

Tecnavia



Gary Green

Director of Business Development



Client Challenge

- ▶ Provide a Dynamic online purchase solution to 78 CNHI newspapers

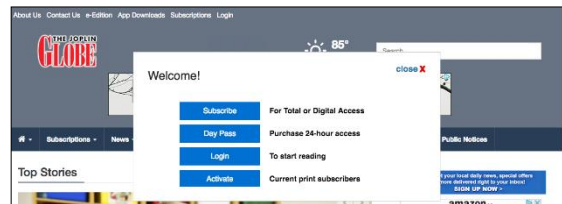
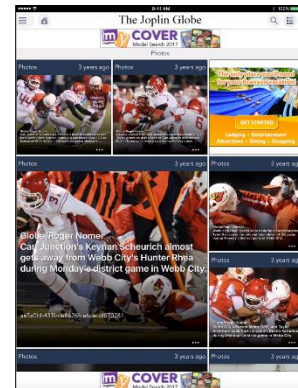
- ▶ Criteria - increase engagement /revenues

- One web-based transaction process for all subscription options
- Total Access and Digital Access (Any platform)
- Cutting-edge meter technology (Easy log in / log out)

- ▶ Solutions Implementation 78 Newspapers

- Full Featured Digital Replica – not just a flip book
- Combine apps into one with live news and digital replicas
- Integrated meter and subscription options into one seamless purchase

The screenshot shows the 'Access Options' form on The Joplin Globe website. The form is titled 'Access Options' and has a dropdown menu set to 'Day Pass Online Digital Access for a day'. Below this, there are two sections: 'How to Purchase' and 'Selected Amount'. In the 'How to Purchase' section, 'Fund Wallet' is selected with a blue radio button. In the 'Selected Amount' section, three options are listed: '\$3.00 Digital Wallet', '\$6.00 Digital Wallet PLUS \$1 FREE Bonus (\$7 In Wallet)', and '\$10.00 Digital Wallet PLUS \$2 FREE Bonus (\$12 In Wallet)'. A blue 'Proceed' button is at the bottom. Below the button, there is a red heading 'What is a digital wallet?' followed by a paragraph explaining that it is a convenient way to have funds available to purchase more day passes or articles without having to grab a credit card for every single purchase.



Results



- ▶ **Subscriber Engagement 7 X more page views as a non-subscriber**
- ▶ **Subscriber page views per session 50% more than a non-subscriber**
- ▶ **Subscriber session time 5 X more than non-subscriber**
- ▶ **YOY desktop, mobile and app page views increased by 23.5%**
- ▶ **YOY visits on all platforms increased 47%**
- ▶ **DIGITAL DISPLAY REVENUES INCREASED NEARLY 10%**
- ▶ **Transactional Micropayment model developed**

Micropayments



- ▶ Casual readers introduced to micropayments
- ▶ Initial test market – 48% increase in purchases in past 2 months
- ▶ Day pass and funding wallet now 2 X than single article purchase
- ▶ 55 news



Buy Article

Day Pass - Online Digital Access for a day

✓ Fund Digital Wallet

How to Purchase

☒ Credit Card

Selected Amount

☐ \$3.00 Digital Wallet

☐ \$6.00 Digital Wallet PLUS \$1 FREE Bonus (\$7 in Wallet)

☐ \$10.00 Digital Wallet PLUS \$2 FREE Bonus (\$12 in Wallet)

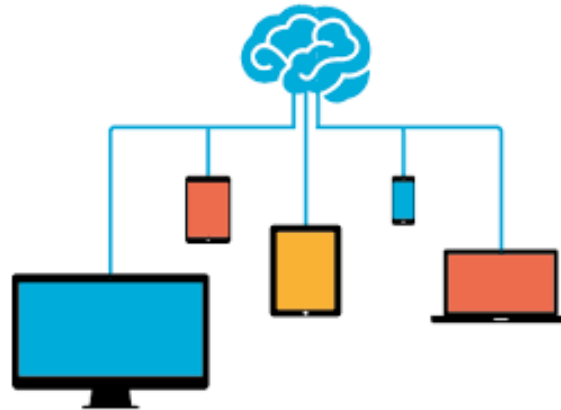
Proceed

What is a digital wallet?

It is a convenient way to have funds available to purchase more day passes or articles without having to grab your credit card for every single purchase.



Dynamic Pricing In Real Time for Micro Payments



Road Map



Data Collection

1. Behavioral Data
 - A. Products purchased
 - B. Category of Interest
 - C. Response history to promotions
 - D. Anonymous vs. Subscriber
2. Article Influence
 - A. Competing media outlets
 - B. Mentions
 - C. Followers
 - D. Activity
 - E. Sentiment
3. Price Elasticity
 - A. Supply – competing coverage
 - B. Demand – viral ranking
 - C. Time of news consumption
 - D. Conversion adjustment



Determine Price VALUE of each article

Road Map



Engagement

Reach

Ranking

**Peanuts creator Charles Schulz's widow flees Santa Rosa fire, home destroyed**
13-10-2017 15:00

Jean Schulz, widow of the late Peanuts creator Charles M. Schulz, with one of the many Peanuts comic strips at his namesake museum in Santa Rosa. She fled the Santa Rosa fire, but the home she shared w...



13-10-2017 15:58

 17,6k

 572,4k

 563,3k

 17,6k

N 1

W 1

 **Peanuts creator Charles Schulz's widow flees Santa Rosa fire, home destroyed** (Julia Prodis Sulek)

12-10-2017 17:59 *mercurynews.com*

Jean Schulz, widow of the late Peanuts creator Charles M. Schulz, with one of the many Peanuts comic strips at his namesake museum in Santa Rosa. She fled the Santa Rosa fire, but the home she shared w...

13-10-2017 15:58

 17,6k

 572,4k

 563,3k

 17,6k

TOT 190

 190

Share:   

 Harry McCracken  13-10-2017 03:51  95k

 robneyer 12-10-2017 23:29  61,1k

 Cartoon Brew 13-10-2017 04:02  60,1k

 East Bay Times 12-10-2017 20:45  49,9k

 Liz Kreutz 12-10-2017 20:51  20,4k

 Rachael King 13-10-2017 04:17  18,7k

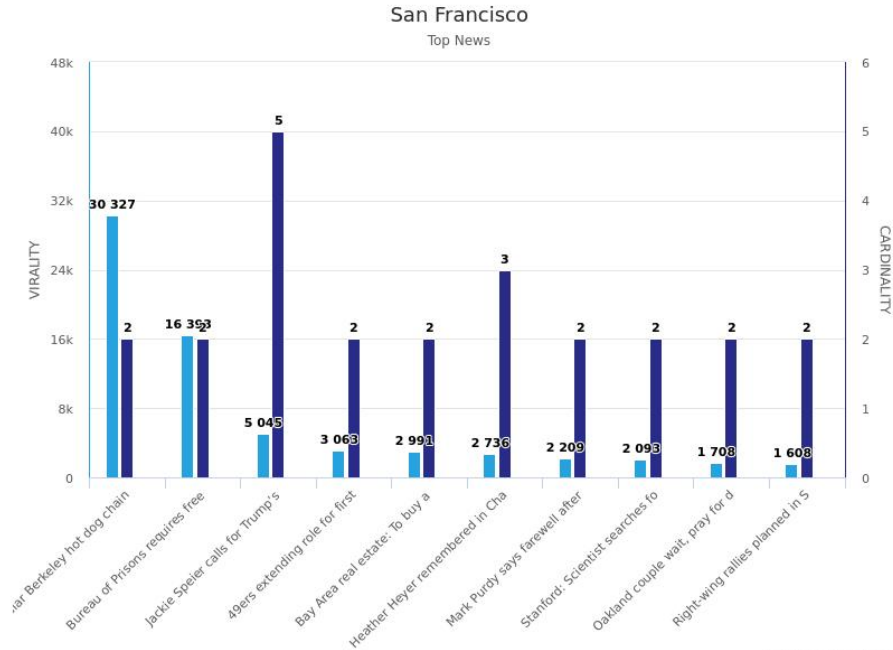
 Bef 13-10-2017 04:25  16,8k

 Tamara Lush 12-10-2017 20:03  15k

 Jim Caple 12-10-2017 23:08  15,4k

 Terry Teachout 12-10-2017 23:34  12,8k

Road Map



<http://www.bauciweb.com>

Popular Berkeley hot dog chain



Popular Berkeley hot dog chain fires worker seen in Virginia protest photos (Rick Hurd)

14-08-2017 00:06 eastbaytimes.com

Getty Images A local hot dog chain fired an employee after he was seen in picture with white supremacy protesters in Charlottesville, Va. By Rick Hurd | rhurd@bayareanewsgroup.com | Bay Area News Grou...

17-08-2017 09:57 30,3k 3,6M 3,6M 30,5k

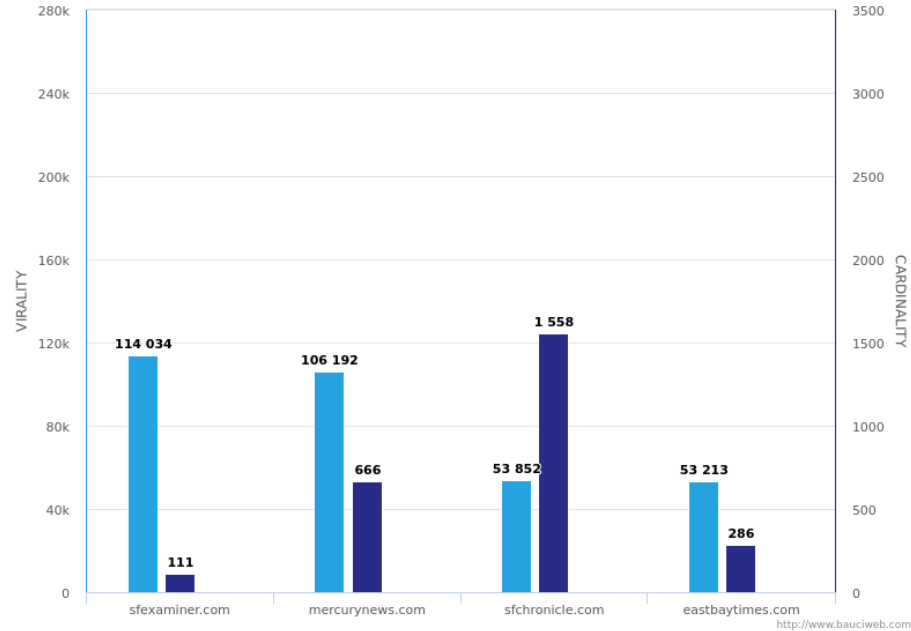
TOT 1,4k 1,4k 2

Road Map



San Francisco

Top Sites



sfexaminer.com



'White supremacist' patriot rally coming to San Francisco — counter-protest already planned (Joe Fitzgerald Rodriguez)

14-08-2017 03:18 sfexaminer.com

Patriot Prayer has reportedly scheduled a right-wing, pro-Trump "Free Speech Rally" at San Francisco's Crissy Field on Saturday, Aug. 26. (Courtesy Patriot Prayer via Facebook) By Joe Fitzgerald Rodri...

16-08-2017 21:41 80k 49,2k 49,2k 80k

TOT 5 f 5

Road Map



Dynamic Pricing

Machine learning + Predictive Analytics + Price Elasticity



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Dynamic Pricing



Optimized pricing in real time
Higher engagement
Increased value on journalism
Micro payment transactional rev