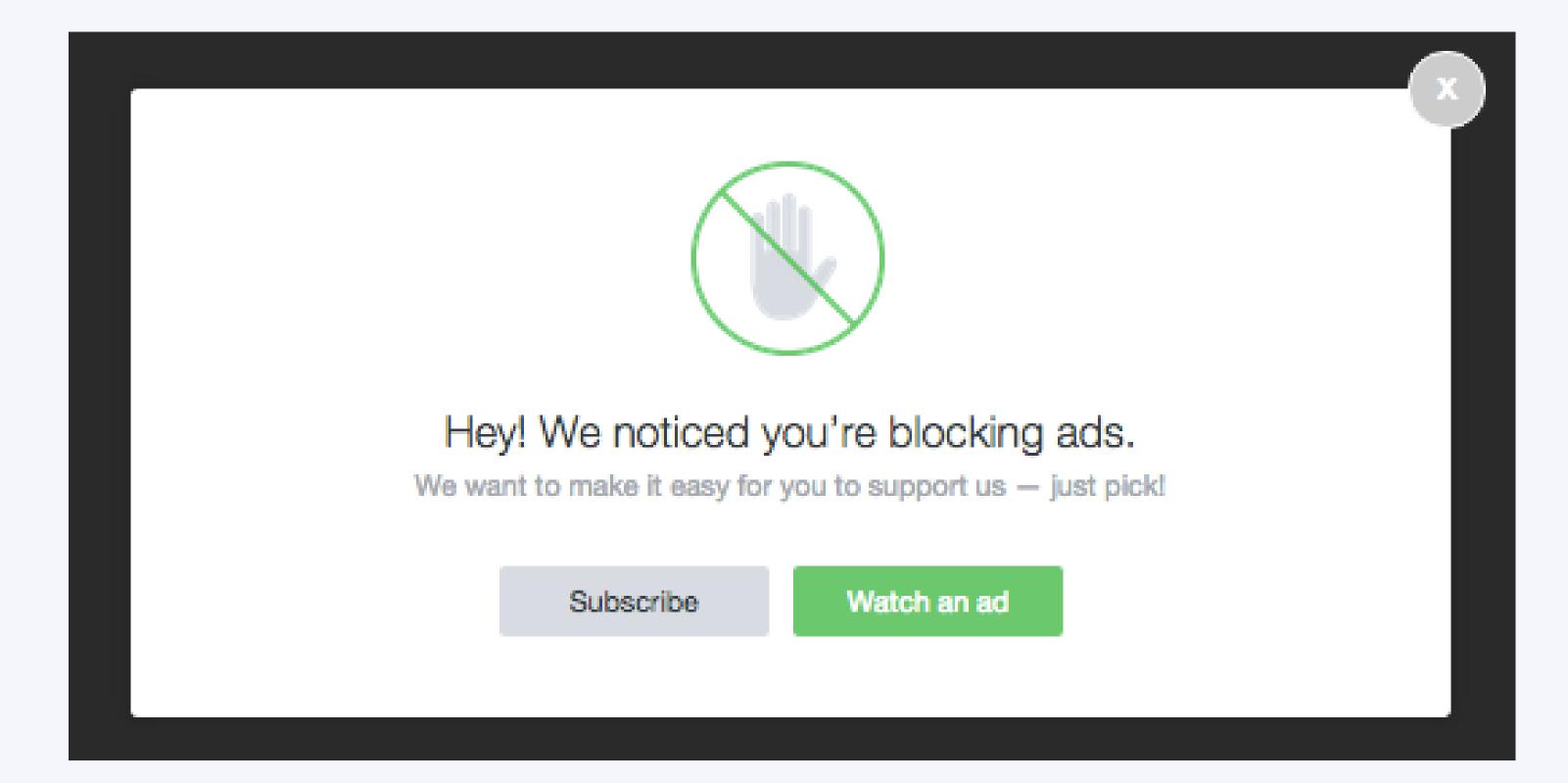
The ad-blocker problem opportunity

piano





Give them what they want



Ad blockers will exchange value for relevant content.



There is no silver bullet.

piano





piano

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.

Jonas Rideout Global Head, Business Development

jonas@piano.io (917) 293-8211

1 World Trade Center New York, NY 10007 (646) 350-1999 http://piano.io

