

The Telegraph

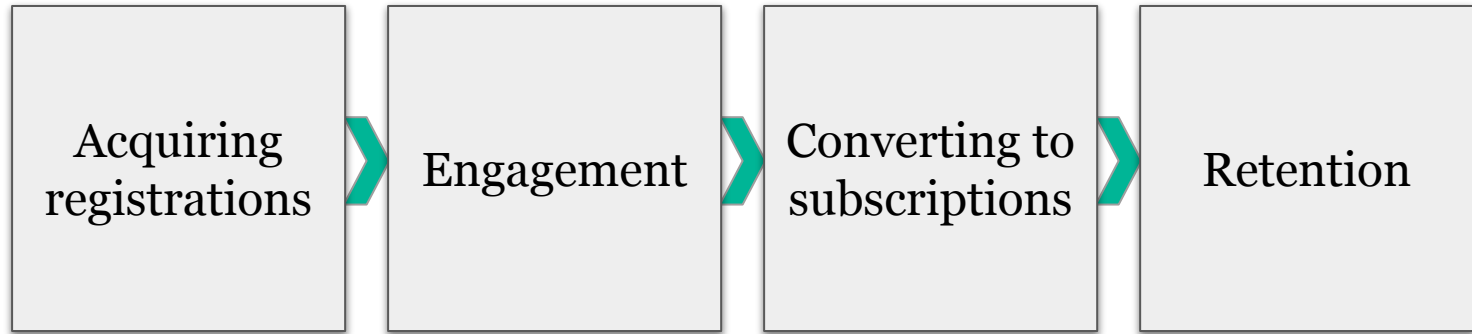
INMA Digital Subscriber Acquisition Master Class

Converting readers with email newsletters | November 2021

The Telegraph's vision

10 million registered customers · 1 million subscribers · 23 Achieved by 2023

How do newsletters contribute?

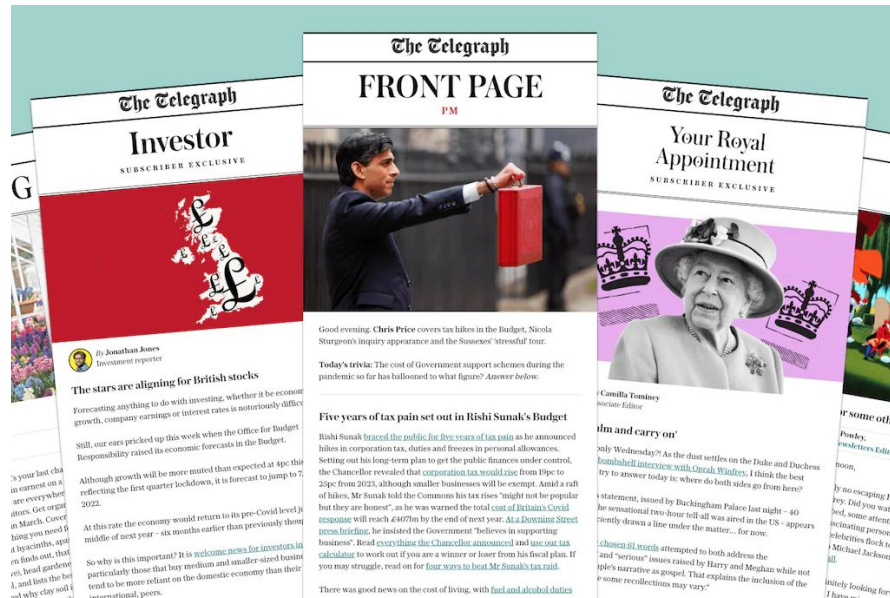


Newsletters are high engagement products which produce our best quality registrants and subscriber prospects, and our most engaged subscribers.

- Users who **register by signing up to a newsletter** are more likely to convert to a subscriber than via all other sources of registration
- Those who **sign up to multiple newsletters** have significantly higher rates of conversion within their first 30 days of their registration and higher onsite engagement
- Registrants **entering the site via newsletters** are three times more likely to convert to a subscriber than those coming to the site naturally
- Subscribers derived from newsletters have 30% **better retention** at 3 months and over 50% better retention at 12 months than the average

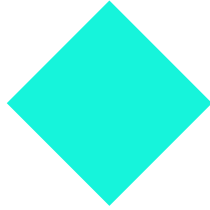
Why?

- Value exchange
- Introduction to subscription product
- Increase repeat site visits
- Habit-forming
- Targeted to individual users
- Valuable products in own right
- Direct connection with journalists

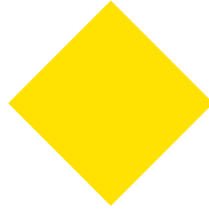


The Telegraph's newsletters

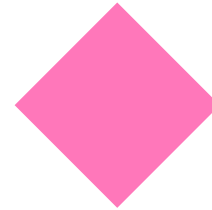




Onsite
retention



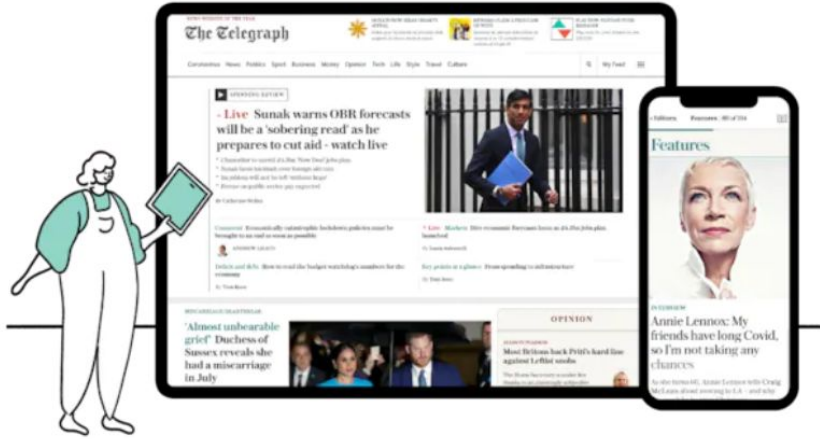
Inbox
engagement
(registrants)



Inbox
engagement
(subscribers)

Onsite retention

Driving traffic back to site

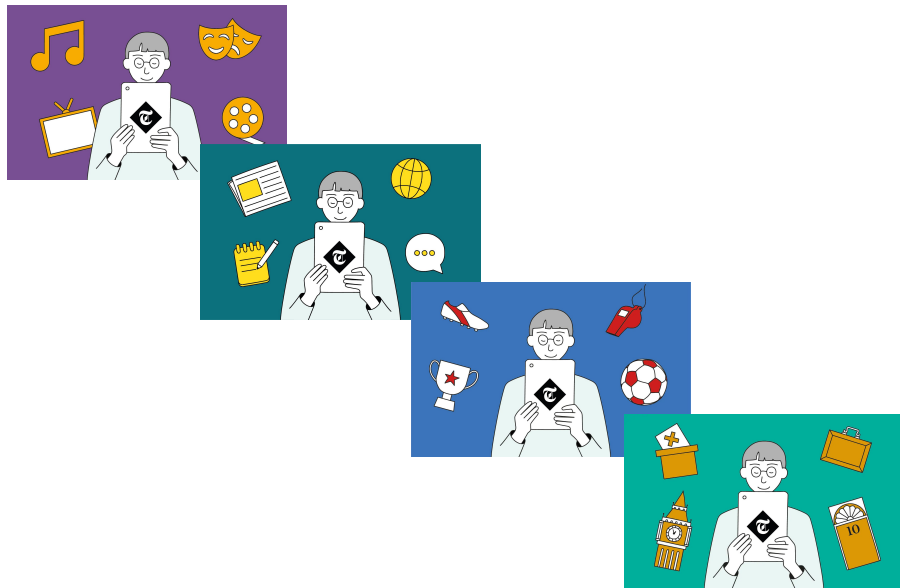


Aimed at driving high CTRs.

- Frequent briefings
- Round-ups of onsite content
- Cover broader subjects
- Personalised recommendations

Example: Headlines

Personalised recommendations

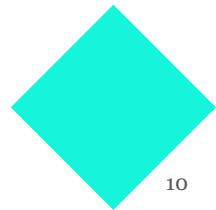


Vertical-specific personalised newsletters.

Launched Culture in May, followed by News, Politics and Football.

Feature five articles recommended by the algorithm.

The more you read, the better the personalisation.



Inbox engagement (registrants)

Engaging readers using in-email content

- Longer reads
- Bespoke editorials
- Original analysis
- More niche subjects



Example: Chopper's Politics Newsletter

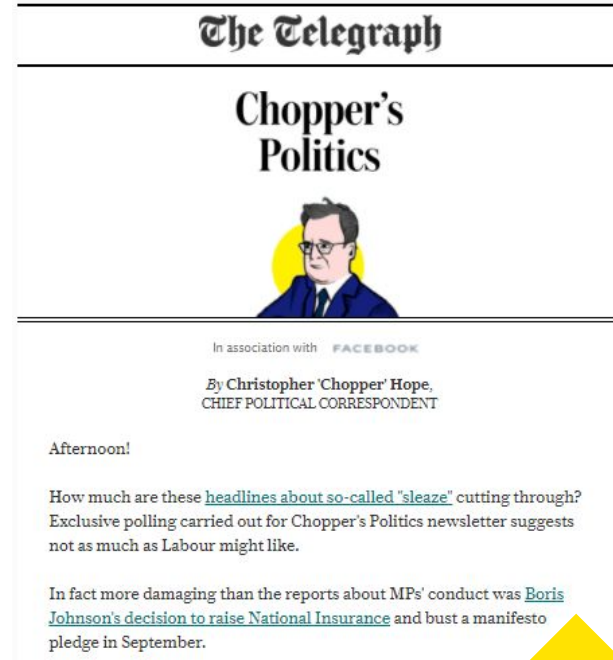
Weekday missive from Portcullis House

The Telegraph

Personality-led commentary on the inside workings of Westminster.

Includes a main column, 'whispers', recommended must-reads, a regular feature on Brexit and a cartoon and a comment of the day.

Complements Chopper's Politics Podcast.

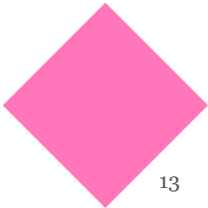


Inbox engagement (subscribers)

Engaging subscribers using in-email content



- Bespoke editorials
- Exclusive articles, which are not published elsewhere
- By our best journalists
- On subscribers' favourite subjects



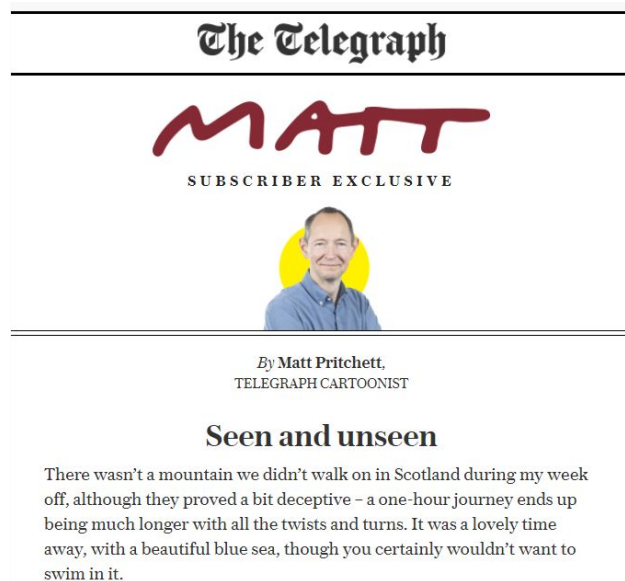
Example: Matt Newsletter

Weekly diary from The Telegraph's cartoonist

The Telegraph

A round-up of Matt's cartoons. the inspiration behind his sketches and an exclusive unseen sketch.

Also includes links back to the cartoons onsite.



Evaluating performance



The Telegraph's internal scoring system

The newsletter-specific variant of the Single Telegraph Acquisition and Retention Score (or STARS) quantifies the acquisition and engagement driven by each email.

There are three key metrics:

- subscriber conversion rate
- onsite retention
- inbox engagement



These elements are weighted and combined to create a score for each edition, which is used to track performance to target.

The key to understanding what good looks like

Benefits of N*STARS

Easy to compare different newsletter formats and list sizes

Comprehensive overview of progress

Can set targets based on purpose

Diagnostic tool to identify opportunities or problems and to continuously optimise performance

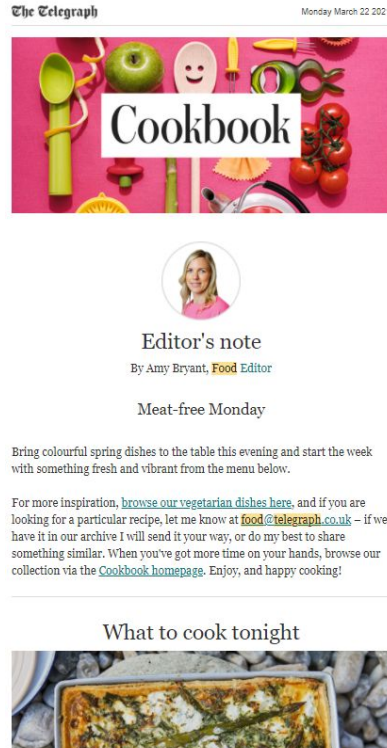
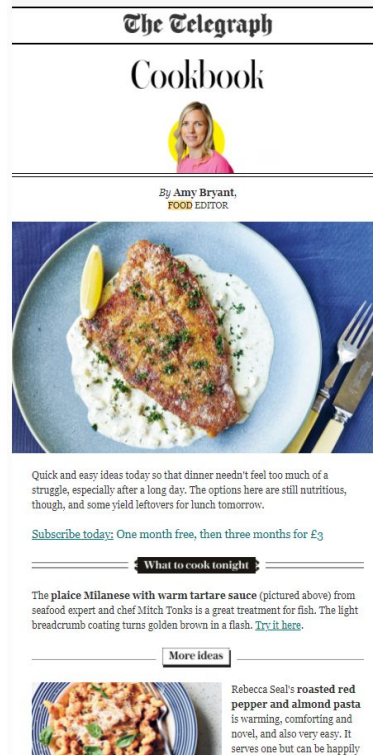
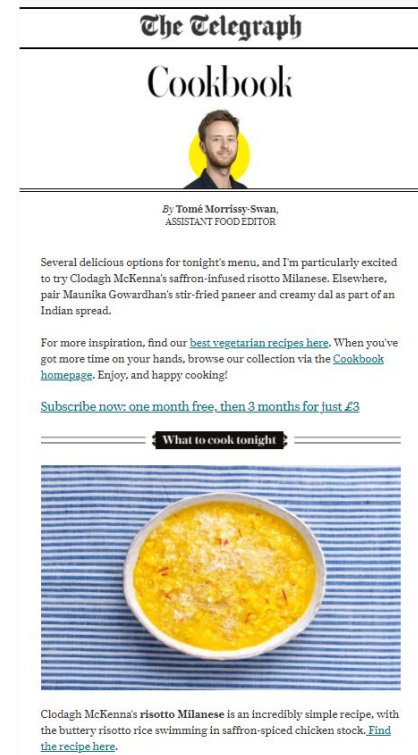
Transparent communication with stakeholders across the business



Managing the portfolio

Continuous optimisation

Case study: Cookbook



Relaunches

Case study: Dispatches

The Telegraph

Letter from
The USA



Democrat senators Kirsten Sinema and Joe Manchin were rebuked by Joe Biden for voting with Republicans CREDIT: AP

By Nick Allen,
US EDITOR

Joe Biden went off script this week and showed his frustration at those blocking some of his more radical proposals.

But it wasn't Republicans who were the target of his ire. It was members of his own party.

"June should be a month of action on Capitol Hill," declared Mr Biden during a [speech in Oklahoma](#). "I hear all the folks on TV saying 'Why doesn't Biden get this done?'"

The Telegraph

Wednesday June 2 2021

Letter from the Middle East

By James Rothwell,
MIDDLE EAST CORRESPONDENT

Good afternoon from Jerusalem,

Israel's opposition leaders say they are [on the cusp of forming a cross-party government](#) that will bring down the Netanyahu dynasty after 12 years.

But can they get the agreement signed off before a deadline at midnight tonight?

Well, at the time of writing, things are starting to look a bit rosey for Yair Lapid, the silver-haired opposition chief and leader of the centrist Yesh Atid party,

[He is currently locked in talks with a variety of parties](#) alongside Naftali Bennett, the right-wing Yamina leader with whom he would share the role of prime minister in a coalition.

The talks are said to have made good progress overnight, but one significant hurdle remains – whether Labor on the left or Yamina on the right will sit on the powerful judicial committee, which appoints judges.

Mr Lapid has already given the seat to Labor, but Yamina's senior member Ayelet Shaked is threatening to sink the nascent coalition unless she gets the role instead.

The talks are ongoing today, and in the balance hangs [Mr Netanyahu's](#) fate as prime minister.

But he will have been heartened by the news this morning that the row over the judicial committee is still grinding on – it grants him more crucial time to heap pressure on key members of the coalition to withdraw.

We will know for sure whether this coalition has legs by midnight Israel time, when Mr Lapid's mandate to form a government runs out.

The Telegraph

DISPATCHES



Hundreds of migrants camp at the Belarus side of the border with Poland. CREDIT: REUTERS

Talking Point

By Louis Emanuel,
ASSISTANT FOREIGN EDITOR

BELARUS | In the small town of Shiladze on the Great Zab River in northern Iraq there is a brisk trade in old cars and homes.

Money from the sales is being used to pay for long journeys to freezing cold Minsk, the capital of Belarus.

But why?

People from Shiladze and many towns like it have been drawn to curious adverts on social media, promising smooth travel and visas on a "conventional" route into prosperous Europe.

Topical takeovers

Case study: Euros Edition of the Football Nerd newsletter

Football Nerd

Which Premier League teams are best at retaining possession from throw-ins?



By Daniel Zeqiri

There tend to be between 40 and 50 throw-ins in each Premier League game, dozens of opportunities to either win or lose possession, and yet we rarely pay much attention to them.

Club analysts do however, with [Liverpool working with a specialist coach in Thomas Gronnemark](#).

Throw-ins pose a tactical challenge because the team in possession is temporarily playing with nine outfield players against 10.

Arsene Wenger, now Fifa's chief of global football development, has [suggested allowing players to kick the ball back on to address this imbalance](#).

Defending teams want to try and press teams against the touchline, but there is space on the opposite flank if you can switch play quickly.

[In this week's Football Nerd](#), I analyse the data and rank each Premier League based on how good they are at retaining the ball from throw-ins.

Football Nerd: Euros Edition



That Saka was trusted with England's fifth penalty is testament to his quality and character



By Sam Dean

In theory, there was absolutely no reason why [Bukayo Saka should not have taken England's fifth penalty in the shootout against Italy](#). This is a teenager who has spent the past two years showing maturity beyond his years, adapting to each challenge that comes his way and clearing each hurdle as soon as it appears.

[Penalty shootouts](#), though, are not a time for logical theories. This is instead a time for unspeakable, almost unbearable pressure. A test of nerve that delves so deep into a footballer's brain that it reaches stress points which have never previously been pressed.

[Gareth Southgate knows this](#), of course, so it is a measure of his faith in Saka that he chose the 19-year-old to take England's fifth penalty. But Southgate also knows the pain that penalties can cause and the deep scars that they can inflict, and in the aftermath of Saka's miss there was a simple question hanging in the heavy air: why did he thrust all of this responsibility onto the shoulders of a teenager who had never before taken a senior spot-kick?

Football

Loyalty is one thing; wilful blindness quite another



By Alan Tyers

Manchester United [are in a mess](#), one man is at the wheel, and [the whole world](#) can see that [he is driving them into a ditch](#). And while poor Ole Gunnar Solskjaer is catching it from all quarters, one normally noisy Man United legend seems to be strangely silent.

Gary Neville, Old Trafford stalwart, Sky Sports pundit, football news machine, 24-7 one-man media operation, has said that he won't call for his mate to be sacked. [The question is "why?"](#)

Neville has created a mighty second career for himself as a pundit, the man in football prepared to ask all the difficult questions, and yet on a subject that is clearly dear to his heart, he seems unwilling to make the obvious call. His loyalty to his friend is admirable in some ways, and he said on Sky Sports on Sunday that he has never called for a United manager to get sacked, going all the way back to Ron Atkinson.

But his refusal to encourage the club to do not only [the right thing](#) but, at this point, surely the humane thing is odd. It feels like Neville has painted himself into a corner where he is defending a managerial performance that is, [in footballing terms, indefensible](#). As his Sky Sports

Sunsetting

Case study: club football newsletters

The Telegraph

Wednesday May 16 2021

Chris Bascombe's Liverpool briefing



Subscribe today: [a whole year of unlimited sport access for £39](#)

Top-four finish after gruelling campaign would be one of manager's finest Anfield achievements

Ask Jurgen Klopp today what is the greatest Liverpool comeback he has been involved in and [the answer is immediately Barcelona in 2019](#).

Ask Jurgen Klopp on Sunday night what is the greatest Liverpool comeback he has been involved in and he might have a reason to pause and contemplate.

Should [Liverpool finish in the top four](#), it will not register in the history books as Klopp's finest football achievement, but it will be unlikely, dramatic and, for different reasons, satisfying.

Klopp has touched on this subject in the build-up to tonight's visit to Burnley, loathe to consider the prize until the job is done.

There may be 90 free-kicks to defend at Turf Moor, and the idea of [Roy Hodgson bowing out of Premier League management](#) with a victory against Liverpool on Sunday will appeal to many beyond Anfield.

With respect to Hodgson, his presence this weekend ought to be a reminder that for all the mistakes Fenway Sports Group have been held to account for - especially this season - we should never forget [the state the club was in when they took over](#) and what they have achieved since.

In those days, regular qualification for the Champions League was years away. It would have been a formality in 2021 but for the extreme conditions of the past eight months, which is why if Liverpool manage it, Klopp will not hold back in putting the success into broader perspective.

For the public, the obstacles have been primarily injury-related.

The Telegraph

Wednesday May 16 2021

Sam Dean's Arsenal briefing



Subscribe today: [a whole year of unlimited sport access for £39](#)

David Luiz has been significant presence in dressing room and powerful influence on squad

When [I interviewed David Luiz last season](#), I asked him at the end of our conversation whether he still carries the scars of the night he won the Champions League with Chelsea. With pride, he pulled up the leg of his shorts and flexed his right hamstring, revealing a deep indentation running through the heart of the muscle.

To the outside world, Luiz has rarely been seen as a warrior. To many, he is probably regarded as the antithesis of a traditional battling centre-back. But I got the impression that day, and since, that he views himself in this way.

In his two-year spell at Arsenal, some of Luiz's best moments have come when Arsenal's defence [has been in the footballing equivalent of the trenches](#). Backs to the wall, defending for their lives. It was the case at Wembley last year, in the FA Cup semi-final and final, and Luiz was arguably Arsenal's standout player on both those occasions.

Clearly, Arsenal will miss his ability on the ball [when he leaves at the end of this season](#). It is worth noting that they will also miss some of that fighting spirit, though, and some of the obvious leadership that he has brought to the group.

This is not to say that Luiz has been a resounding success at the Emirates, or that they should have given him a new contract. Time catches up with us all, even a character as ebullient as the Brazilian, and the injury problems he has suffered this season will surely only get worse in the coming year.

But it is clear that Arsenal are losing a significant presence in the dressing room, one who was a powerful influence on the squad and the young players in particular. "I have really enjoyed learning from him," said Mikel Arteta yesterday. "He has been very helpful every time with the team and I feel sadness as well, because you get attached to the players emotionally."

The Telegraph

Tuesday March 9 2021

James Ducker's Man Utd briefing



In the months after Munich, AC Milan showed sympathy only goes so far in sport

By James Ducker,
Northern Football Correspondent

Manchester United versus AC Milan. It is a fixture that certainly stirs some memories. Wayne Rooney scoring twice in both legs of United's Champions League Round of 16 tie over the Italian giants in 2010, a breathless 3-2 win at the San Siro followed by a 4-0 trouncing of the Rossoneri at Old Trafford.

For Rooney and company, it was certainly a happier occasion than they had experienced three years earlier when, after beating Milan 3-2 at Old Trafford in the first leg of their European Cup semi-final, they were outclassed 3-0 in Italy.

I was at the San Siro that night [to witness Kata Iov with a patently unfit Nemanja Vidic](#), who had been rushed back prematurely after a month out with broken collarbone, mainly because his usual centre-half partner, Rio Ferdinand, was barely fit enough for a place on the bench.

Both clubs have endured declines in more recent years. Milan last won the Serie A title a decade ago and have not competed in the Champions League since 2014. United have not laid hands on the Premier League title since Sir Alex Ferguson's final season in charge eight years ago.

Yet they meet in the Europa League for the first leg of their Round of 16 tie on Thursday hoping that better days are soon to come. Milan are currently second in Serie A, six points behind rivals Inter and not out of the race just yet.

United cut Manchester City's lead at the top to 11 points with [Sunday's morale boosting 2-0 victory at the Etihad](#) but have probably given themselves too much to do with 10 games to go.

The Telegraph

Wednesday May 12 2021

Matt Law's Chelsea briefing



Subscribe today: [a whole year of unlimited sport access for £39](#)

Young Scot's European Championship dream may not be over after all

By Matt Law,
Football News Correspondent

Billy Gilmour has not given up on making a late run into Scotland's squad for the [European Championship](#) after making his first Premier League starts of the year.

Gilmour's bid may also have been aided by an injury to Norwich City midfielder Kenny McLean, and the fact that Uefa this month confirmed that countries will be able to name [26-man squads for next month's tournament](#).

It had looked certain that Gilmour was going to miss out on the Euros after being left out of Scotland manager Steve Clarke's last squad and the 19-year-old still faces an uphill battle to force his way in.

But the last few weeks have provided Gilmour with some encouragement that his dream may not quite be over and he will hope to get more Premier League minutes over the course of Chelsea's closing games, particularly if they can secure their top-four place before the final-day trip to Aston Villa.

Gilmour had not started in the Premier League for Tuchel until the [victory over Fulham at the start of the month](#), when he suffered a tough first-half but then improved markedly after the break.

And Gilmour started again in the [league win over Manchester City](#), impressing in the centre of midfield alongside N'Golo Kante and then Jorginho.

It was following that success last weekend that news came through that McLean will miss the Euros after suffering a knee injury in Norwich's final game of the season away at Barnsley.

To conclude...

Engagement (among registrants and subscribers) is just as important as the initial acquisition – and newsletters are a good tool for both.

Targeting and segmentation are more effective than a one-size fits all approach. Identify similar groups within your audience, learn what works for each and apply that to improve sign ups and engagement.

Look at the data and listen to your audience – it's OK to adapt or retire a newsletter if it isn't fulfilling its purpose or appetites change.

Think big – and small. Make radical changes, but don't neglect the incremental tweaks (like optimising subject lines).

Collaborate with other stakeholders, consider the whole reader experience (notifications, print, online, app, email) and be informed by wider findings.

Any questions?

Michelle Brister, Head of Newsletters
michelle.brister@telegraph.co.uk