

The path towards
a personalized customer journey

INMA
Media Subscription
summit
*March 2023
Stockholm*

**Beyond the
human mind**





Increased diversity

Diversity of formats & channels



Mobile first

Less
space &
time to
engage
readers

ADVERTISEMENT

A close-up photograph of a human eye. The eye is brown with long, dark eyelashes. In the pupil, there is a clear reflection of a small, bright rectangular object, likely a screen or a light source. The background is dark and out of focus.

—
This means that what is selected to
show on this small screen, is even
more important than ever.

A close-up photograph of several people's hands holding various smartphones. The phones are of different colors and models, some with gold or silver frames. The background is slightly blurred, showing more people and what appears to be an outdoor setting with sunlight. The overall theme is digital connectivity and technology use.

Digital transformation gives us a huge opportunity

Big data can generate consumer insights at our fingertips



**from product centric organisation
towards a consumer centric organisation**

Registered reader

Which data points do we have?

- Male, 30y
- Visits our brand several times / day
- Visits our brand in the morning (enters via newsletter)
- Loves video's
- Reads update me articles
- Reads regional articles



A man in a light-colored suit and tie is reading a newspaper. He is looking down at the paper with a focused expression. The background is a blurred cityscape at night, with many warm, glowing lights from buildings and street lamps. The image is split by a white curved line that separates the photograph from the text area on the right.

Registered reader

Which data points do we have?

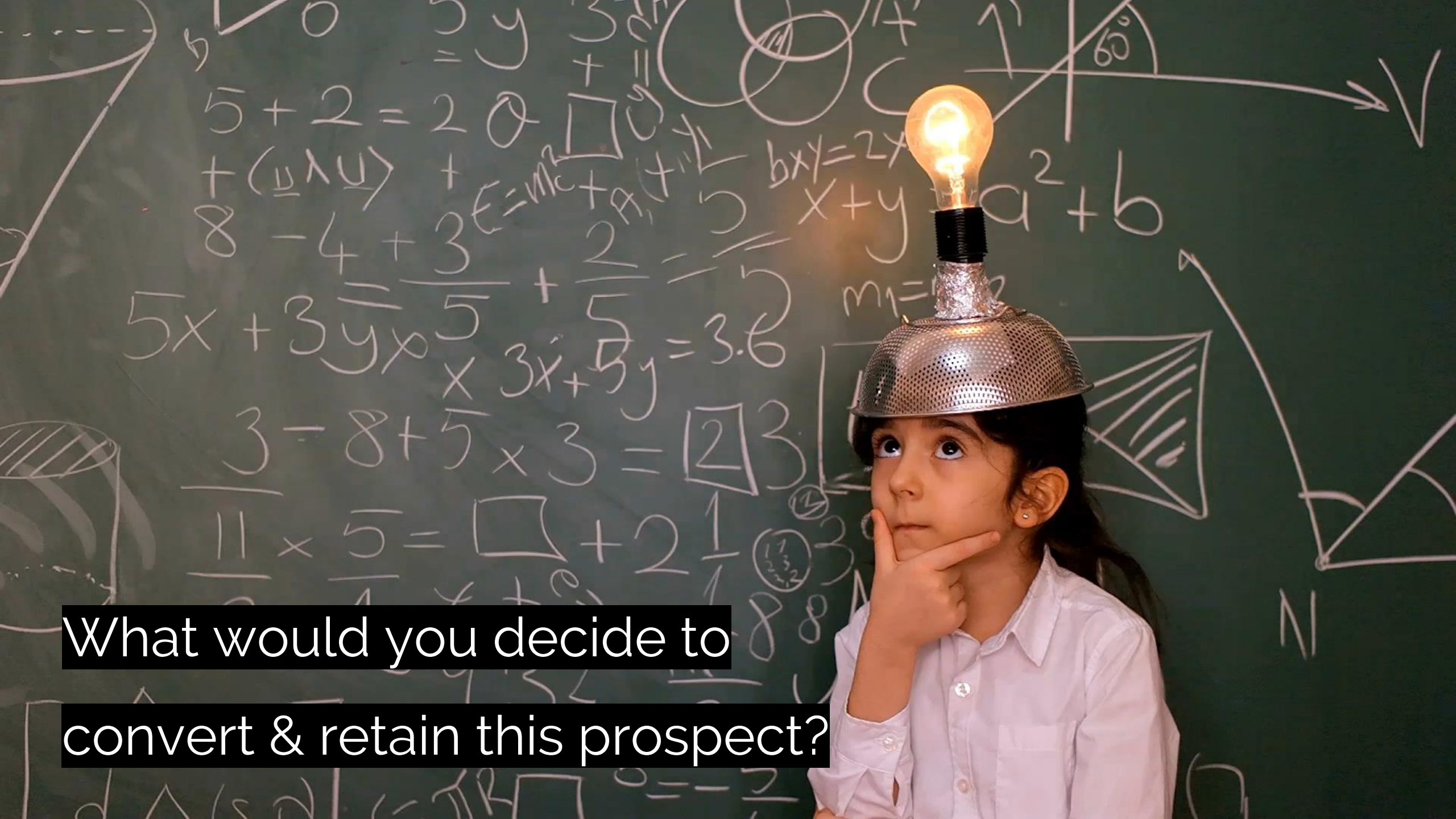
- Subscription history:
2 X via promotional offer
- Visits our our webshop regularly
- Current 3 products in his basket
 - Advertising?
 - Dislikes ads
 - Does not click on ads

Registered reader

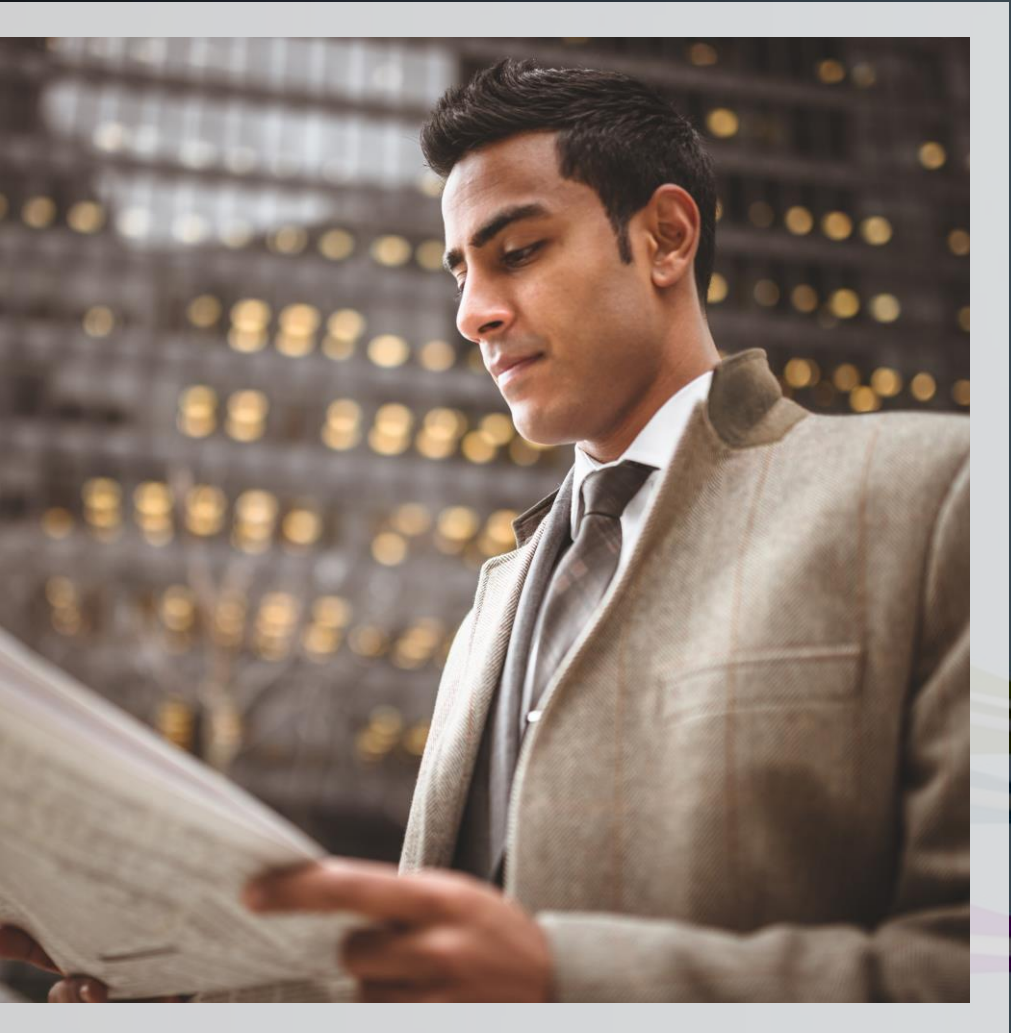
Which data point can we predict/estimate?

- Will recommend our brand to friends & family
- Preferred communication channel is mail
 - High interest in service me – articles
 - Probably also a podcast lover
- High propensity to buy in combination with a high churn risk.
- But also high predicted customer life time value





What would you decide to
convert & retain this prospect?



What could this mean for the 30year old prospect?

- Based on history we might want to offer him more service me kind of articles to read instead of only update me. We should also include more videos.
- Different onboarding journey might be a solution (adding podcasts as an integral part f.e.).
- Using the available advertising space to optimize the CLTV. Focusing on maximizing subscription value AND e-commerce potential.
- Sending newsletters on a more personal moment in time (not only in the morning).
- Once subscribed making sure the personalization engine focusses on long term customer lifetime value offering a mix of articles instead of short-term attention time optimization.

➞ A cross-domain approach

De Telegraaf

nrc>

Noordhollands Dagblad

Leidsch Dagblad

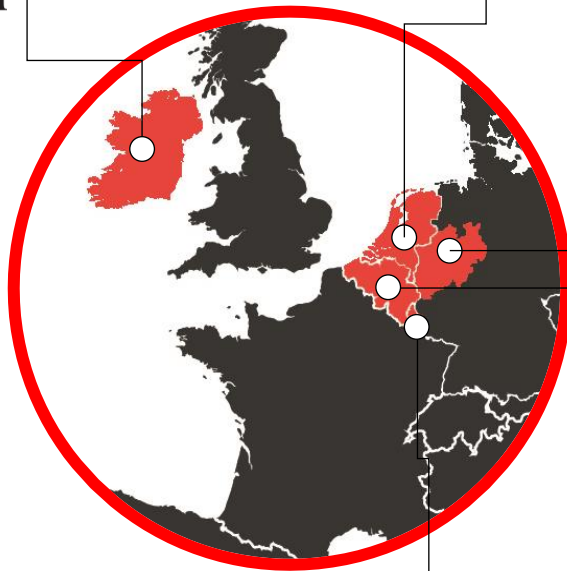
De Limburger

DAGBLAD VAN HET NOORDEN

Irish Independent

Sunday Independent

Belfast Telegraph



Luxemburger Wort
LUXEMBOURG TIMES



Aachener Zeitung
Aachener Nachrichten

De Standaard

N Het Nieuwsblad

GAZET VAN ANTWERPEN



Mediahuis today

A portfolio of more than *30 news brands*

More than 1,7 mio. subscribers
(print + digital)



**Beyond the
human mind**

4 insights engines

Personalisation Engine

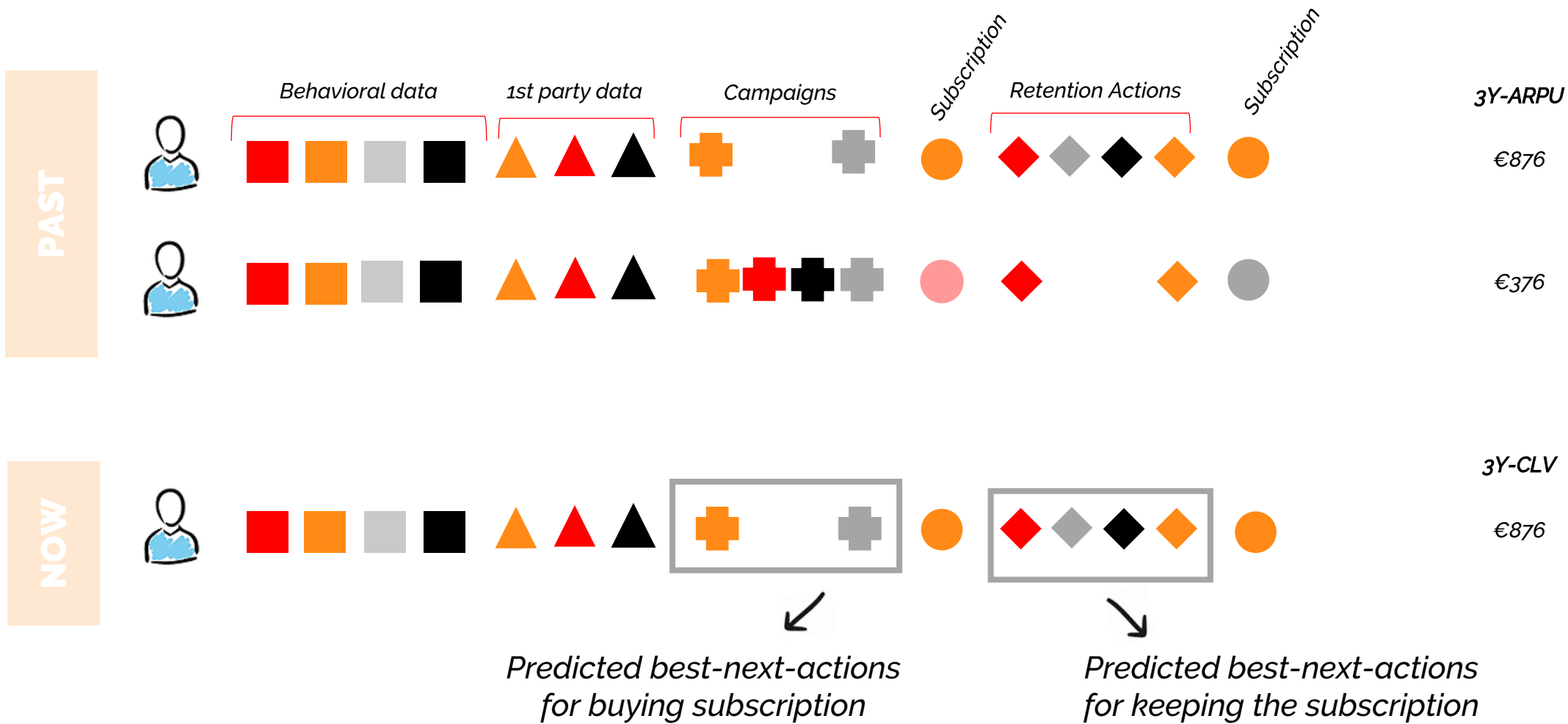
TODAY

Subscription Intelligence Engine

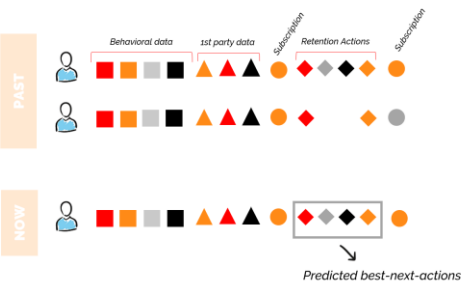
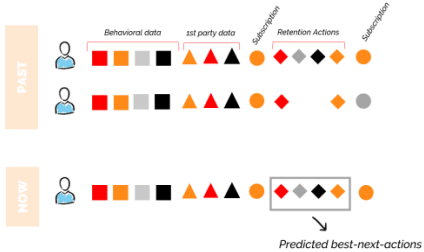
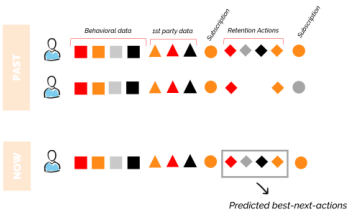
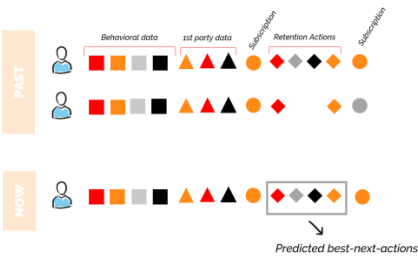
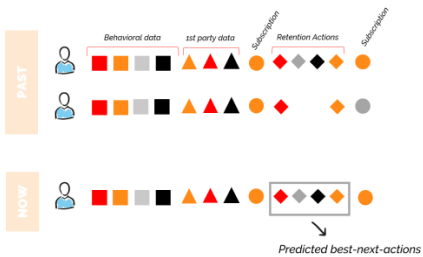
Revenue optimisation Engine

**AI as a support engine
for all domains**

Subscription Intelligence Engine



Subscription Intelligence Engine





Case: customer retention

From churn prediction to retention

Using churn prediction model.



High chances of churn



14.17%

increase in retention



Medium chances of churn



8.99%

increase in retention

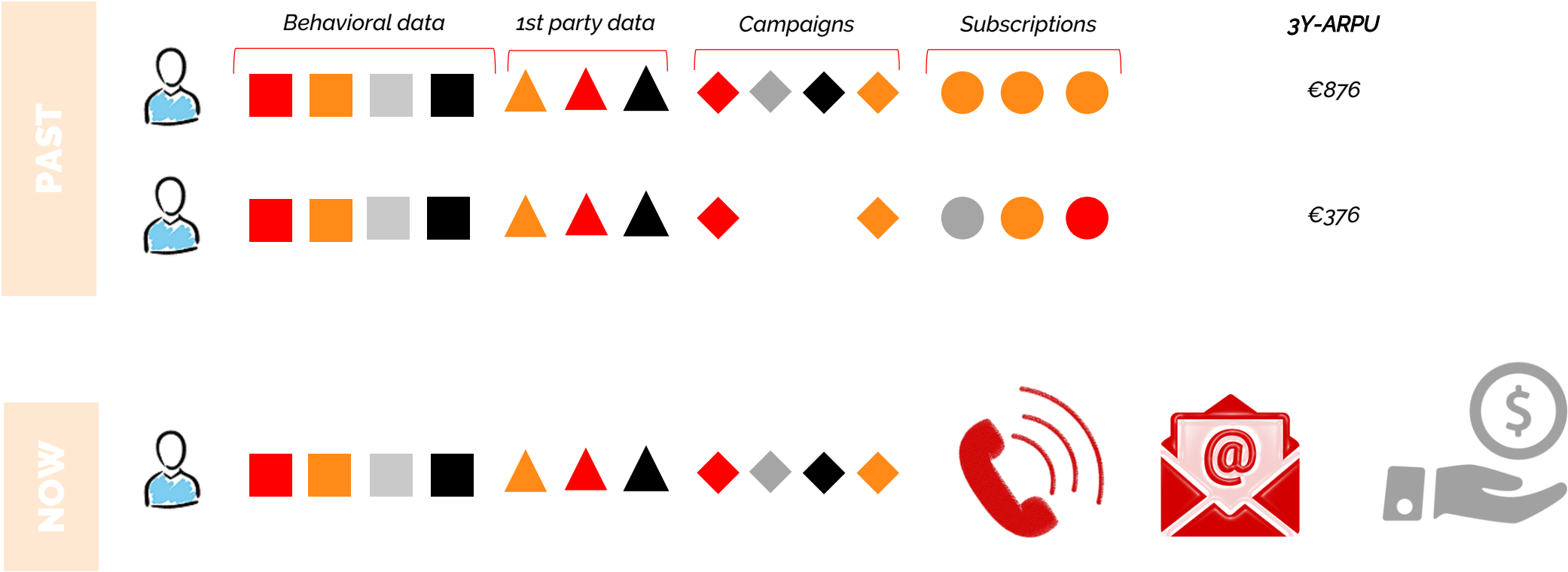


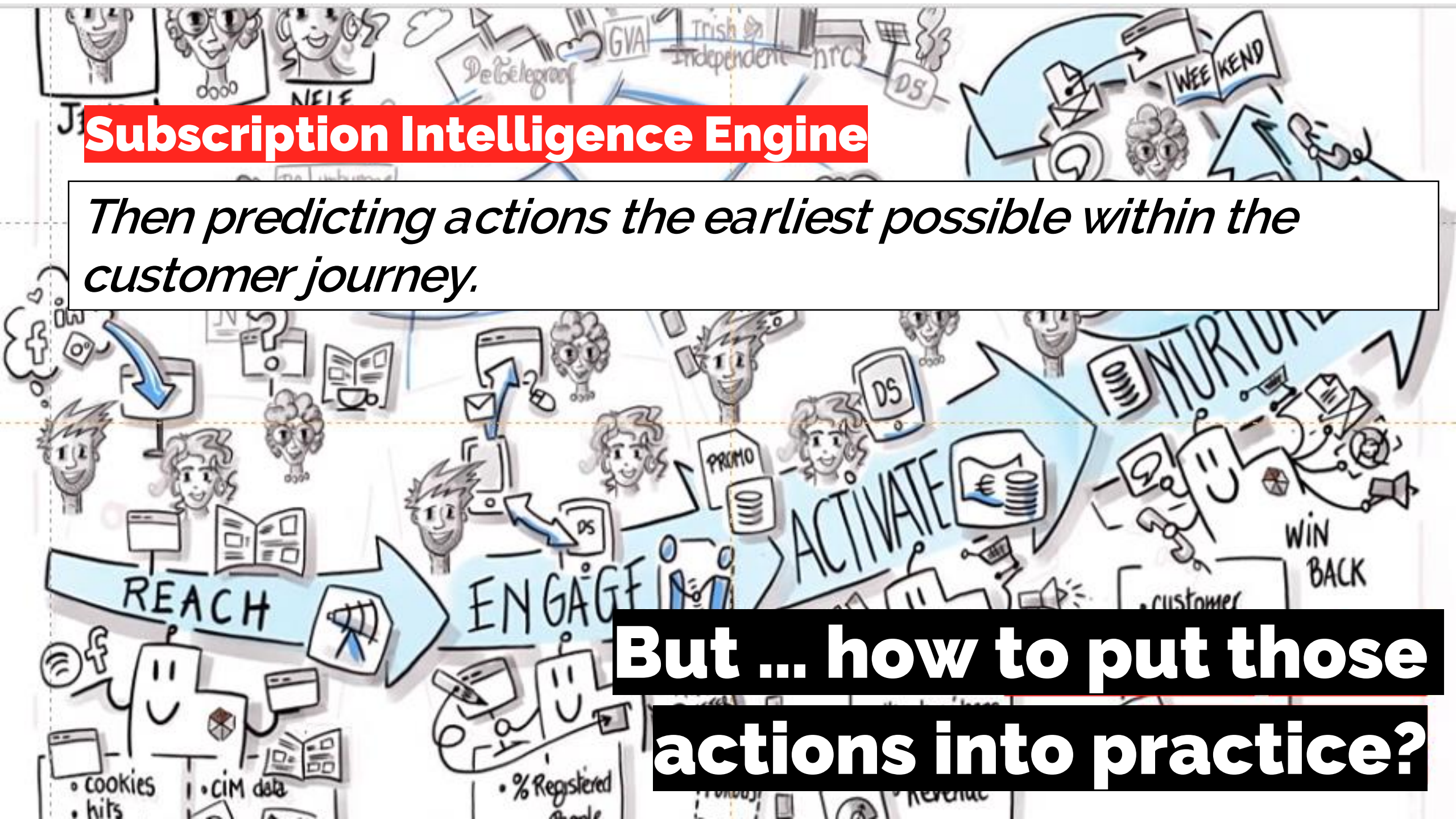
Low chances of churn



**Not wasting any
marketing
resources.**

Moving on towards retention actions



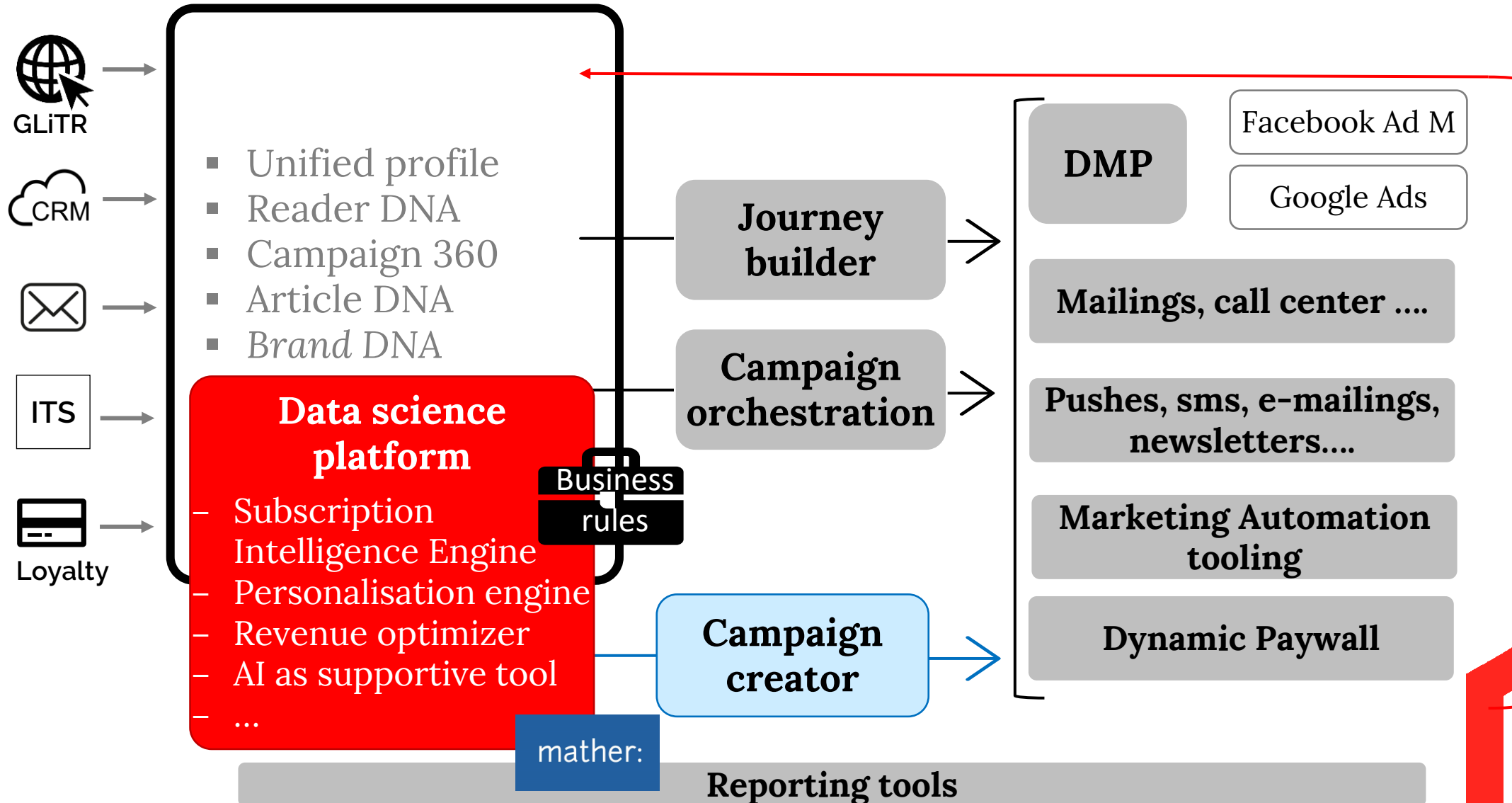


Subscription Intelligence Engine

Then predicting actions the earliest possible within the customer journey.

But ... how to put those actions into practice?

Capabilities



**Automate
all things
normal**



**Let the mind
focus on
change**