

**Los Angeles Times**

# Digital Subscription Growth

**Gerard Brancato**

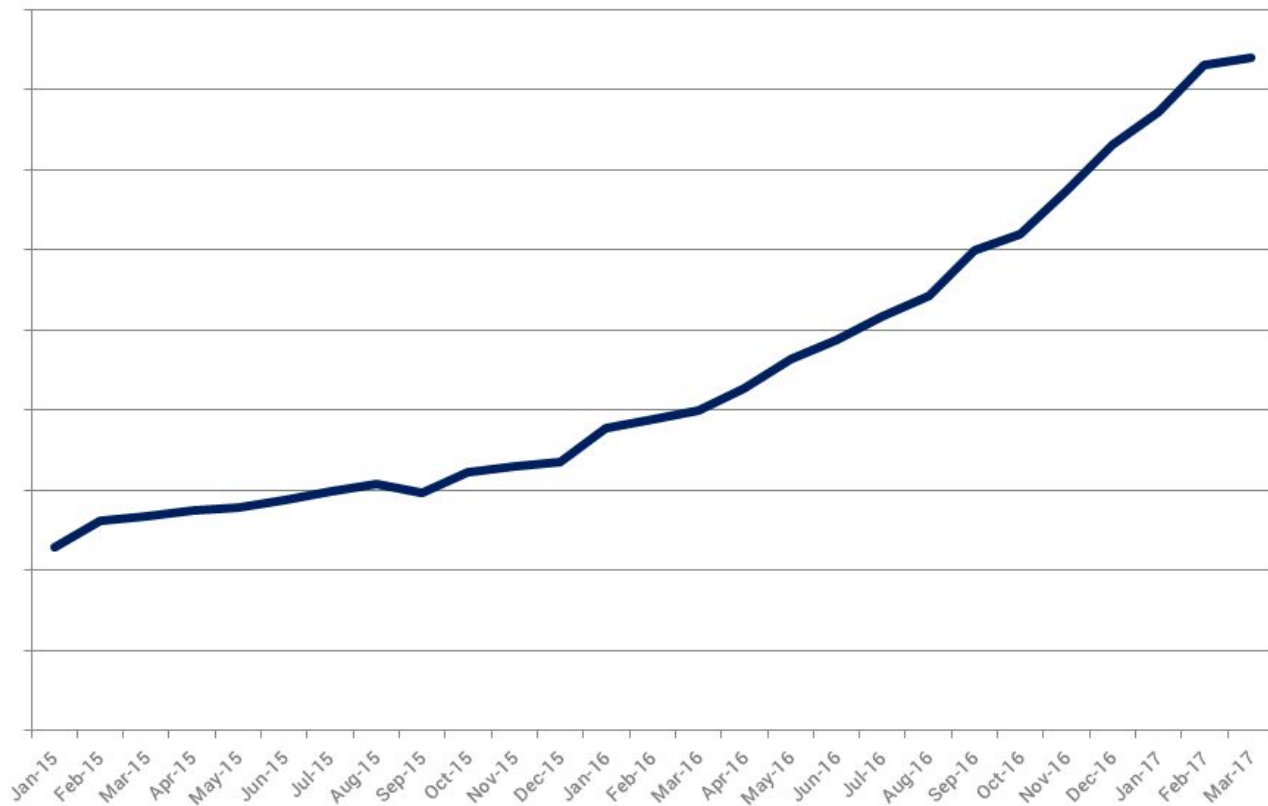
VP, Digital Subscription Marketing  
tronc Inc.

# Digital subscription marketing at tronc, Inc.

1. tronc, Inc is one of the country's largest newspaper and digital news publishers
  - a. Operates over 150 titles in nine of the nation's largest markets
  - b. Growing average monthly audience of 57 million
2. Manage digital subscriber acquisition and retention efforts for tronc, Inc properties
  - a. Focus on nine major newspaper/website properties
  - b. LA Times is the largest property in the portfolio
  - c. A major highlight of the past 12 months has been the LA Times digital subscriber growth

LA Times digital subscriber growth.

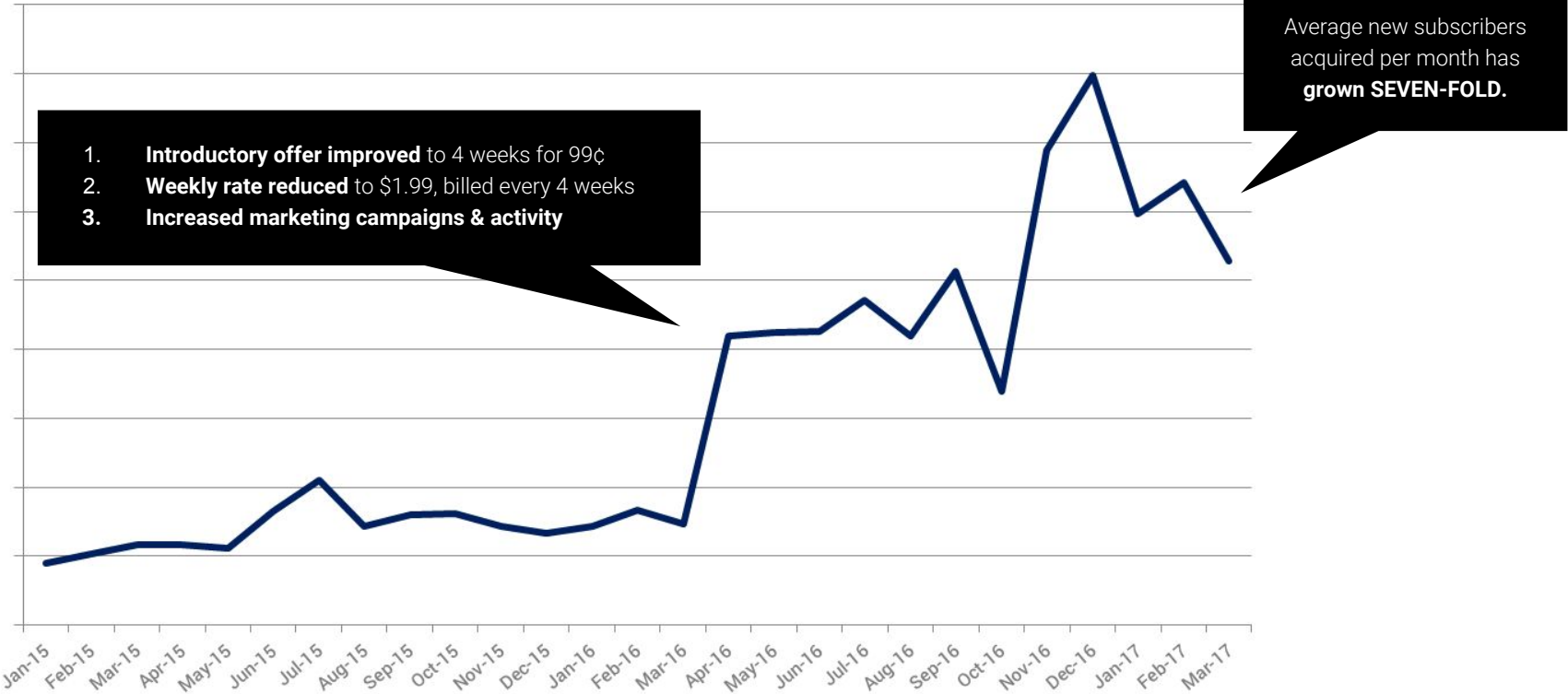
# LA Times digital-only subscribers



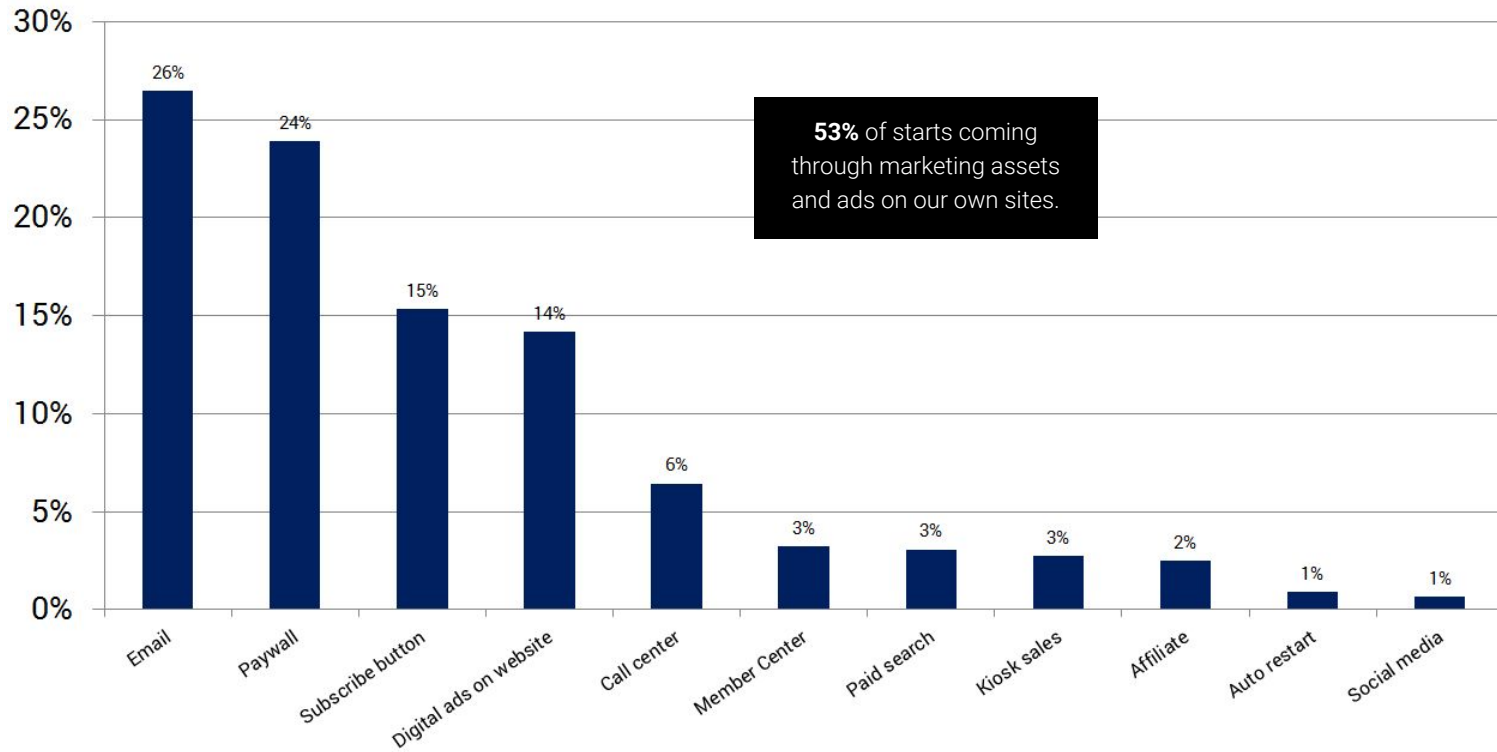
Total digital-only subscribers has **NEARLY QUADRUPLED** since January 2015.

Weekly revenue from digital-only subscribers has **MORE THAN TRIPLED.**

# New digital-only subscribers acquired per month



# LA Times digital starts by channel

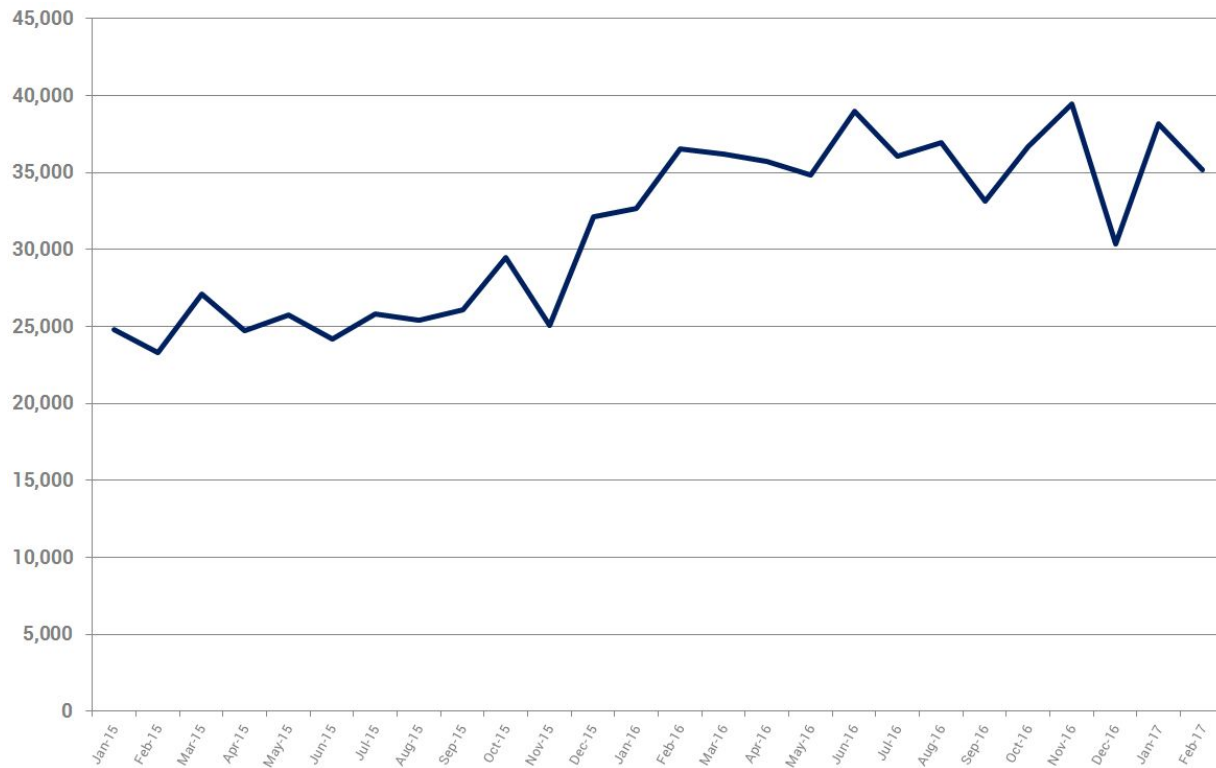


What's driving the growth?

Firstly, great journalism is growing our audience.



# Unique visitors by month



Average monthly unique visitors has **grown 27%**

And we're converting our audience into paying subscribers with campaigns.

# Campaign approach

1. Develop a sale offer, often 2-3 times more generous than usual introductory offer
2. Once an offer is live, we deploy emails to our own email leads promoting the sale offer
3. Depending on the sale, we may also launch it on-site
  - a. 1 x major on-site sale per month, for a duration of 1-2 weeks
4. Deploy paid media to support standard and sale offers
  - a. Google Adwords
  - b. Paid social
  - c. Retargeting

Types of digital campaigns.

# Campaigns highlighting LA Times journalism

Los Angeles Times

OVER 90% OFF!

ONLY **\$2.99** FOR **3 MONTHS**

OF UNLIMITED DIGITAL ACCESS

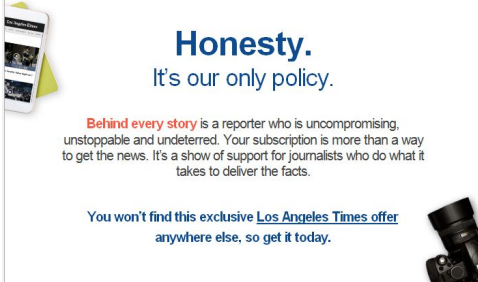
SAVE NOW

Reminder— sale ends Wednesday!

**Honesty.**  
It's our only policy.

Behind every story is a reporter who is uncompromising, unstoppable and undeterred. Your subscription is more than a way to get the news. It's a show of support for journalists who do what it takes to deliver the facts.

You won't find this exclusive [Los Angeles Times offer](#) anywhere else, so get it today.



Los Angeles Times

GET THE STORIES  
SHAPING OUR WORLD  
TODAY

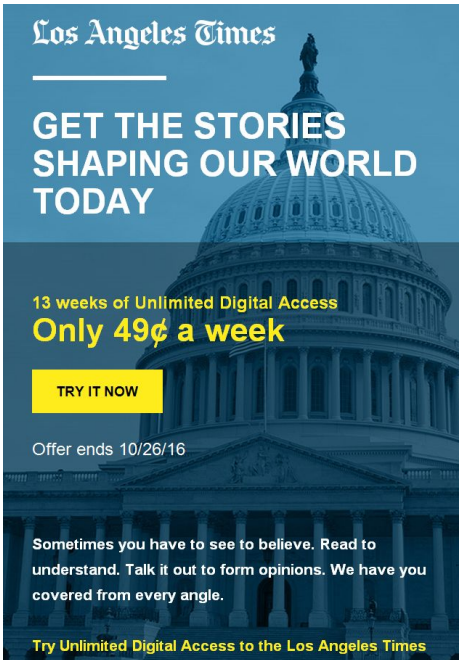
13 weeks of Unlimited Digital Access  
**Only 49¢ a week**

TRY IT NOW

Offer ends 10/26/16

Sometimes you have to see to believe. Read to understand. Talk it out to form opinions. We have you covered from every angle.

Try Unlimited Digital Access to the Los Angeles Times



Los Angeles Times

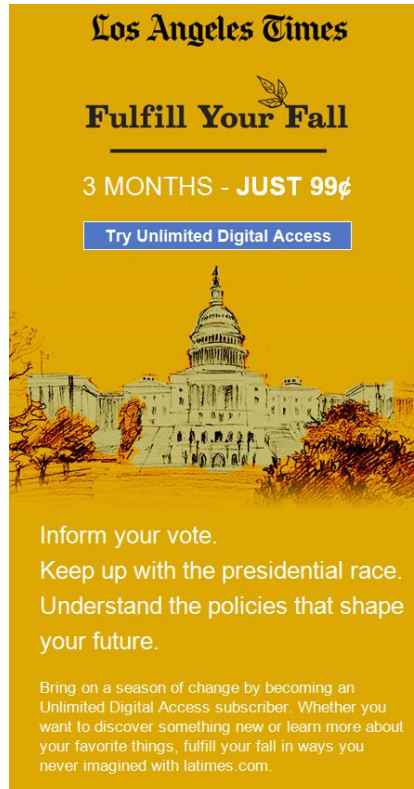
Fulfill Your Fall

3 MONTHS - JUST 99¢

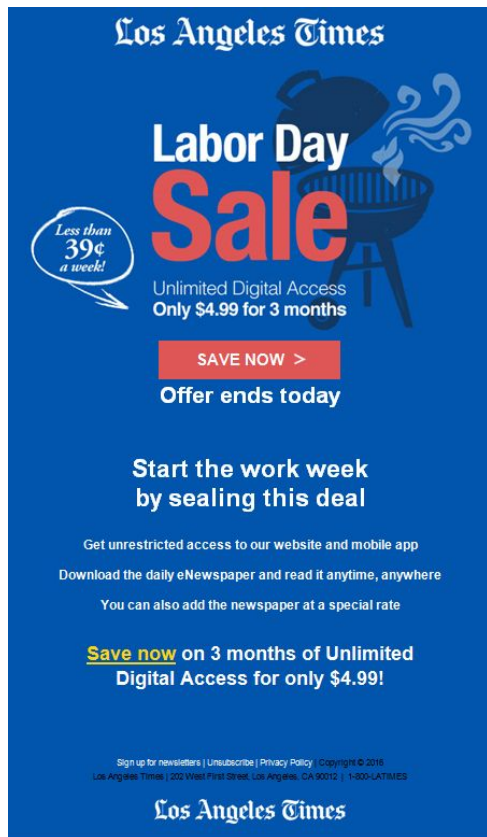
Try Unlimited Digital Access

Inform your vote.  
Keep up with the presidential race.  
Understand the policies that shape your future.

Bring on a season of change by becoming an Unlimited Digital Access subscriber. Whether you want to discover something new or learn more about your favorite things, fulfill your fall in ways you never imagined with latimes.com.



# Holiday sales



Los Angeles Times

**Labor Day Sale**

Less than 39¢ a week!

Unlimited Digital Access  
Only \$4.99 for 3 months

**SAVE NOW >**

Offer ends today

Start the work week by sealing this deal

Get unrestricted access to our website and mobile app

Download the daily eNewspaper and read it anytime, anywhere

You can also add the newspaper at a special rate

**Save now** on 3 months of Unlimited Digital Access for only \$4.99!

Sign up for newsletters | Unsubscribe | Privacy Policy | Copyright © 2016  
Los Angeles Times | 202 West First Street, Los Angeles, CA 90012 | 1-800-LATIMES

Los Angeles Times



LIMITED-TIME OFFER

Los Angeles Times

**4<sup>th</sup> of July Sale**

UNLIMITED DIGITAL ACCESS  
8 WEEKS FOR  
**ONLY 99¢**

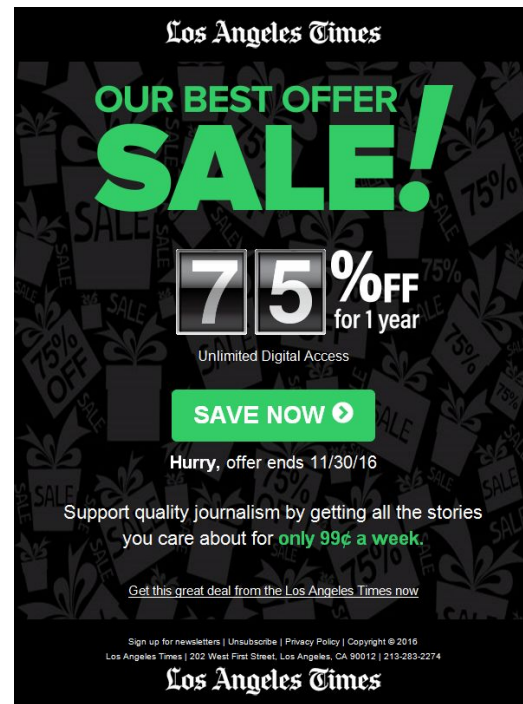
**SAVE NOW**

Become an LA Times Unlimited Digital Access subscriber today. You'll get:

- Unrestricted access to latimes.com and the mobile app
- \* The eNewspaper, a digital replica of the day's paper, emailed to your inbox daily

Offers expire 7/5/16. Like the 4th, our spectacular savings won't last forever.

**SAVE NOW**



Los Angeles Times

**OUR BEST OFFER**

**75% OFF** for 1 year

Unlimited Digital Access

**SAVE NOW**

Hurry, offer ends 11/30/16

Support quality journalism by getting all the stories you care about for **only 99¢ a week.**

Get this great deal from the Los Angeles Times now

Sign up for newsletters | Unsubscribe | Privacy Policy | Copyright © 2016  
Los Angeles Times | 202 West First Street, Los Angeles, CA 90012 | 213-283-2274

Los Angeles Times

# Lifestyle campaigns

Los Angeles Times

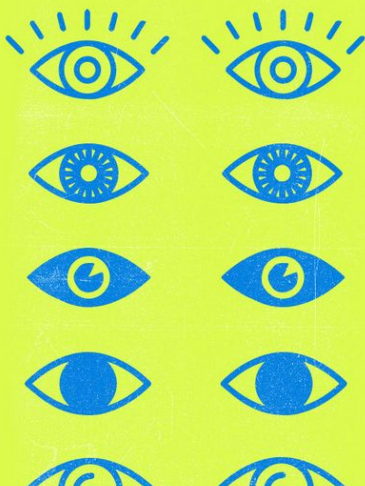
**GET 8 WEEKS FREE**  
UNLIMITED DIGITAL ACCESS

[START FREE TRIAL](#)

Special trial offer ends 4/30.

**KNOWLEDGE IS EYE-OPENING**

See the bigger picture by knowing the facts. Discover how in-depth reporting, expert knowledge and unbiased storytelling can inspire new perspectives. Try Unlimited Digital Access – free for 8 weeks.



Los Angeles Times


**SKI ALL DAY,  
READ ALL NIGHT**

ENJOY GREAT STORIES  
NO MATTER WHERE YOU ARE

[START FREE TRIAL](#)

UNLIMITED DIGITAL ACCESS  
**12 WEEKS FREE**

SALE EXTENDED TODAY ONLY!



Los Angeles Times


**SAVE MORE THAN 60% WITH THIS SPECIAL OFFER**

ENJOY *Summer*  
WITH LOTS OF  
R & R & R

*Rest  
Relaxation  
Reading*

Get 3 months of  
Unlimited Digital Access  
for only \$9.99

[SAVE NOW](#)



# Flash sales

Los Angeles Times

**\$1** **FLASH SALE**  
10 WEEKS  
Unlimited Digital Access

One More Day

SAVE NOW >

This dollar deal is so popular, we're extending it through today. Get it now to enjoy more than 2 months of acclaimed coverage on entertainment, politics, sports, travel and more.

You won't find this Los Angeles Times offer anywhere else, so make \$1 work for you!

Sign up for newsletters | Unsubscribe | Privacy Policy | Copyright © 2017  
Los Angeles Times | 202 West First Street, Los Angeles, CA 90012 | 213-293-2274

Los Angeles Times

Los Angeles Times

It's a **3-for-all!**  
Only \$3 for 3 months

Unlimited Digital Access  
to the Los Angeles Times

SAVE NOW >

Hurry! Offer ends tomorrow

Top 3 reasons to get this great deal

- Acclaimed, in-depth journalism you can trust
- Original videos and photo galleries
- Breaking news on all your devices

Sign up for newsletters | Unsubscribe | Privacy Policy | Copyright © 2017  
Los Angeles Times | 202 West First Street, Los Angeles, CA 90012 | 213-293-2274

Los Angeles Times

Los Angeles Times

UNLIMITED DIGITAL ACCESS

3 MONTHS  
**JUST \$2.99**

HURRY  
SALE ENDS  
TODAY!

Give yourself the gift of  
Unlimited Digital Access.

SAVE NOW >

Get lost in immersive storytelling.  
Gear up for the holidays.  
Follow the news you  
should know in 2017.



Email approach.

# Email approach and learnings

1. An email campaign series is either:
  - a. 1-2 emails for a flash sale (~2 per month)
  - b. 4-5 emails for most major sales (~2 per month)
  - c. 8-9 emails for longer, exceptional campaigns (1 x per qtr)
2. Cadence: we send ~2-4 sale emails per week to email leads
3. Email metrics:
  - a. 12% open rates
  - b. 1% click-to-open rate
  - c. We convert 10-20% of clicks from acquisition emails
4. Engagement & conversion rates ALMOST DOUBLE as the series progresses
  - a. Note: offer expiration messages feature heavily in creative
5. Rotate the offers - new sale offers attract more interest, even if they're not as generous

# Which was the best performing offer?

Los Angeles Times

UNLIMITED DIGITAL ACCESS

3 MONTHS  
**JUST \$2.99**

HURRY  
SALE ENDS  
TODAY!

Give yourself the gift of  
Unlimited Digital Access.

**SAVE NOW >**

Get lost in immersive storytelling.  
Gear up for the holidays.  
Follow the news you  
should know in 2017.

Los Angeles Times

It's a  
**3-for-all!**  
Only \$3 for 3 months

Unlimited Digital Access  
to the [Los Angeles Times](#)

**SAVE NOW >**

Hurry! Offer ends tomorrow

**Top 3 reasons to get this great deal**

- Acclaimed, in-depth journalism you can trust
- Original videos and photo galleries
- Breaking news on all your devices

Sign up for newsletters | [Unsubscribe](#) | [Privacy Policy](#) | Copyright © 2017  
Los Angeles Times | 202 West First Street, Los Angeles, CA 90012 | 213-293-2274

Los Angeles Times

Los Angeles Times

One  
More Day

**FLASH SALE**  
10 WEEKS  
Unlimited Digital Access

**SAVE NOW >**

This dollar deal is so popular, we're extending it through today.  
Get it now to enjoy more than 2 months of acclaimed coverage on  
entertainment, politics, sports, travel and more.

You won't find this Los Angeles Times offer anywhere else,  
so make \$1 work for you!

Sign up for newsletters | [Unsubscribe](#) | [Privacy Policy](#) | Copyright © 2017  
Los Angeles Times | 202 West First Street, Los Angeles, CA 90012 | 213-293-2274

Los Angeles Times

Extending campaigns to on-site channels.

# Subscribe button & “Whisperer”

Subscribe button

The screenshot shows the Los Angeles Times website interface. At the top, there is a navigation bar with 'SECTIONS', 'SEARCH', and the 'Los Angeles Times' logo. On the right side of the navigation bar, there is a yellow 'SUBSCRIBE 8 weeks FREE' button and a 'LOG IN' button. Below the navigation bar, the date 'THURSDAY APR. 20, 2017' and a temperature indicator '77°' are visible. A banner for 'GET THE PODCAST' is displayed, with the text 'CONNECTING THE DOTS ON THE ECONOMY, TECH & CULTURE.' Below this, there are social media icons for Facebook, Twitter, and Email. The main headline reads 'FCC clears way for big TV mergers, eases broadband price limits'. Below the headline is a video player with a text overlay: 'Consumer groups and some lawmakers warned that the deregulation steps would trigger more media consolidation.' To the right of the video player is a sidebar advertisement for 'Carroll & Co. PASADENA CUSTOM CLOTHING EVENT'. At the bottom of the page, there is a 'Whisperer' callout box on the left and a 'Get 8 weeks FREE' offer on the right.

SECTION SEARCH

Los Angeles Times

SUBSCRIBE 8 weeks FREE LOG IN

THURSDAY APR. 20, 2017 MOST POPULAR LOCAL POLITICS SPORTS ENTERTAINMENT OPINION PLACE AN AD 77°

GET THE PODCAST CONNECTING THE DOTS ON THE ECONOMY, TECH & CULTURE.

ADVERTISMENT

f t e BUSINESS

## FCC clears way for big TV mergers, eases broadband price limits

Consumer groups and some lawmakers warned that the deregulation steps would trigger more media consolidation.

FEDERAL COMMUNICATIONS COMMISSION

The moves came as Pai is expected to soon try to roll back the controversial net neutrality rules for online traffic that were pushed through by former chairman Tom Wheeler. (Sign up for our free video newsletter here <http://bit.ly/2ndvKFR>)

Get 8 weeks FREE  
Hurry, offer ends 4/30 START FREE TRIAL

Whisperer

Carroll & Co.  
PASADENA  
CUSTOM CLOTHING EVENT  
INTRODUCING  
PRIMA VOLTA  
CUSTOM SUITS FROM \$895  
TWO DAYS ONLY  
FRIDAY & SATURDAY  
APRIL 21 & 22 10AM TO 5PM  
Smirly's Restaurant  
110 S. Lake Avenue, Pasadena  
Complimentary valet parking  
CARROLLANDCO.COM

# Interstitial


The screenshot shows the Los Angeles Times website with a dark theme. At the top, there is a navigation bar with a menu icon, 'SECTIONS', a search icon, and 'SEARCH'. The 'Los Angeles Times' logo is centered. On the right, there are buttons for 'SUBSCRIBE 8 weeks FREE' and 'LOG IN'. Below the navigation bar, the date 'THURSDAY APR. 20, 2017' is on the left, and 'MOST POPULAR LOCAL POLITICS SPORTS ENTERTAINMENT OPINION PLACE AN AD' is in the center. A weather icon shows '77°'. The main content area is mostly obscured by a large, dark blue interstitial advertisement with a torn paper effect. The ad text reads: 'Los Angeles Times SPECIAL TRIAL OFFER GET 8 WEEKS FREE UNLIMITED DIGITAL ACCESS START FREE TRIAL Special trial offer ends 4/30'. A 'CLOSE' button is in the top right of the ad. In the background, a headline 'FCC c broadl' is partially visible. At the bottom of the page, there is a small text block: 'The moves came as Pai is expected to soon try to roll back the controversial net neutrality rules for online traffic that were pushed through by former chairman Tom Wheeler. (Sign up for our free video newsletter here <http://bit.ly/2oVXFP5>)'

# Paywall/modal

Los Angeles Times

Already have digital access? [Log in](#)  
Print subscriber? [Activate digital access](#)

You've reached your monthly free article limit.  
Continue reading with this  
**SPECIAL TRIAL OFFER.**  
Sale ends 4/30




**Unlimited  
Digital Access**

**8 WEEKS FREE**

Then \$1.99/week, cancel anytime

**START FREE TRIAL** ↗

[Show Benefits](#)



**Sunday +  
Unlimited Digital Access**

**4 WEEKS FOR 99¢**


Then \$2.49/week, cancel anytime

**START FREE TRIAL** ↗

[Show Benefits](#)

[Go to Homepage](#)


[Terms of Service](#) [Privacy Policy](#)



# Landing page for a sale

**Los Angeles Times**  
**SPECIAL FREE TRIAL OFFER**  
Offer ends 4/30


**FREE TRIAL!**



**Unlimited Digital Access**  
**8 WEEKS FREE**  
Then \$1.99/week, cancel anytime

**Start FREE Trial** ▶

Unlimited access to all digital content  
The eNewspaper, emailed daily  
Our app with breaking news alerts



**Sunday + Unlimited Digital Access**  
**4 weeks for 99¢**  
Then \$2.49/week, cancel anytime

**Subscribe** ▶

Sunday home delivery  
Money-saving coupons  
Includes Unlimited Digital Access  
[Or subscribe to 7-Day Delivery + Digital](#)



What effect does a sale offer have on-site?

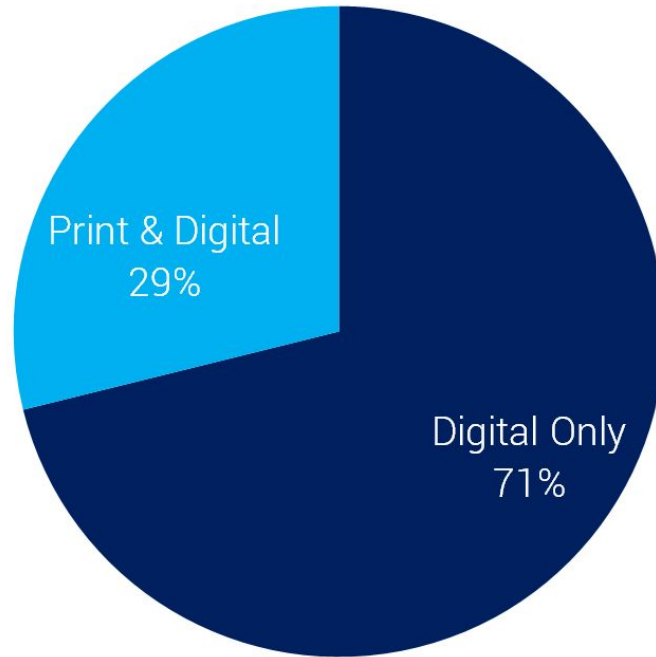
# Click-through rate impact of sales

Channel	Click-through rate (BAU)	Click-through rate (Sale)	Improvement
Subscribe button	0.15%	0.41%	33%
Whisperer	0.01%	0.01%	-
Interstitials	1.6%	3%	28%
Paywall prompts	0.38%	0.5%	50%

# Conversion rate impact of sales

Channel	Conversion rate (BAU)	Conversion rate (Sale)	Improvement
Subscribe button	1.2%	1.6%	33%
Whisperer	4.9%	7%	43%
Interstitials	0.018%	0.023%	28%
Paywall prompts	0.1%	0.2%	50%
Clicks from paywall	27%	42%	56%

# LA Times subscriptions through digital channels



Paid search.

# Google Adwords approach

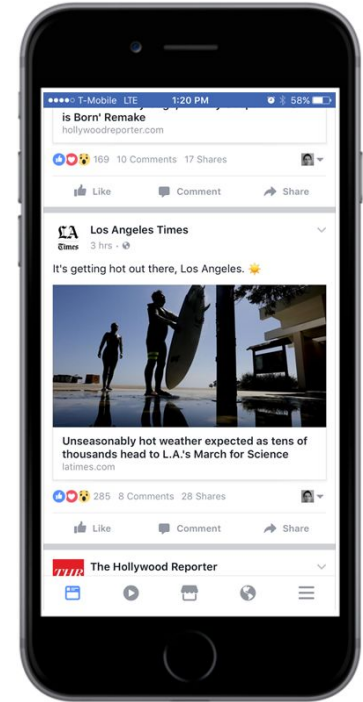
1. Traditionally our best performing media channel
2. All Adwords creative links to a subscription offer landing page

Tactic	Example	eCPA + scale
Branded subscription terms	<i>"la times subscription"</i>	Low eCPA, low scale
Branded long tail terms	<i>"la times lakers news"</i>	Good eCPA, moderate scale
Non-branded news topics	<i>"lakers news"</i>	Higher eCPA, huge scale

Paid social.

# Keywee & paid social

1. Who is Keywee?
2. Using content as ads into former site visitors' news feeds
3. Driving users to paywall
4. Cost per acquisition results





Retargeting.

# Retargeting

1. Tactic: create audience segments, based on the content preferences of users
2. Push audience segments via our DMP (Krux) to retargeting/ad-serving platforms (DSPs)
3. Creative tailored to each content/audience segment
4. Conversion usually occurs via other channels post-view
5. Moderate eCPAs/sales volume relative to other channels

Los Angeles Times

Unlimited Digital Access  
**4 Weeks Only 99¢**

 [START YOUR TRIAL](#)

Los Angeles Times

Your source for  
**Lakers** news and more

 [START YOUR TRIAL](#)

Los Angeles Times

Your source for  
**political news**  
and more

 [START YOUR TRIAL](#)


Los Angeles Times

Your source for  
**Dodgers** news and more

 [START YOUR TRIAL](#)


Los Angeles Times

Your source for  
**business** news and more

 [START YOUR TRIAL](#)

Los Angeles Times


Your source for  
**movie** news and more

 [START YOUR TRIAL](#)

Scaling campaigns across the portfolio.

# Uniform campaigns across all markets

**Los Angeles Times**



**SPRING SALE!**  
**ONLY 99¢ FOR 12 WEEKS**

Unlimited Digital Access

**SAVE NOW** ▶


Hurry! Offer ends March 23

Turn over a new leaf with news you can trust. For less than a dollar, you can enjoy acclaimed **Los Angeles Times** coverage on entertainment, politics, sports and more throughout the season.

Sign up for newsletters | Unsubscribe | Privacy Policy | Copyright © 2017  
Los Angeles Times | 202 West First Street, Los Angeles, CA 90012 | 213-283-2274

**Los Angeles Times**

**Chicago Tribune**



**SPRING SALE!**  
**ONLY 99¢ FOR 12 WEEKS**

Unlimited Digital Access

**SAVE NOW** ▶


Hurry! Offer ends March 23

Turn over a new leaf with news you can trust. For less than a dollar, you can enjoy acclaimed **Chicago Tribune** coverage on entertainment, politics, sports and more throughout the season.

Sign up for newsletters | Unsubscribe | Privacy Policy | Copyright © 2017  
Chicago Tribune | 435 N. Michigan Ave., Chicago, IL 60611 | 312-546-7900

**Chicago Tribune**

**THE BALTIMORE SUN**



**SPRING SALE!**  
**ONLY 99¢ FOR 12 WEEKS**

Unlimited Digital Access

**SAVE NOW** ▶

Hurry! Offer ends March 23

Turn over a new leaf with news you can trust. For less than a dollar, you can enjoy acclaimed **Baltimore Sun** coverage on entertainment, politics, sports and more throughout the season.

Sign up for newsletters | Unsubscribe | Privacy Policy | Copyright © 2017  
The Baltimore Sun | 501 N. Calvert Street, P.O. Box 1377, Baltimore, MD 21278 | 443-692-8011

**THE BALTIMORE SUN**

# Uniform campaigns across all markets

Los Angeles Times

SPRING SALE!

ONLY 99¢ FOR 12 WEEKS


SAVE NOW 



Chicago Tribune

SPRING SALE!

ONLY 99¢ FOR 12 WEEKS

SAVE NOW 



THE BALTIMORE SUN

SPRING SALE!

ONLY 99¢ FOR 12 WEEKS

SAVE NOW 



# Initiatives on our roadmap...

1. Data-driven customized marketing
2. Scaling referral activity
3. Increasing “off-platform” revenue
  - a. I.e. Apple News, Google AMP

**Los Angeles Times**

