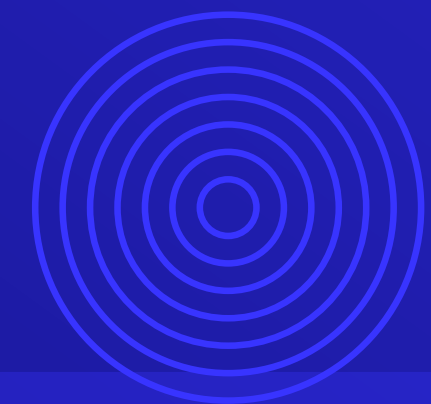
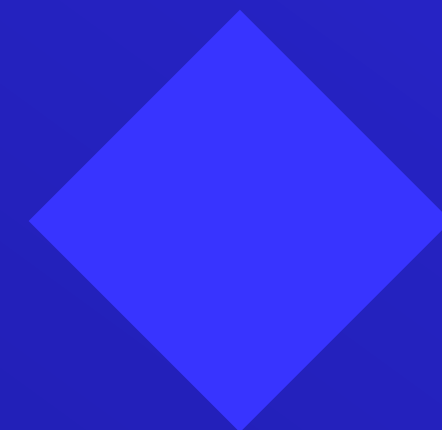


INMA   MAY 2022

BUNDLING NEWS SUBSCRIPTION WITH
RETAIL BENEFITS AT LA NACION



TRAFFIC

23M

UV PER MONTH



300K

TOTAL DIGITAL SUBSCRIBERS

Club La Nacion is more than a benefit program, it is a **VALUE PROPOSITION** in itself

A faint, stylized globe icon with latitude and longitude lines, centered behind the text.

IMPORTANT
RETENTION DRIVER

A faint, stylized icon of a person with arms raised, centered behind the text.

PARTNER FOR THE
ACQUISITION OF NEW
DIGITAL SUBSCRIBERS

Club La Nacion boosts the scope of the **ACQUISITION STRATEGY**

It allows us to **expand our search** outside of LN's platforms by **reaching non-reader audiences**.



The message to potential subscribers is placed in **the pillars of our content proposition**.



Club LA NACION allows us to enlarge the target audience by reaching a public that is not a reader but is **interested in our benefits**.

The diversity of benefits gives us flexibility in the **ACQUISITION OF SUBSCRIPTIONS**

MESSAGES

We can make different types of communications **creating audiences** on the different **categories of benefits** that exist.

CORPORATIVES

It gives us the possibility to have a **B2B2C** proposition.

UPSELLING

By having different categories, we can **promote upselling** through our **family plans**.

CLUB LA NACION IS MORE THAN AN **LOYALTY PROGRAM**

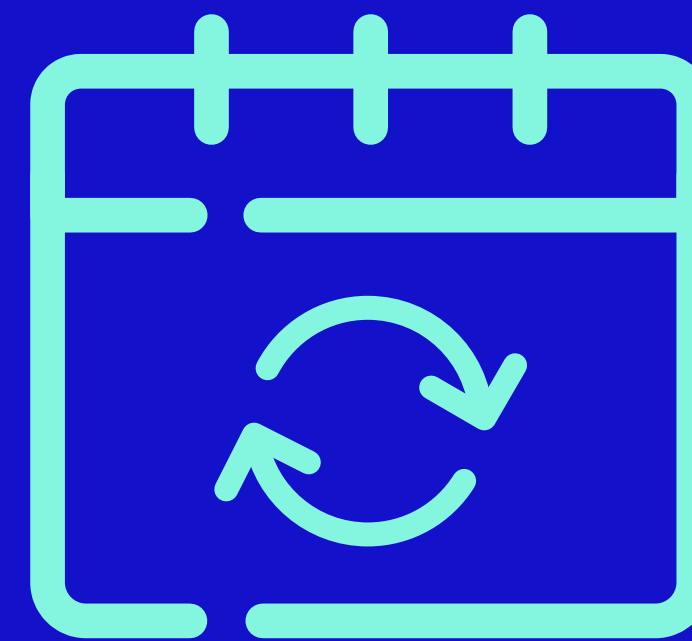
It leverages both parts of the **digital subscription model**:

ACQUISITION



Attract new subscribers

RETENTION



Extend subscription life-time

HOW DOES CLUB LA NACION **WORK?**

- CLUB LA NACION subscriber access to:

- +900 benefits in top brands
- +3000 stores

- Main categories are:

- Restaurants (20% off)
- Entertainment (2x1 in Cinema/Theater)
- Supermarket

- There are 3 different types of subscribers depending on the product they buy:

CLASSIC

- Beneficios

PREMIUM

- + Beneficios
- + Adicionales
- Acceso Digital Titular

BLACK

- ++ Beneficios
- ++ Adicionales
- Acceso Digital Titular + Adicionales
- Experiencias

CLUB LA NACION IS A **VIRTUOUS MODEL**

Media Plan to communicate Benefits

Club LN media plan generates visits and sales to the brands

Monetization through subscribers

Club LN achieve new users, with a higher fee and less churn



Discounts & Experiences faced by the brands

Brands offer discounts to subscribers

For the correct execution of Club LN strategy, it's necessary that **subscribers use the benefits**, ensuring both brands and customers benefit

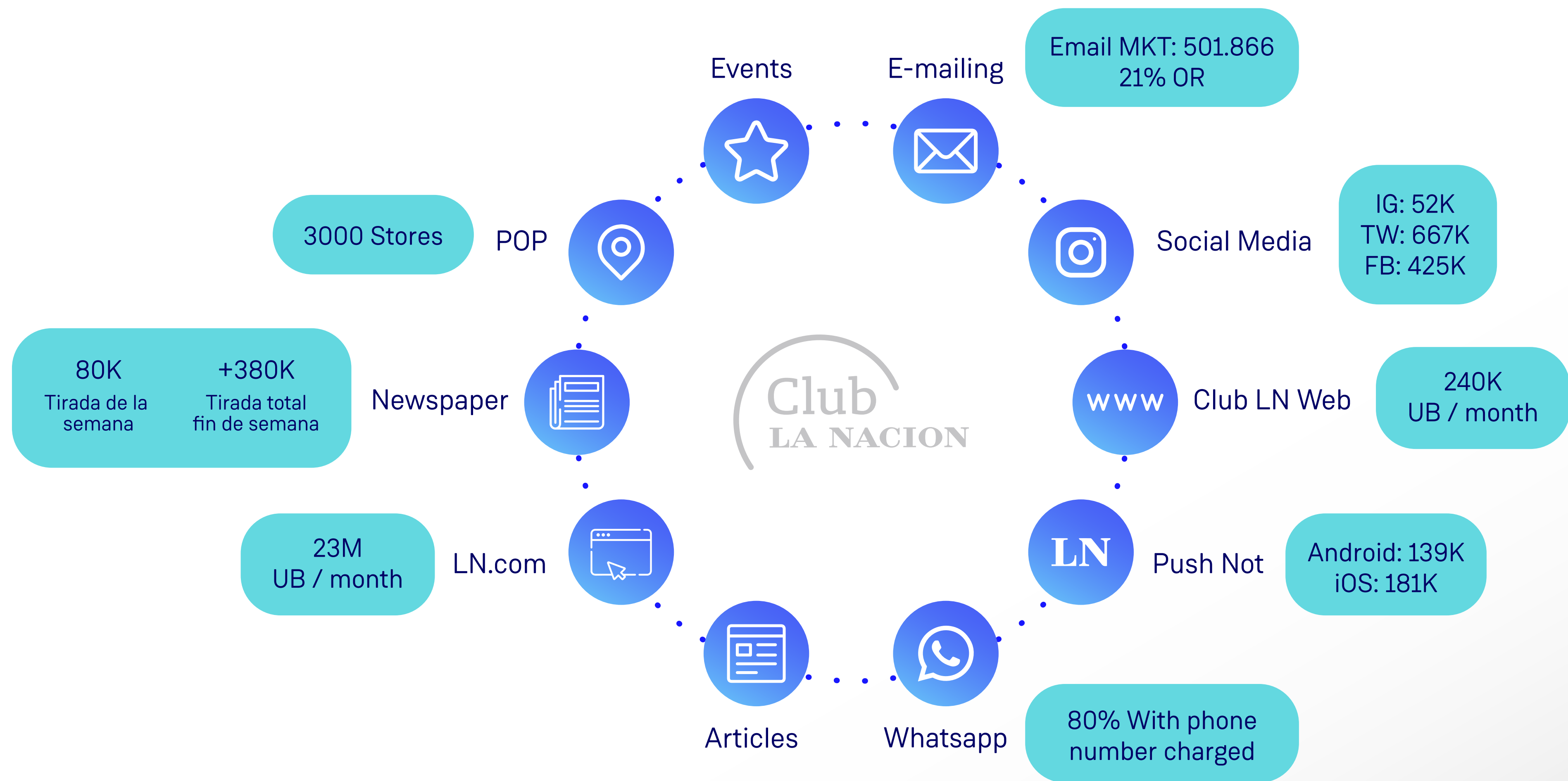
To achieve this, we work in 2 axes:

✓ **COMMUNICATION**

✓ **EASINESS**

Find the way to make it easier to use the benefits

COMMUNICATION: PROMOTE THE USE OF **BENEFITS**



EASINESS IN THE USE OF **BENEFITS**

Objectives:

- Drop out plastic card
- Improve benefits UX
- Save cost of production & delivery



mercado
pago

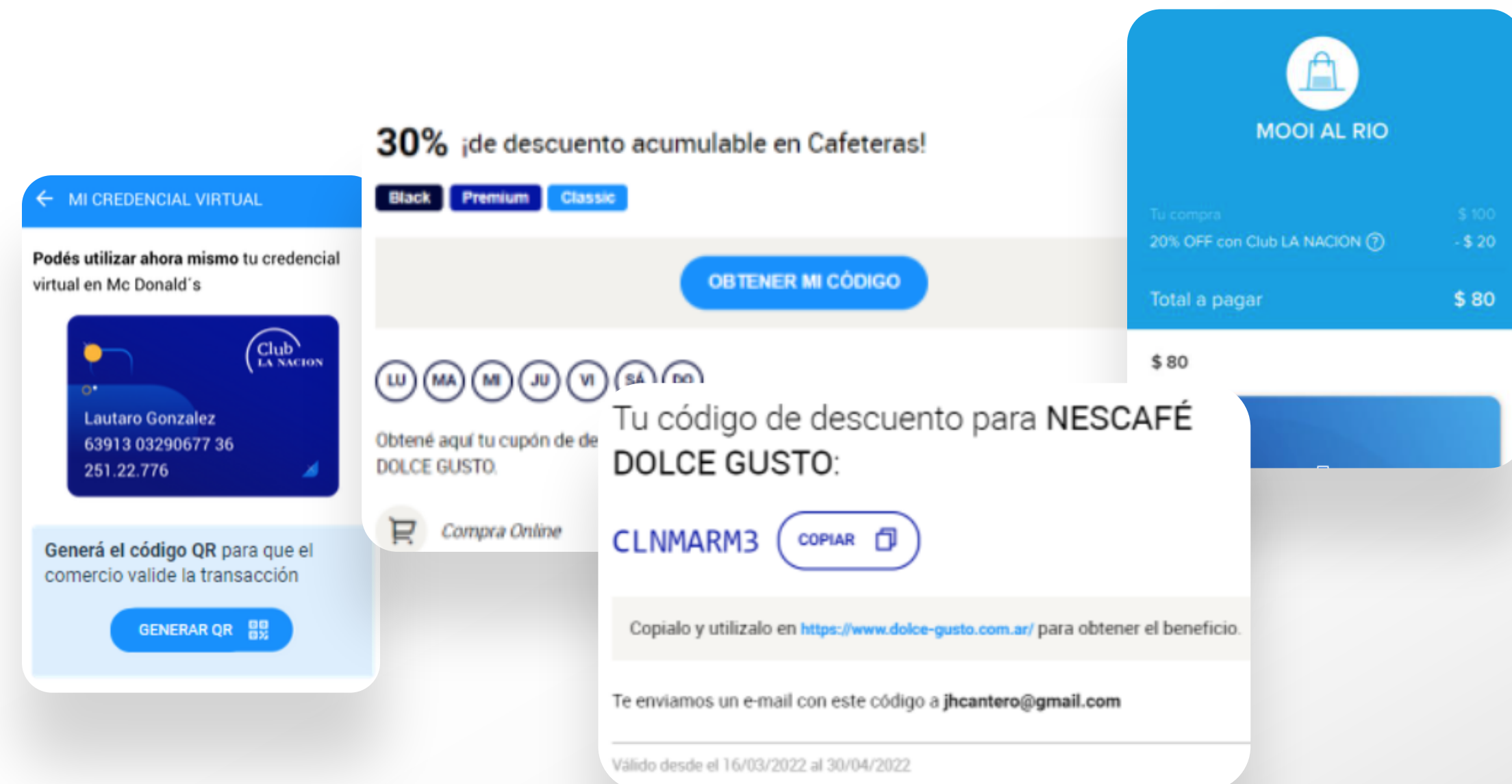
MODDO



bimo

3 INITIATIVES

- Integration with digital wallets to enforce Club LN discount in the payment checkout
- Launch of Club LN Digital Card to validate subscribers through a QR code
- Implementation of promocodes as an easier way to use ecommerce benefits



CLUB LA NACION **ADVANTAGES**

**MORE
INFORMATION**

REPAYMENT

**REDUCE CHURN /
EXTEND LIFE-TIME**

**HIGHER FEES
(PROFIT)**

MORE INFORMATION

Club LA NACION is key to getting to know more about our subscribers.

- In addition to knowing : **How our subscribers are - Where they live - Which subscription they have - Which news they read in our site.**

When our subscribers use the card, we get the following information :

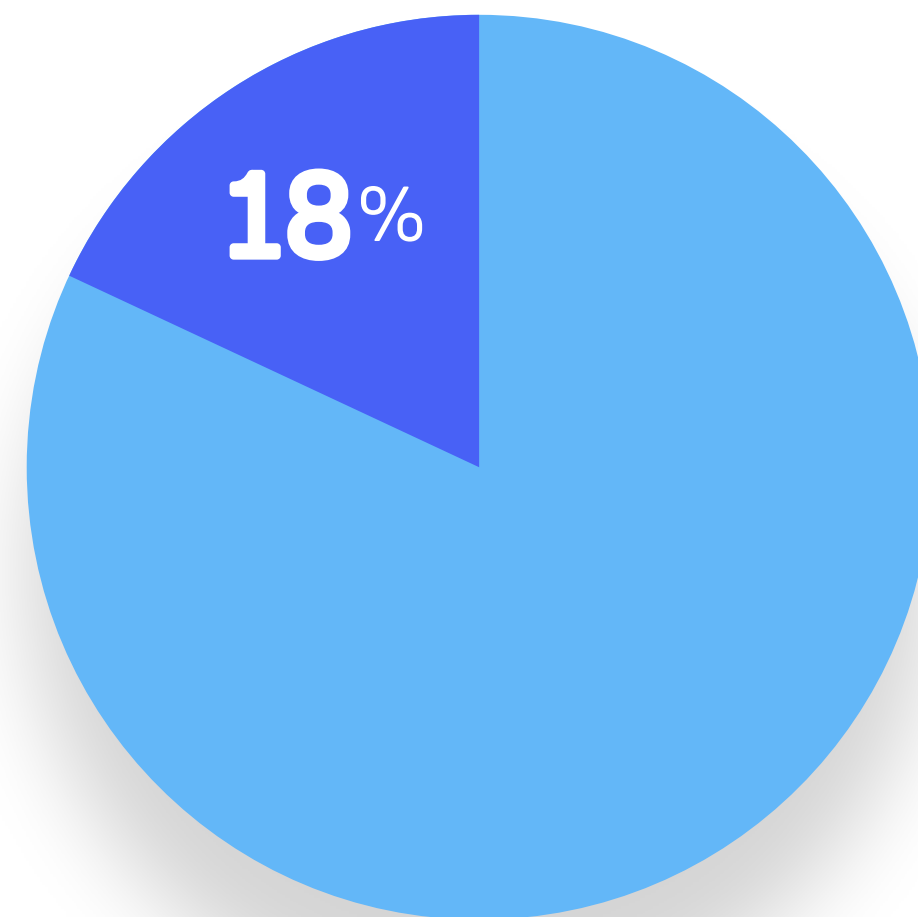
- Where they make their buys
- What kind of brand/store they like
- How much money they save in their buys

REPAYMENT

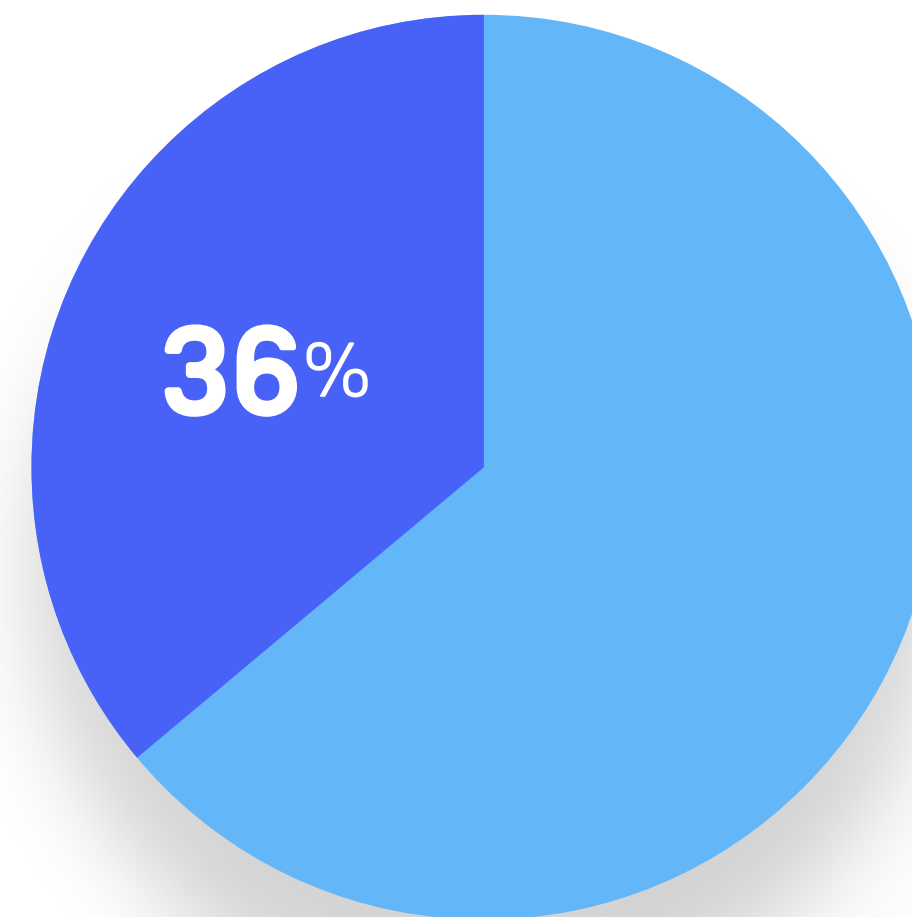
Club La Nación gives to its subscribers the possibility to **have their subscriptions for free** through the savings in the use of benefits.

This is a great selling argument as it **reduces resistance to paying for news.**

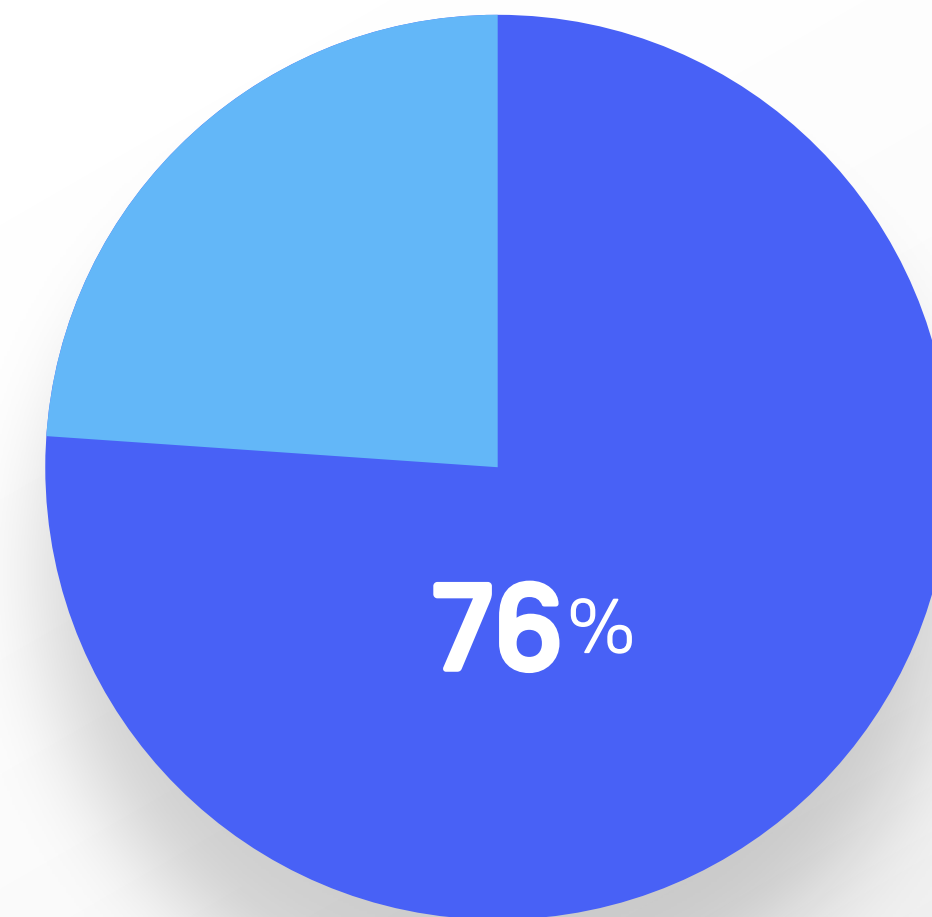
MONTHLY REPAYMENT



MONTHLY USE



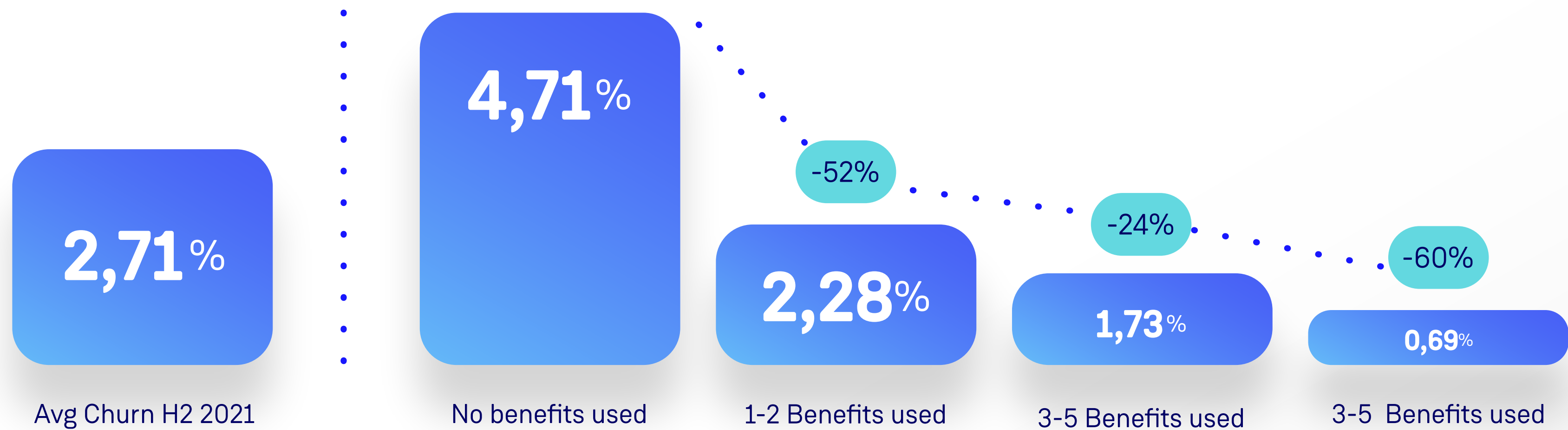
ANNUAL USE



REDUCE CHURN / EXTEND LIFE-TIME

Club LA NACION is a tool to reduce churn.

● The subscribers who use the card has **52% less churn** than the subscribers who don't use the card.



HIGHER **FEES**

Club LA NACION makes our digital subscription product more valuable.

30%

OF OURS SUBSCRIBERS

Have an only **digital subscription**
(Cost U\$ 3,6 monthly)

70%

OF OURS SUBSCRIBERS

Have a **digital subscription**
+ **Club La Nación**
(Cost U\$ 5,5 monthly)



The background is a solid dark blue. It features several large, semi-transparent blue circles and rectangles. In the top left, there is a white outline of a diamond and a rounded rectangle containing a solid black circle. In the bottom left, there is a white concentric circle and a solid blue diamond. In the bottom right, there is a white outline of a circle, a rounded rectangle with a blue-to-teal gradient, and a white outline of a circle containing a solid blue diamond. The text 'Thank you' is centered in a large, white, sans-serif font, and 'LA NACION' is centered below it in a smaller, white, serif font.

Thank you

LA NACION