

WEBINAR: LEVERAGING AUDIENCE DATA TO DRIVE ENGAGEMENT AND MONETIZATION

NAA AUDIENCE & REVENUE WEBINAR SERIES - SESSION 4
SEPTEMBER 22, 2016 2PM TO 3 PM



FEATURED PRESENTERS;

TODD PETERSON, VICE PRESIDENT OF CIRCULATION, TIMES UNION,

KERRY TURNER, AUDIENCE DEVELOPMENT DIRECTOR, HEARST MEDIA.

INTRODUCTION: DAN WILLIAMS, CEO/CTO LEAP MEDIA SOLUTIONS

MODERATOR: JOHN MURRAY, NAA VP, AUDIENCE DEVELOPMENT

WEBINAR: LEVERAGING AUDIENCE DATA TO DRIVE ENGAGEMENT AND MONETIZATION

- Featured Presenters;
- Todd Peterson, Vice President of Circulation, Times Union,
- Kerry Turner, Audience Development Director, Hearst Media.
- Introduction:
 - Dan Williams, CEO/CTO LEAP Media Solutions
- Moderator:
 - John Murray, NAA VP, Audience Development





WEBINAR: LEVERAGING AUDIENCE DATA TO DRIVE ENGAGEMENT AND MONETIZATION



Kerry Turner

Audience Development Director, Hearst Media

Kerry Turner is the Audience Development Director, Hearst Media Bridgeport, Connecticut Newspapers. Prior to her move to Hearst Connecticut Media Group 18 months ago Kerry was the director of circulation at The Frederick News-Post for five years where she started as an account executive before being promoted to Sales Manager. Kerry is a certified Dale Carnegie Trainer and a graduate of Virginia Tech University



Todd Peterson

VP Circulation, Times Union

Todd Peterson is Vice President Circulation at *Times Union* in Albany, New York. His career has progressed with a focus on building retaining newspaper audiences. He moved to the Times Union three years ago from GateHouse Media where he was VP of Circulation and Audience Development – New England. Todd started his newspaper career at the *News and Observer* in Raleigh, NC, where he graduated from North Carolina State University. More recently he earned his MBA at Northeastern University.

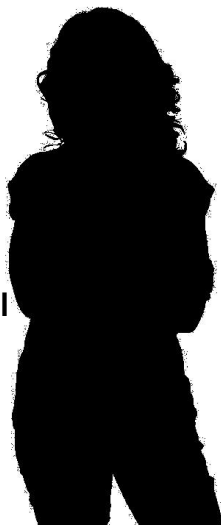
Todd's experience also includes working with Gannett Newspapers as Engagement and Retention manager and Sales and Marketing manager at The Asheville Citizen-Times and Burlington Free Press.



The most profound impact of the digital shift has been the re-definition of “customer”

Definition of “customer”

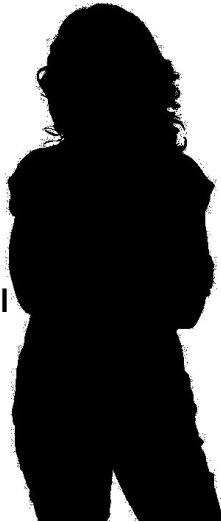
**Address-based
distribution model**



**Subscriber number
18,493 of 53,224
active households**

Definition of “customer”

**Address-based
distribution model**



**Subscriber number
18,493 of 53,224
active households**



**User-based content
access model**

**Mary Smith or
msmith01@gmail.com of
120 Main Street, Cary, NC**



Newsmedia companies operate from a position of competitive advantage relative to other media in our ability to connect online & offline data.

What do we know?

Core Operational Systems

- Name/address
- Tenure
- Frequency
- Price
- Source
- Products
- Credit status
- Vacation schedules
- Complaints/satisfaction

What do we know?

Core Operational Systems

- Name/address
- Tenure
- Frequency
- Price
- Source
- Products
- Credit status
- Vacation schedules
- Complaints/satisfaction

Digital Registration

- Email address
- Channel preference
- Content consumption

What do we know?

Core Operational Systems

- Name/address
- Tenure
- Frequency
- Price
- Source
- Products
- Credit status
- Vacation schedules
- Complaints/satisfaction

Digital Registration

- Email address
- Channel preference
- Content consumption

Contests/Events

- Lifestyle interests

What do we know?

Core Operational Systems

- Name/address
- Tenure
- Frequency
- Price
- Source
- Products
- Credit status
- Vacation schedules
- Complaints/satisfaction

Digital Registration

- Email address
- Channel preference
- Content consumption

Contests/Events

- Lifestyle interests

Loyalty Platforms

- Lifestyle interests
- Content preferences

What do we know?

Core Operational Systems

- Name/address
- Tenure
- Frequency
- Price
- Source
- Products
- Credit status
- Vacation schedules
- Complaints/satisfaction

Digital Registration

- Email address
- Channel preference
- Content consumption

Contests/Events

- Lifestyle interests

Loyalty Platforms

- Lifestyle interests
- Content preferences

E-Commerce/Deals

- Email address
- Shopping preferences
- Consumption behavior
- Price sensitivity

What do we know?

Core Operational Systems

- Name/address
- Tenure
- Frequency
- Price
- Source
- Products
- Credit status
- Vacation schedules
- Complaints/satisfaction

Digital Registration

- Email address
- Channel preference
- Content consumption

Contests/Events

- Lifestyle interests

Loyalty Platforms

- Lifestyle interests
- Content preferences

E-Commerce/Deals

- Email address
- Shopping preferences
- Consumption behavior
- Price sensitivity

Data Management Platforms

- Content engagement
- Frequency
- MAC/IP address

What else can we know?

Demographics

- Name/address/phone
- Age/gender/ethnicity
- Marital status
- Occupation/education
- Hispanic language preference
- Number of children/ages
- Political party
- Homeownership/home value/type/age
- Length of residence

What else can we know?

Demographics

- Name/address/phone
- Age/gender/ethnicity
- Marital status
- Occupation/education
- Hispanic language preference
- Number of children/ages
- Political party
- Homeownership/home value/type/age
- Length of residence

Lifestyles

- Dog/cat owner
- Culture/arts/collectibles
- Fashion
- Camping/fishing/hunting/shooting
- Gardening
- Gourmet cooking/food
- Travel – foreign/domestic
- Home video games/computers
- Bicycling/boating/golf/tennis/skiing
- Home furnishing/decorating
- Home improvement
- Fitness/running
- Casino gambling
- Sweepstakes/contests
- Wines

What else can we know?

Demographics

- Name/address/phone
- Age/gender/ethnicity
- Marital status
- Occupation/education
- Hispanic language preference
- Number of children/ages
- Political party
- Homeownership/home value/type/age
- Length of residence

Lifestyles

- Dog/cat owner
- Culture/arts/collectibles
- Fashion
- Camping/fishing/hunting/shooting
- Gardening
- Gourmet cooking/food
- Travel – foreign/domestic
- Home video games/computers
- Bicycling/boating/golf/tennis/skiing
- Home furnishing/decorating
- Home improvement
- Fitness/running
- Casino gambling
- Sweepstakes/contests
- Wines

Other

- Vehicle interest/car buyer/number
- Channel preference
- Online purchaser
- Direct mail purchaser
- Military veteran

What else can we know?

Demographics

- Name/address/phone
- Age/gender/ethnicity
- Marital status
- Occupation/education
- Hispanic language preference
- Number of children/ages
- Political party
- Homeownership/home value/type/age
- Length of residence

Lifestyles

- Dog/cat owner
- Culture/arts/collectibles
- Fashion
- Camping/fishing/hunting/shooting
- Gardening
- Gourmet cooking/food
- Travel – foreign/domestic
- Home video games/computers
- Bicycling/boating/golf/tennis/skiing
- Home furnishing/decorating
- Home improvement
- Fitness/running
- Casino gambling
- Sweepstakes/contests
- Wines

Other

- Vehicle interest/car buyer/number
- Channel preference
- Online purchaser
- Direct mail purchaser
- Military veteran

Voter Registrations

- Party affiliation

What else can we know?

Demographics

- Name/address/phone
- Age/gender/ethnicity
- Marital status
- Occupation/education
- Hispanic language preference
- Number of children/ages
- Political party
- Homeownership/home value/type/age
- Length of residence

Lifestyles

- Dog/cat owner
- Culture/arts/collectibles
- Fashion
- Camping/fishing/hunting/shooting
- Gardening
- Gourmet cooking/food
- Travel – foreign/domestic
- Home video games/computers
- Bicycling/boating/golf/tennis/skiing
- Home furnishing/decorating
- Home improvement
- Fitness/running
- Casino gambling
- Sweepstakes/contests
- Wines

Other

- Vehicle interest/car buyer/number
- Channel preference
- Online purchaser
- Direct mail purchaser
- Military veteran

Voter Registrations

- Party affiliation

Merchant Customers

- Content engagement
- Purchase histories



Optimizing acquisition using data analytics

Kerry Turner
Director of Audience
Hearst Connecticut Media Group



Hearst Connecticut Media Group has invested in technology to support three building blocks

Technology Building Blocks

Data-Generating/Data-Managing

- ▶ Content distribution & delivery
- ▶ Transaction management systems
- ▶ Registration platforms
- ▶ DMPs
- ▶ E-commerce platforms

Technology Building Blocks

Data-Generating/Data-Managing

- ▶ Content distribution & delivery
- ▶ Transaction management systems
- ▶ Registration platforms
- ▶ DMPs
- ▶ E-commerce platforms

Data-Leveraging

- ▶ Integration of online & offline data
- ▶ Analytics/modeling/segmentation
- ▶ Digital marketing
- ▶ Personalization & targeting
- ▶ Campaign management
- ▶ Marketing automation

Audience(s) are built with data

Active Friday-Sunday print subscriber
44 years old

Married with children 8 and 12

HH Income > \$150,000

Axiom Lifestage: Mature Wealth

Interest in Home Decor
Scores high for Online Purchasing

Interest in Community

High-value customer at Bed, Bath & Beyond

Four free ticket offers redeemed this year

Participated in Home Makeover Contest



Mary Smith
40 Cove Road
Stonington, CT 06371

\$847 in total revenue in past 3 years
Digital content: real estate, finance
Donated \$800 to United Way last year

Prefers email to direct mail

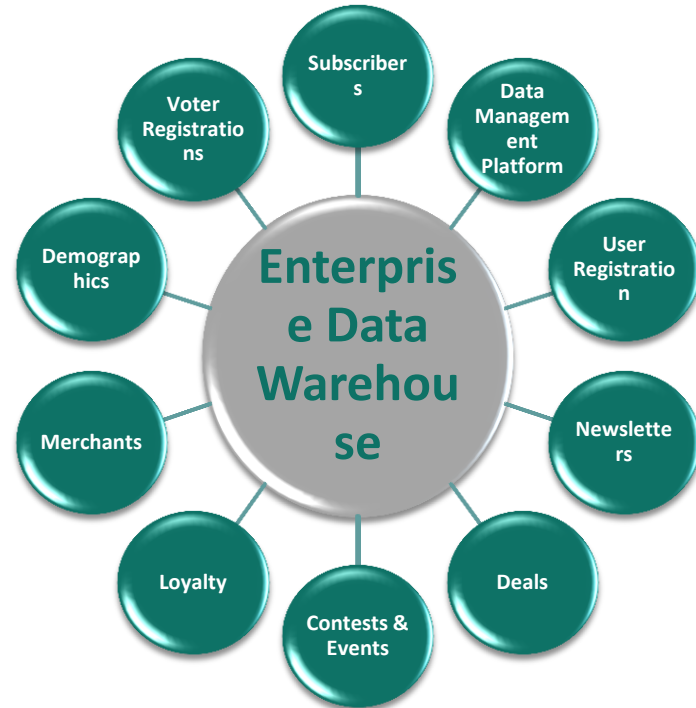
msmith123@gmail.com

Registered for weekly Wine & Dine e-newsletter

Signed up for mobile breaking news alerts

Six daily deals purchases since 2011

Attended Home Show in August





Newsmedia companies investing in customer intelligence and leveraging their built-in advantages are discovering ways to optimize acquisition and retention marketing.

Hearst Connecticut Media Group

▶ About HCMG...

- ▶ 5 Daily Newspapers
 - ▶ The Connecticut Post
 - ▶ Danbury News-Times
 - ▶ Stamford Advocate
 - ▶ Norwalk Hour
 - ▶ Greenwich Time
- ▶ 6 Weekly Newspapers

▶ Challenges...

- ▶ Multiple and antiquated circ systems
- ▶ High-churn
 - ▶ Heavy reliance on kiosk, crew and telemarketing channels
- ▶ Low customer engagement

HCMG Audience Database

LEGE Prod MAAx 7.4

LEGE_PRODUCTION BindingsSUB

DEMO INCOME_COHORTS_20s_BAND by PAPER_CODE

	ADV	CTP	DAN	GRN	Total
0,000 - 19,999	2,814	13,254	2,583	192	18,843
20,000 - 39,999	5,627	19,910	5,702	501	31,740
40,000 - 59,999	7,932	19,239	7,056	709	34,936
60,000 - 79,999	16,934	34,455	17,448	2,070	70,907
80,000 - 99,999	13,502	22,058	14,083	2,247	51,890
100,000 - 124,999	9,246	12,252	8,860	1,838	32,196
125,000 - 149,999	2,264	4,309	2,469	365	9,407
150,000 and ABOVE	38,431	31,775	20,819	10,379	101,404
Total	96,750	157,252	79,020	18,301	351,323

SUBS_TRAN TRAN_CATEGORY_START by DATE_TRAN_YEAR

	2013	2014	2015	2016	Total
AFFILIATE	216	26	211	58	511
DIRECT RESPONSE	28	64	213	387	692
DOOR CREWING	2,166	1,028	387	0	3,581
FSI-ROP	30	3	16	0	49
KIOSK	3,213	2,022	3,929	1,605	10,769
EMAIL	0	3	0	237	240
REACQUISITION	673	254	0	0	927
TELEMARKETING	6,646	4,929	4,843	4,450	20,868
VOLUNTARY	12,937	7,105	4,371	4,720	29,133
VACATION RESTARTS	28,055	24,133	21,269	18,424	91,881
WEB	730	479	631	402	2,242
Total	54,694	40,046	35,870	30,283	160,893

SUBSCRIBERS BY PAY METHOD

Pay Method	Count
PBM	35,000
EZPAY	15,000

SUBS_TRAN TRAN_CATEGORY_STOP by DATE_TRAN_YEAR

	2013	2014	2015	2016	Total
CIRCUMSTANCE	4,707	2,759	2,771	2,248	12,485
EDITORIAL	616	269	317	180	1,382
READERSHIP-PRICING	10,621	9,439	6,444	5,933	32,437
SALES PROBLEM	3,014	1,040	372	265	4,691
SAMPLE STOP	336	312	150	61	859
SERVICE	813	935	1,566	1,304	4,618
VACATION STOP	28,505	24,626	21,621	18,906	93,658
NO-PAY SUSPEND	28,328	12,816	10,140	7,538	58,822
Total	76,940	52,196	43,381	36,435	208,952

Bandings

- AMST
- BILLTOADDR
- CAMP
- DEMO
- HSUM
- MEMO
- PARAM
- SUBS
 - BILLING_PERIOD
 - BILL_DELIVERY_CODE
 - DAYS_SINCE_START
 - DAYS_SINCE_STOP
 - DELIVERY_FREQUENCY_SUBS
 - DELIVERY_TYPE_SUBS
 - DRAW
 - EBR_FLAG_SUBS
 - FLAG_EMAIL
 - FLAG_GOOD_EMAIL
 - FLAG_MOST_RECENT_STOP
 - FLAG_PHONE_ON_RECORD_SUBS
 - LAST_STOP_REASON_CODE
 - LOYALTY_SEGMENTS_SUBS
 - MARKET_CODE
 - MARKET_DESCRIPTION
 - MEMBERSHIP
 - NEXT_RATE_CODE
 - ORIGINAL_RATE_CODE
 - PAPER_SUBS
 - PAYMENT_TYPE
 - PAYTYPE_SUBS
 - PERSONICK_LIFESTAGE_SUBS
 - PRODUCT_PAID_DAILIES_SUBS
 - PUB_CODE
 - RATE_AMOUNTS
 - SERVICE_CODE
 - SNOWBIRD_STOP
 - START_REASON_SUBS
 - STOP_REASON_CODE

Fields

Queries

Bandings

Objects

Crosstabs

CRM

Profiles

Crossstabs/campaigns

Verns

Recent

Grid Graph Split History

Grid Graph Split History

Grid Graph Split History

Grid Graph Split History

Targeted Growth Model (TGM)

1. Define primary and secondary markets according to core product delivery footprint and preprint zoning strategy.
2. Analyze active, former and prospect segments according to age, income, education, length of residence, occupation, lifestyle and purchase propensities.
3. Score each lifestyle and demographic characteristic based on active subscriber index (relative to the overall market).
4. For each household in the database, create and assign an aggregate “value score” based on the sum of all lifestyle and demographic scores.
5. Segment the market into quintiles based upon this aggregate score.
6. Organize high value segments into seven distinct demographic lifestage clusters for acquisition marketing, product development and other revenue activities.

TGM Master Value Score Quintiles

Quintile	Total HHLDs	% of Market	Actives	% of Actives	Former	Never	Active Index
High	105,761	28.2%	36,044	89.3%	7,098	62,619	317.0
High/Mid	51,755	13.8%	2,570	6.4%	3,198	45,987	46.2
Mid	37,937	10.1%	708	1.8%	1,822	35,407	17.4
Mid/Low	66,398	17.7%	775	1.9%	2,583	63,037	10.9
Low	113,473	30.2%	250	0.6%	3,795	109,428	2.0
Total All	375,324	100.0%	40,347	100.0%	18,499	316,478	100.0

The High Value segment represents 28% of the market, but 89% of active subscriber households. Among this group, there are 7,098 former subscribers and over 62,000 prospect households.

This universe of over 100,000 households is **over 3x more likely** to be active subscribers versus the overall market.

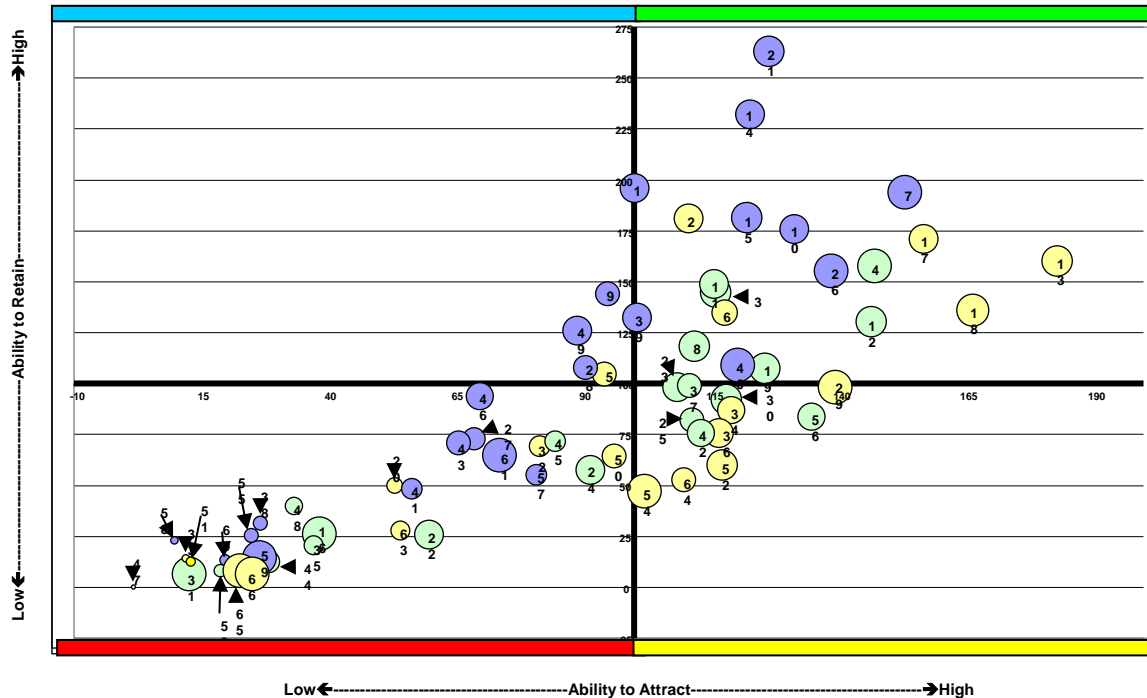
TGM Audience Segmentation

Prospect Segment	Description	Total HHLDs	Actives	Prospects	Active Index
Young Digital Nativists	Age 18-34; 89% of segment has income <100k; ranks high for internet purchase propensity; Score high for digital frequency	18,504	298	18,206	15.0
Young Family Spenders	Age 25-44; 66% of households have children present; 73% of segment has income >50k; Score high for hybrid/weekend frequency	11,935	395	11,540	30.8
Mid-Career Prime Spenders	Age 45-54; Nests beginning to empty; 50% of households have children present; active lives and high spenders, 29% of segment has income >100k; Score high for hybrid/weekend	145,864	12,826	133,038	81.8
Weekend Couponers	Age 45-64; Discount shoppers and under-represented as subs but large in the aggregate; 81% of segment has income <100k; Skews to short-weekend frequency and discounts	29,788	1,333	28,455	41.6
Citizen Reader Boomers	Age 65-74; Downscale and budget spenders; 88% of segment has income <100k; Prone to churn at a higher rate than market; Price sensitive and skew to daily frequency	117,687	18,364	99,323	145.2
Aging Print Traditionalists	Age 75+; Rank and file 7-day print traditionalists; well into retirement years; fixed incomes; highly loyal, long-tenures as residents (64% in home +10 years) and as subscribers	51,546	7,131	44,415	128.7
Total All Segments		375,324	40,347	334,977	100.0

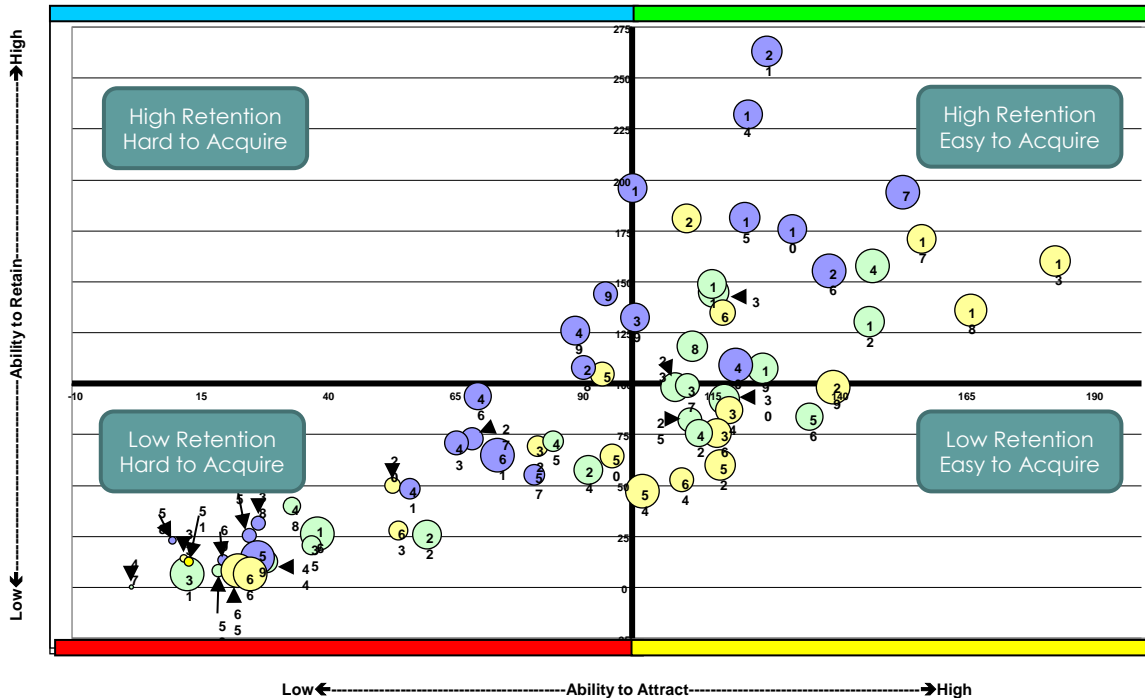


Why are these customer segments considered ideal?

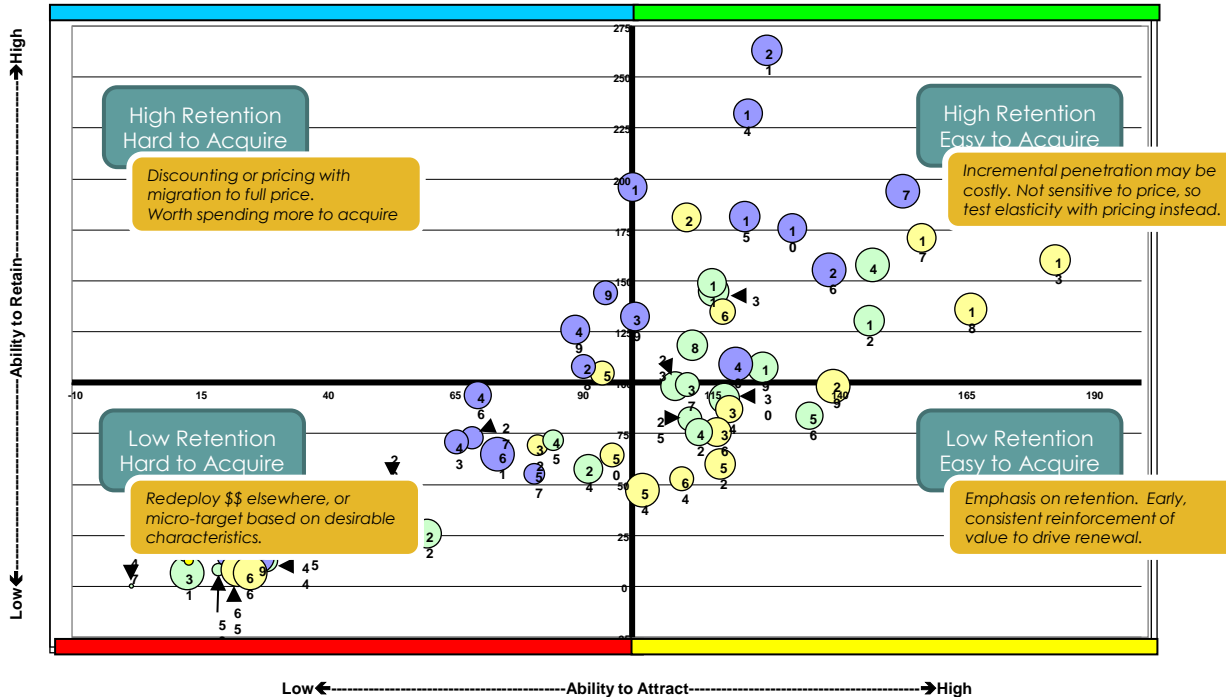
Not all customers are created alike



Data analytics reveals tendencies



Strategy may be varied based on attributes

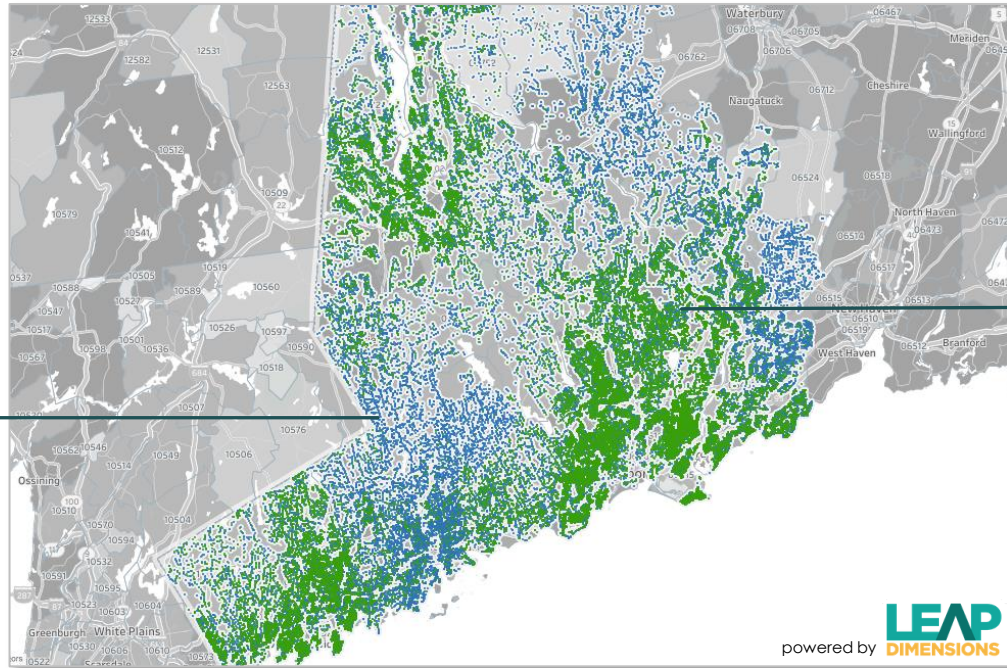




**Where are these customers
located in the market?**

Integration of subs status and TGM scoring

Blue dots represent "High Value" non-subscribers



Green dots represent "High Value" active subscribers

Targeted acquisition strategies

- High-valued non-subscribers
 - Commitment to target the “right” customers
- Evaluate buying potential to match the right package to the consumer
 - TGM modeling determines 7-day print, power day print or digital only offer

THE ADVOCATE
 230 Main St., Westport, CT 06894
IT'S THE RIGHT TIME FOR A GREAT DEAL

THE TIME IS NOW to get all the great news, sports and shopping values in every issue of The Advocate at an incredibly low price!

TIME-SENSITIVE OFFER!

Subscribe for as little as
\$0.75 per week for 52 weeks
Sunday & Thursday Home Delivery

Visit us online at www.stamfordadvocate.com/MRT
Call (203) 324-9799 and use code: MRT or complete, detach and return the form below to subscribe today!
PS: Hurry! Offer ends 9/30/16

COMPLETE, DETACH AND RETURN THE FORM BELOW.

Call (203) 324-9799 and mention code MRT, go to www.stamfordadvocate.com/MRT or mail the form below.

YES!
 Sign me up for home delivery of The Advocate

Sunday & Thursday Home Delivery
 \$0.75/week for 52 weeks

Yes! Please deliver last week's Sunday paper included in the cost of my subscription.

*Offer is non-transferable and the subscription will continue to the regular published weekly price. After you receive 070, you will receive mail until October 16th. After October 16th you will receive the regular published weekly price for the rest of the year. Delivery is not guaranteed to all areas. Delivery is subject to change without notice. Delivery is subject to change without notice. Delivery is subject to change without notice. Delivery is subject to change without notice.

Please charge my: VISA M/C A/M D/M

Account #: _____

Expiration Date: () () / () () / () () Card Security Code _____

Signature (required) _____

Home phone (required) () () _____

E-mail _____

If your address has changed, circle the changes below.

Name _____

<Street Address> _____

<City>, <State>, <Zip Code> _____

IT'S THE
RIGHT TIME FOR A GREAT DEAL

FROM
THE ADVOCATE



THE ADVOCATE

Stay connected with the Digital Edition:
 News that fits your device and your life

There have never been more ways to stay connected. The Advocate is your guide to the good life with fresh news, entertainment and money-saving values. The Digital Edition is the best of two worlds: the comfort of the printed edition optimized for digital lifestyles. The Digital Edition is a full-featured digital replica of the print edition with all the stories, photos and artwork intact. Our easy-to-use interface lets you flip leisurely through the pages like a newspaper but with digital extras ideally suited for mobile devices and computers. And the Digital Edition is a great way to stay up on local news while you're away on vacation.

Subscribe now for as low as \$1.75 per week!

Subscribe Today

Digital Edition includes:

- Unlimited access to stamfordadvocate.com and our iPad app
- The eNewspaper delivered to your inbox every day
- 24/7 local breaking newsletter alerts
 - Daily and weekly newsletters
 - 30 day access to back issues



Overall Results

- ▶ +2,023 net starts vs. stops year-over-year
- ▶ 190% increase in direct mail and email starts year-over-year
- ▶ 27% reduction in non-payment stops and 22% reduction in overall stops year-over-year as a result of our shift to higher retention acquisition sources
- ▶ 51% of active subscribers and 50% of former subscribers hold a valid, deliverable email address on file



Improving retention with lifecycle marketing

Todd Peterson
Vice President / Audience
Albany Times Union

Albany Times Union

▶ About the Albany Times-Union...

- ▶ Competitive market
- ▶ High readership market / high demos
- ▶ Broken into many small communities that border competitors
- ▶ 2016 Newspaper of Distinction in NY

▶ Challenges...

- ▶ Email system outside of Circulation
- ▶ Poor system for automating touchpoints
- ▶ Reporting issues

Raise awareness

- Raise awareness
 - Focus on benefits
 - Promote digital access
 - Variable messaging based on segment


See what you missed in the Times Union | View in browser

TIMES UNION


The Times Union's Top Stories:

Here are some of our most popular and important news stories from the Times Union over the past month. [Subscribe today to keep in touch with the news & events in your local community.](#)


Reader Picks




Pakistan allows Taliban to meet, choose leader




El Nino may bring a warm, wet winter




Sneakers swiped in deal gone wrong




Moose on nine-hour area tour nabbed in Troy backyard



Cops: Schenectady suspect hit man with shovel and buried him alive



Megyn Kelly of Fox News honored at Bethlehem Central High School



Nurse, patient reunite in Albany after 38 years

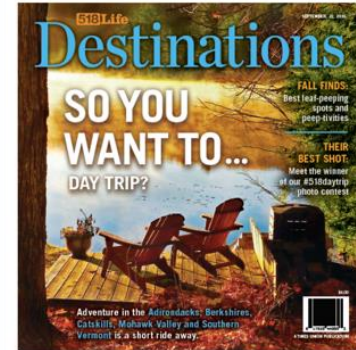
SUBSCRIBE NOW!

Get top stories and access to premium content

Enjoy this Special Section from the Times Union! | View in browser

TIMES UNION

Don't miss this *Destinations* Special Section from the Times Union



Hi,

On behalf of the Time Union, we would like to thank you for being a subscriber. In an effort to bring you the highest quality content to our readers we have an upcoming Special Section that will be brought to our subscribers on September 22, 2016.

This *Destinations* Special Section is your guide to local travel for the fall season. From Day Trips to the best places to see the beautiful fall foliage, *Destinations* has it covered.

As always, we appreciate your continued readership and support.

Sincerely,

Todd Peterson

Todd Peterson
Vice President of Circulation
Times Union | TimesUnion.com

Promote engagement



- Promote engagement
 - Leverage content as a marketing asset
 - Convert anonymous visitors to registered users

You are receiving this email because you opted in to receive communications from the Albany Times Union and/or its advertising partners. | [Sign to Unsubscribe](#)

timesunion



Times Union Top Stories

Top monthly stories as selected by readers and Times Union staff




Five charged after fatal Lake George boat crash


These license plates are banned in New York





SHOP TUNICS up to 70% off

SHOP NOW >



Powered by  Zulily

Powered by  Zulily




Restaurant inspections: Albany, Saratoga, Schenectady, Rensselaer counties

What did Albany look like the year you were born?





UP TO 70% OFF

Powered by  Zulily

Win a \$1,000 Shopping Spree from the Times Union | [View in browser](#)

TIMES UNION

WIN A \$1,000 SHOPPING SPREE

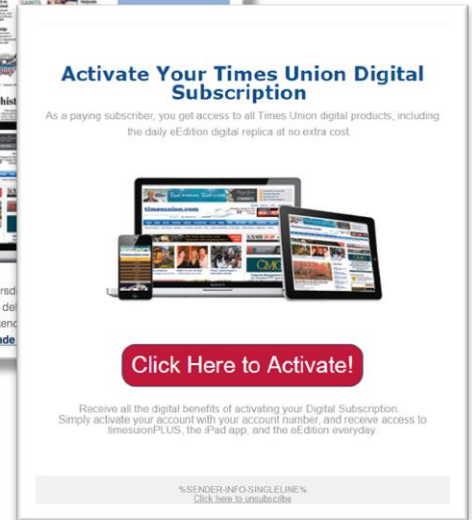
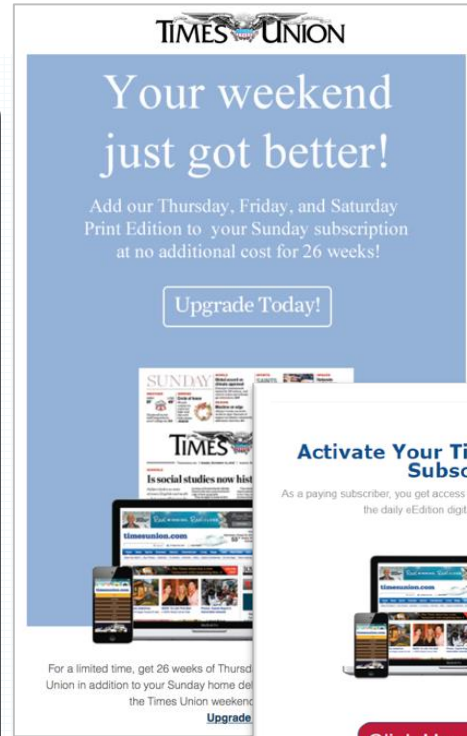
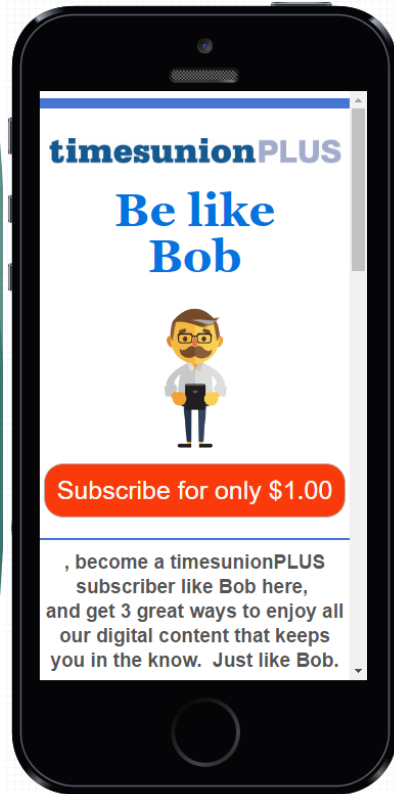


SECOND PRIZE	THIRD PRIZE
\$250 GIFT CARD	\$100 GIFT CARD

Call and enter to win today
Call 1-855-580-1615

Drive activation

- Drive acquisition
 - Identify high-value potential customers
 - Maximize paid audience through conversion



Increase retention

- Increase retention
 - Promote long-term brand loyalty
 - Reinforce value of brand through lifecycle marketing

Don't miss a day of the Times Union

TIMES UNION

Your subscription has expired

Hi :

Our records indicate that your account was due for renewal on . To continued d a valued su have no int

Don't m

We are


If you have tucirculation 5454 and a

Sincerely,
Todd
Todd Peters
Vice Presidi
Times Unio

timesunionPLUS

You clicked but left!

How 'bout a better deal?



Subscribe for only \$.50!!!

, this is your last chance, and best offer for only \$.50 a week!

Become a timesunionPLUS subscriber like Bob here, and get 3 great ways to enjoy all our digital content that keeps you in

TIMES UNION

The Times Union wants to know what you think!

COMPLETE THE SURVEY GET \$10!

a short, 5 question survey about your bits. Complete the survey and we'll give you a \$10 gift card!

Take Survey Now

Increase retention

- Increase retention
 - Don't forget why people subscribe
 - Promote yourself



Times Union wins 22 state Associated Press awards

When local journalism wins, you win



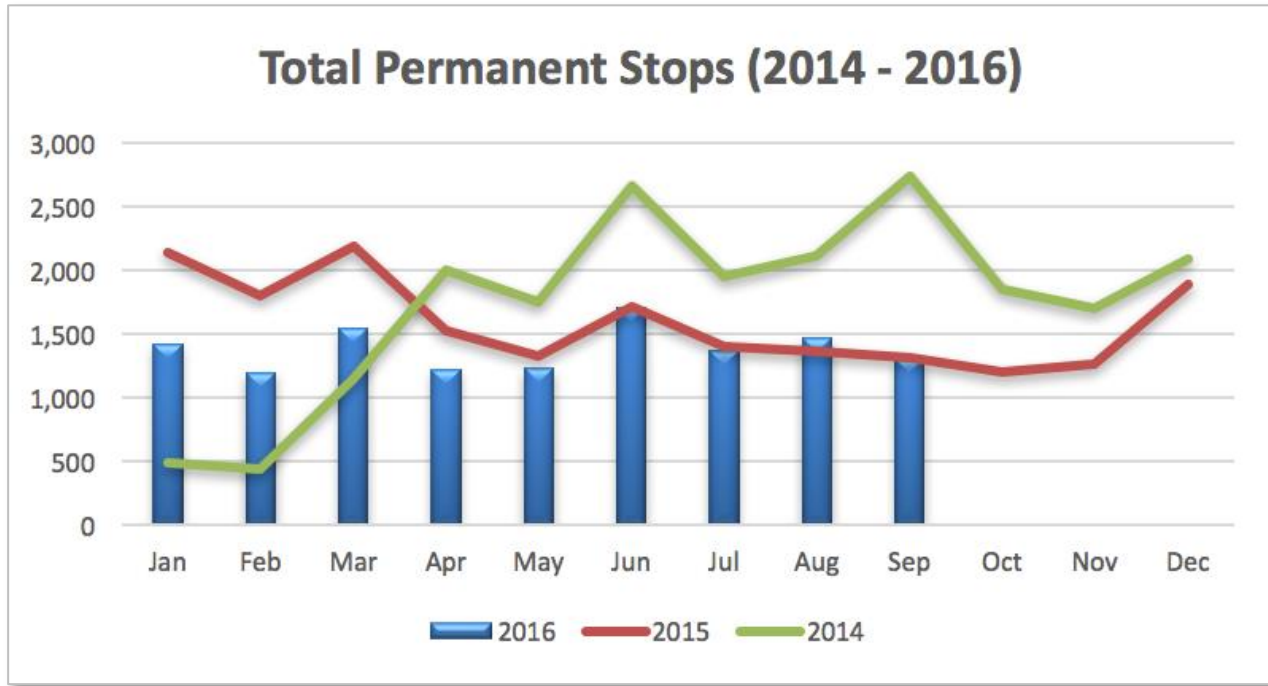
The Times Union was named New York's best mid-sized newspaper, returning the honor to our newsroom for the sixth time

It's quite an honor to be judged the best by your peers. But the real satisfaction is providing our readers and the community with the local journalism it so richly deserves. We thank you for your support and if you aren't currently a subscriber, we invite you to experience New York's best mid-sized newspaper.

Results

- ▶ 6 consecutive months where starts have exceeded stops
- ▶ 3-year increased retention
- ▶ Digital targeting and increased adoption among subscribers
- ▶ Diversified start pressure
- ▶ Better retention reporting for improved decision-making

Results

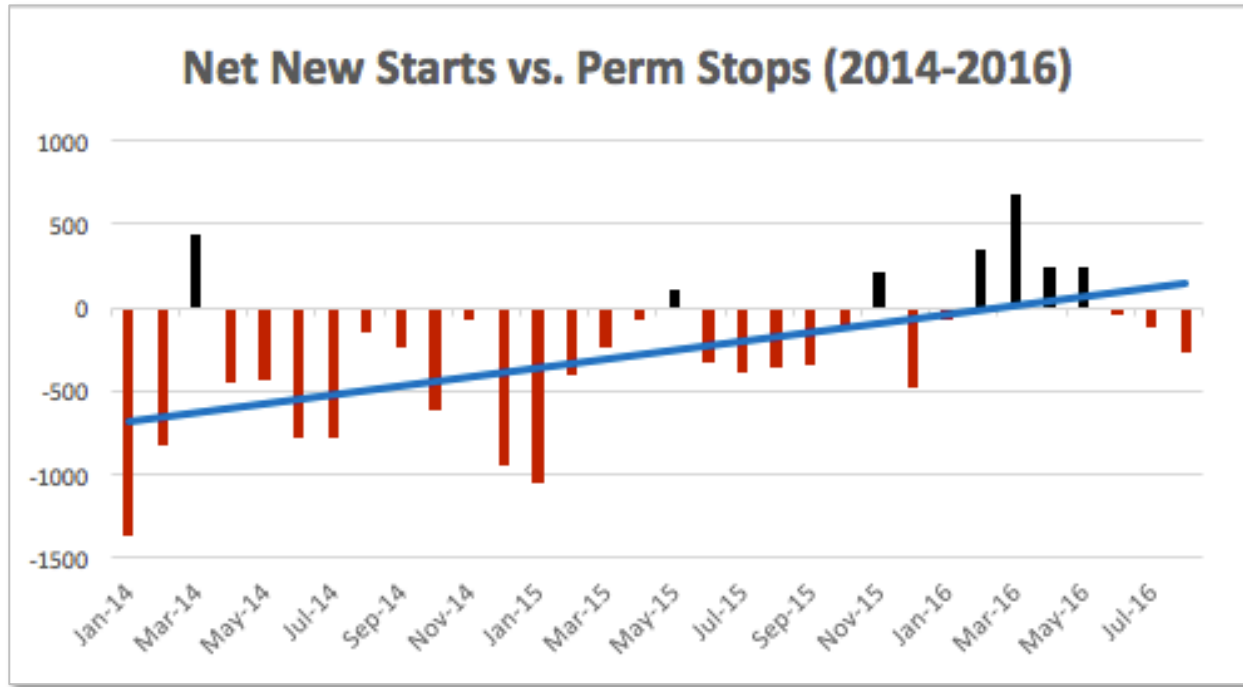


Results

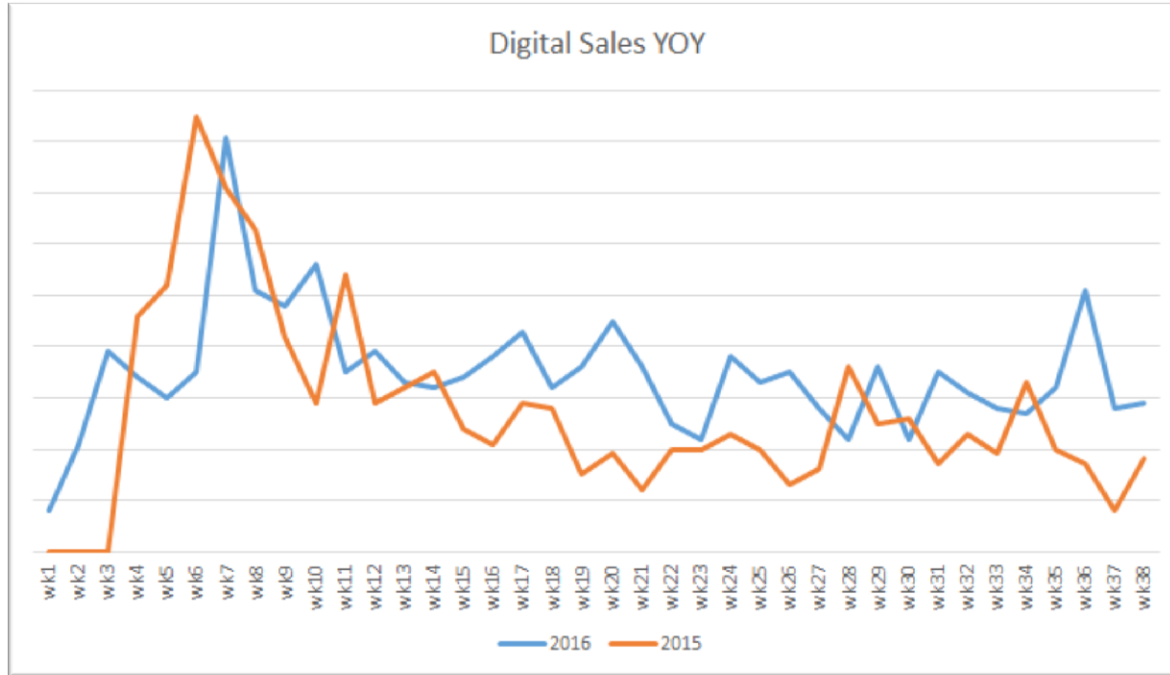
Non-Renewal Stops (2014 - 2016)



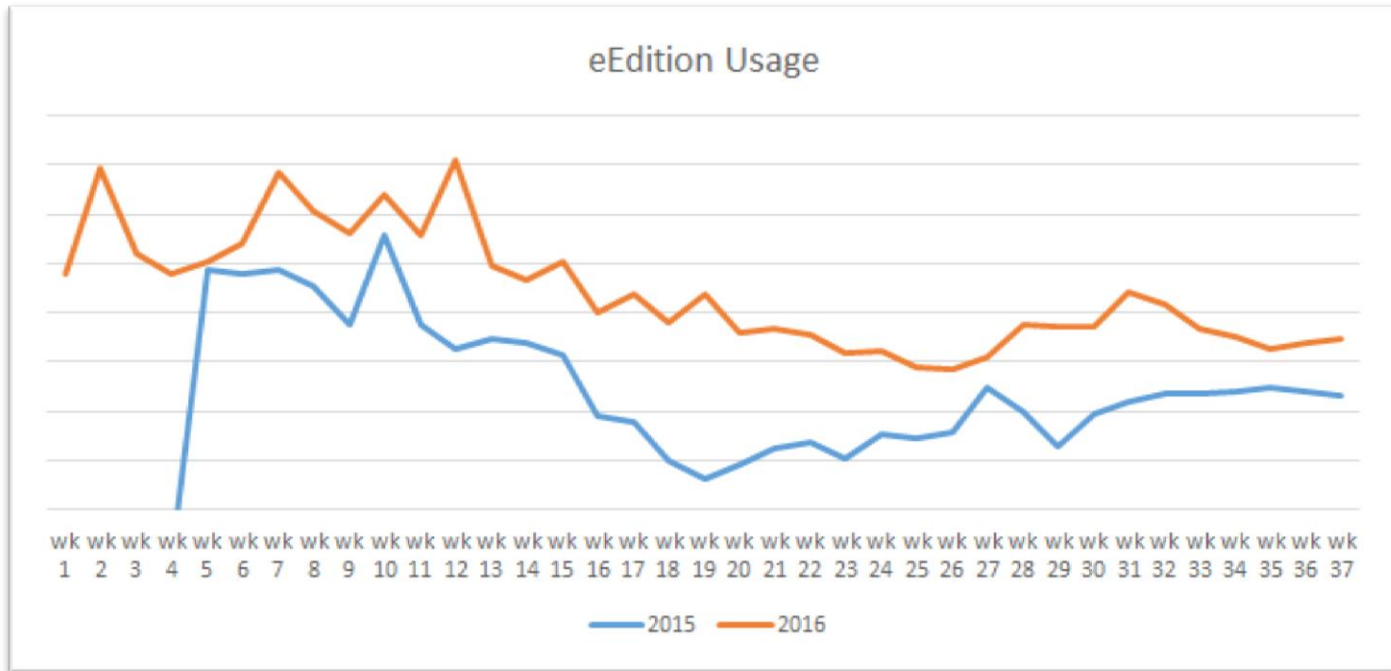
Results



Results



Results





THANK YOU!

Todd Peterson

Vice President of Audience
Albany Times Union
tpeterson@timesunion.com

Kerry Turner

Director of Audience
Hearst Connecticut Media Group
kturner@hearstmediact.com

WEBINAR: LEVERAGING AUDIENCE DATA TO DRIVE ENGAGEMENT AND MONETIZATION

NAA AUDIENCE & REVENUE WEBINAR SERIES - SESSION 4
SEPTEMBER 22, 2016 2PM TO 3 PM



Questions?

FEATURED PRESENTERS;

TODD PETERSON, VICE PRESIDENT OF CIRCULATION, TIMES UNION,

KERRY TURNER, AUDIENCE DEVELOPMENT DIRECTOR, HEARST MEDIA.

INTRODUCTION: DAN WILLIAMS, CEO/CTO LEAP MEDIA SOLUTIONS

MODERATOR: JOHN MURRAY, NAA VP, AUDIENCE DEVELOPMENT

WEBINAR: LEVERAGING AUDIENCE DATA TO DRIVE ENGAGEMENT AND MONETIZATION

- Featured Presenters;
- Todd Peterson, Vice President of Circulation, Times Union,
- Kerry Turner, Audience Development Director, Hearst Media.
- Introduction:
 Dan Williams, CEO/CTO LEAP Media Solutions
- Moderator:
 John Murray, NAA VP, Audience Development



Thank you!

NAA Audience & Revenue Webinar Series - Final Session: Thursday Oct 13th 2 pm to 3 pm