

INMA Retention Masterclass

SCMP's Approach to Email Lifecycle Marketing

27th April 2021



Our digital subscription service has been live since Aug 20

< SCMP.com


South China Morning Post



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Unique insights and analysis on the stories that matter to Hong Kong

Free for the first month

1 MONTH

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Billed as HKD80 after the first month

RECOMMENDED

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HKD 59 /month

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SAVE 31%

2-YEAR

HKD 55 /month

Billed as HKD1,320 for the first 2 years

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✓ Unlimited access to SCMP.com and our app

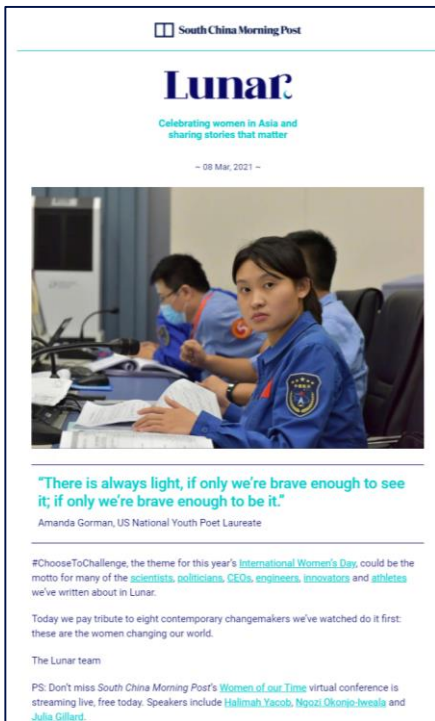
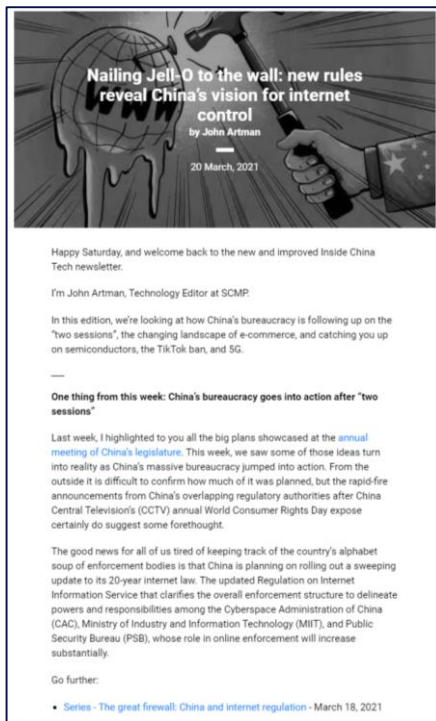
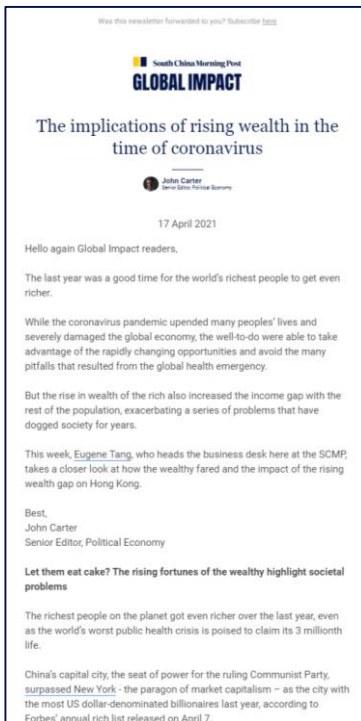
✓ Award-winning coverage on the China stories that matter

✓ In-depth, authoritative and credible insights





Editorial newsletters are core to our audience contact strategy



- Editorial newsletters are important because they drive traffic to SCMP.com.
- Newsletters support engagement and retention metrics by delivering incremental sessions (i.e. recirculation.)

Planning a digital subscription service meant a rethink

Editorial newsletter distribution

How can we materially transform email communications away from a transactional content relationship, towards an approach that nurtures ongoing reading behaviour and converts into reader revenue growth?



Email lifecycle marketing

We needed a new contact strategy that allowed SCMP to speak to our audience in a meaningful manner and establish a sustainable and reliable channel for ongoing communications to loyal and potential customers.

SCMP's path towards digital transformation supported this shift



Content
Preferences



Onsite
Interactions



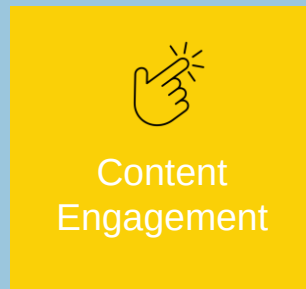
Newsletter
Engagements

+ FOLLOW

Subscription
Preferences

Enriching reader communications with 1st Party Data meant categorizing across the above user behaviour buckets to form the bedrock for personalized, timely and relevant communications

Our data-inspired communication strategy



These data building blocks were then organized into 4 main categories of focus

Acquisition and onboarding allows SCMP to welcome properly

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Dear Reader,

Thank you for registering with [SCMP.com](https://www.scmp.com). To get the most out of your account, subscribe to one of our [membership plans](#) and enjoy unlimited access to our award-winning news content.

We also invite you to keep informed with our flagship newsletter **SCMP Global Impact**. Don't miss out on deep dives into the most crucial topics originating from China, and their significant impact on the rest of the world.



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**CHINA
COVERAGE
YOU CAN TRUST**

Start from HK\$10/month



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**THANK YOU FOR
YOUR SUBSCRIPTION**

- Covering registered account users, newsletter subscribers and paid subscribers, this top of funnel activation allows SCMP to onboard new readers in a controlled manner.
- A structured delivery system highlighting key features clearly introduces all the benefits of an SCMP account and demonstrates the value of a paid subscription.
- It also acts as a valuable paid subscription promotion point.
- This is preceded by a data-driven approach to driving free registered accounts.

Content engagement encourages further usage



- The intent of this execution is to highlight and promote content to readers beyond their normal topics of consumption.
- This is curated with datapoints from onsite engagements, behaviours from other same geo readers and digital subscription usage (where applicable.)
- The aim is to build incremental usage and loyalty which in turn reduces propensity to churn.

Upsell comms is a long-term retention play



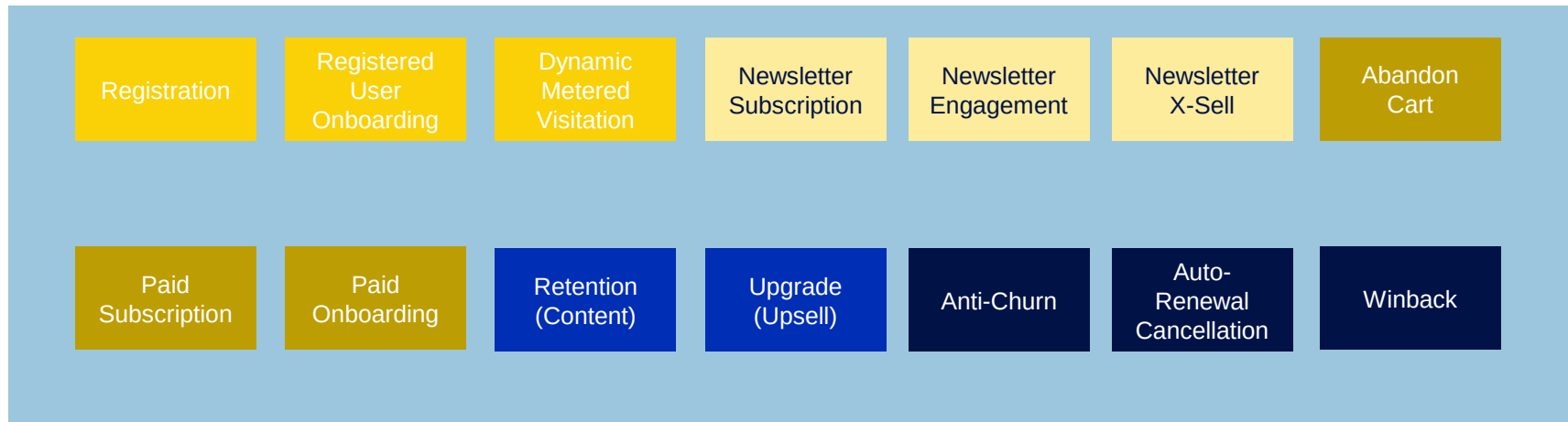
- This series of communications aims to take advantage of loyal usage to move paid subscribers into longer-term subscription plans.
- Providing longer-term plan options at the point where a digital “tipping point” has been achieved is the most timely moment for upsell.
- This is especially important as it’s c. 5x more expensive to acquire than it is to retain customers.

Churn prevention and reactivation



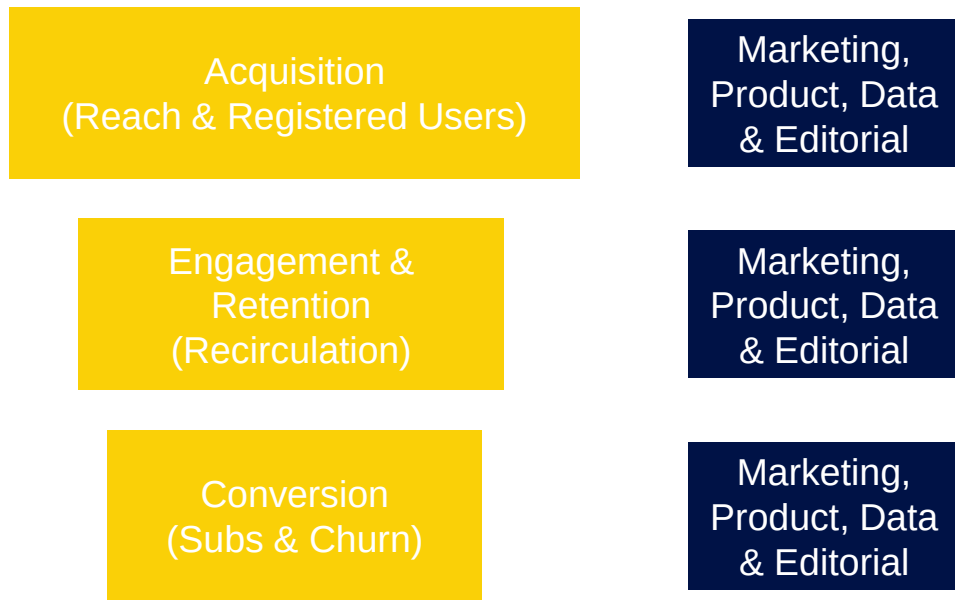
- This series of communications aims to either prevent churn behaviour once signals are identified or winback lost customers within a window of churn recency.
- This is largely done through promotional means.

Our expanded email lifecycle marketing approach



- We now have 100+ unique automated eDMs in addition to our portfolio of 35+ editorial newsletters.
- These are triggered based on an individual reader's interactions/designated engagement criteria, enabling a scalable and bespoke approach to reader engagement across all stages of the audience funnel.

Organisational structure allows for cross-functional input



We've seen clear benefit to our lifecycle marketing approach

200%

YoY growth in
newsletter
subscriptions

+55%

Subs come from our
lifecycle marketing
approach

77%

new podcast listeners
come from this
approach

+30%

Subs come from
upsell comms

Q&A

