CORRIERE DELLA SERA

Increase subscriber retention through loyalty program and live events

INMA Master Class on Subscriber Retention

June 20th 2024

CORRIERE DELLA SERA

Corriere della Sera ecosystem

Digital Audience

+600.000 Digital subscribers

3.600.000 Daily unique users

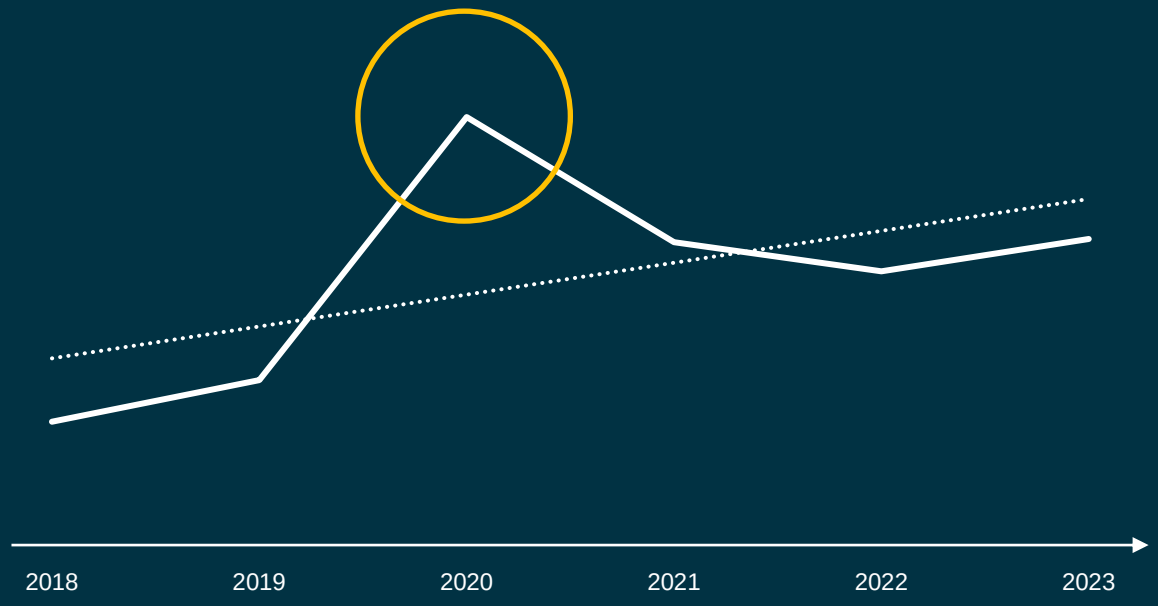
30.200.000 Monthly unique users

Source: Audiweb (average Jan – Dec 2023)

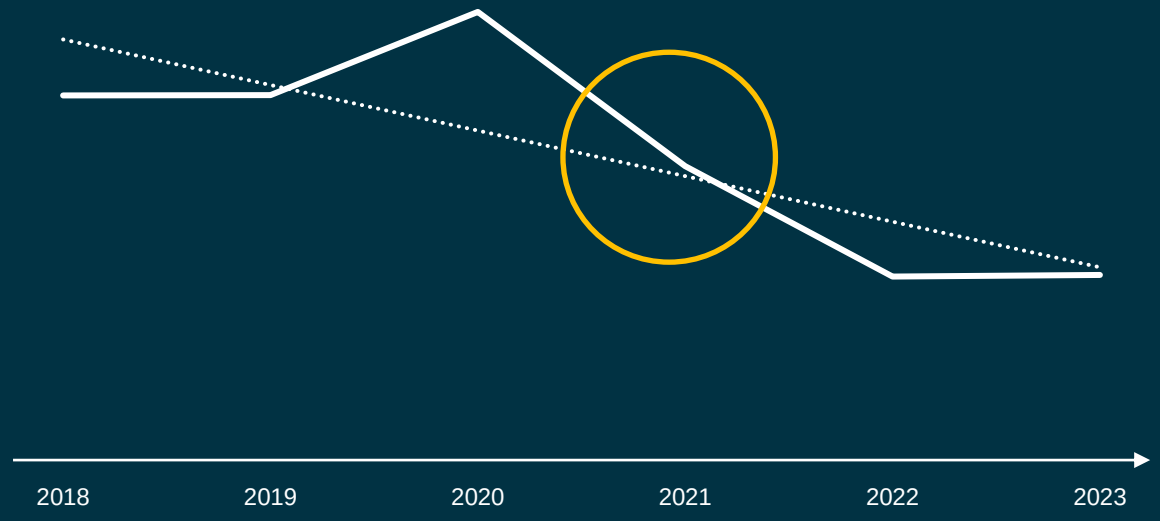
CORRIERE DELLA SERA

600.000 subscribers is the result of....

High acquisition volumes



Important churn reduction



Challenge: minimize churn in 2021

Loyalty program

“Club Corriere”

Live events

“Le Conversazioni del Corriere”

Loyalty program

“Club Corriere”

Live events

“Le Conversazioni del Corriere”

Launched in June 2020

Retain customer acquired in March 2020

Tactical initiatives to achieve short term objectives

Loyalty program

"Club Corriere"

- First launch with a weekly gift for all subscribers
- Dedicated platform to obtain discounts and benefits from RCS partners with free registration
- Every €1 spent on the subscription gave 1 credit to spend on exclusive benefits

Live events

"Le Conversazioni del Corriere"

- First event with the most famous Italian virologist to talk about COVID and the pandemic
- Topics mainly related to health due to pandemic period
- External experts interact with the journalists of Corriere della Sera

CORRIERE DELLA SERA

...and it was a success!

+65%

customer retained in March 2021

but it could still be improved...

Live events

“Le Conversazioni del Corriere”

- **Limited communication** and **inconsistency** in graphic formats that do not help recognition
- **Platform not optimized** for live events and question collection
- **Lack of a dedicated team** for the creation of a continuous project

Loyalty program

"Club Corriere"

- **Credit usage** mechanism **unclear** and **rarely used**
- The **experiences were also physical,** and restrictions limited their use and appreciation
- **Little integration with the Corriere system** and the **platform was ineffective** in offering benefits

2.072.344

available credits

not used by the members

Homepage

CORRIERE DELLA SERA

How do we continue to use these initiatives to give value to subscribers?

CORRIERE DELLA SERA

Loyalty program *“Club Corriere”*

- **New platform design** building on same strong brand identity/logo
- **3 levels of membership based on subscription tenure** (Silver, Gold and Platinum) **– always included on Corriere subscription**
- **Incremental prizes for each membership level** (form discount on RCS product to exclusive experience at “Teatro alla Scala” free tickets)
- **Omnichannel marketing plan to foster awareness and maximize membership** (onboarding, newsletters, on-site, push notification, print)

Loyalty program *“Club Corriere”*

Most beloved **rewards**

- Guided tours of the historic headquarters of Corriere della Sera
- Tickets for concerts and theater shows
- Discounts for food experiences, wellness and museums
- Free newspaper copy every Sunday

…and many others!

CORRIERE DELLA SERA

+45k

new members

Launch to date
(6 mths)

35%

engagement rate

on over 200 rewards

-13%

churn rate

Live events *“Le Conversazioni del Corriere”*

- **New identity** with new logo and comms format
- **Format evolution: Live events** for subscribers only (1h duration) **twice a months**
- **Topics enlargement: based on subscriber interests** and real-life events
- **Live conversation influenced** actively by **subscriber questions**
- **1 anchor journalist** makes interviews to our special guests

First in-person event on March13th

CORRIERE DELLA SERA

+20

live events
over last 12months

38

special guests
and journalist involved

+45k

subscriber involved last 12m

68%

of people says that this is an important service that have an impact on the decision to stay

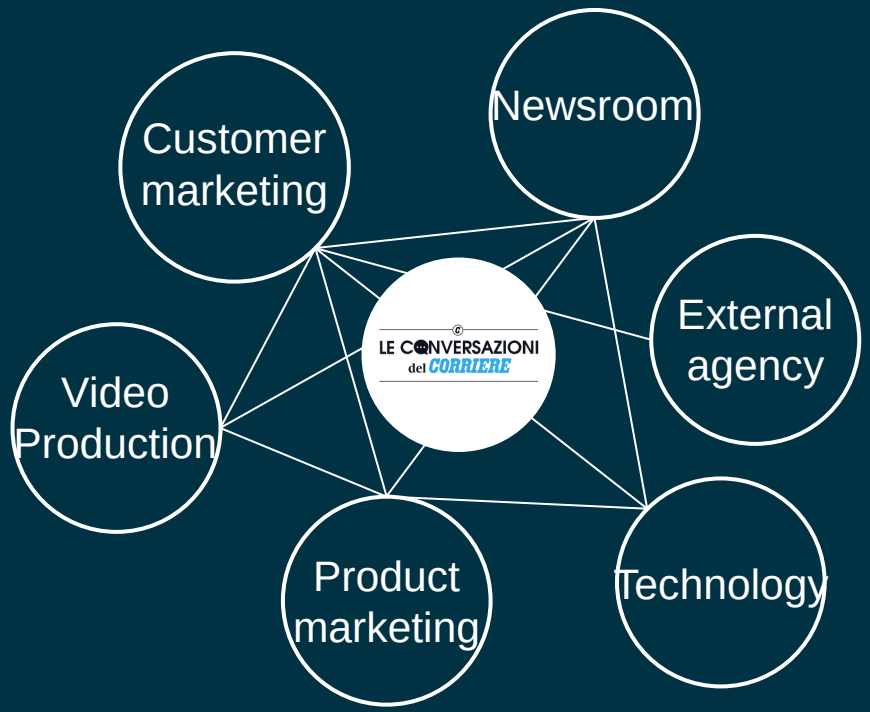
People are the key to success

Loyalty program

"Club Corriere"

Live events

"Le Conversazioni del Corriere"



CORRIERE DELLA SERA

Key takeaways

1. Never stop evolving projects considering changes in the customer base
2. It takes time and a lot of effort to consolidate awareness and perception of value beyond the news.
3. It is increasingly important to evaluate how to adapt in-depth content across all information formats (text, video, audio).
4. Loyalty and engagement are hardly related to lower churn but can be crucial in the long-term sustainability

CORRIERE DELLA SERA

What's next?

Loyalty program

- Increase differentiation with new clusters e.g. Club Diamond
- Increase partners to differentiate benefits by geography and type
- Push subscriptions with welcome gift

Live events

- Improvement of technological infrastructure to enhance interactions
- Expansion of post-live content with summaries in-article format and mini videos
- Enlarge communication touchpoints with paid media

CORRIERE DELLA SERA

Thanks!

Giacomo Bernardi

Head of customer engagement and churn
giacomo.bernardi@rcs.it