

CUSTOMER WEBINAR:

# BEST PRACTICES FOR GROWING READER REVENUE



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TOWNNEWS

Thursday, February 11th  
at 10:30 AM CT





# Today's agenda

- Building a meter strategy to achieve your business goals
- Increasing conversions with targeted offers
- Creating effective promotional campaigns



# The foundation: Levers of conversion

1

## Meter

- Identify your meter strategy
- Closing loopholes

2

## Price/Offer

- Aggressive introductory offers
- Present in simple, attractive terms

3

## Promotions

- Paywall look/feel and messaging
- Subscription entry points

# Identify your meter strategy

Limit access to content with a meter

- Basic Meter
- Hard Meter
- Freemium
- Registration Wall
- Dynamic Smart Meter

Track your Meter Stop Rate (MSR)\*

- Stop 5-10% of users

**Meter Stop Rate (MSR)**

Unique Users  
hitting the meter

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Total  
Unique Users

# Closing loopholes

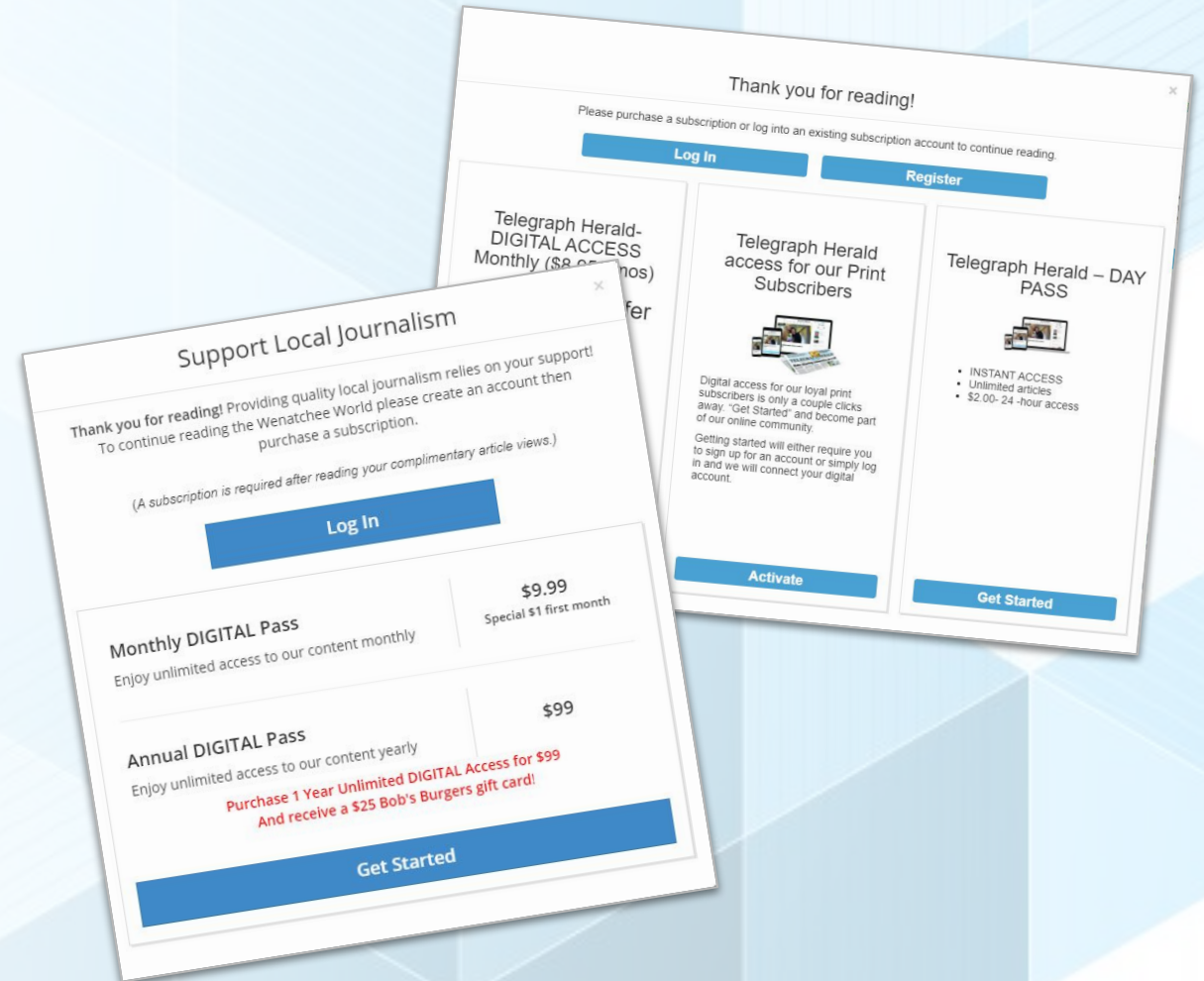
Evaluate your paywall settings regularly

Consider metering:

- Referrals from social media
- National AP content
- Coronavirus content

Apply a hard paywall

- Exclusive content
- e-Editions
- Private Browsers
- Ad Blockers





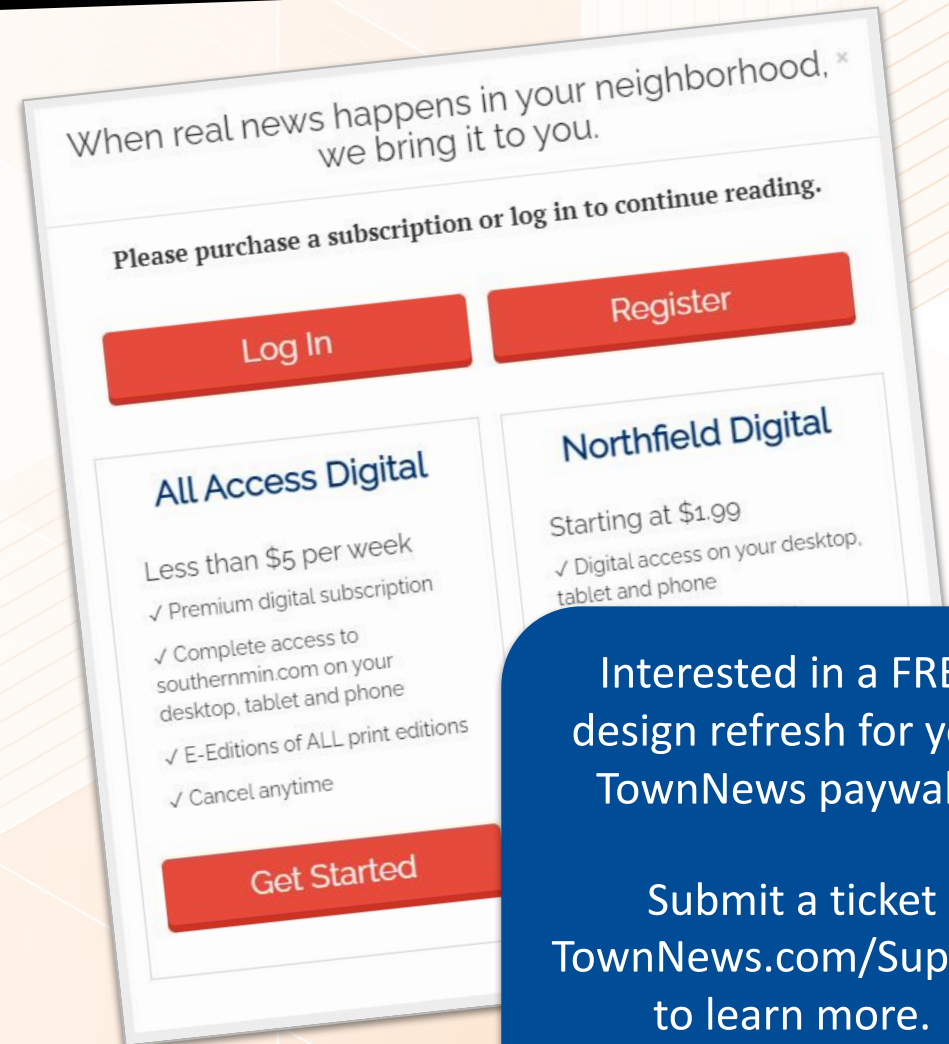
# Aggressive introductory offers

45% convert because of an attractive offer

Increase to higher monthly rates

- \$1 for 3 months
- \$3 for 3 months
- 99¢/week for the first 4 weeks
- \$1/month for 4 months

Annual rates vary widely



Interested in a FREE  
design refresh for your  
TownNews paywall?

Submit a ticket  
[TownNews.com/Support](https://TownNews.com/Support)  
to learn more.

# Simple, attractive terms

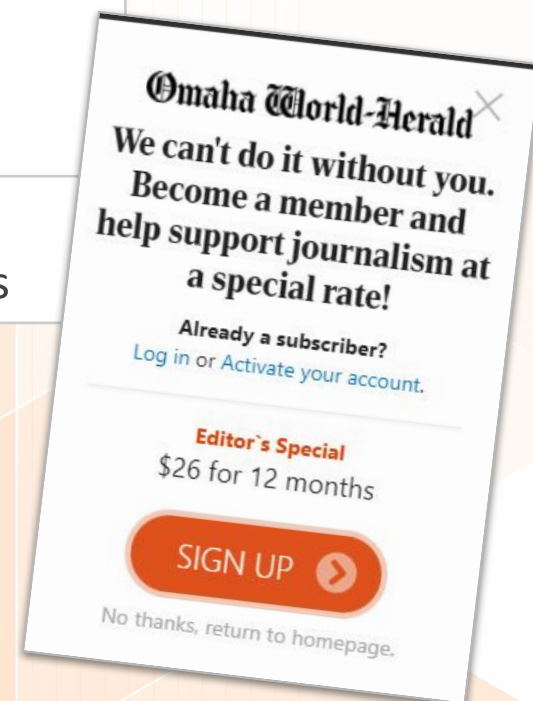
Describe your special offer

- Paywall
- Email
- Display ad

Include additional taglines

- Save \$71
- Get 59% OFF
- Get 7 months free

✓ TRY THIS	NOT THAT
\$4/month for 1 year	\$48 for 365 days
99¢/week for the first 4 weeks	\$3.96 for the first 4 weeks
Less than 50¢ a day	\$173.71 for 12 months



# Paywall look, feel & messaging

Changing the message can spark interest

You've been selected to receive this special offer. Log in or sign up to continue reading.

We can't do it without you. Become a member and help support journalism at a special rate.

You have run out of free stories. To continue reading, take advantage of our LOWEST offer yet!

The screenshot shows a paywall for the St. Louis Post-Dispatch. At the top, the logo 'stl TODAY ST. LOUIS POST-DISPATCH' is visible. Below it, the headline reads 'Support local journalism. Subscribe to keep reading.' A link for existing subscribers is provided: 'Already a subscriber? Log in or Activate your account.' Three subscription options are presented in cards: 1. 'INTRO RATE' offering '\$5 for 5 months of digital access' starting at '\$1 a month for the first 5 months then \$9.99 per month'. 2. 'DIGITAL: BEST VALUE' (marked 'Limited time only') featuring a 'Special Editor's Pick offer!' for '\$26 for a full year'. 3. 'DIGITAL + SUNDAY DELIVERY' offering 'Get your Sunday Post-Dispatch' for '\$25 per month'. Each card has an orange 'SIGN UP' button with a right arrow. At the bottom, a link says 'No thanks, return to homepage.'

stl TODAY ST. LOUIS POST-DISPATCH

Support local journalism. Subscribe to keep reading.

Already a subscriber?  
Log in or Activate your account.

INTRO RATE

**\$5 for 5 months of digital access**  
STARTING AT  
**\$1**  
a month for the first 5 months  
then \$9.99 per month

SIGN UP ➔

DIGITAL: BEST VALUE  
Limited time only

**Special Editor's Pick offer!**  
FOR THE LOW PRICE OF  
**\$26**  
for a full year

SIGN UP ➔

DIGITAL + SUNDAY DELIVERY

**Get your Sunday Post-Dispatch**  
FOR THE LOW PRICE OF  
**\$25**  
per month

SIGN UP ➔

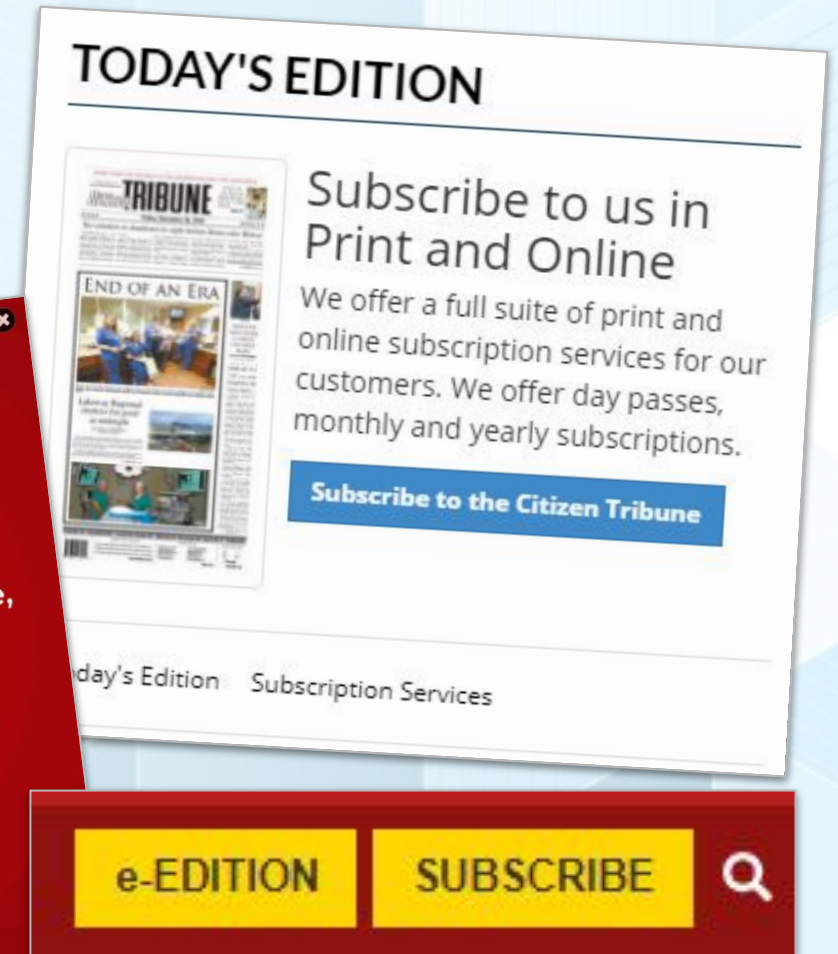
No thanks, return to homepage.



# Subscription entry points

Make it easy to find

- Main navigation
- Articles
- Email newsletters
- Send offer emails
- Display ads



# Additional resources

## Google News Initiative

- [News Consumer Insights Handbook](#)
- [GNI Reader Revenue Optimizing the User Funnel](#)
- [GNI DGP Reader Revenue Resource Guide 2020](#)

## Lenfest Institute

- [Benchmarks & Best Practices](#)
- [Digital Pay-Meter Playbook](#)

## International News Media Association (INMA)

- [Unpacking the Reader-Subscriber Lifetime Customer Journey](#)
- [How Newsletters Are Redefining Media Subscriptions](#)

## [Facebook Journalism Project](#)

## [American Press Institute Reader Revenue Toolkit](#)



The background of the slide is an abstract composition of blurred, out-of-focus light spots. These spots are primarily in shades of deep blue and teal, with some warmer orange and red tones interspersed, creating a bokeh effect. The lights appear to be scattered across the frame, with some areas being more densely populated than others. A solid white horizontal band runs across the middle of the image, serving as a backdrop for the text.

**iQ Audience+**



# A smarter, more dynamic meter

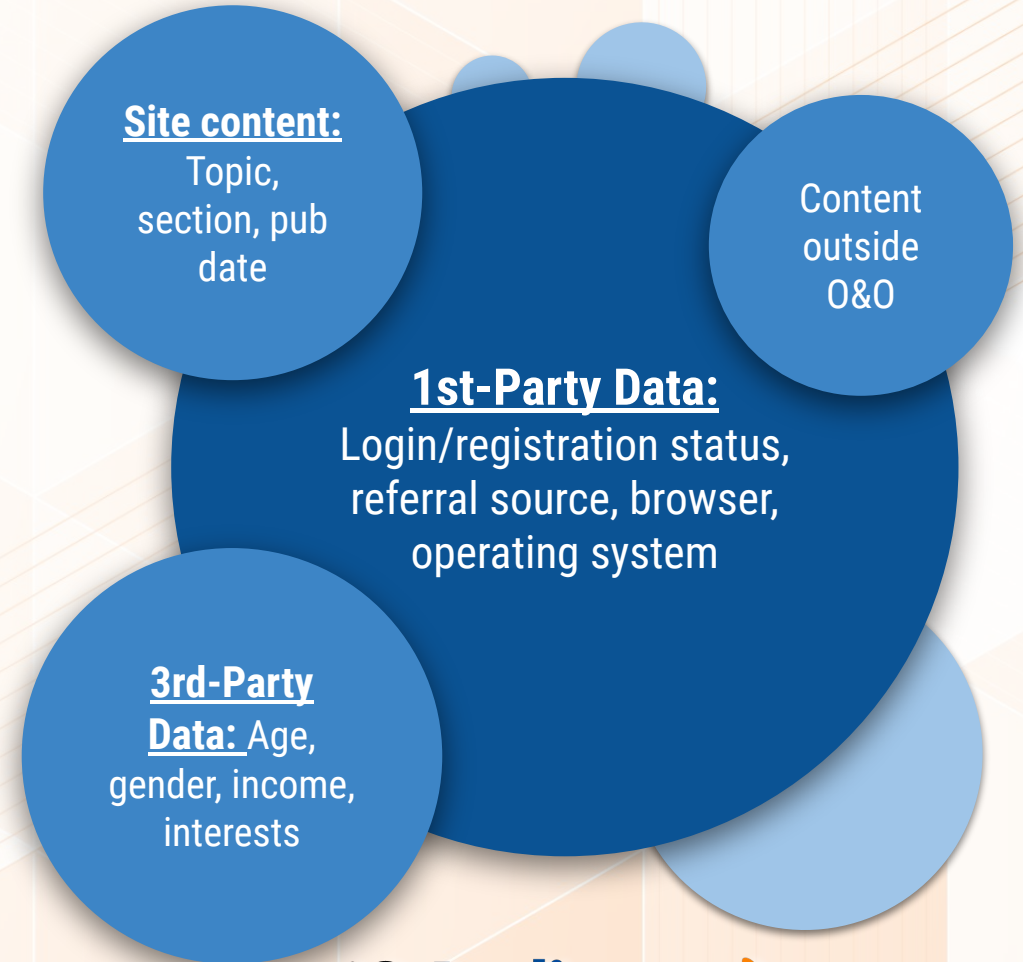


# Levers of conversion






With standard meters, your levers of conversion are limited to:

- Meter limit
- Price/Offer
- Promotions

iQ Audience+ gives you the power to target audiences that matter to you

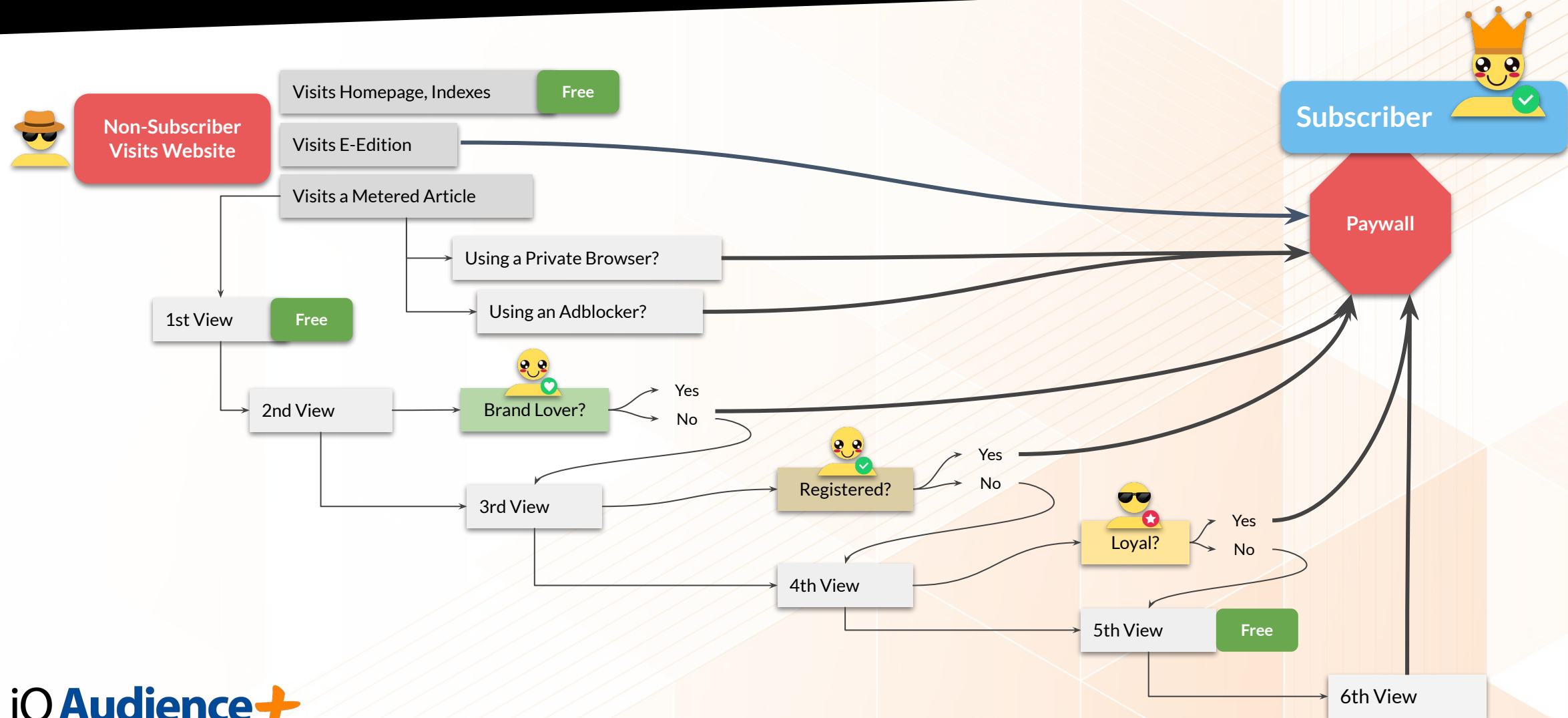


# iQ Audience+ journey segments map

	 <b>Anonymous</b>	 <b>Registered</b>	 <b>Loyal</b>	 <b>Brand Lovers</b>	 <b>Subscribers</b>
<b>Who are they?</b>	Casual user, not logged in, non subscriber	Logged in, non subscriber	Not logged in, non subscriber with 6-16 visits	Logged in non subscriber with 16+ visits	Logged in subscriber
<b>Access over 30 days</b>	2 free article views	5 free article views	3 free article views	1 free article view	Unlimited access to articles and E-Edition
<b>Desired action</b>	Register or Subscribe	Subscribe	Register or Subscribe	Register or Subscribe	Retain
<b>Reader's incentive</b>	Get 3 more article views or unlimited access	Get unlimited access to all articles	Get 2 more article views or unlimited access	Get 4 more article views or unlimited access	Continued access to content



# Non-subscriber journey example



# How does iQ Audience+ compare?

Feature List	Standard Paywalls	3rd-Party Solutions	iQ Audience+ <small>by TownNews</small>
Limit access to content based on consumption: 5 free articles	✓	✓	✓
Maximize programmatic revenue by presenting drive-by users with more ads	✗	✓	✓
Segment visitors based on behavioral data through a powerful DMP	✗	✓	✓
Target audiences with custom messaging, registration prompts, email newsletter signups, or subscription offers	✗	✓	✓
Allow or restrict access to content based on topic, section, content type, publication date and more	✗	✓	✓
Paywall content outside your O&O using custom Javascript	✗	✓	✓
<b><u>FAST</u></b> implementation for current TownNews customers	✗	✗	✓
Consultation with experts for building and enhancing audience targeting	✗	✗	✓
Seamless integration with other TownNews software and programs	✗	✗	✓

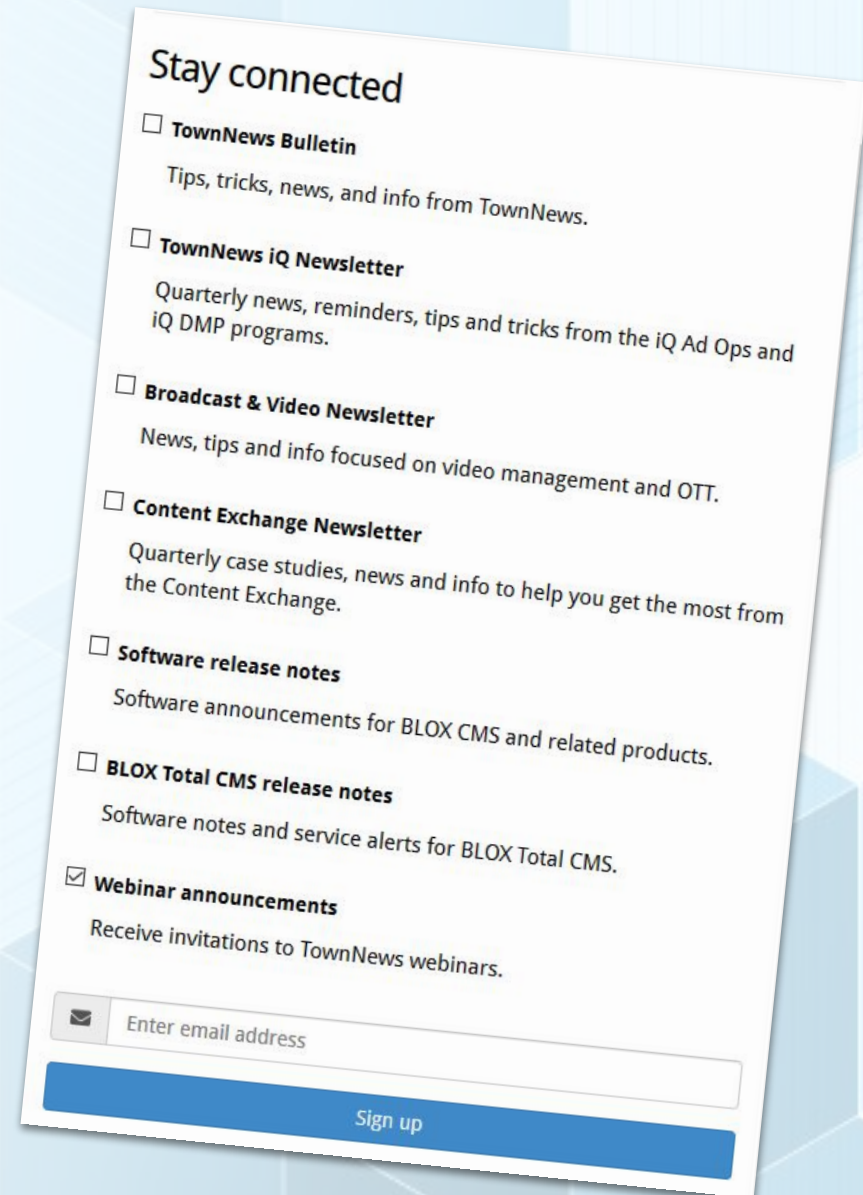
The background of the slide is an abstract composition of blurred, out-of-focus light spots. These spots are primarily in shades of deep blue and teal, with some warmer orange and red tones interspersed, creating a bokeh effect. The lights vary in size and intensity, giving the background a textured, ethereal appearance.

**Questions?**



# Stay connected

- Documentation: [help.TownNews.com](https://help.TownNews.com)
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- Service Status: [TownNews.status.io](https://TownNews.status.io)
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- ☐ **TownNews Bulletin**  
Tips, tricks, news, and info from TownNews.
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Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.
- ☐ **Broadcast & Video Newsletter**  
News, tips and info focused on video management and OTT.
- ☐ **Content Exchange Newsletter**  
Quarterly case studies, news and info to help you get the most from the Content Exchange.
- ☐ **Software release notes**  
Software announcements for BLOX CMS and related products.
- ☐ **BLOX Total CMS release notes**  
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