Increasing Reader's Loyalty and Paid Subscriptions

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VP Business Development
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1 Day

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20+ Cases

Share a Case, Pay Less

Increasing Reader's Loyalty and Paid Subscriptions

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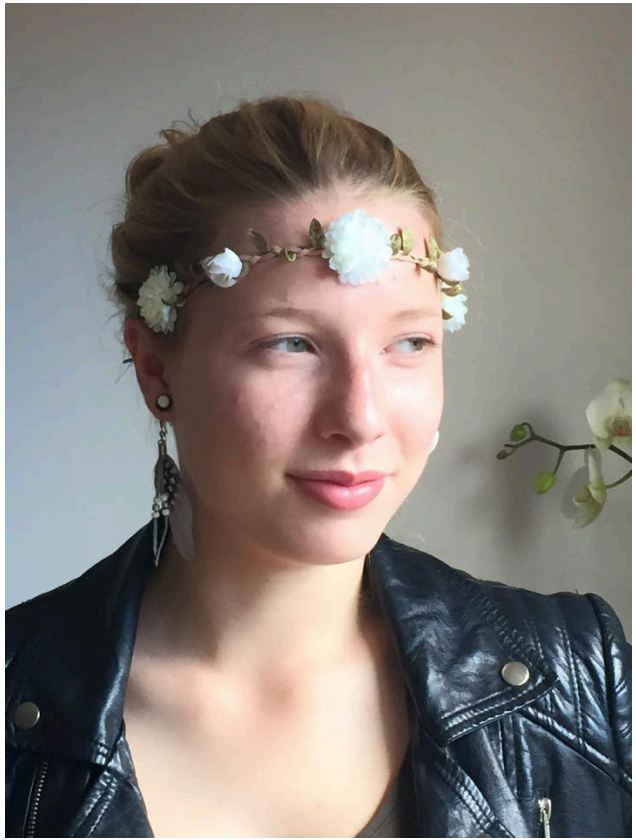
*Digiday article from Feb 17 2015 *:*

… publishers still struggle with the most basic aspects of customizing content to the individual reader.

… hard for many publishers to break out of the one-size-fits-all model.

* http://digiday.com/publishers/5-things-holding-back-customized-content/



What type of content drives an individuals loyalty?

www.spiegel.de/politik/ausland/g20-staaten-wollen-finanzfluss-der-terroristen-eindaemmen-a-1062983.html

Gipfel in der Türkei: G20 will Finanzfluss der Terroristen

Teilnehmer des G20-Gipfels: Anschläge "aufs Schärfste" verurteilt

Entschiedenheit im Kampf gegen den Terror und besseren Schutz für Flüchtlinge - beim G sich die größten Industrie- und Schwellenländer auf diverse Vorhaben geeinigt. Der Entw Abschlusserklärung im Überblick.

Montag, 16.11.2015 – 11:36 Uhr

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Die großen Industrie- und Schwellenländer (G20) su Terroranschläge in Paris nach einer gemeinsamen S internationalen Terrorismus. In einem Entwurf der A verurteilen die Staaten laut Nachrichtenagentur dpa Paris und Ankara aufs Schärfste. Um Terroristen de erschweren, wollen die Staaten künftig stärker zusammenarbeiten.

Key Topics

- global economic growth
- economic issues
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- more and better jobs
- refugee crisis
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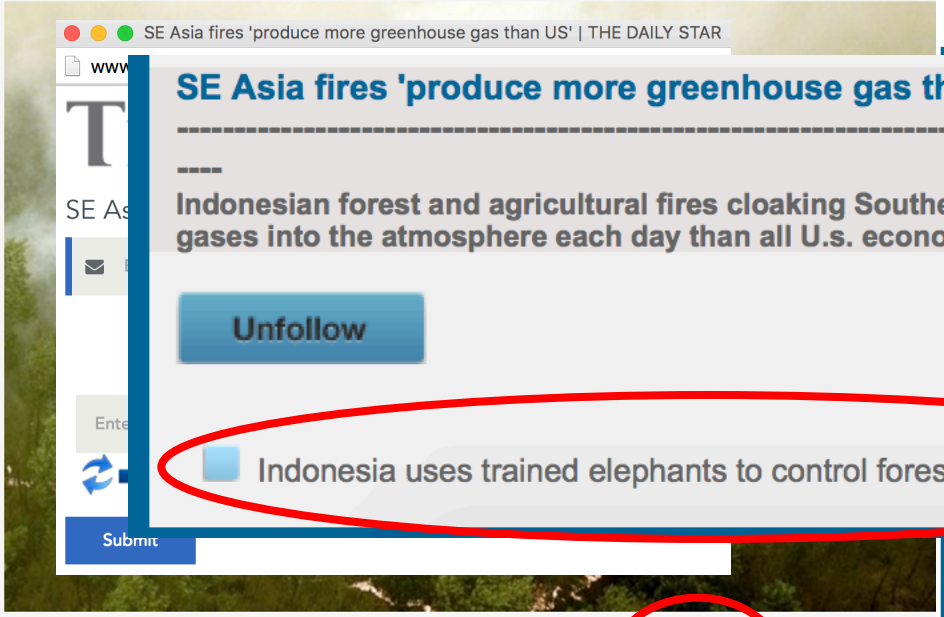
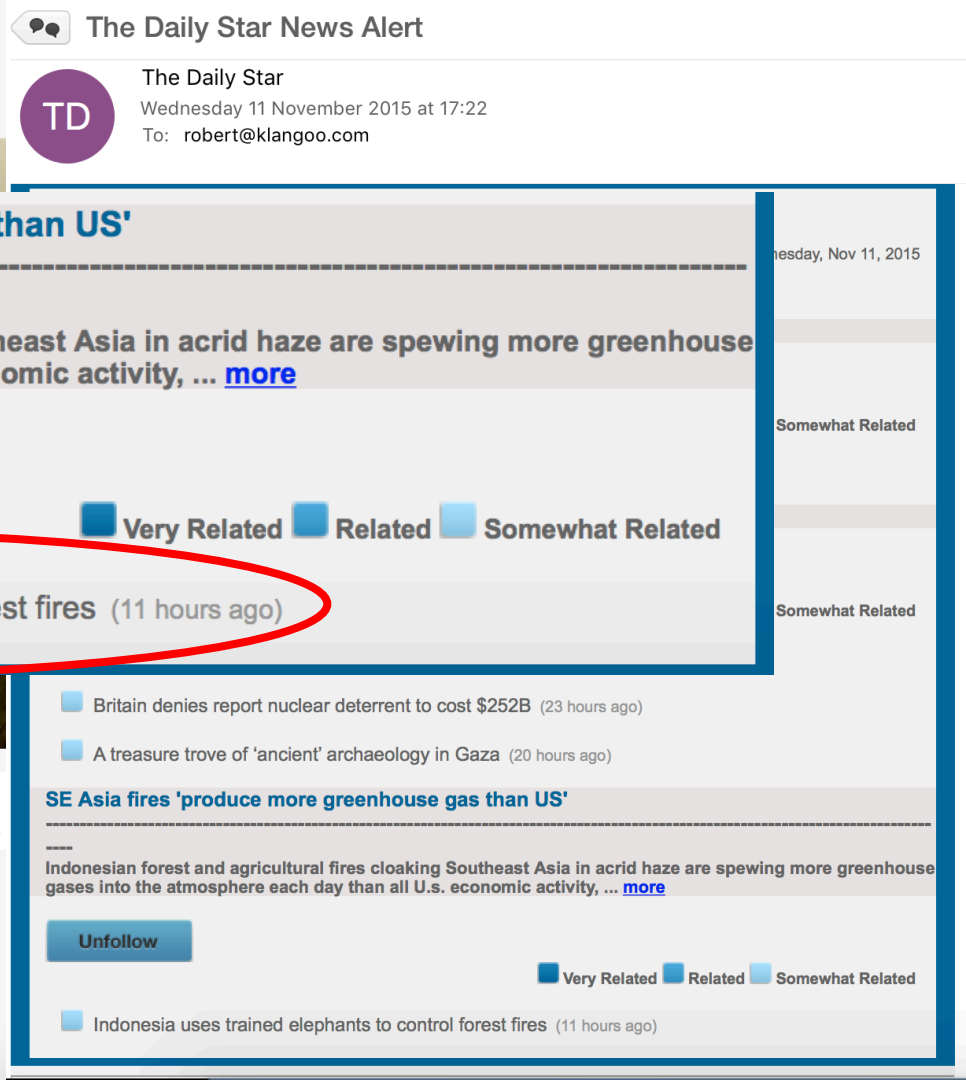
SE Asia fires 'produce more greenhouse gas than US'





Summary

Indonesian forest and agricultural fires cloaking Southeast Asia in acrid haze are spewing more greenhouse gases into the atmosphere each day than all U.S. economic activity,

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Agence France Presse

JAKARTA: Indonesian forest and agricultural fires cloaking Southeast Asia in acrid haze are spewing more greenhouse gases into the atmosphere each day than all U.S. economic activity, according to an environmental watchdog.

Indonesia

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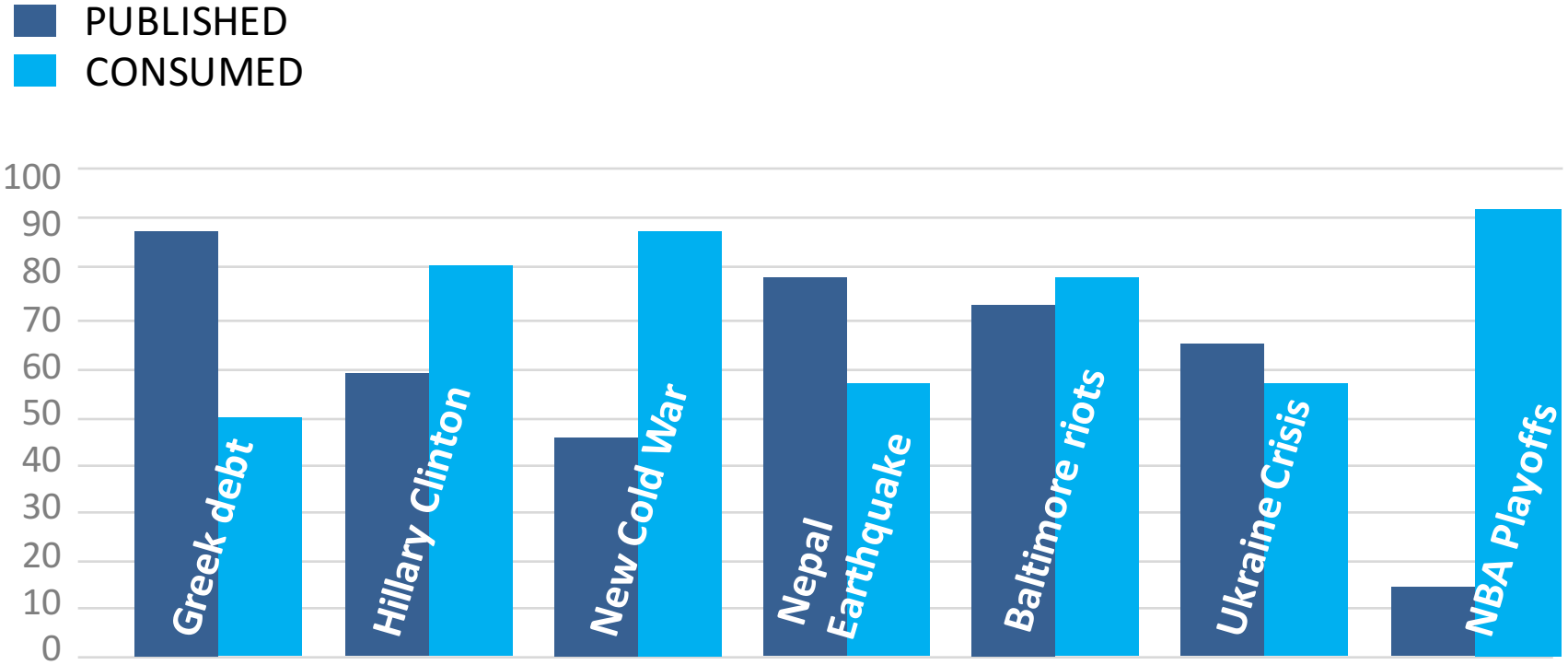
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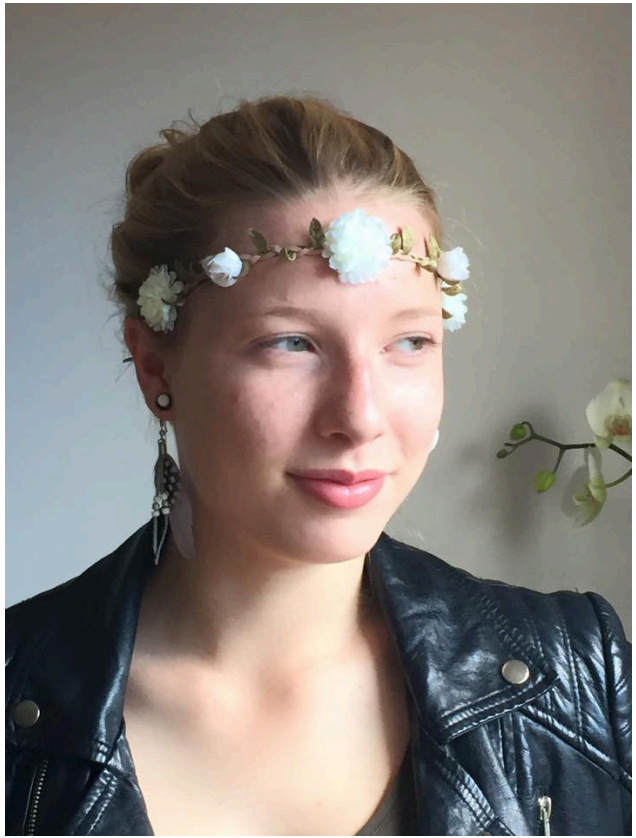
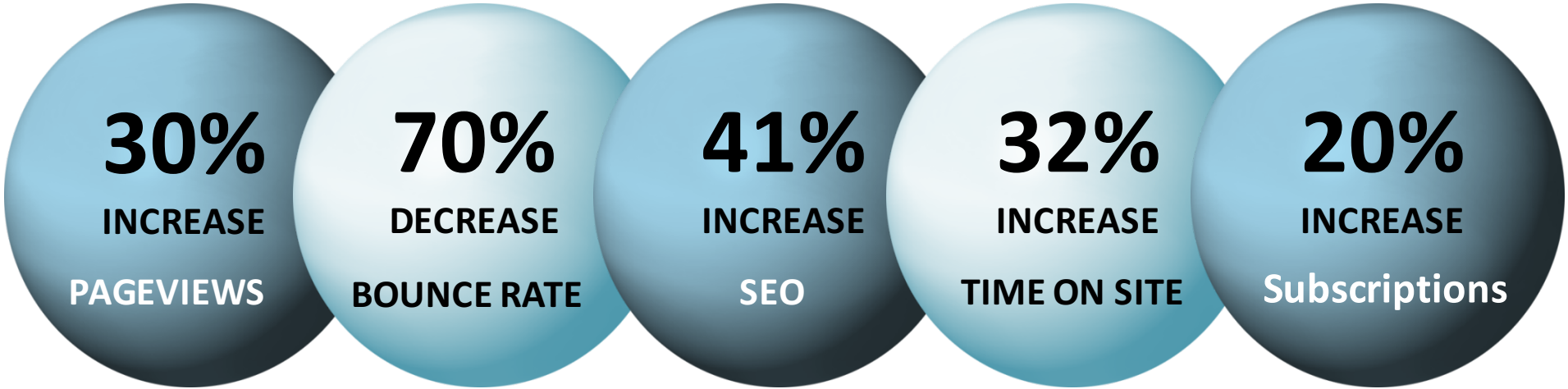


“Aboutness” of your content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