Hearst Newspapers

Improving Retention through Engagement

KELLI DAKAKE
VICE PRESIDENT, ENGAGEMENT AND RETENTION

INMA MASTER CLASS, JUNE 13, 2024

Founded in 1887, Hearst is a leading global, diversified information, services & media company with operations in 40 countries.

HEARST HEALTH

Fitch Group

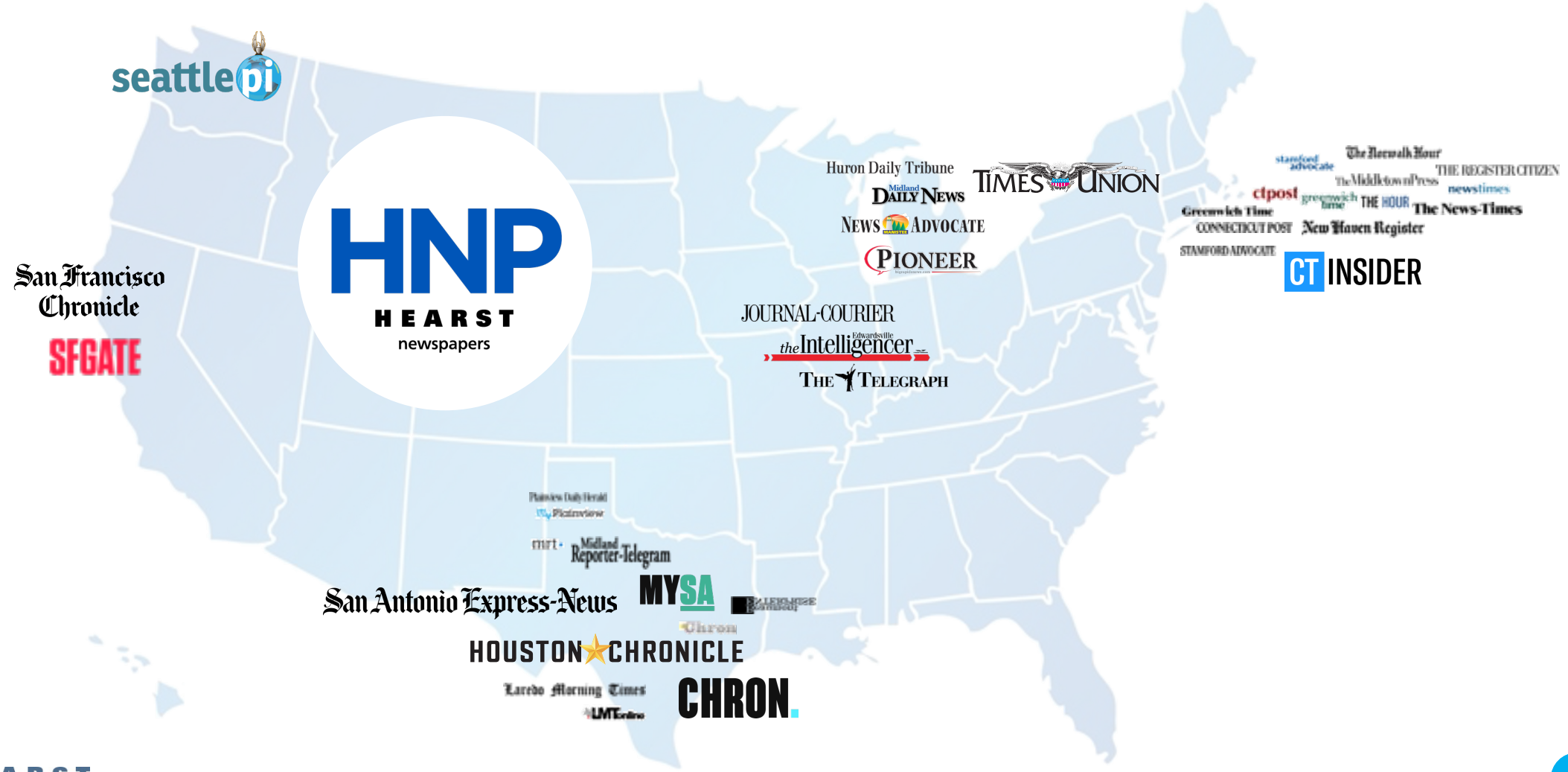
HEARST television

HEARST transportation

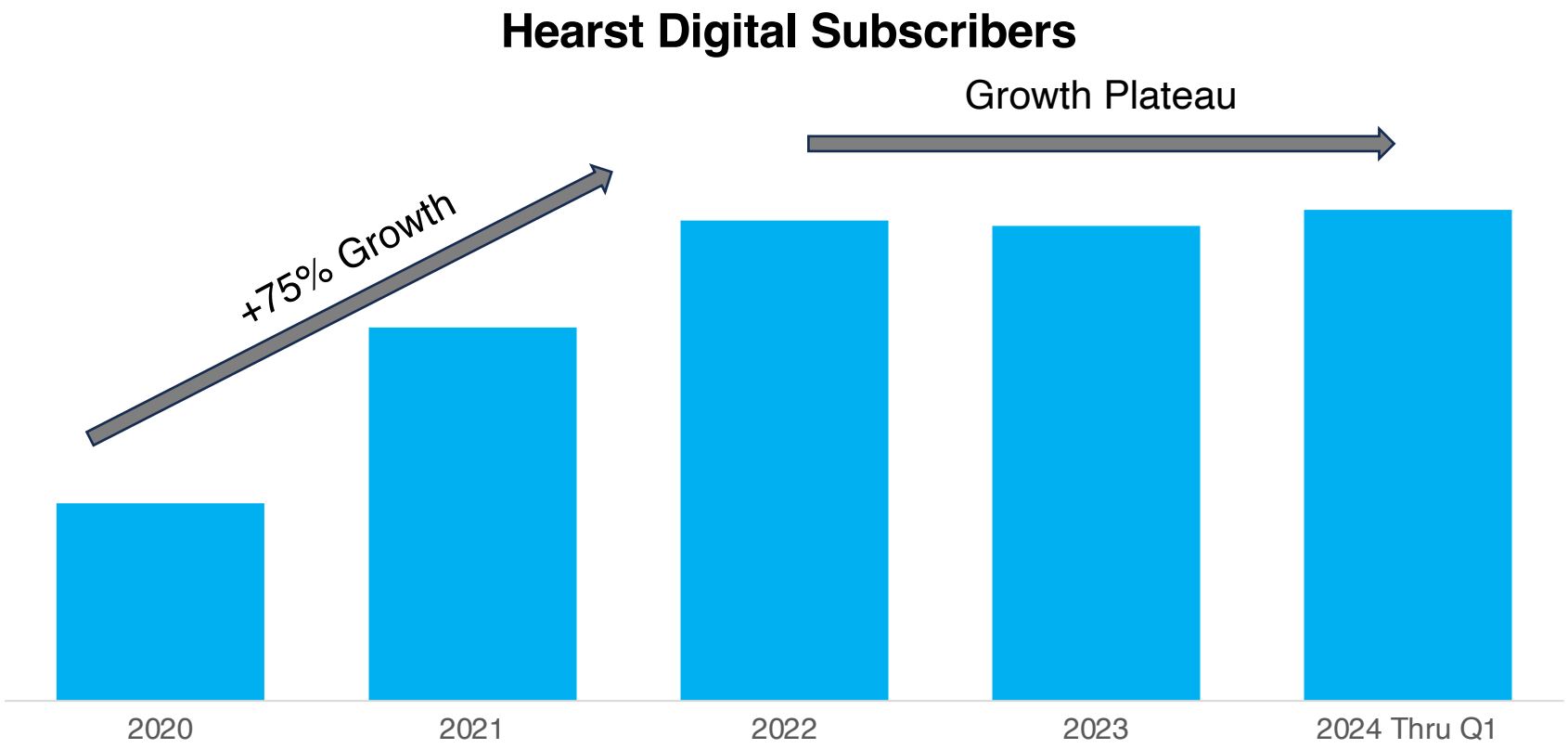
HEARST magazines

HEARST newspapers

Hearst Newspapers publishes 24 daily and 52 weekly titles

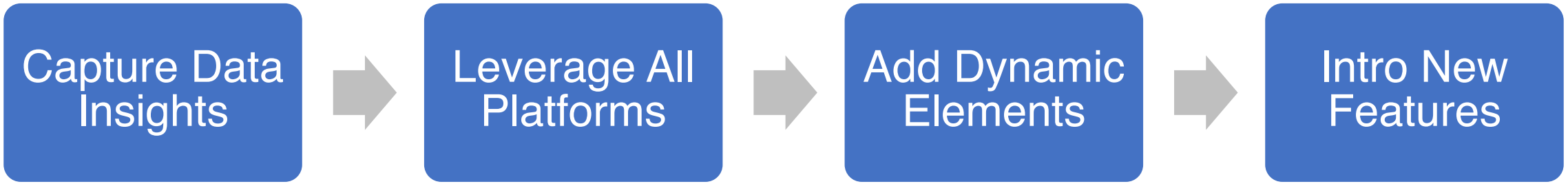


Digital Subscriber Growth



To Stimulate Subscriber Growth, Engagement is Key

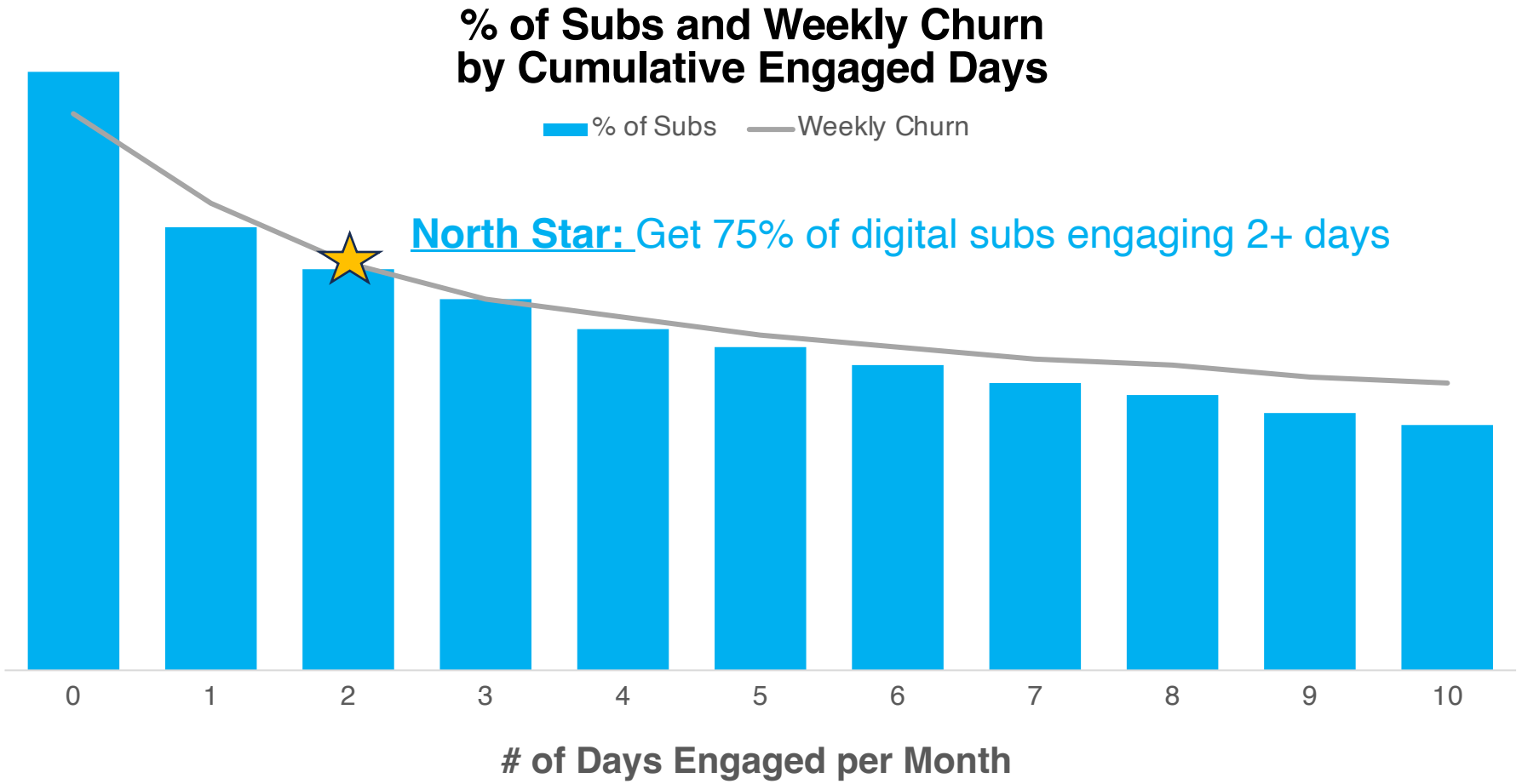
And must be owned by everyone



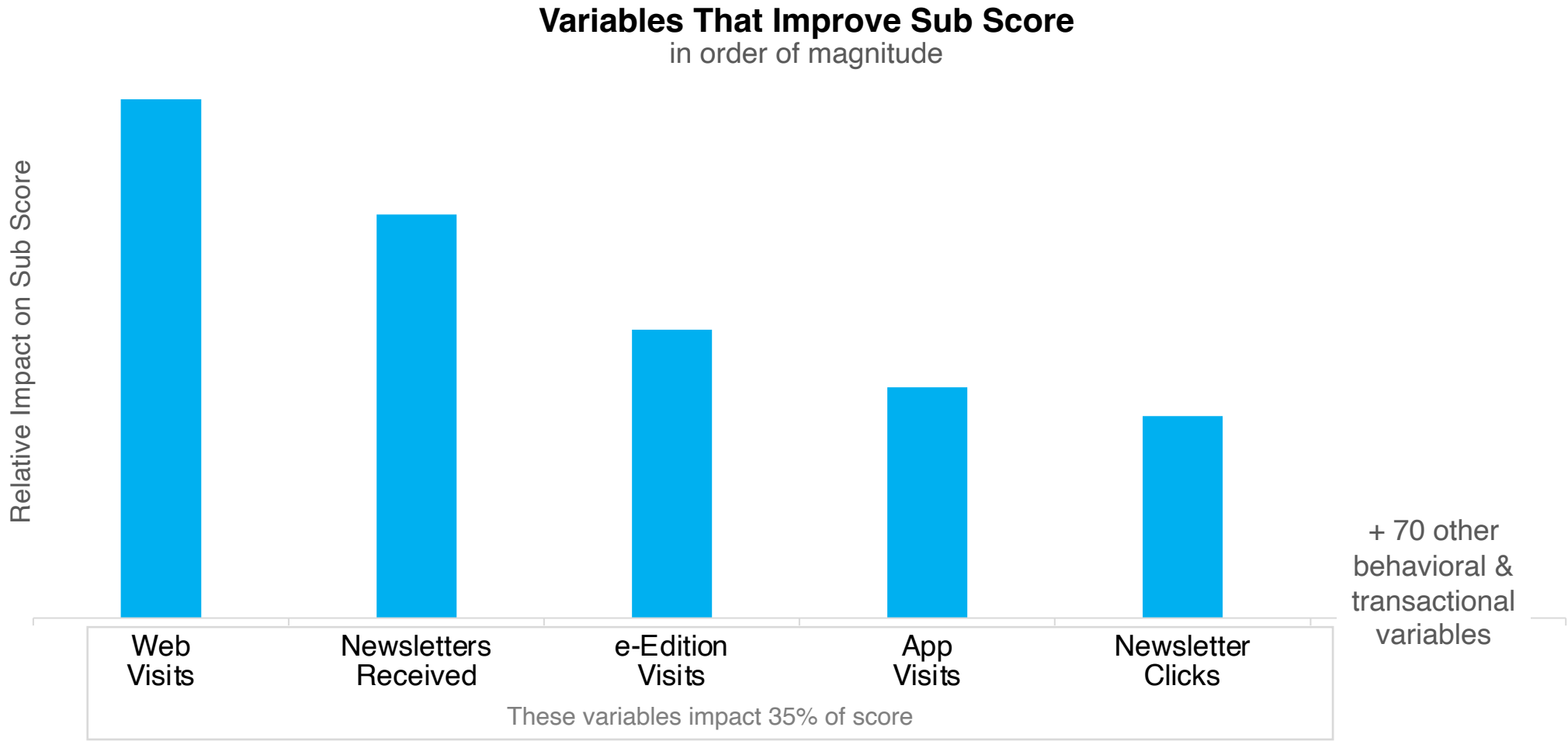
TODAY'S TOPICS

- "Subscriber Score" Model
- Meet Subs Where They Are
- Article Gifting
- Virtual Events
- Surprise and Delight

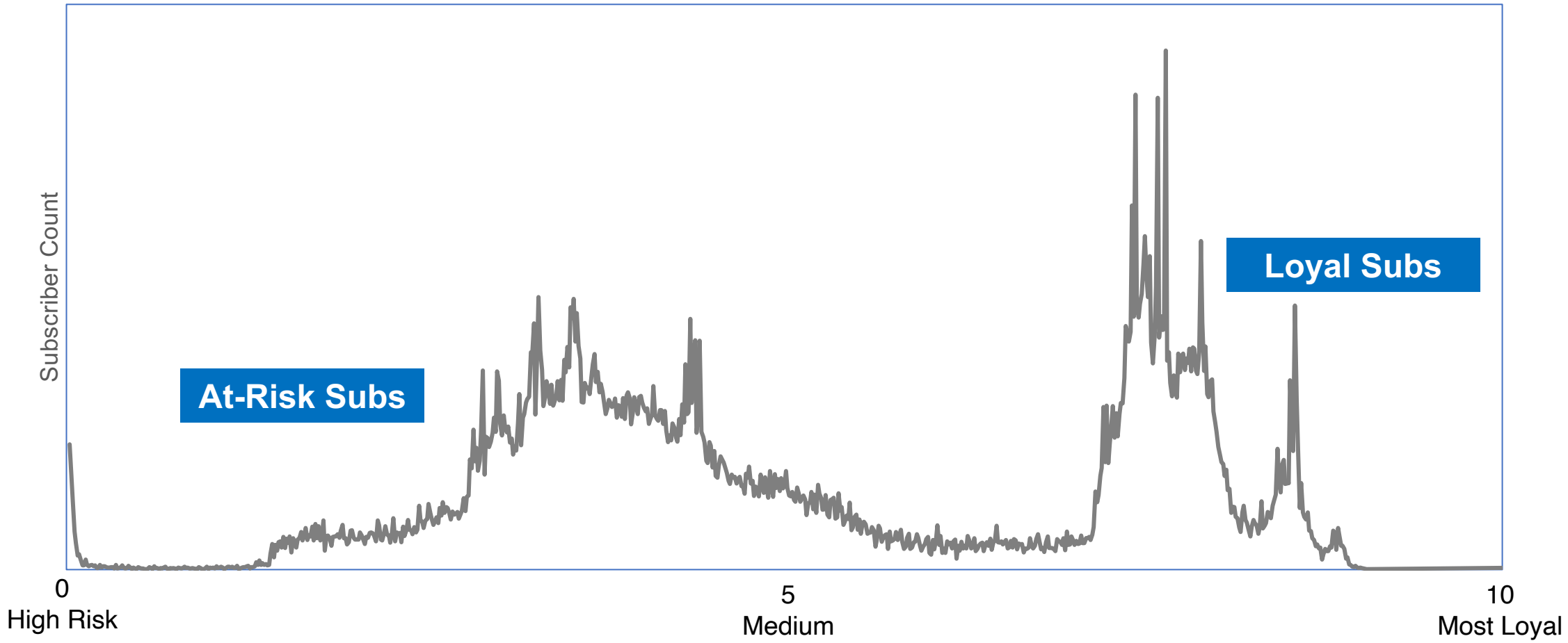
Increasing Engagement, Reduces Churn



“Subscriber Score” Uses 75 Variables To Assess Digital Subs’ Loyalty/Risk



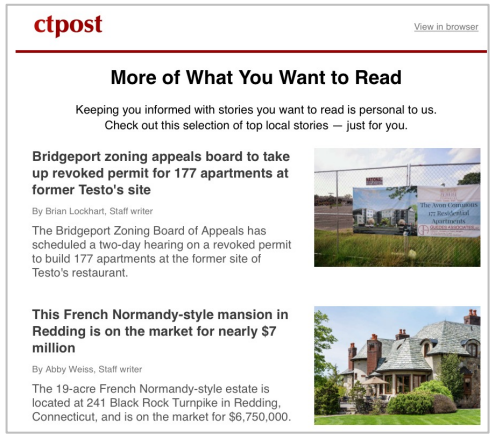
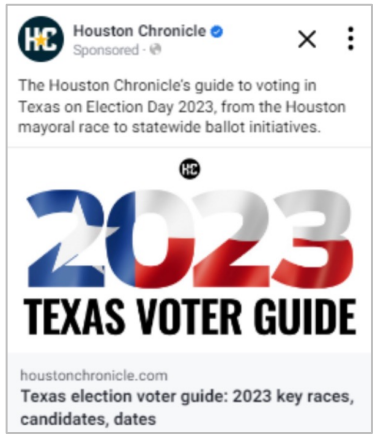
Distribution of Subscriber Scores



HEARST newspapers

Use Case: Sub Score Triggers Engagement Campaigns

Subscribers with declining engagement benefit from triggered content campaigns.

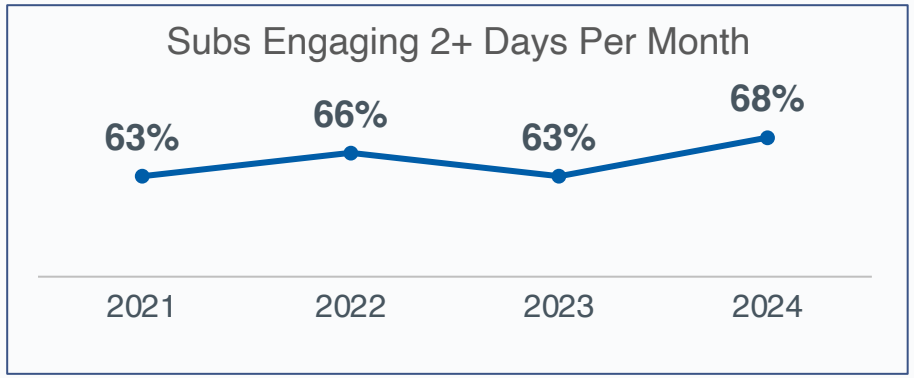
Sub Score	Email and Social Engagement	Impact
Most Risk	 	**+7%** more engagement
Medium Risk		**+11%** more engagement

Other Subscriber Score Use Cases

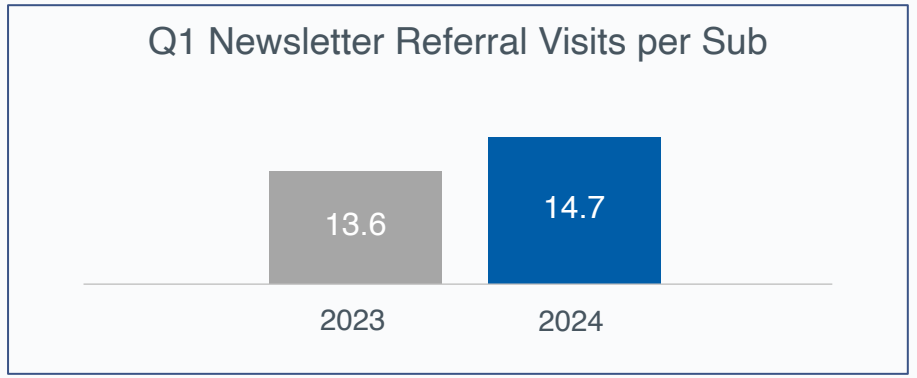
Engagement Campaigns
Most popular content for at-risk subs
Personalized content for healthy subs
Paid social targeting for at-risk subs

Pricing
Mather pricing rules for tenured subs
Dynamic step-up pricing for new subs
Customer service for stop-saves

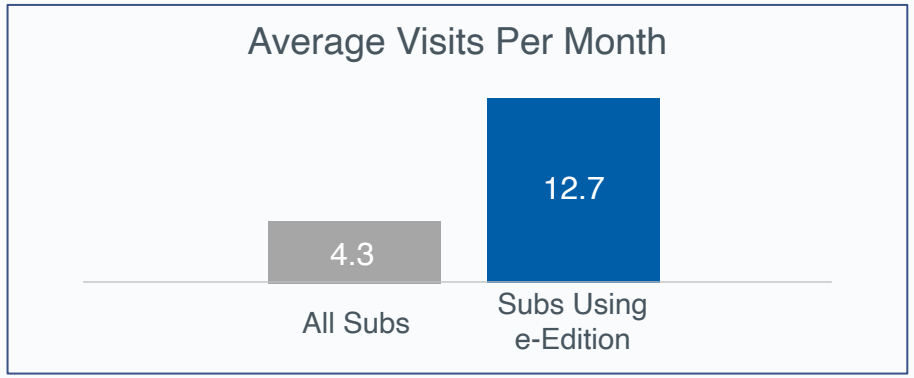
Leverage All Platforms to Improve Engagement



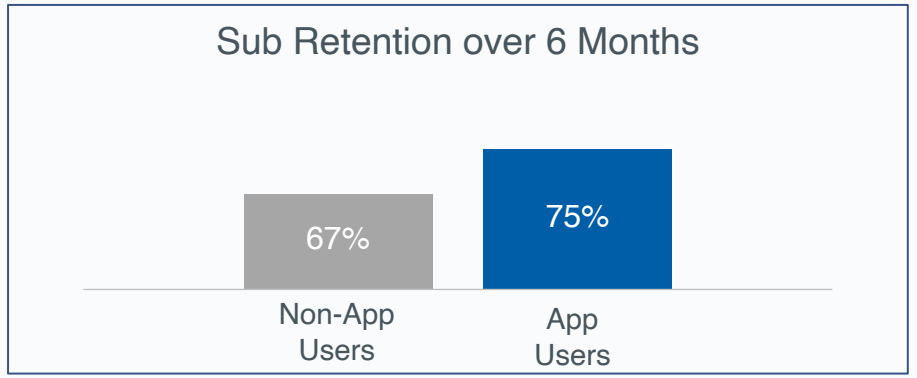
Frequency of use is rising – and correlates with better retention.



Newsletter engagement greatly impacts sub score.



New e-Edition vendor offers better reading experience.



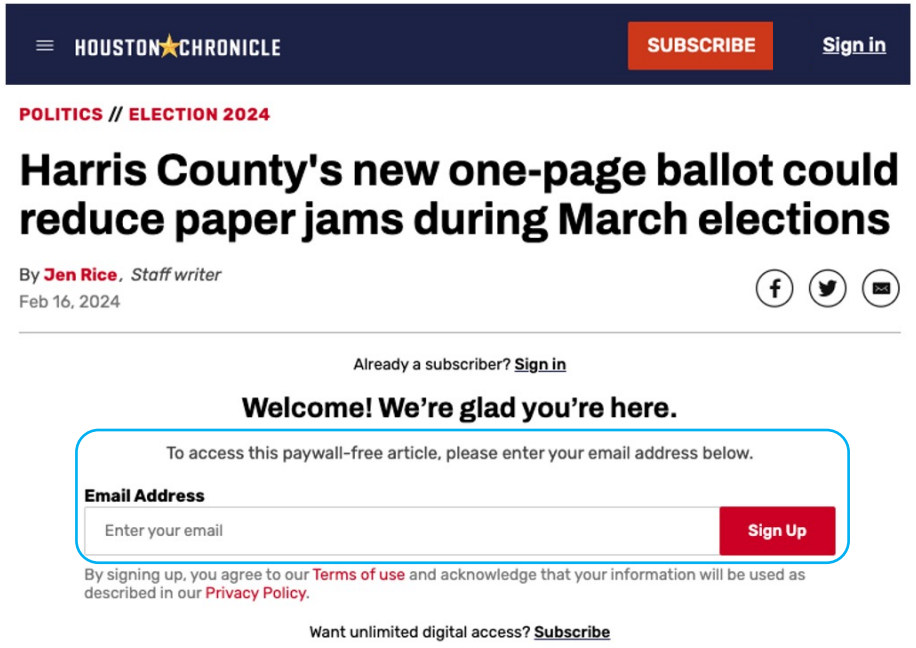
Focus on **direct linking and notifications** to increase app usage.

Paywall-Free Sharing: Retention and Leads

Subscribers can share 10 monthly paywall-free articles with friends.
Friends must create an email registration to read the content.

Subs enjoy new benefit

Friends register, enjoy free story



- +9% retention
- 10K email leads per month
- 2% of emails convert to subs

Paywall-Free Sharing: Retention and Leads

Promotion to Subs is Key

San Francisco Chronicle View in browser

Dear Subscriber,

If you haven't yet, we encourage you to try your new exclusive benefit!

Share 10 articles every 30 days with anyone — paywall-free.

HOW IT WORKS

- Look for the gift icon next to any article.
- Select your delivery method: via email or copied link.
- To start reading, the recipient clicks the link.

For more information, visit our FAQs page. We hope your new subscriber-requested benefit enhances your experience!

Thank you for being a subscriber and supporting local journalism.

HEARST newspapers

Marc Lautenbach said in a written statement. "Our SendTech and Presort businesses performed as expected. We remain pleased with domestic parcel improvement, network performance and volume growth, although with softer-than-expected revenue per parcel."

SUBSCRIBER BENEFIT: Share 10 articles every 30 days with anyone – paywall-free!
SHARE NOW

More Business

CT-based pharma firm faces Senate probe on

CT INSIDER

Keep Your Family and Friends Informed

Extend your subscriber experience by sharing your subscription and articles.

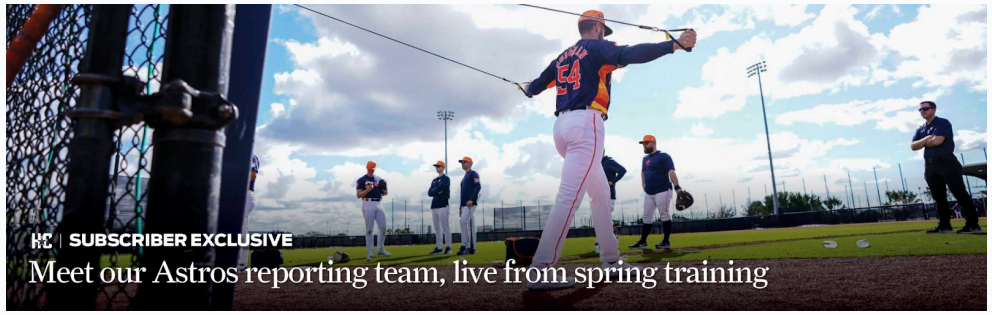
Here's how it works:

SUBSCRIPTION SHARING
Share your subscription with up to 4 family members and friends.

1. Click the [Account] button at the top of any page.
2. Select "Profile Settings" in the dropdown menu.
3. Click "Add additional users to your subscription."

Engagement Initiatives with Newsrooms

Houston Weekly Virtual Series



New program led by Editor-in-Chief Kelly Scott

Collaboration with Marketing to promote most as sub-only benefit

Up to 400 subs per event

Surprise and Delight

TIMES UNION View in browser

Congrats, Subscriber! 🎉

You've completed the Times Union Reading Challenge.

Thanks for participating!

You visited every day for 5 weeks — a perfect streak.
What an amazing accomplishment!

You've earned a gold medal.
Save this badge and share on social media!

We hope you feel more informed
and connected to your community.
Keep your streak going on your own!

Go to TimesUnion.com

HoustonChronicle.com

Looking Back and Ahead

It's the end of 2023 already! We hope you've enjoyed your subscription.

Your support has been essential to what we do: reporting, investigating, inspiring and more. You've also enabled us to reinvest in our newsroom and products, enhancing your subscriber experience.

Let's look back at the year together.

TOP STORIES OF 2023

Check out articles subscribers like you read the most this year.

Zombie Wells: Texas oil wells are leaking toxic waste, and no one wants to pay to clean it

Read More »

The Man Behind Mack: A Houston Chronicle series

San Francisco Chronicle View in browser

Our Gift to You

Hearst thanks you for being a loyal San Francisco Chronicle subscriber.

In appreciation, select a 1-year Hearst magazine subscription — total value up to $45.68 — on us!

CLAIM NOW

Respond by May 17, 2024 to get a one-year subscription to one of the magazines listed in this promotion with your newspaper subscription at no additional cost.

Privacy Notice

I also understand that the San Francisco Chronicle will share my information with Hearst Magazines to fulfill my subscription, and I agree to the Terms of Use (including the class action waiver and binding arbitration) and acknowledge that my information will be used as described in the Privacy Notice.

The magazines being offered in this promotion are not part of continuous service.

- Esquire's cover price is $6.99 an issue and is published 6 times a year.
- Food Network Magazine's cover price is $6.99 and is published 6 times a year.
- Good Housekeeping's cover price is $5.99 an issue and is published 6 times a year.
- Town & Country's cover price is $6.99 an issue and is published 9 times a year.

Any of these magazines may have future combined issues that count as two issues as indicated on the issue's cover. Your first issue will arrive in 4 - 8 weeks. Offer good in U.S. only.

San Francisco Chronicle

MAY 21, 2024

Exclusively for Subscribers

Enjoy regular offers and discounts on area entertainment.

"WICKED"

So much happened before Dorothy dropped in. For select performances September 1 through October 13, experience the timeless musical *WICKED* at the Orpheum Theatre. Members can save over $50 on Balcony, Orchestra or Mezzanine section seating packages! Packages start at $79.99 and includes one $25 Dining Rebate per purchase. Click "**GET TICKETS**" for performance and seating availability. Act fast as dates are selling out quickly.

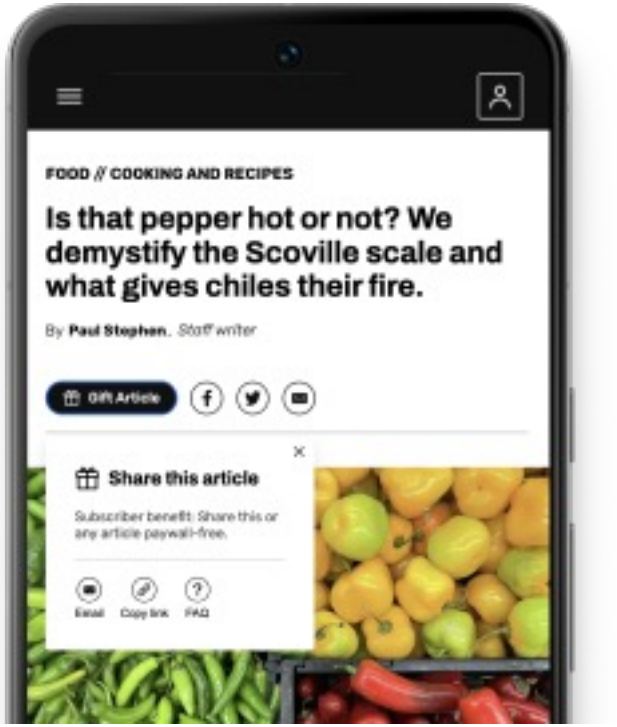
GET TICKETS

"Company"

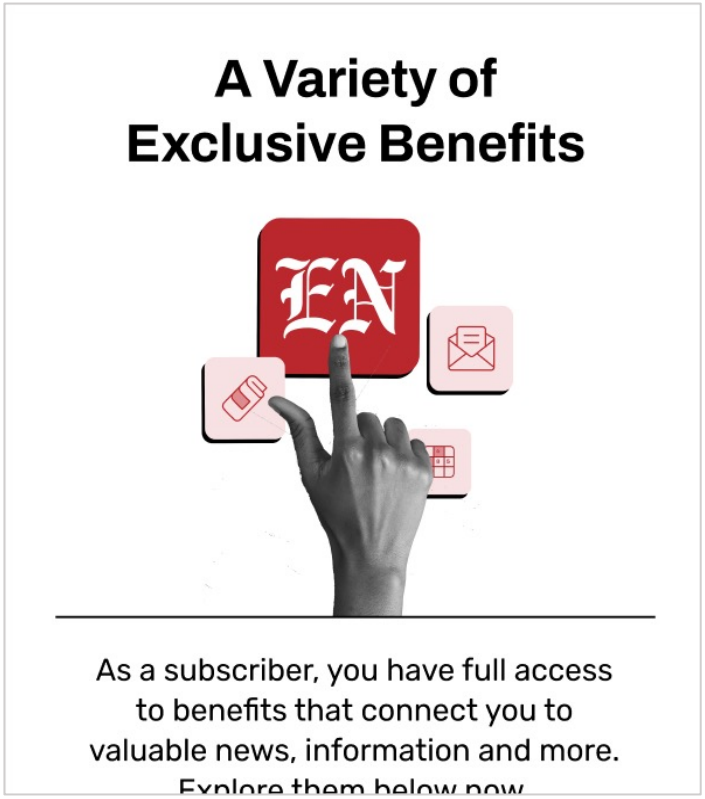
Phone rings, door chimes, in comes *Company*! Experience the musical comedy at Orpheum Theatre on select dates June 5-28. Join the party with 45% off packages in Mezzanine/Balcony or Orchestra seating starting at $59.99! Offer includes one $50 Restaurant.com eGift Card per purchase of 2 or more tickets. Click "**GET TICKETS**" for performance availability.

GET TICKETS

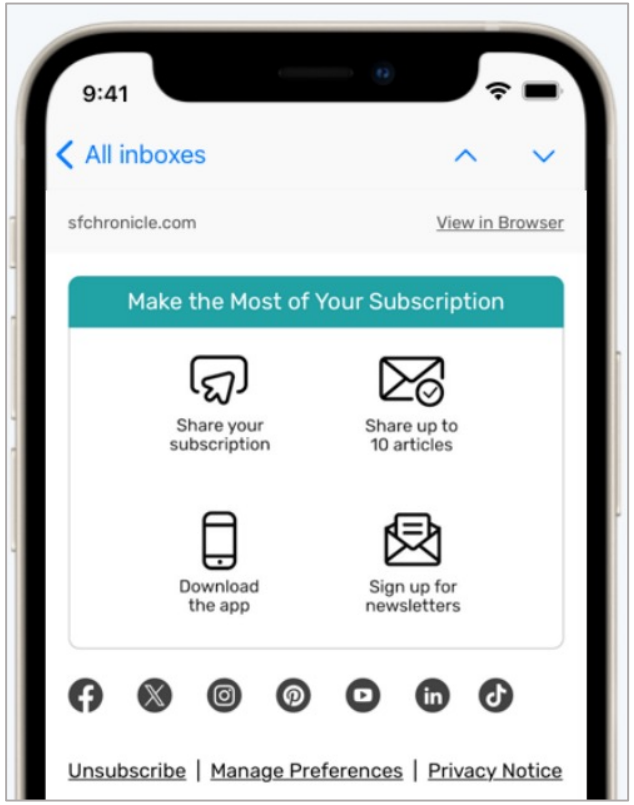
What's Next?



Gift articles via app



Monthly benefits reminder email



Benefit reminders in Newsletters

Key Takeaways

Increasing Engagement Decreases Churn: Keep subscribers active across multiple platforms to lower weekly churn.

Enhance Subscription Value: Offer virtual events and exclusive content to boost engagement and highlight subscription worth.

Utilize Data: Use Subscriber Scores to spot at-risk subscribers and launch targeted engagement campaigns.

Partner with Newsrooms: Boost newsletter referrals with unique content and use paywall-free sharing to increase retention.

Surprise Subscribers Regularly: Provide unexpected benefits to sustain interest and loyalty.

THANK YOU!