CUSTOMER WEBINAR:

New! Offer Builder, one-page payment arrive on revamped iQ Audience+

Tuesday, July 27th at 10:30 AM CT

TN TownNews

Bridget Sibthorp-Moecker
Director of audience, TownNews

Special guest: Jeremy Feldman
Director of audience development
EO Media, bendbulletin.com

Today's agenda

Overview

New features
for iQ Audience+

Results from
our partners

How to get
started

Q&A

iQ Audience+
BY TownNews
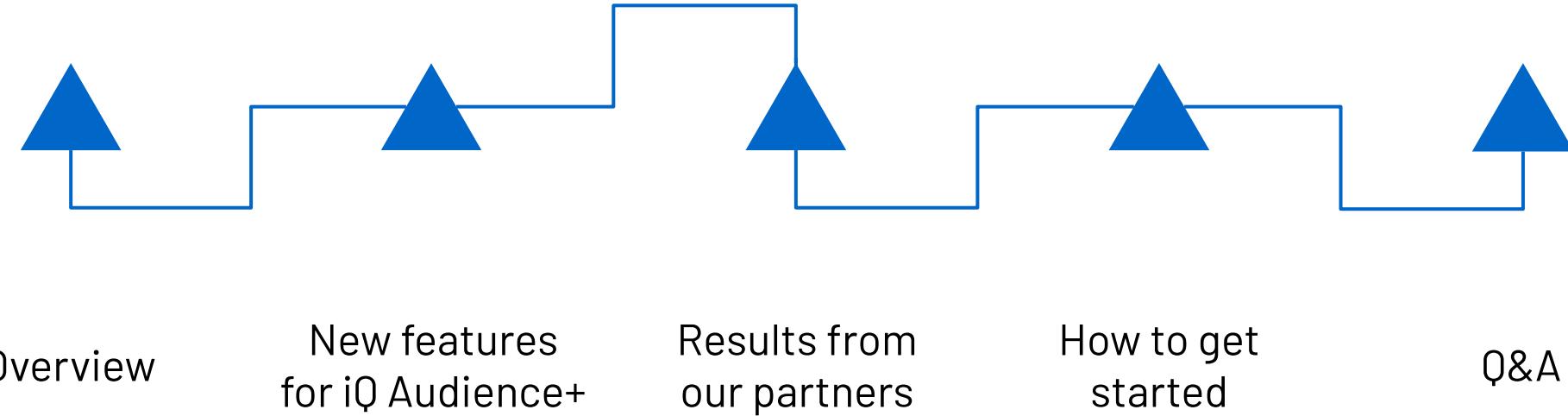
CURRENT FEATURES

- Basic metering and registration

- Allow or restrict access to content based on keyword, section, asset type, publication date, and more

- Segment visitors into DMP audiences

- Target audiences with custom messaging, registration prompts or subscription offers

- Paywall content outside your O&O using custom Javascript

- FAST implementation for current TownNews customers

- Strategy and consulting

NEW FEATURES!

- **Offer Builder:** a new marketing tool
  - Powers a new, customizable design for paywall
  - Target specific offers to your audiences

- **1-Page Payment Workflow**
  - Subscribe without leaving the article
  - Landing pages and inline forms
  - Streamlined login

- Browser fingerprinting

- Redirect to landing page

- NOW App support

- Amp support

- Registration-only wall on new modal

- Delivery address on 1-Page Form For print / combo purchase support

Purchase Access

✓ **Full Digital Access**
$12.00 for 28 days

Details

What's your e-mail address?

E-mail

Password

Confirm

How would you like to pay?

Name on card

You've reached your limit of free views!

Please subscribe or activate an existing subscription to continue reading.

Log In

★ SPECIAL OFFER

Digital Only

$1 for 30 days

For the first 3 months

Save 75%

Cancel anytime

Subscribe Now

Existing Print Subscribers

Free

Our loyal print subscribers can join our online community for free

Cancel anytime

Activate

iQ Audience+
BY TownNews

New features

One-page payment & Offer Builder

TownNews

Maximize reader revenue & conversions

with new features built into iQ Audience+
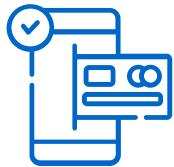
1-Page Payment

A reimagined signup process

Offer Builder

A powerful new marketing tool

New Paywall

A mobile-friendly look and feel

Easier Login

Streamlined to be quick and easy

TN TownNews

Reimagined user experience
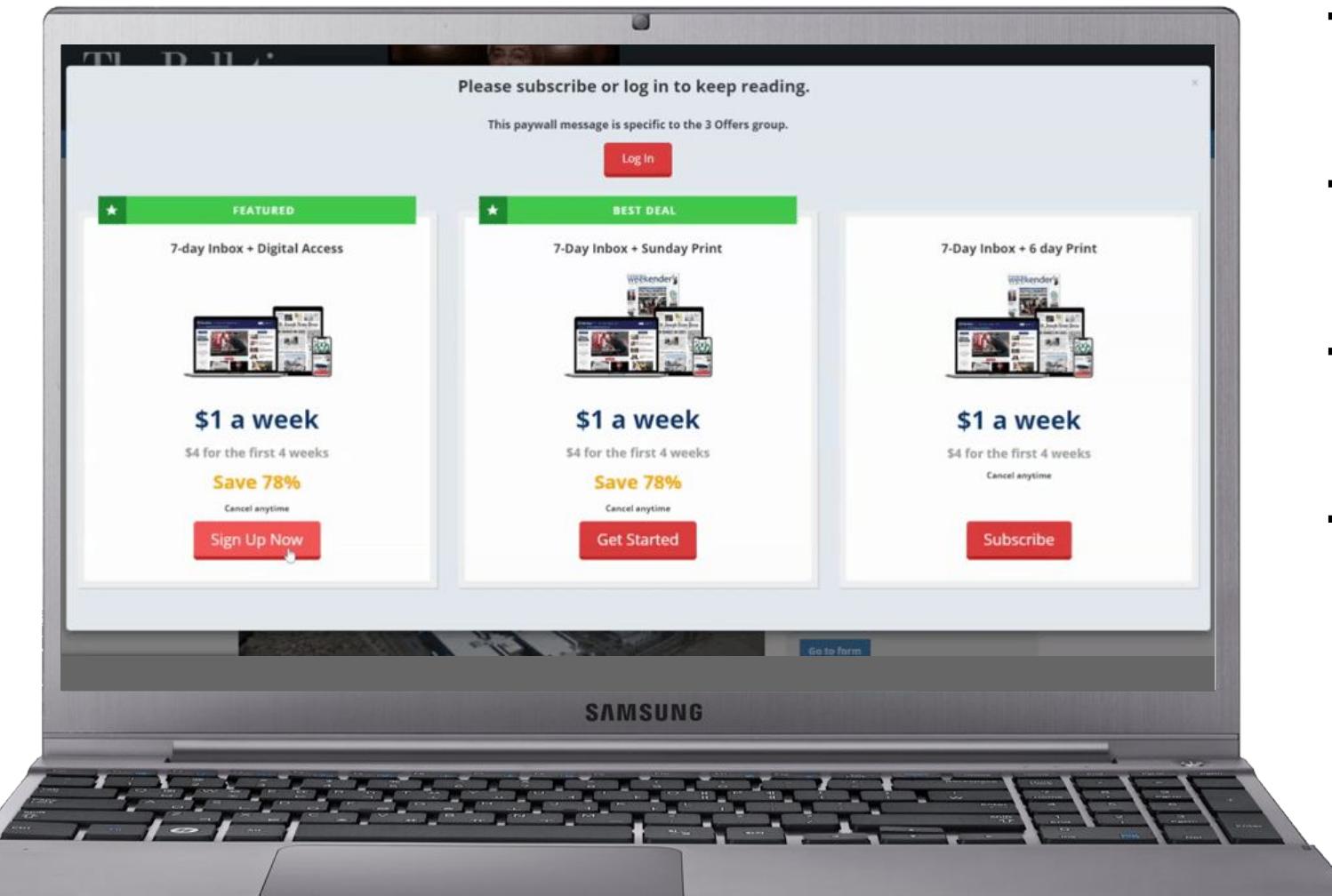
➔ Eliminate friction in payment path

➔ Design refresh rooted in best practices

➔ Grow 1st party data with registration

➔ Modify without HTML

Only with

iQ Audience+
BY TownNews

Fast, easy one-page purchase

➜ Subscribe, log in, or register without leaving the article

➜ Simultaneous registration and subscription

➜ Combines separate login/registration pages into one modal

➜ **Available to iQ Audience+ partners**

Only with
iQ Audience+
BY TownNews

TownNews
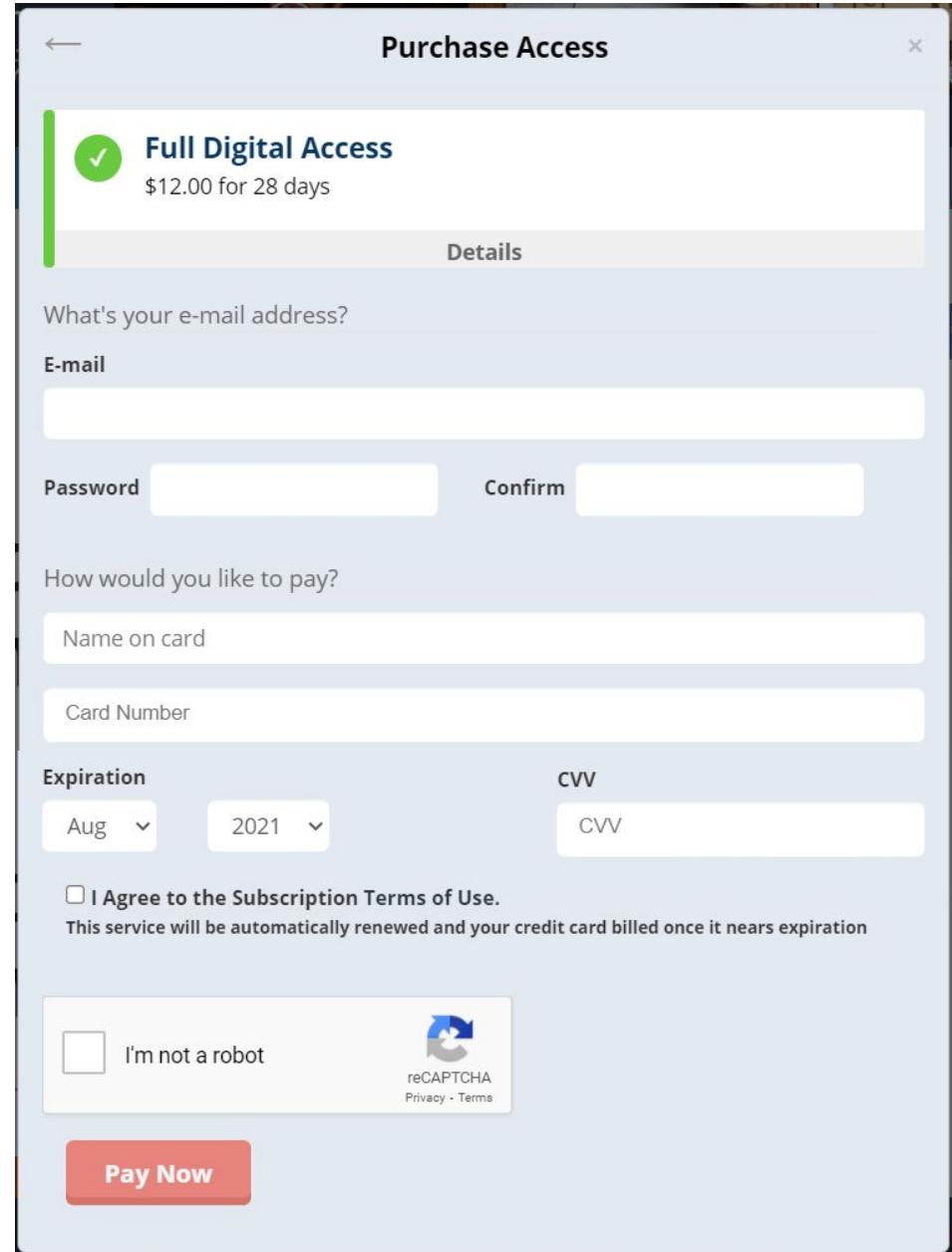
New paywall
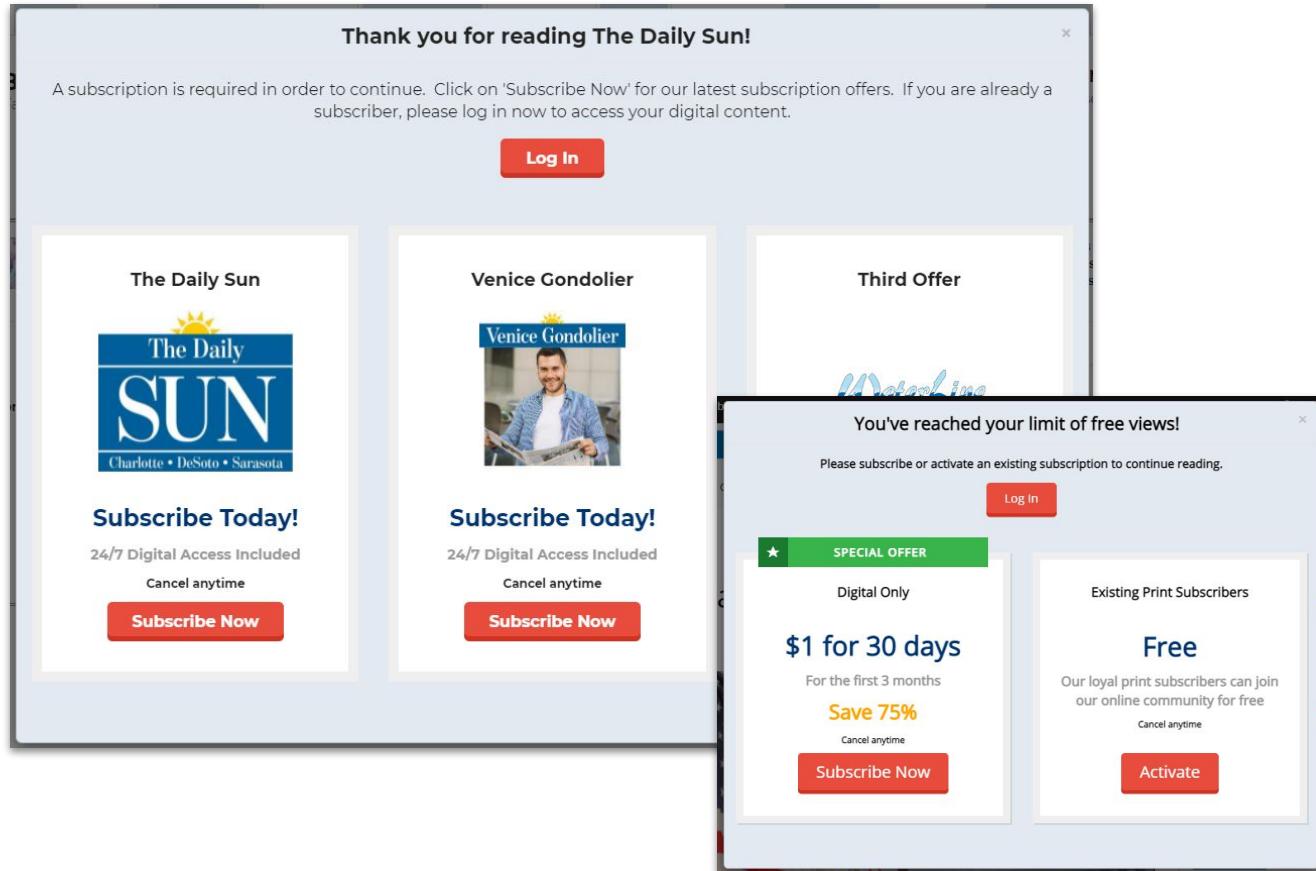
Powered by Offer Builder

➔ Target offers to different audience groups

➔ Display one to three offers

➔ Customize messaging

➔ Buttons link to One-page payment modal or third-party circ system

Subscription landing page

Powered by Offer Builder

➔ Fully customizable: curate the offers that you want all users to see

➔ Built with CSS that's cohesive to the paywall

➔ Display one to five offers (three is recommended best practice)

iQ Audience+
BY TownNews
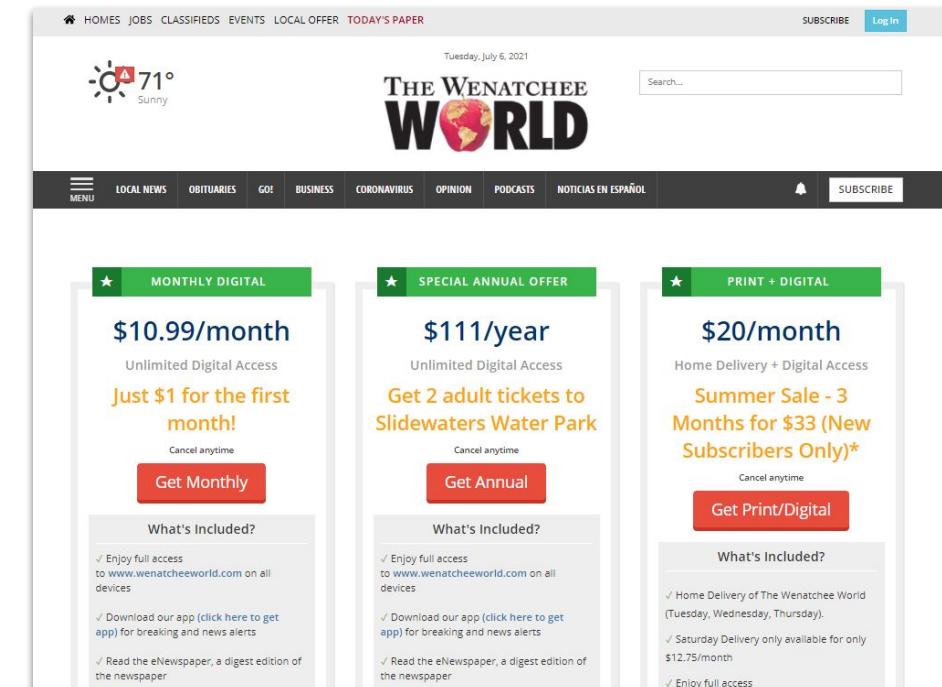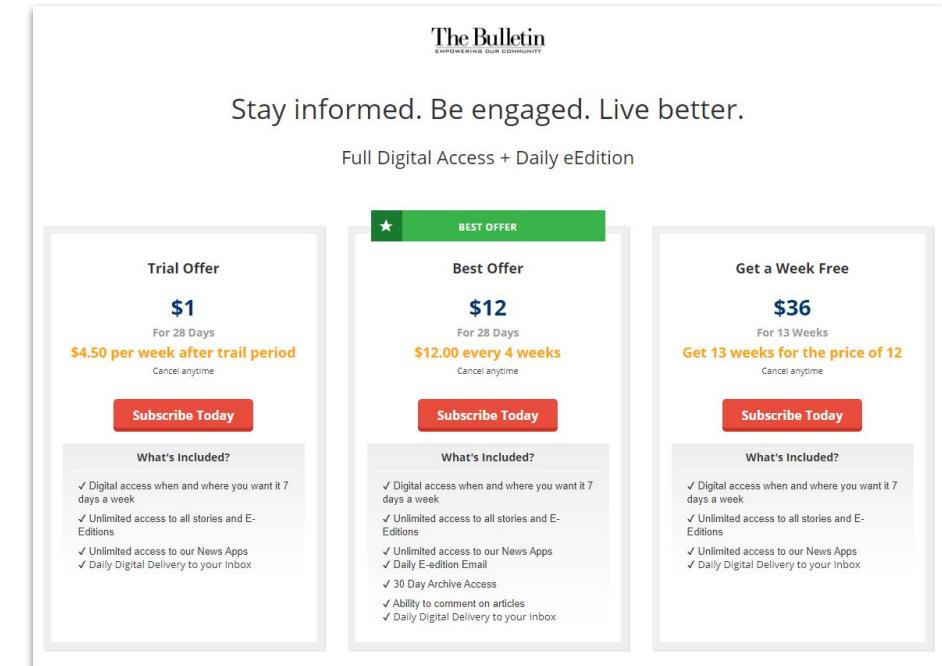
Results

from our partners

TN TownNews

Beta program early results

iQ Audience+, Offer Builder & One-page payment

130%
Increase in new digital starts (conversions)

WenatcheeWorld.com

5,253%
Increase in email newsletter signups

BendBulletin.com

250%
Higher conversion rate than industry median

EastCentralIowaNews.com

TN|TownNews

What we did

- Asked readers to register after 2 article views in 30 days
- Created a new splash screen for registrations
- Added pre-selected opt-ins for newsletters at registration
- Reduced the number of newsletters we promoted on the registration page to 3 to avoid paralysis of choice

Also!

- Added exit intent popup for newsletters signups
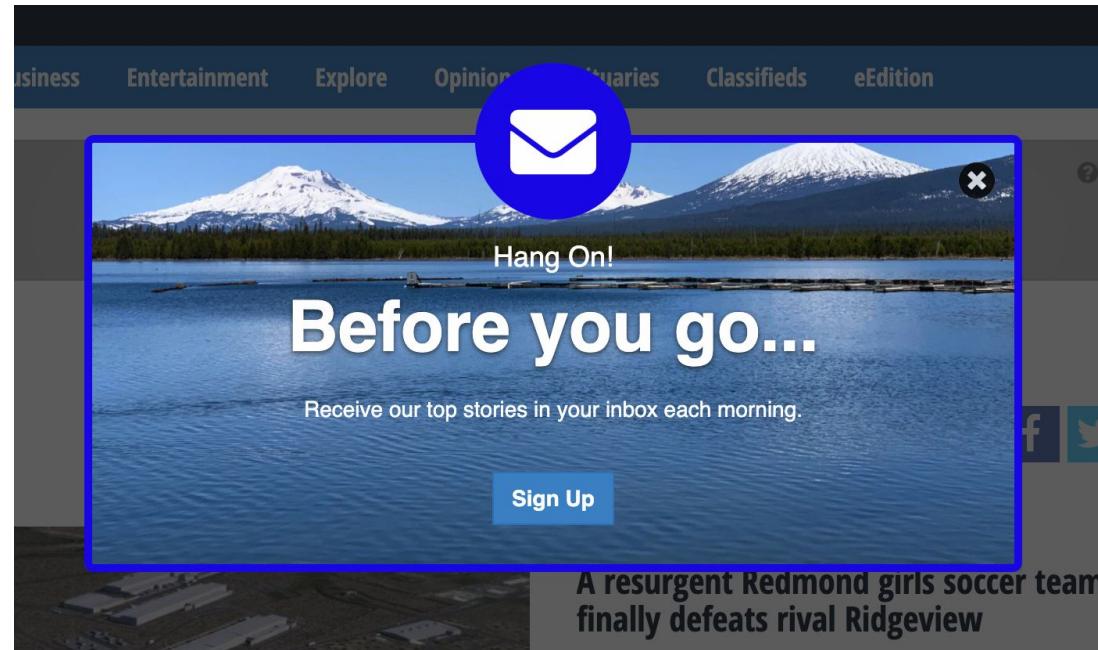
Our Test

After their second article view in 30 days, non-logged in readers are prompted to take action to continue reading, including the new option to register for free.
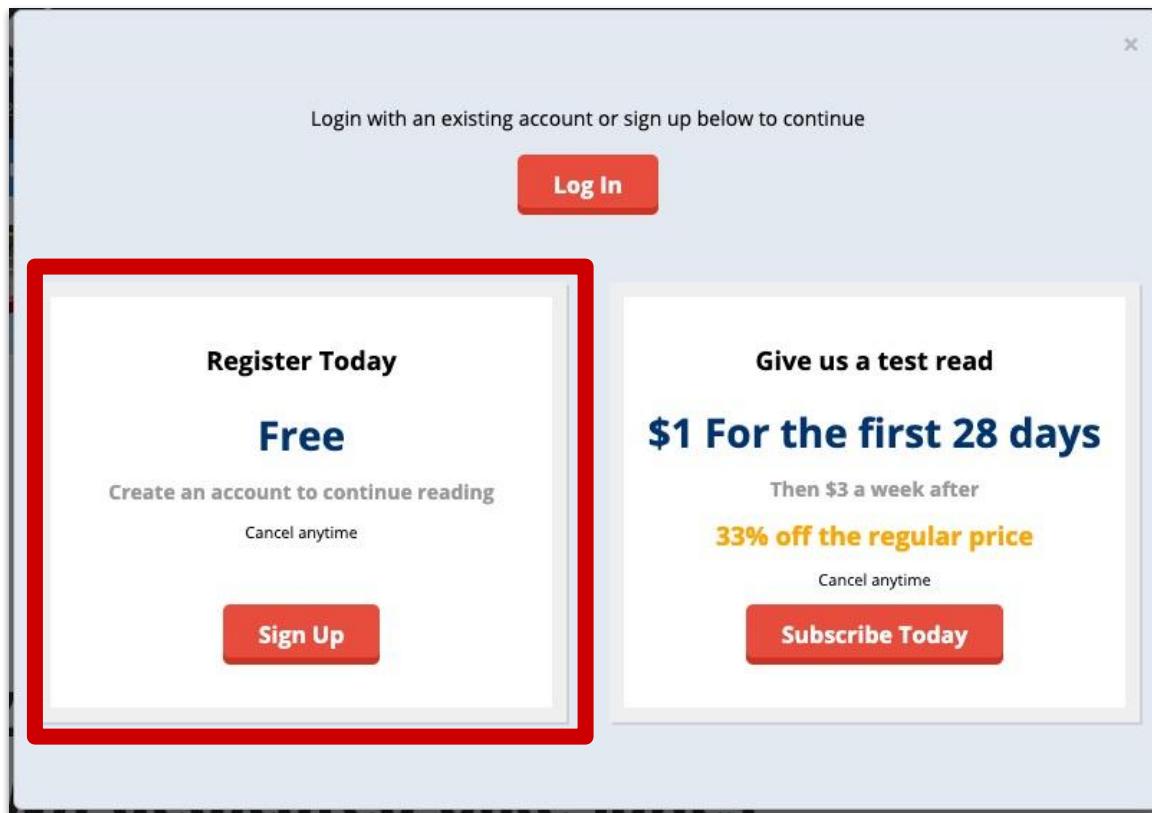
Account Registration

Sign up with us

Username
This is the name that will be displayed next to your photo for comments, blog posts, and more. Choose wisely!

* Email
Your e-mail address will be used to confirm your account. We won't share it with anyone else.

* Password
Create a password that only you will remember. If you forget it, you'll be able to recover it using your email address.

* Confirm Password
Confirm your password.

Join our mailing lists
☑ Breaking News Alerts
We'll send breaking news and news alerts to you as they happen!

☑ Daily Headlines
Start your day with our top stories in your inbox

☑ GO! Magazine
Receive weekly entertainment news occurring in Central Oregon

On the registration page we included three recommended newsletters and pre-selected the opt-in boxes.

Login with an existing account or sign up below to continue

Log In

Register Today

Free

Create an account to continue reading

Cancel anytime

Sign Up

Give us a test read

$1 For the first 28 days

Then $3 a week after

33% off the regular price

Cancel anytime

Subscribe Today

The Bulletin
EMPOWERING OUR COMMUNITY

Results

4K

new registered users

1,200+

unique newsletter
signups in first 6 weeks

5,253%

increase in weekly
newsletter signups
(from 4 to 234)

New newsletter Enrollees per Week

iQ Audience+
BY TownNews
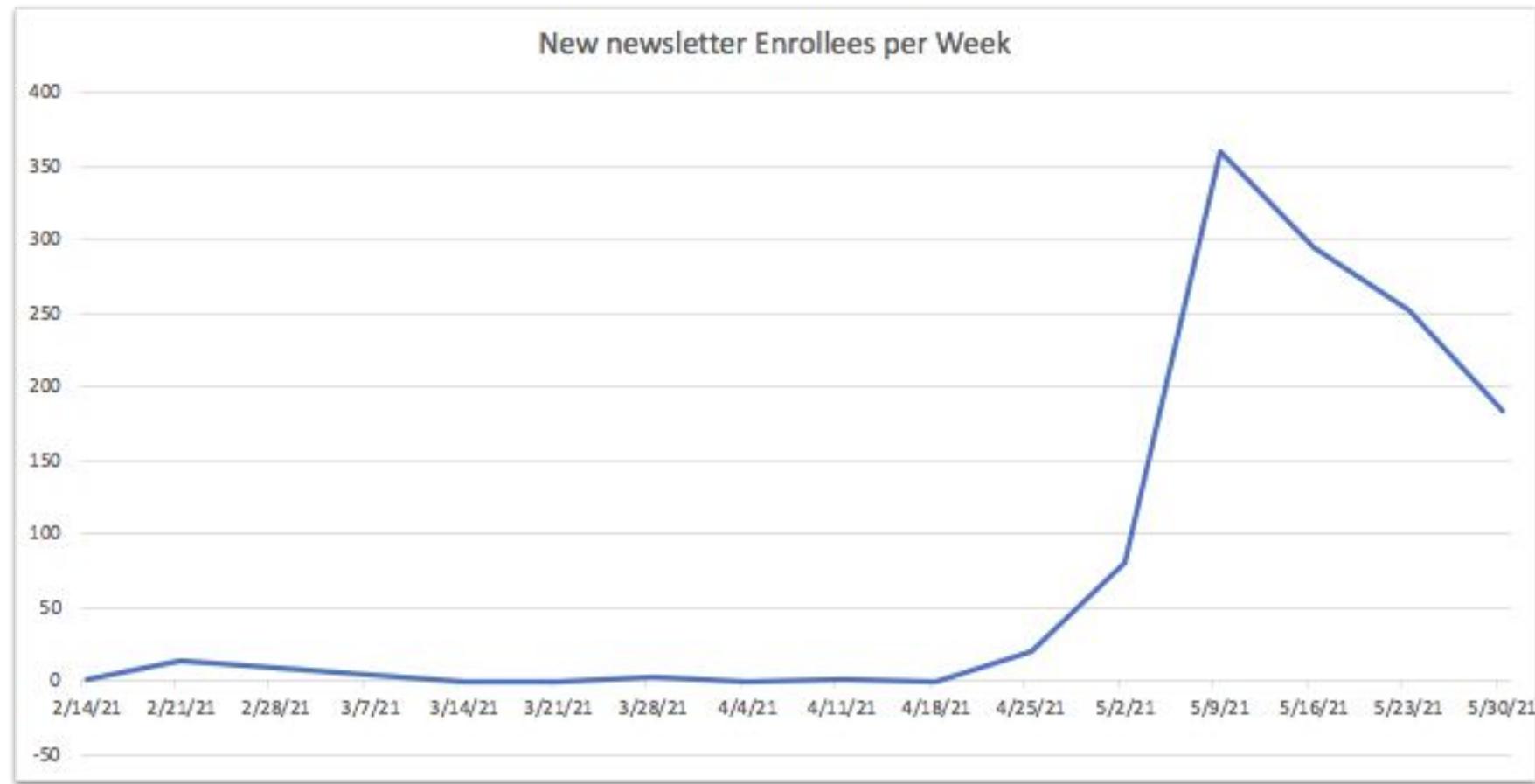
How to get started

Offer Builder & One-page payment

TN TownNews

Ready to sign up?
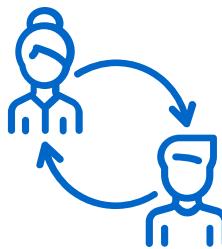
iQ Audience+

To learn more, contact your Sales Representative or visit TownNews.com/audienceplus

New features

Submit a ticket at TownNews.com/Support include Offer Builder in the subject

TN TownNews

Questions?

We've got answers.

Bridget Sibthorp-Moecker
Director of audience, TownNews

Special guest: Jeremy Feldman
Director of audience development
EO Media, bendbulletin.com

Stay connected

Documentation

help.TownNews.com

Support

800-293-9576

support.TownNews.com

Community

community.TownNews.com
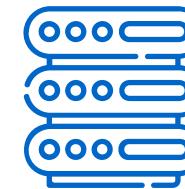
Status

TownNews.status.io

Social Media   Follow us on Twitter, LinkedIn, Facebook, YouTube

TN TownNews