

CUSTOMER WEBINAR

NEW! Our revamped e-Edition UX boosts mobile usability, customer loyalty, and engagement.



July 28th



10:30 AM CT

Bridget Sibthorp-Moecker
Director of Audience

Shahid Ali
Director of User Experience



Today's presenters



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Goals for e-Edition

- Increase adoption of e-Edition among traditional print readers
- Increase engagement as a path to improved retention
- Introduce e-Edition loyalists to multimedia content

Survey: Voice of the customer

Market

Omaha World-Herald
Sept. 14th - 17th, 2021

Response

Total responses: 3,458
Response Rate: 25%
Completion Rate: 83.6%

Purpose

Understand overall user satisfaction and engagement with the current e-Edition design.
Obtain user interest in channel of choice and sought after key features.

Obtain open ended feedback on overall usability.

Usage and satisfaction

Overall, respondents are satisfied with the current experience.

However, there is room for improvement to upgrade the experience and to ensure optimal behavior is reflected on various devices.

90%

Read the e-Edition **daily**

45%

Read their e-Edition on
tablets

47%

Subscribe to the e-Edition
for **cost savings**

56%

Of customers are **very satisfied**
with the current e-Edition

Top features by request

Customers asked for better usability and easier access to features.

You asked:	We listened:
<i>A dedicated e-Edition app</i>	Combined support in our BLOX Now apps
<i>Share articles or pages</i>	Improved sharing
<i>Access to the archives</i>	Redesigned archive picker
<i>Printing full pages</i>	Easier printing and clipping
<i>Search functionality</i>	Improved search

The solution: A major redesign

Richmond Times-Dispatch



< 1 / 42 >



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portable mobility device
at truly
tery-powered



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Black and Blue (shown)
The Zinger is a truly
portable mobility device
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**Youngkin flubs on
same-sex marriage
status in Va. law**

He said it's protected; however, the state
constitution has amendment banning it

BY MEL LEONOR
Richmond Times-Dispatch

Gov. Glenn Youngkin
in an interview Sunday
wouldn't say whether he
would move to protect
the legality of same-sex
marriage in Virginia if
the conservative-leaning

same-sex marriage, which
the state's voters approved
in a 2006 referendum. If
the U.S. Supreme Court
overturned its 2015 deci-
sion in Obergefell
v. Hodges, unions
between
persons



Improve look, feel, and usability

- ✓ Clipping tool
- ✓ Puzzle button
- ✓ Print button
- ✓ Archive button
- ✓ Pagination awareness in center
- ✓ Upload your logo
- ✓ New live article view
- ✓ More useful icons on mobile view
- ✓ New live article view

Preliminary results

26%

More readers than before are visiting the e-Edition.

56%

Readers are coming back more often to e-Edition pages.

45%

Readers are viewing more pages during sessions.

Here's what end users are saying:

- "The new online edition is a huge improvement and I really like how easy it is to use. Thank you!"
- "I'm a 47-year subscriber and very appreciative of the digital format allowing me access when I'm out of the area. Always read on my iPad. Thank you for forward evolution."
- "Thanks very much for the new digital format. As a guy who likes to 'browse' through the paper rather than be a 'page flipper', I find it a great improvement. The pages downloading much quicker is also a very welcome improvement. This subscriber appreciates the change."



"Overall, we've gotten great feedback about the e-Edition, and I'm happy."

- Chris Coates, executive editor
Richmond Times-Dispatch

[Read the full case study.](#)

A totally new e-Edition experience

Elevate subscriber
engagement with
a redesigned look
and feel

- **Delight readers** with new buttons for printing, puzzles, clipping and more
- **Increase pageviews** and promote exploration with easier, cleaner navigation
- **Customize your e-Edition** with logo, colors and more
- **Engage subscribers** in multimedia experiences with QR codes and video
- **Boost revenue** with additional ad positions (optional)
- **Maximize revenue and efficiency** with other TownNews solutions: Blox TOTAL CMS, Adience+, and BLOX Email Reach



Questions?

We have answers



Stay connected...



Documentation

[Help.TownNews.com](https://help.townnews.com)



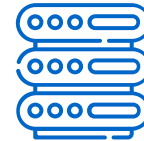
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