

A man and a woman are sitting at a breakfast table, smiling and looking at a newspaper. The table is set with various breakfast items like coffee, fruit, and bread. The background shows a kitchen area. The image has a dark overlay.

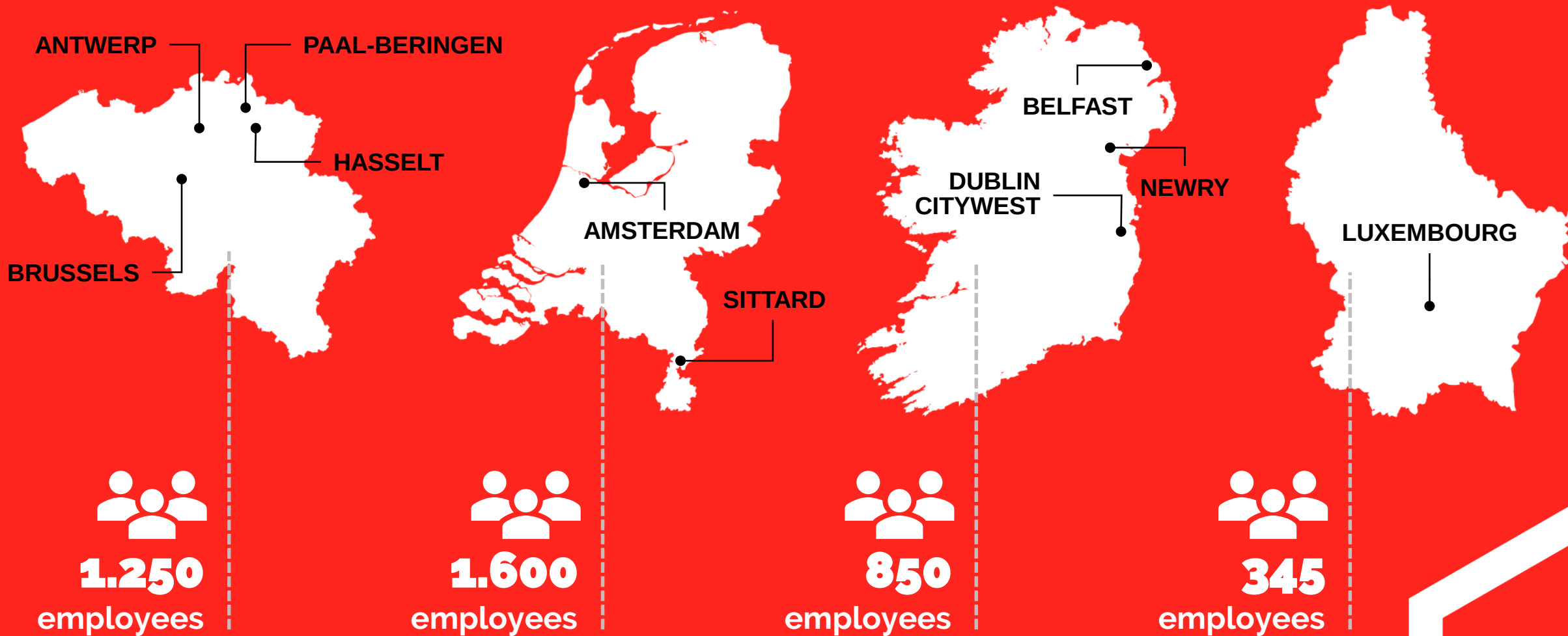
Fortunately 2020 wasn't all about corona:

"How engaging new subscribers became a top priority for Mediahuis"

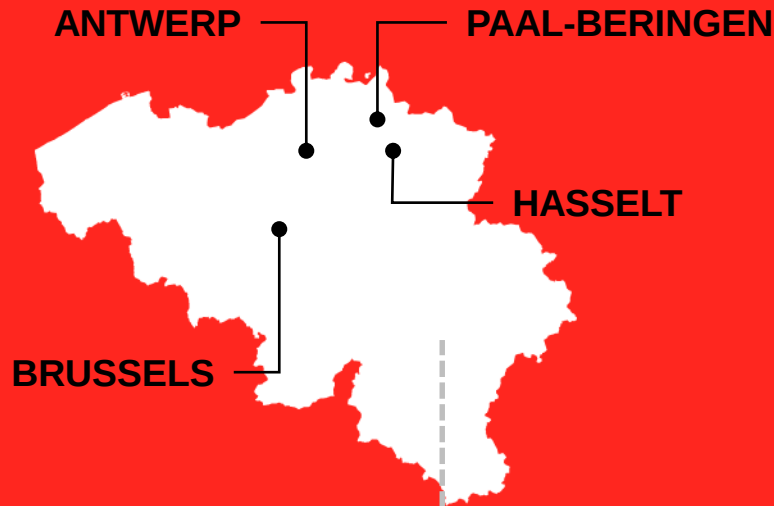
Hanne Hendrikx – Manager Customer Retention



Mediahuis today



Mediahuis today



1.449
employees



De Standaard



Het Nieuwsblad



Gazet van
Antwerpen



Het Belang
van Limburg



490.000

Sold copies / day



Reaching

2,1 million people

Every day

Our idea on engagement

Early 2020...

→ We might need an engagement strategy

- We felt it's important
- We assumed it's good for retention
- INMA told us it's important
- No clear KPI
- Multiple teams were involved
- Everybody's & no one's responsibility



Our idea on engagement Today...

→ We have build an engagement strategy

WHY? Correlation between engagement and churn

WHAT? Clear KPI on engagement

WHO? Agile Multidisciplinary Engagement team

HOW? Engagement projects for different segments
=> focus on recent subscribers

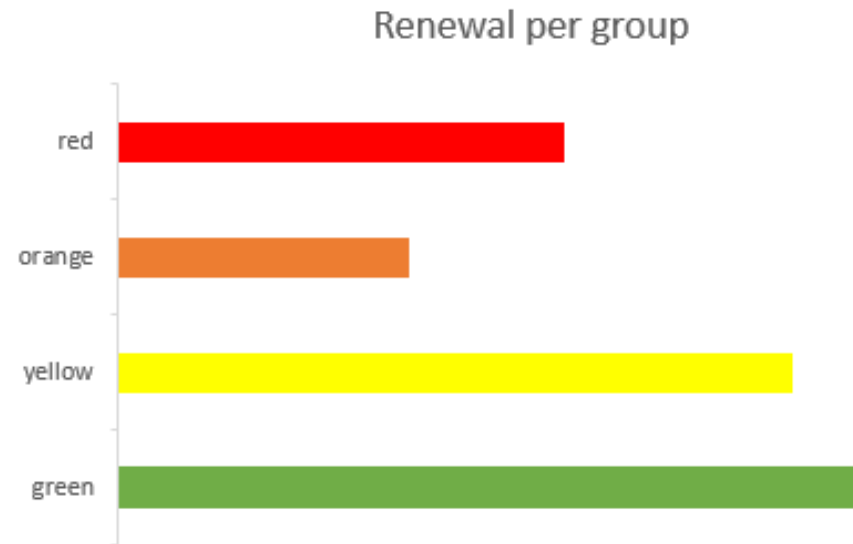
- Onboarding powered by CDP
- Customer Satisfaction powered by Hello Customer
- Pro-active calls powered by Customer Service department



WHY?

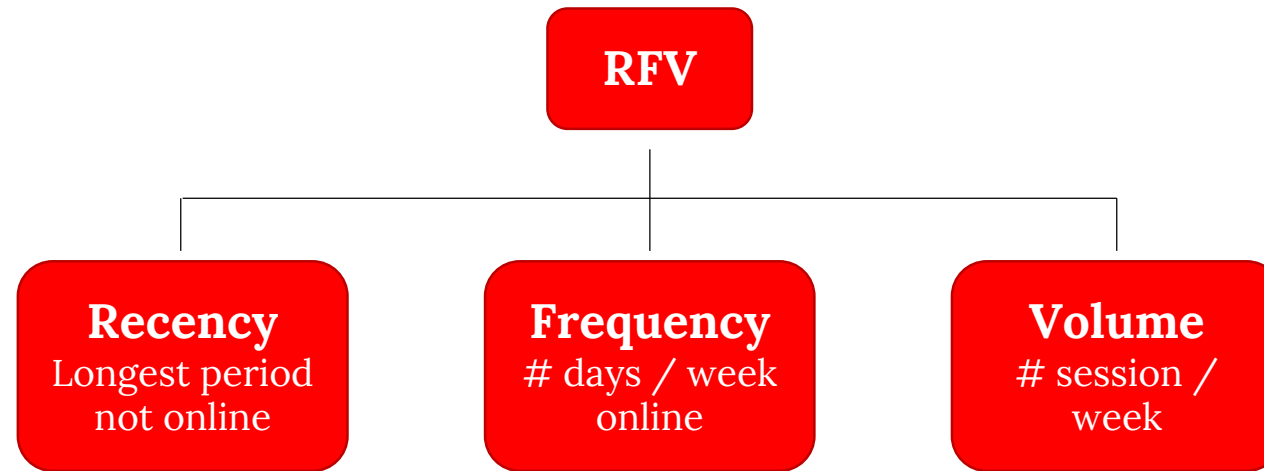
Impact of engagement on churn

- More renewals in green & yellow groups (= score best based on RFV)
- In churn-predicting: top 20 churn drivers contain 7 related to engagement



WHAT?

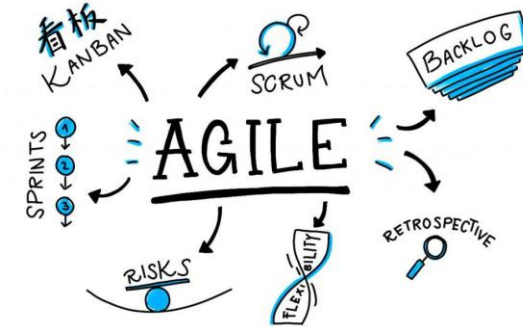
Clear engagement KPI



		RECENCY	FREQUENCY	VOLUME
FAN	■	≤ 2 days	≥ 6 days	≥ 14 sessions
DISCOVERER	■	3 days	4-5 days	7 sessions
STRAYED	■	6 days	2 days	3 sessions
LOST	■	≥ 13 days	≤ 1 day	≤ 1 sessions

WHO?

5 Agile Multidisciplinary Growth Teams



- **Engagement**

- Digital Conversions
- App
- Newsroom
- Audio



Teammembers change according to agenda:

- Retention Team
- Acquisition Team
- Brand Teams
- Data Team
- Customer Service
- Editorial
- Technical
- ...

WHO?

Agile Multidisciplinary Engagement Team

Retention Team

→ all structural communication to subscribers

4 Brand Teams (1/ newsbrand)

→ day to day content promotion to subscribers through own & paid media

Data Team

→ deliver data to all the team members

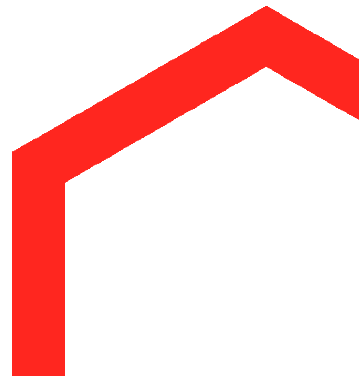
Customer Service

→ promote / help digital reading at every possible occasion

Technical

→ technical support when needed for engagement

→ supported by agile coach



WHO?

How Growth Team levers engagement

Guide

- Logging in
- On/Reboarding

Motivate

- Tools (newsletters, social, pushes, ...)
- + Content / Circulation
- E-paper
- Podcast, puzzles, ...

Retain

- Loyalty communication

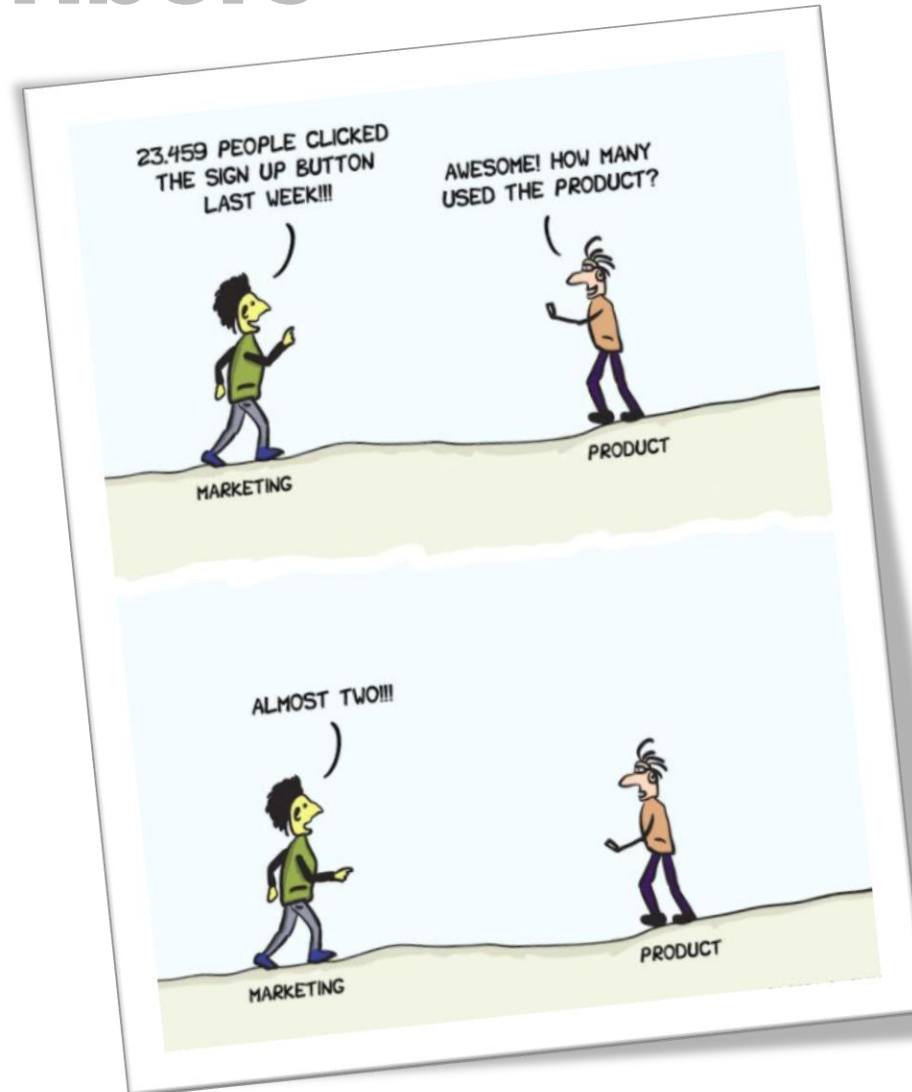


HOW?

Focus on new subscribers

→ A good start is half the battle

- Onboarding
- Customer Satisfaction
- Service Calls



HOW?

Onboarding

6 week to...

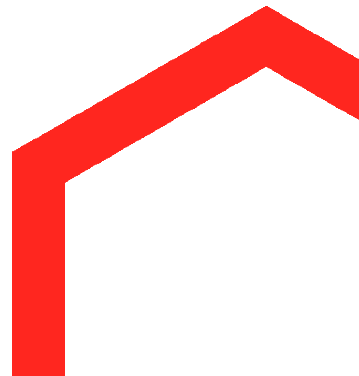
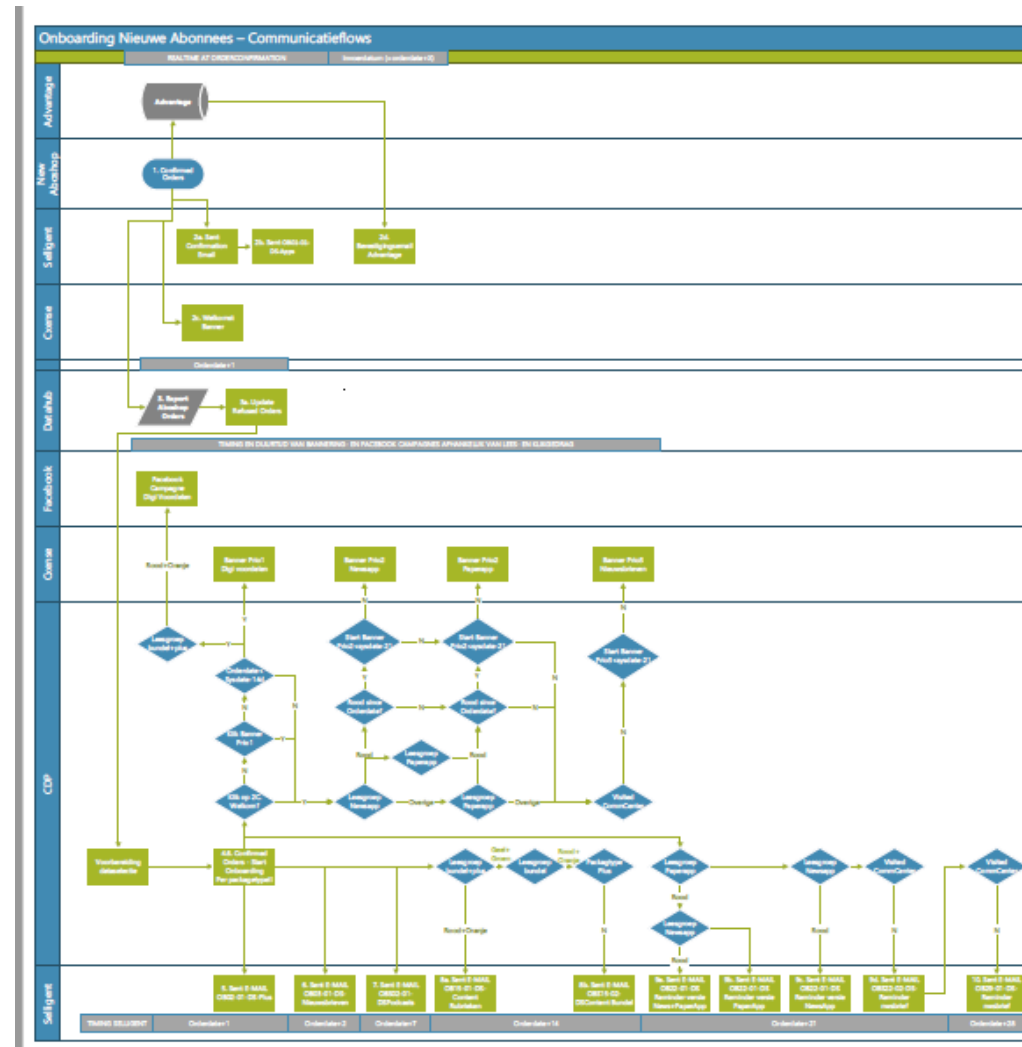
- Get **the right data**
- **Accompany** readers to our digital products
- Make readers download our **app(s)**
- Setting up **preferences** (newsletters, pushes, ...)
- Ask for readers' **opinion** (Hello Customer, service calls)
- **Getting familiar** with the content (+ journalism, e-paper, audio, puzzles)

→ At the subscribers' **rhythm**



Onboarding through Customer Data Platform

- From 3 mails for everybody to →



HOW?

Onboarding

**In 2020... just before
lockdown...we were in NY**



HOW?

Onboarding

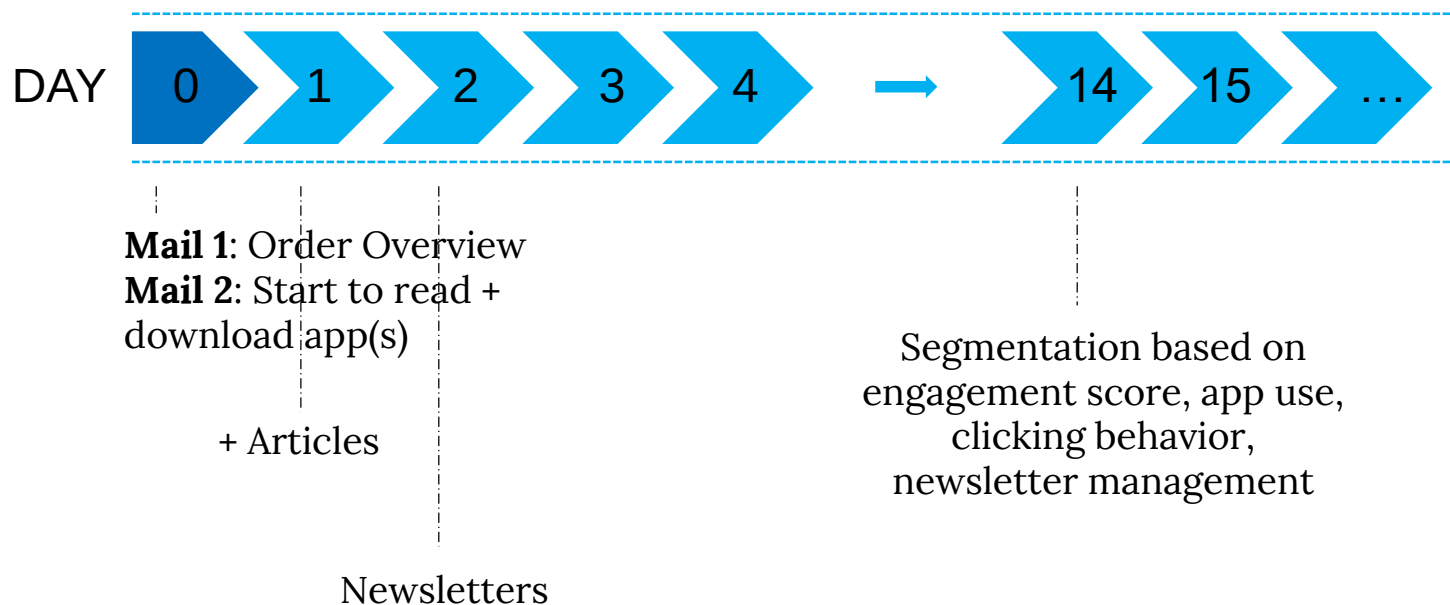
- **Start on day zero!**
- Touchpoints relate to
 - ✓ **Subscription type**
 - ✓ **Reading behaviour / engagement score**
 - ✓ **App use**
 - ✓ **Newsletter management**
 - ✓ **Clicking behaviour**
- **Over different platforms** (site, e-mail, social, phone, letters)
- **Reports on the funnel**
- **A/B tests & quick optimization**



HOW?

Onboarding

Variables in the Customer data platform



👉 **Learning:** opening rate is the highest right after the purchase

HOW?

Onboarding

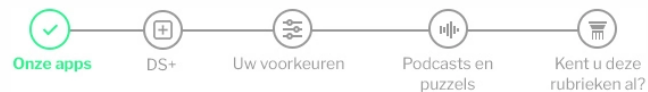
Impressions of the onboarding



Beste Sam,

Welkom bij De Standaard en bedankt voor uw vertrouwen in ons. Dankzij dat vertrouwen kunnen wij diepgravende kwaliteitsjournalistiek blijven bieden.

De komende dagen maken we u met veel plezier wegwijs doorheen ons aanbod en tonen we u hoe u alles uit uw abonnement haalt. **Vandaag stellen we u onze apps voor.**



U wil nu al meer ontdekken? Surf naar standaard.be/leesdigitaal en ontdek nu al ons volledige aanbod voor abonnees.



DS Nieuws

Onze bekroonde journalistiek en live nieuws uit



Beste,

Bij De Standaard brengen we de actualiteit graag op verschillende manieren tot bij u.



Maak kennis met [DS Audio](#), journalistiek om naar te luisteren. Elke werkdag praat een journalist van De Standaard u een **twintigtal minuten** bij over een actuele kwestie.



👉 Status bar in onboarding e-mails

HOW?

Customer Satisfaction

Satisfaction Score

- Ask how satisfied a new customer is after 1 month
 - ✓ Score 1-5
 - ✓ Ask to motivate that score
- General trends
- Personal issues we can solve
 - ✓ Login
 - ✓ Delivery
 - ✓ Questions
 - ✓ ...
- Info becomes leading in setting our priorities!



HOW?

Service Calls

Service call, as if after all this effort...

Customer still has difficulties getting started

- No registration
- Not logged in
- No reading behaviour

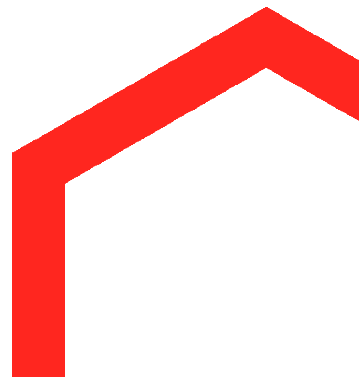
→ Call from Customer care

- Ask if everything goes well
- Offer help



TAKE AWAYS

- Building an engagement strategy is a journey
 - You need to organize for it
 - & set a clear goal
 - Big & small projects are important
-
- Agile working really energized us
 - We had a coach to help us with the new way of working together
-
- Onboarding became one of our most important processes
 - The voice of the Customer gets louder & louder
-
- **We learn & change things every week!**



A good start...

Now up to a beautiful journey



A man and a woman are sitting at a breakfast table, smiling and looking at a newspaper. The table is set with various breakfast items like coffee, bread, and fruit. The background shows a kitchen area. The image has a dark overlay.

Questions?

Ideas?

