

DRIVING ENGAGEMENT FOR **COX MEDIA GROUP NEWSPAPERS**

Patrick Glennon
October 26, 2017



THE **BUSINESS CHALLENGE**

1. Need to increase digital subscriptions by 50% year over year
2. Current product base is not going to get us there

THE **TECHNOLOGY CHALLENGE**

1. For a dramatic increase in subscriptions you need a dramatic increase in engagement as well
2. Messaging was key objective vs. classic paywall functionality
3. Launching multiple new products requires flexible technology and the ability to go to market fast

THE GAME PLAN

1. Implement customer engagement technology [ConneXt] that uses real-time data to encourage reader engagement



2. Implement new Subscriber Management and Billing platform [MG2 CashBox] designed for:
 - Speed to market
 - Flexible subscription models
 - Variety of payment methods



THE CONNEXT ADMIN

MARKETINGG2

Dashboard

Dynamic Metering

Attribute Management

Campaigns

Configurations

Files

Documentation

Admin

CAMPAIGNS

hookemplus.com_Default

Delete

Edit

New

Options

Free Conversations

Metered Conversations

Premium Conversations

New Conversation

METERED HOOKEM INITIAL

Add Expiration Type

Time

Expiration: 1 Months

Next Conversation: This Conversation

Actions

WELCOME 1

Modal Non Social/Search Logged Out

WHO

This is who this action should be shown to. A user must pass all criteria in order to qualify for this action.

Add Criteria

By Article Views

Qualifier

Value

==

1

By Javascript

WHAT

This is what type of action should be shown to the user. You will also need to select a template for this action type as well as set custom html for this action.

Action Type

Modal

Template

Modal_link_cmng(saved)

WHEN

This is when the action should be triggered. It can be automatic or be triggered by a user defined action.

Trigger Type

Time

Delay

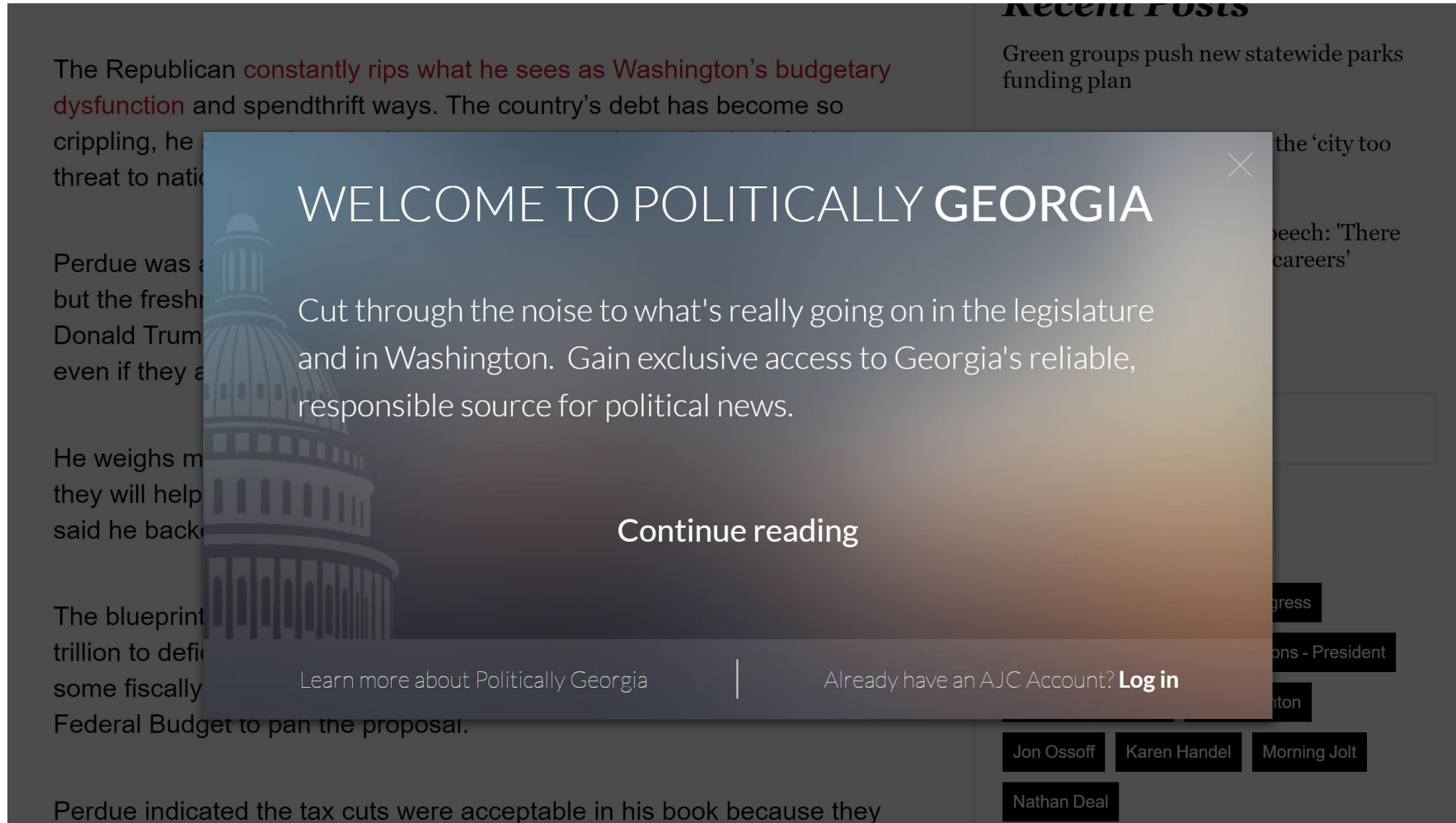
0

In ms

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NEAR TERM GOALS

Welcome to Political Georgia



The screenshot shows a website with a dark background and a modal overlay. The modal has a blue-to-orange gradient and contains the following text:

WELCOME TO POLITICALLY GEORGIA

Cut through the noise to what's really going on in the legislature and in Washington. Gain exclusive access to Georgia's reliable, responsible source for political news.

Continue reading

At the bottom of the modal, there are two links: "Learn more about Politically Georgia" and "Already have an AJC Account? **Log in**".

The background website content includes:

- Recent Posts**
 - Green groups push new statewide parks funding plan
 - the 'city too
 - peech: 'There careers'
- Text snippets: "The Republican constantly rips what he sees as Washington's budgetary dysfunction and spendthrift ways. The country's debt has become so crippling, he threat to nation", "Perdue was a but the fresh Donald Trump even if they a", "He weighs m they will help said he back", "The blueprint trillion to defic some fiscally Federal Budget to pan the proposal.", "Perdue indicated the tax cuts were acceptable in his book because they"
- Author names: "Jon Ossoff", "Karen Handel", "Morning Jolt", "Nathan Deal"

NEAR TERM GOALS

Enhance newsletter sign up process



they've gotten some good news on Thursday, they've also received some bad to go along with it.



Michigan State's success surprises some, but we should have expected it

by via Land of 10,000 Lakes

EAST LANSING, Mich. — For four years, P.J. Fleck coached a short drive away from Michigan State. His Western Michigan team fell to the Spartans twice. The post Michigan State's success surprises some, but we should have expected it appeared first on Diehards.

- 1 Suit: booting cars in Georgia isn't legal
- 2 As race to succeed Kasim Reed sizzles, two ex-mayors call for big changes | Political Insider
- 3 Opinion: Trump and Gold Star families | Jay Bookman

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POLITICS NEWSLETTER

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from
The Atlanta Journal-Constitution | myAJC

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NEAR TERM GOALS

Driving newsletter engagement



Political Insider

AJC blog about Atlanta politics, Georgia politics, Georgia and metro Atlanta election campaigns.
Because all politics is local.



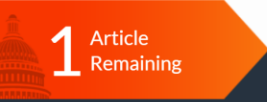
David Perdue, a deficit hawk, weighs Trump's pricier fiscal priorities

By Tamar Hallerman
October 25, 2017 | Filed in: David Perdue, Donald Trump



Politically Georgia



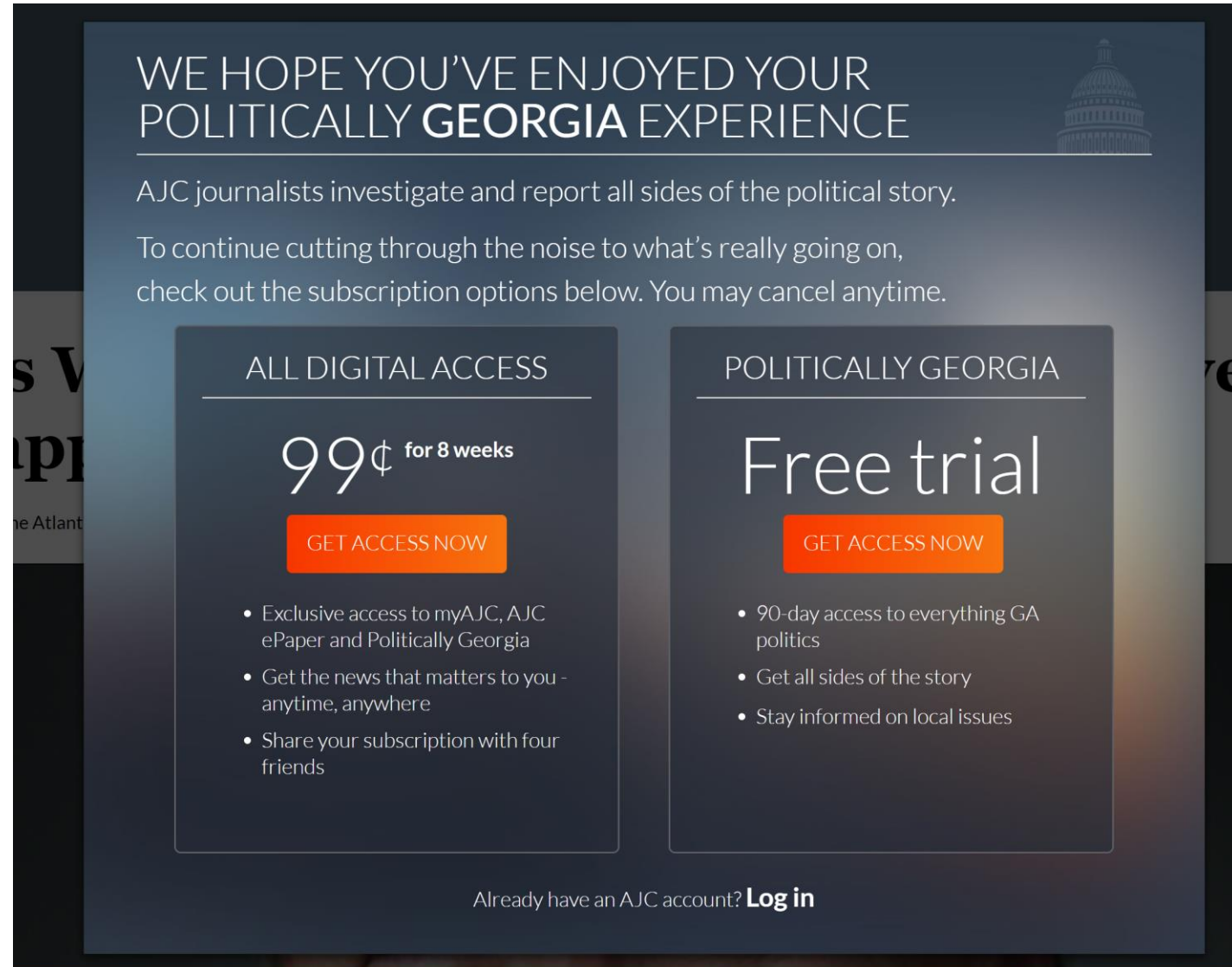


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Have an AJC account?
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NEAR TERM GOALS

Driving Newsletters
Trials &
Subscriptions.



WE HOPE YOU'VE ENJOYED YOUR
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AJC journalists investigate and report all sides of the political story.
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check out the subscription options below. You may cancel anytime.

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GET ACCESS NOW

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- Get all sides of the story
- Stay informed on local issues

Already have an AJC account? **Log in**

LONGER TERM **GOALS**

1. Continue to iterate, test and improve user experience
2. Incorporation of real-time modeled data on anonymous users
3. Introduce new engagement options for ad blockers and non subscribers via Flittz

THANK YOU!

**COX MEDIA GROUP NEWSPAPERS
INMA
for this opportunity**

Patrick Glennon
President, Marketing G2
Patrick@Marketingg2.com

