Onboarding Card Journey

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Today’s Focus

History and timeline

Onboarding Cards Overview

Test Parameters

Learnings

What’s being worked on

Long Island, NY's daily newspaper

1940

NASSAU'S COMPLETE DAILY
32 Pages — 3 Cents
Weather on Page 30

Newsday

FINAL EDITION
Tuesday, Sept. 3, '40
Vol. 1 . . . No. 1

U. S. GIVES BRITISH 50 WARSHIPS

Gets Naval, Air Bases in Return

Story on Page 4

Tear Gas Battle on North Shore

Story on Page 2

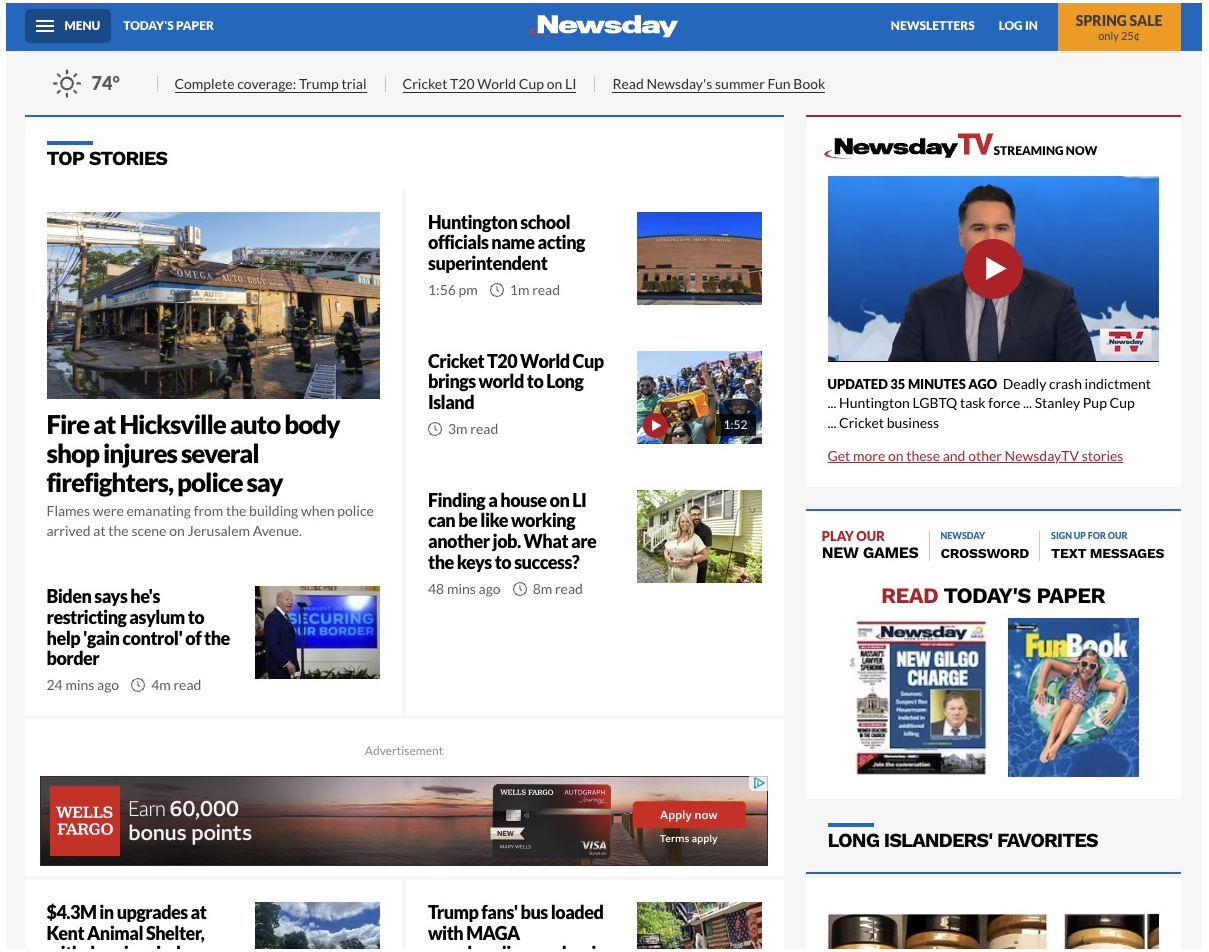
Newspaper WHAT'S IN A NAME For One Thing $1,000!

He's Happy

He's Not

Will F. D. R. Gain or Lose in County? See Page 2

2024



MENU TODAY'S PAPER Newsday NEWSLETTERS LOG IN SPRING SALE only 25¢

74° | Complete coverage: Trump trial | Cricket T20 World Cup on LI | Read Newsday's summer Fun Book

TOP STORIES

Fire at Hicksville auto body shop injures several firefighters, police say

Flames were emanating from the building when police arrived at the scene on Jerusalem Avenue.

Huntington school officials name acting superintendent

1:56 pm 1m read

Cricket T20 World Cup brings world to Long Island

3m read

Finding a house on LI can be like working another job. What are the keys to success?

48 mins ago 8m read

Biden says he's restricting asylum to help 'gain control' of the border

24 mins ago 4m read

Advertisement

WELLS FARGO Earn 60,000 bonus points Apply now Terms apply

$4.3M in upgrades at Kent Animal Shelter,

Trump fans' bus loaded with MAGA

NewsdayTV STREAMING NOW

UPDATED 35 MINUTES AGO Deadly crash indictment ... Huntington LGBTQ task force ... Stanley Pup Cup ... Cricket business

Get more on these and other NewsdayTV stories

PLAY OUR NEW GAMES | NEWSDAY CROSSWORD | SIGN UP FOR OUR TEXT MESSAGES

READ TODAY'S PAPER

LONG ISLANDERS' FAVORITES

Overview

Why:

- Build engagement while still in transactional mode
  - First and perhaps most impactful opportunity to affect engagement
  - Reinforce behaviors that increase engagement
    - Interests, Newsletters, SMS Alerts, NewsdayTV+, App, e-Edition
  - Increased engagement leads to a higher CLV

What:

- Series of web pages, promoting subscription benefits, served to new subscribers upon completion of an online purchase

How:

- Present a call to action to improve engagement
  - Subscriber selects interests
  - Sign up for newsletters
  - Provide mobile number for SMS alerts
  - NewsdayTV+
  - Download app
  - Links to e-Edition and other content

Control

< BACK

STEP 3 OF 6

The news you want, delivered to your inbox

Based on your interests we signed you up for some newsletters

YOU MAY LIKE

Morning Update

The top local stories you need to know to start your day.

Arrives every morning

YOU MAY LIKE

Afternoon Update

Our latest updates on the news that matters most to you.

Arrives Monday through Friday

YOU MAY LIKE

Breaking News Alerts

Get breaking news when it happens.

Arrives as warranted

See more

Submit

Skip and Continue

< BACK

STEP 2 OF 6

Let's customize your experience

What interests you?

Sports | High School Sports | Things to do | Family

Entertainment | Opinion | Business | Restaurants

Real Estate | Weather | Nassau | Suffolk

Politics | Education | Travel

Next

Skip and continue

* These options will only be used to customize your Newsday experience.

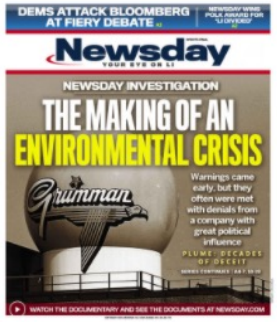
< BACK

STEP 4 OF 6

Access Today's Paper on any device

Newsday subscribers get access to the digital version of Today's paper.

READ
TODAY'S PAPER
ON APP, MOBILE AND ANY WEB BROWSER



Next

Skip and continue

Test

Get the Newsday App

All the news you need — in one convenient place.

Scan the QR Code

NEXT

skip and continue

Your newsletters, your way!

Select what interests you.

- Restaurants
- Things to Do
- Sports
- High School Sports
- Family
- Entertainment
- Opinion
- Business
- Real Estate
- Nassau News
- Suffolk News
- Politics
- Education
- Videos
- Health

NEXT

skip and continue

Based on your interests, we signed you up for some newsletters.

Select any additional topics you'd like to receive (selections in blue)

The Gilgo Case
Follow the latest developments in the Gilgo Beach killings investigation with a recap from our journalists.

Feed Me
Find the best places to eat and drink in your neighborhood.

Sports Now
Get reporter and columnist analysis on your favorite sports teams.

Entertainment
Check out TV picks, movie buzz, concert tips and more.

NewsdayTV
Watch our top videos from the day.

NewsdayTV Streaming Now
Get the daily newscast in your inbox every morning.

SEE MORE | SELECT INTERESTS

NEXT

skip and continue

Stay informed with text messages

From breaking news to major weather events, we'll text you the top Long Island stories you need to know.

PHONE NUMBER

XXX-XXX-XXXX

SUBMIT

By clicking the "Submit" button above, I provide my express written consent authorizing Newsday LLC to send me Breaking News text alerts, delivered via automated technology, to the mobile phone number I have provided above. I understand that my consent is not required to access this news and information. To view Newsday's coverage without providing consent, please visit Newsday.com. Message frequency varies. Reply "HELP" for help and "STOP" to cancel.

Message and data rates may apply. See Terms and Privacy Policy.

NEXT

skip and continue

NewsdayTV+

As a subscriber, you get unlimited access to our entire on-demand library of original streaming video content.

NEXT

skip and continue

Read Today's Paper

Newsday's Interactive digital edition

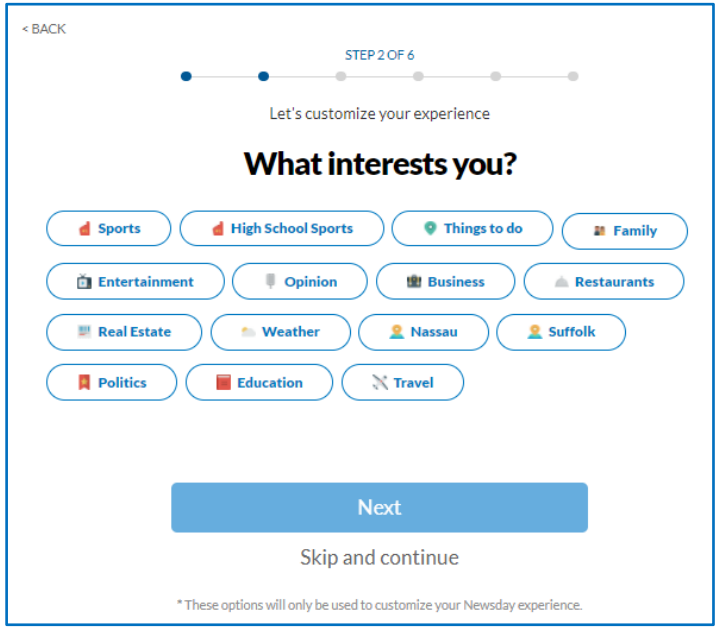
NEWSDAY E-EDITION

CONTINUE READING

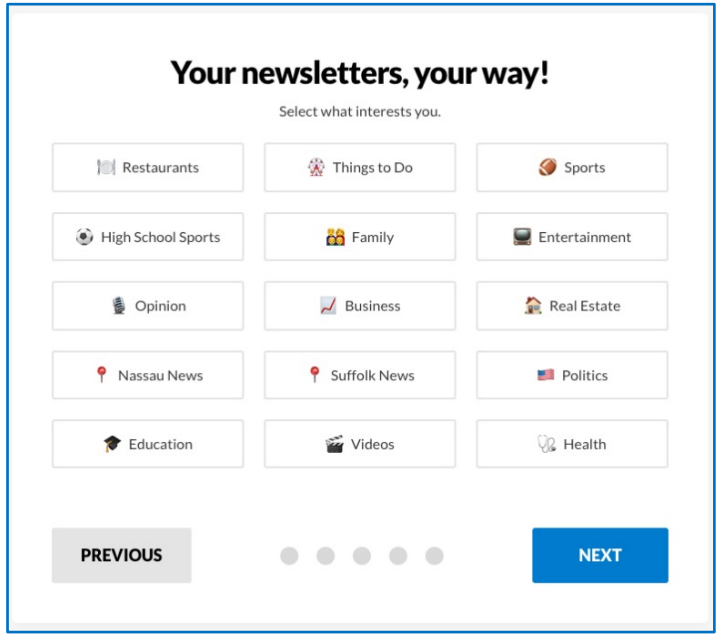
Topics/Interests

- **Test** – reformatted icons to better align with the topics. Streamlined the CTAs

Control



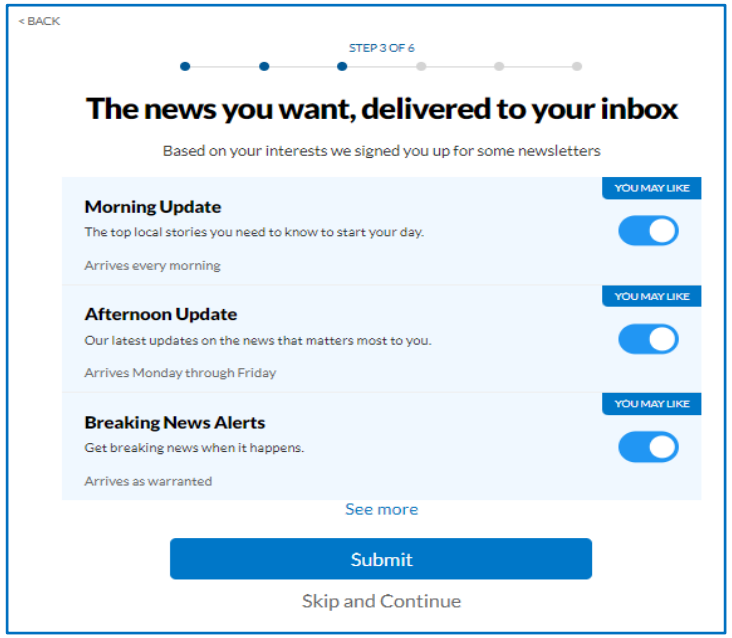
Test



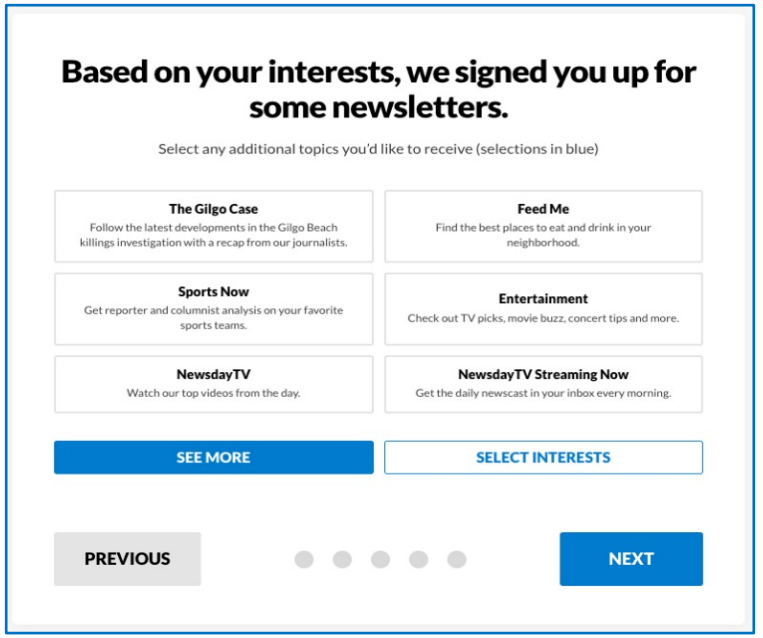
Newsletters

- **Control** – has 3 pre-checked newsletters with option to opt-out or select more
- **Test** – Preselected newsletters based on *Interests* chosen by subscriber (ie user chose *sports* as an Interest, which prepopulated sports newsletter)

Control



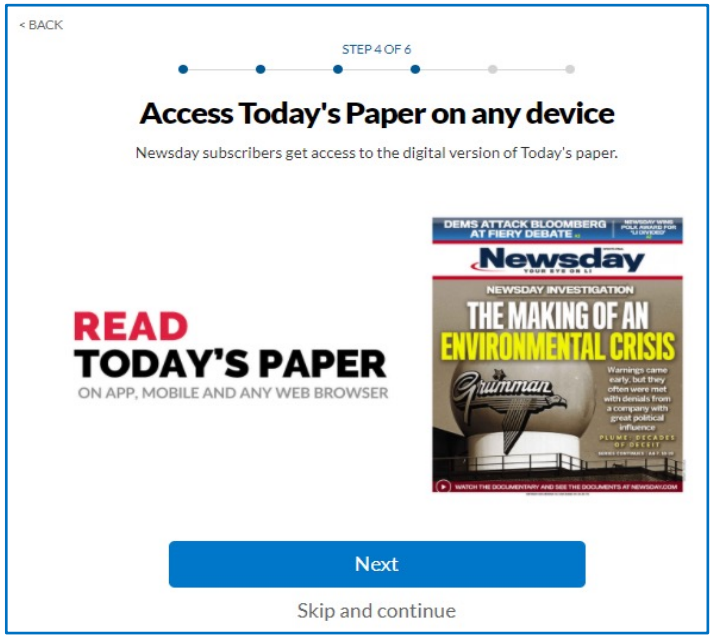
Test



e-Edition

- **Control** – Today's Paper is a static image
- **Test** – made the final card work harder with a redirect back to the e-Edition or article

Control

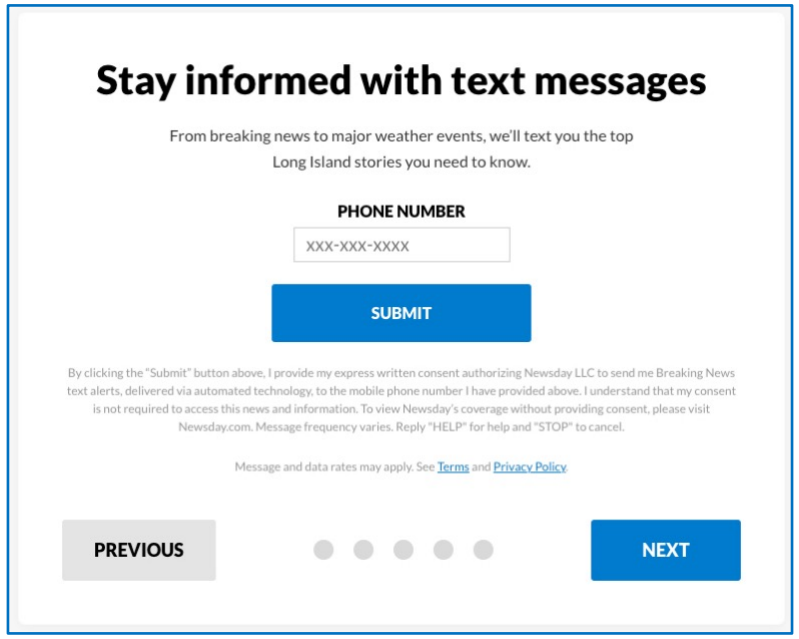


Test

New - SMS Alerts

- Providing mobile number allows subscriber to sign up for breaking news text alerts
  - SMS allows for 2-way messaging, thereby adding another level of engagement

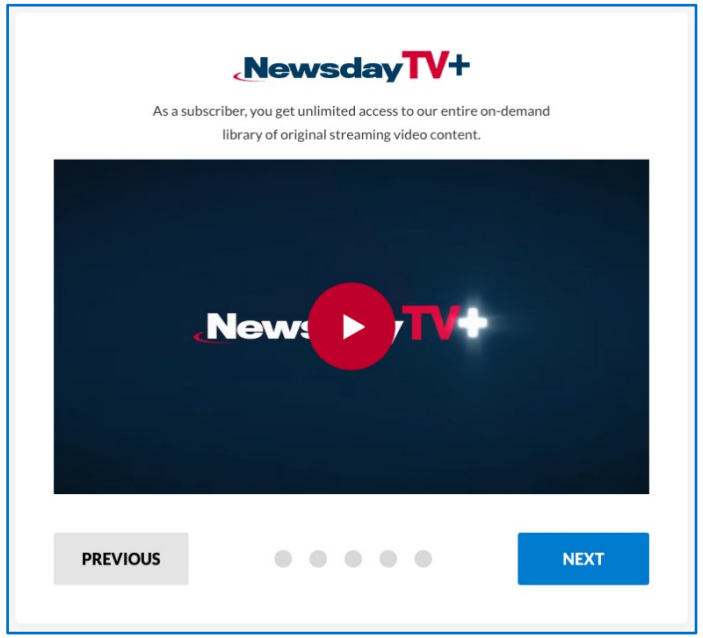
Test



New - NewsdayTV+

- NewsdayTV+ introduces our newest platform

NewsdayTV+

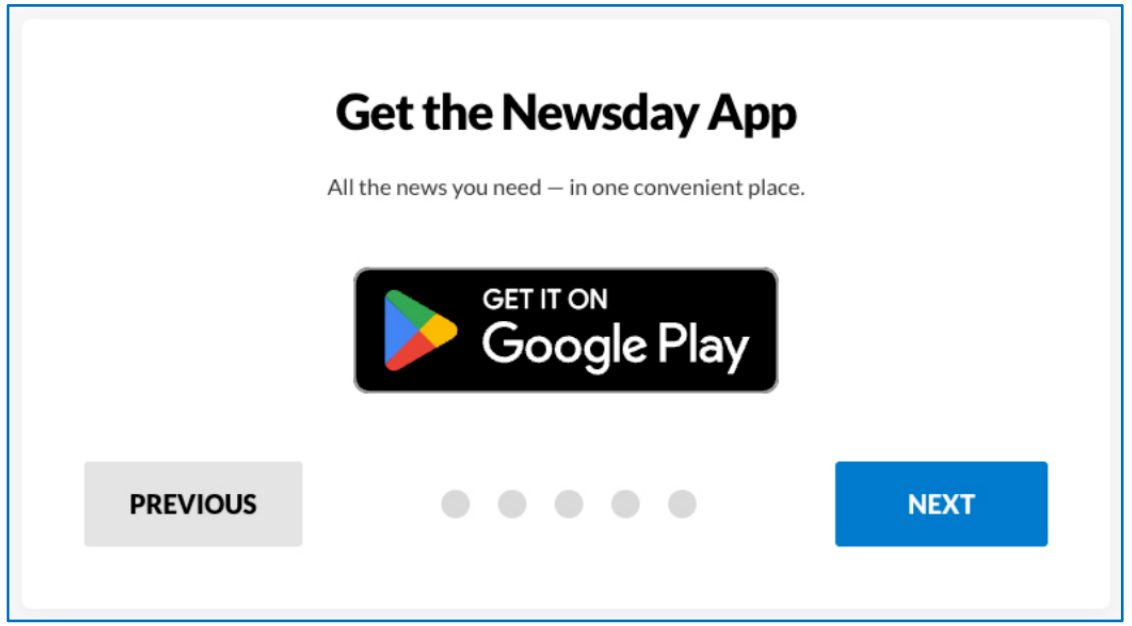


New - App

- Introduced app to increase download
  - Adding a QR code has shown significant increase in response rate, across all channels

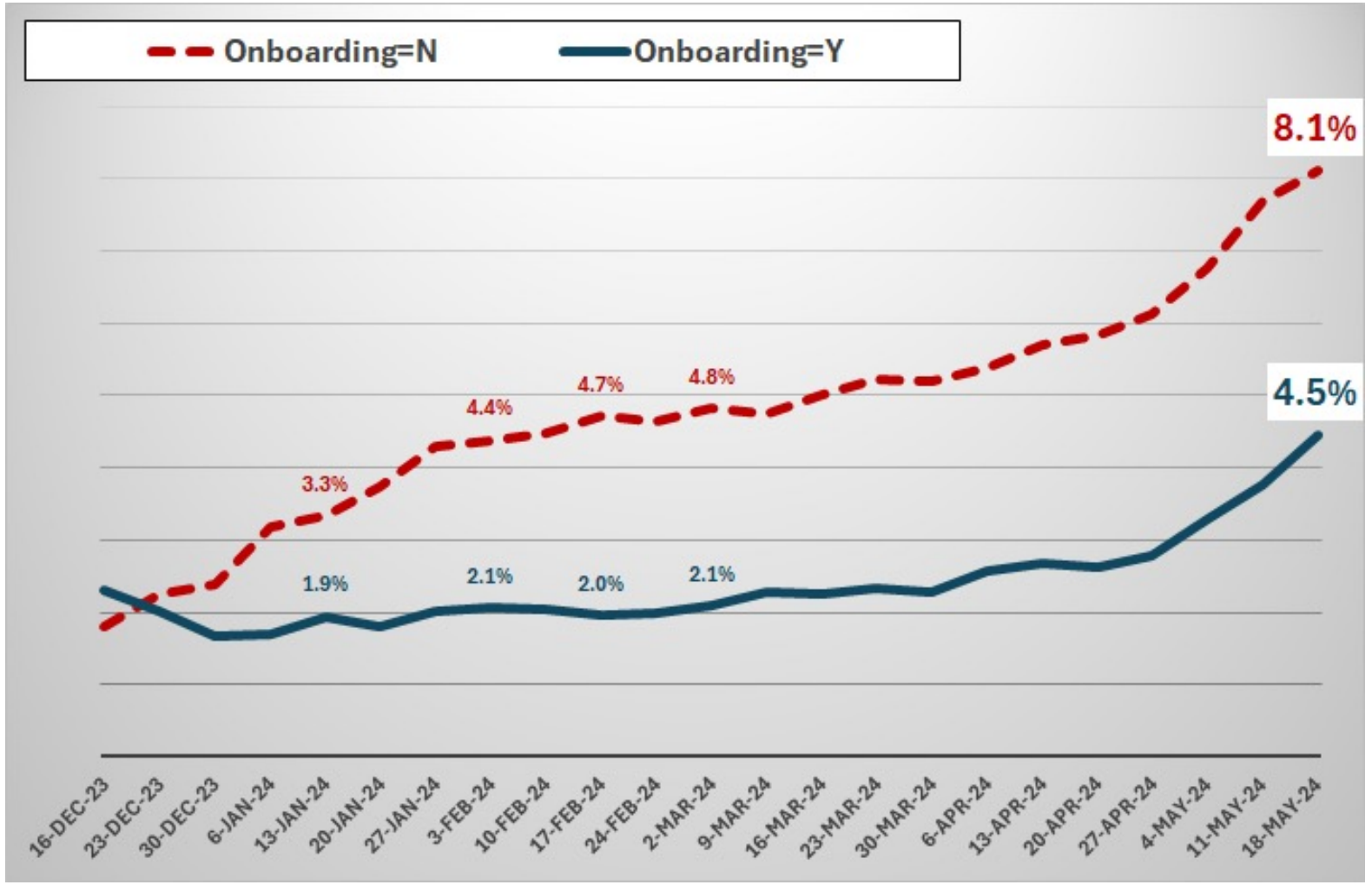
Desktop

Mobile



Churn comparison of groups

- Churn from 12/10/23 thru 5/18/24 → **Y=4.5%** vs. **N=8.1%**



Roadmap

- Create new onboarding flow that leverages findings
- Test new card topics based on other research and best practices
  - Add a customer service/concierge card. Evidence subscribers stop for technical issues
  - Test combining Interests and Newsletters into one card
  - Promote new features as they become available; such as games/puzzles
- Create an “onboarding lite” version. All benefits on one card
- Test the strongest subscriber engagement, Alerts and App, by creating a 2-card series.

Key takeaways

- To date, Control maintains an average completion rate of 74% while test is at 41%
- We have not reached statistical significance so will run and review data for longer term
- Results are proving that by adding new products and actions to the journey we are exposing more users to subscriber benefits, thereby increasing engagement.
- Use data from each individual card to optimize the subscriber lifetime journey
- Long term analysis of retention and engagement among subs that went through the onboarding process is key
- Determine at what point subs are dropping out of the flow and how to optimize. Has adding 3 additional cards impacted the journey due to longer completion time?
- Determine if the interactive cards positively affect retention and therefore improve CLV
- Measures of success
  - Percent of subscribers that complete onboarding
  - Clicks on calls to action
    - Increase app downloads
    - Increase newsletter signups
    - Sign ups for SMS alerts

Newsday

Thank you

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