

GAZETA DO POVO

**Audience Analytics
Accelerator Latam 2021**

2021

| www.gazetadopovo.com.br

| 20 21

“To prevent churn, we might have to address each subscriber individually according to specific previous behavior”

Our hypothesis:

**identify subscribers
with propensity to
churn**

**through data collecting in
their browsing or during
their contact with our
service channels.**



HYPOTHESIS



MAIN GOALS

Target 1

Build a predictive model and a score that indicates with a 80% accuracy the propensity of a subscriber to perform churn

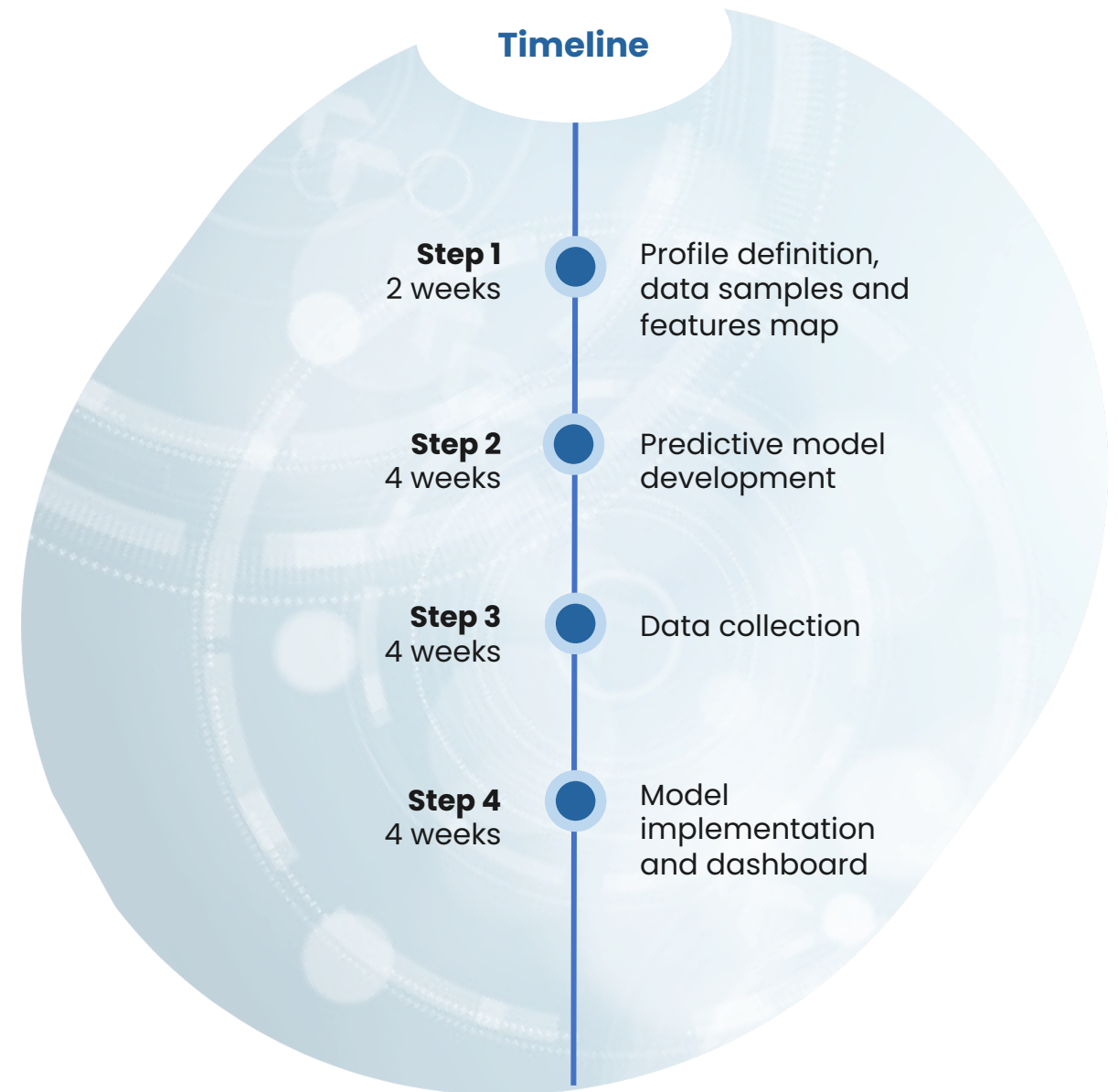
Target 2

Use that score to drive marketing efforts to prevent or reduce our churn rates by 10%

PROJECT RESOURCES

Our SQUAD

- 01 Project Manager
- 01 Product Owner
- 01 Scrum Master
- 01 Backend Developer (external, hired for the project)
- 01 Data Engineer (external, hired for the project)
- 01 Data Scientist (external, hired for the project)



**DATA SOURCE**

The model considered several data sources...

**+****+****+**

- City/State
- Dependents
- Validated Email?
- Validated Cell phone?
- Social Media Login
- Enterprise subscription

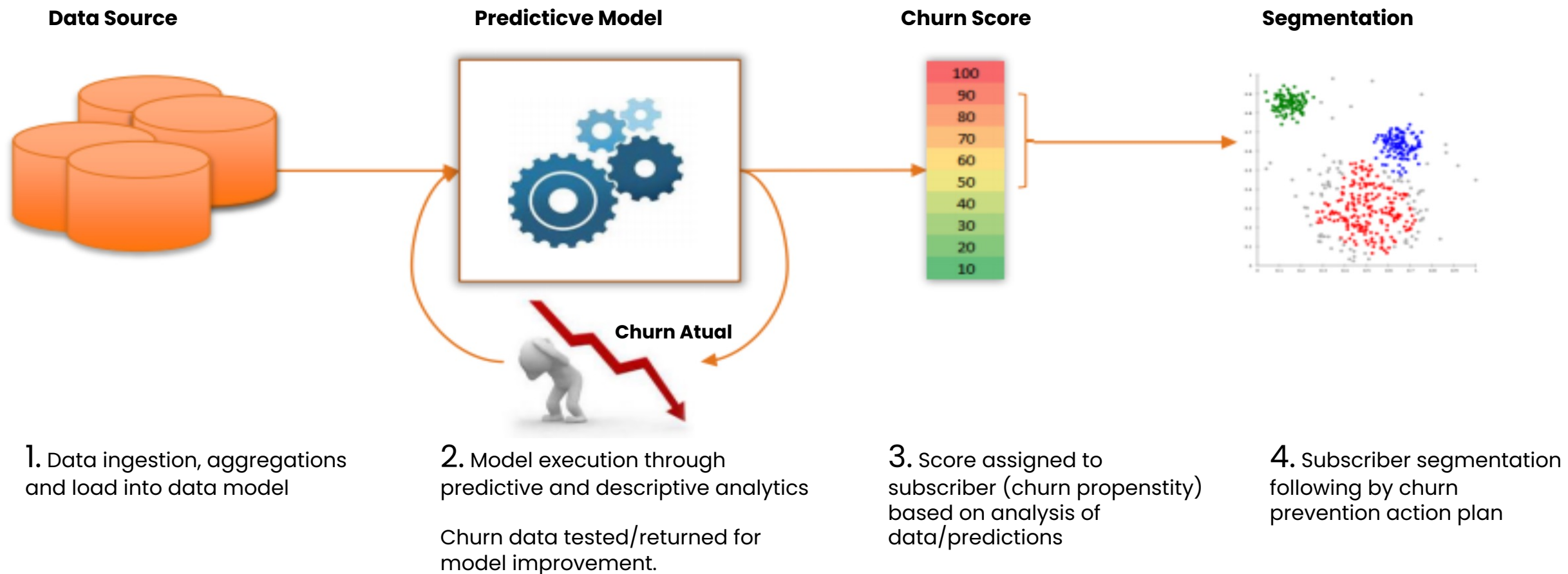
- Subscription history
- Registration time
- Subscription time
- Offer
- Product type
- Amount paid
- Payment method
- Recurrence

- Reactions
- Content sharing
- Comments
- Polls engagement
- Course subscriptions
- Access source

- Recency (30,60,90)
- Frequency
- Volume
- RFV
- Most read editorial
- Editorials accessed
- Pageviews/sessions
- Recirculation
- Home access
- App access

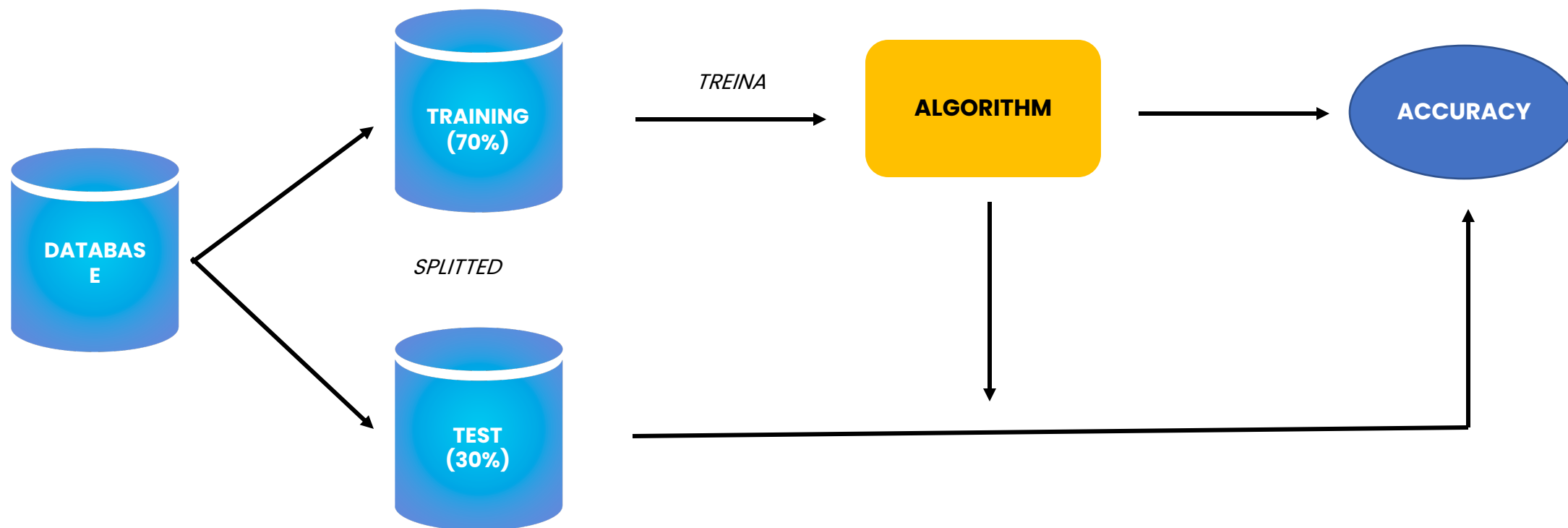
CONCEPTUAL MODEL

Concept overview and model description



PROPENSITY TO CHURN MODEL

Summary flow and classification issues





PROPENSITY TO CHURN MODEL

Main variables used in this model (contribution margin)

Negative contribution

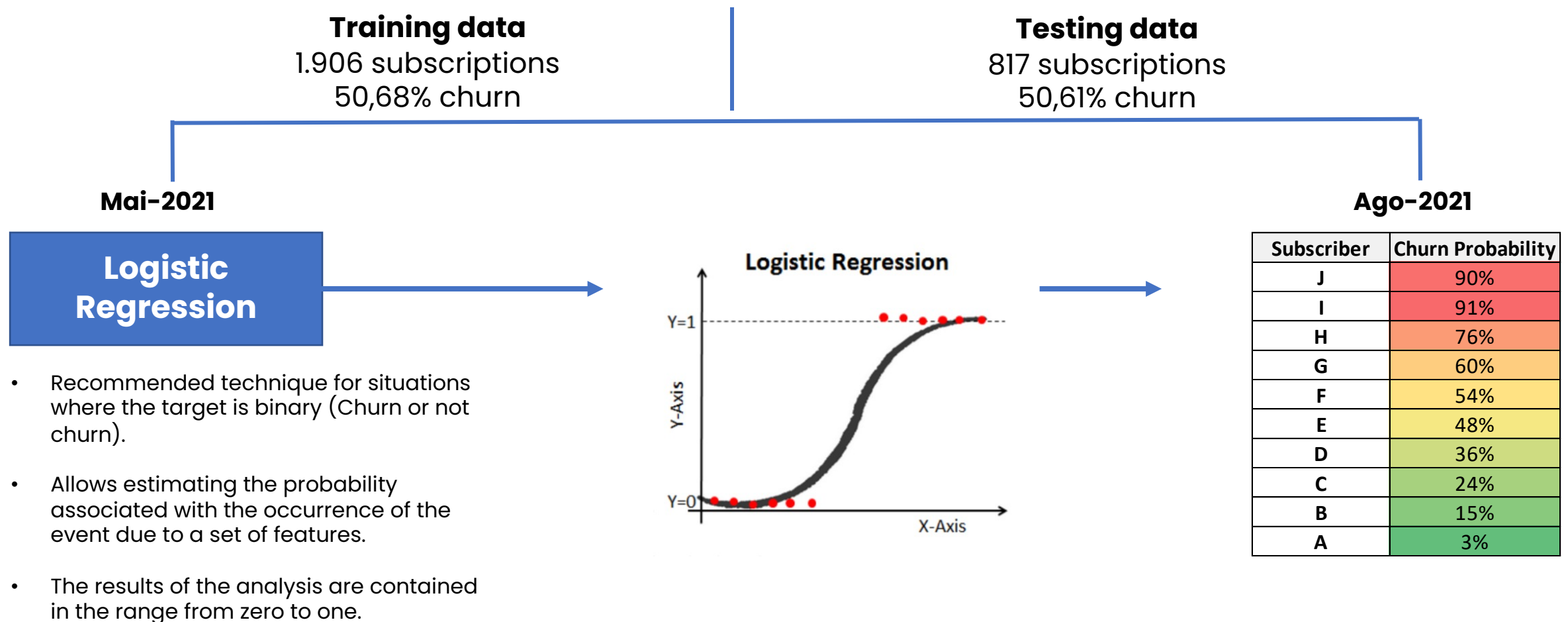
Variables	Weigth
Subscription Months - Up to 5 months	28,6%
Recency M3 - Zero	10,2%
Recency M1 - 1-19	7,2%
Origin - Portal	3,9%
Subscription price > R\$ 52,00	0,6%

Positive contribution

Variables	Weight
RFV M1 - 20+	11,4%
Reads M2 - > Two+	11,1%
Recency M1 - greather than 28	9,6%
Subscription months - > 36 meses	6,9%
Subscription price R\$ 23,00-R\$ 52,00	6,6%
Subscription Months - 14-36 months	3,6%

PROPENSITY TO CHURN MODEL

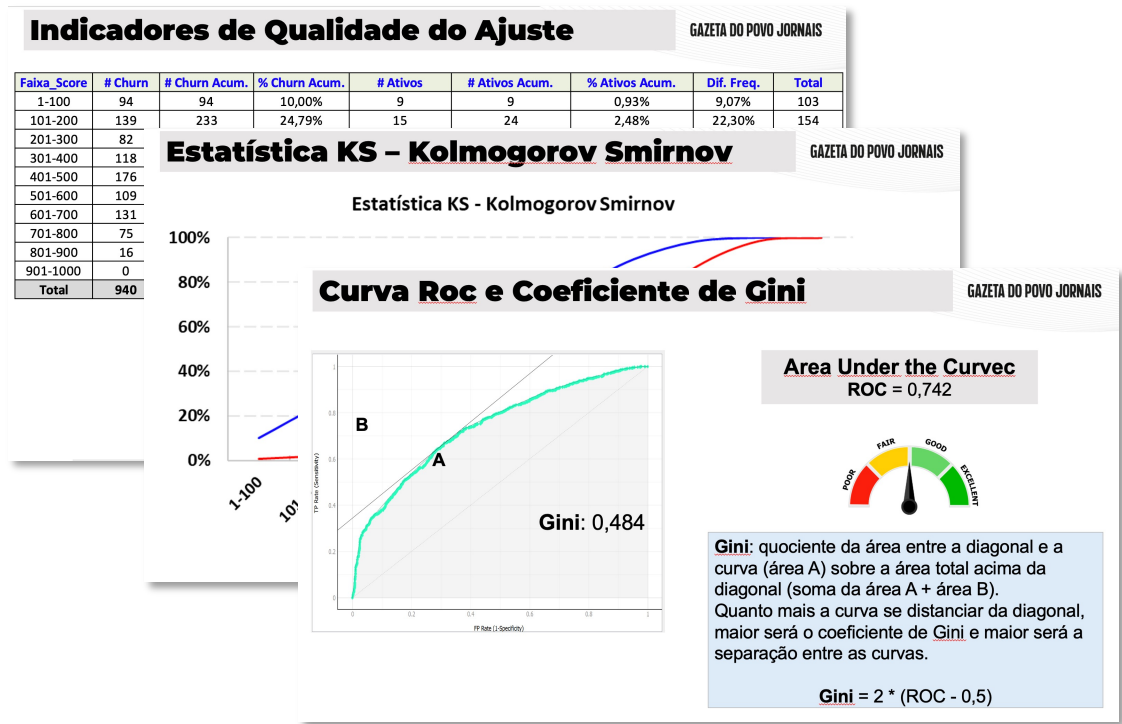
Building the model





PROPENSITY TO CHURN MODEL

Results



Assign a **churn propensity score** for each Gazeta do Povo subscriber with **67% accuracy.**

 PROPENSITY TO CHURN MODEL

Next steps...

Technology:

- Model automation
- Marketing and subscriber touch points tools integration (Salesforce, Piano Composer, etc.)
- Build a health subscriber portfolio dashboards
- Model enrichment and improvement by testing new variables;

Marketing:

- Increasing engagement and churn prevention action plans



Thanks!