



LIVE WEBINAR

The trailblazer's guide to digital subscriptions: Mapping a path to success



AUGUST 3RD

10:30 AM CT

Presenter: **Bridget Sibthorp-Moecker**
Director of Audience, BLOX Digital



Today's agenda



Lay of the land

Challenges and opportunities



Plan your journey

Find your north star and chart your course



Strategies for success

The BIG 3: how to make an impact



Q&A session

Get your questions answered

Navigating the Digital Wilderness





1,800 newspapers have closed in the United States since 2004

(that's 100 a year)



Newspapers face challenges in the digital landscape



Local news is gaining traction with digital subscriptions

Lee Enterprises	57% annual growth
Hearst	50% annual growth
Gannett	46% annual growth



Map your journey to digital growth

Achieve your goals with a trailblazing mindset... and a plan



North Star

Establish a goal for your business

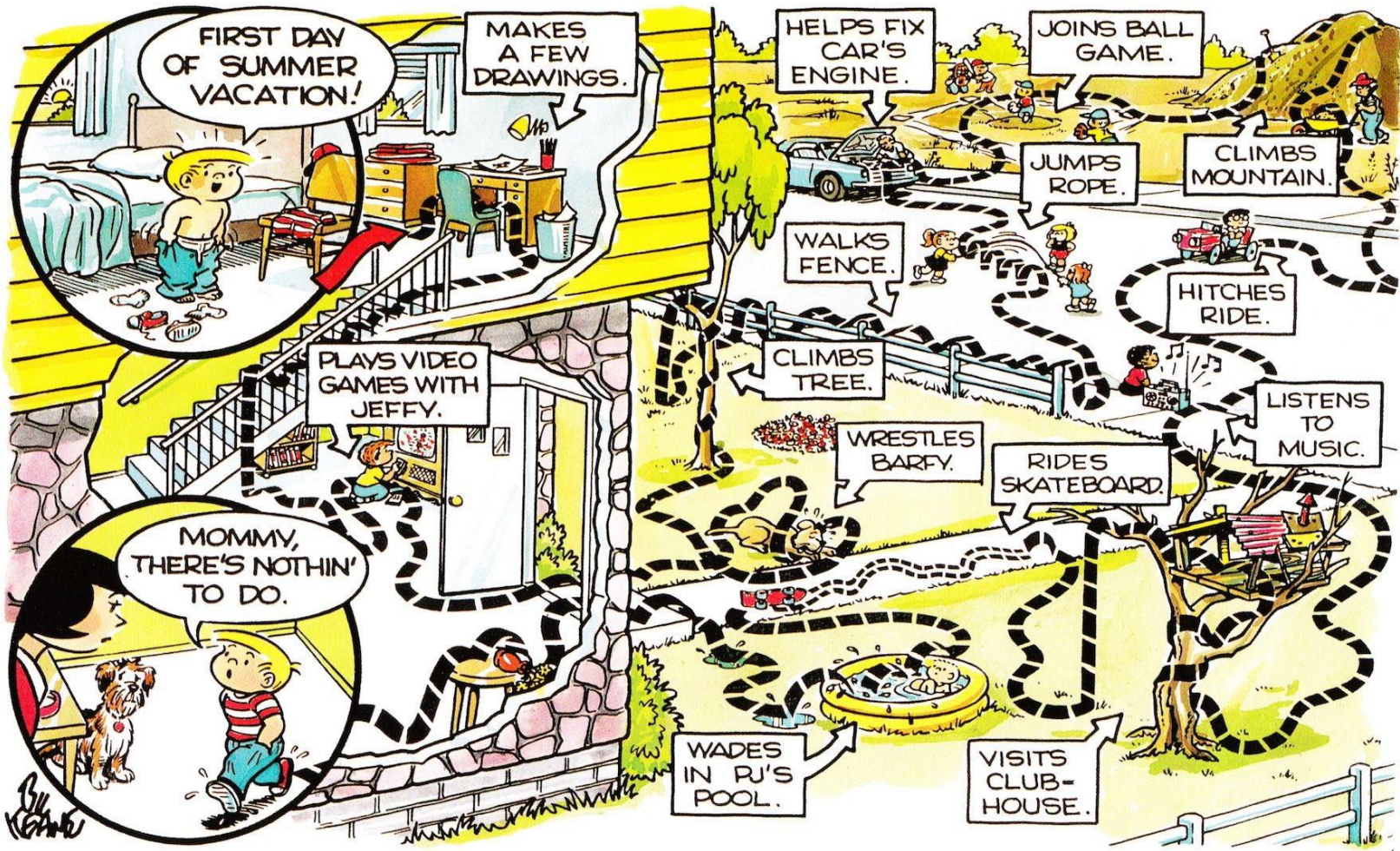
Evaluate

Where are you now?

GO!

Stay focused on your core objective





FIRST DAY OF SUMMER VACATION!

MAKES A FEW DRAWINGS.

HELPS FIX CAR'S ENGINE.

JOINS BALL GAME.

CLIMBS MOUNTAIN.

JUMPS ROPE.

WALKS FENCE.

HITCHES RIDE.

PLAYS VIDEO GAMES WITH JEFFY.

CLIMBS TREE.

LISTENS TO MUSIC.

WRESTLES BARFY.

RIDES SKATEBOARD.

MOMMY, THERE'S NOTHIN' TO DO.

WADES IN PJ'S POOL.

VISITS CLUB-HOUSE.

By Keith

A wide-angle landscape photograph of a mountain range. In the foreground, a dirt path winds through a valley with green and brownish vegetation. The middle ground shows rolling hills and a road. In the background, several sharp, rocky mountain peaks are covered in snow and glaciers. The sky is a clear, bright blue with a few wispy clouds. The overall scene is bright and clear, suggesting a sunny day.

Look at your surroundings



The Big 3

Essential Strategies for Success



Paywall

How people
find your
offers



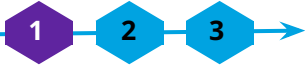
Price

What makes
them **click**








UX

What makes
them **buy**



Paywall Models

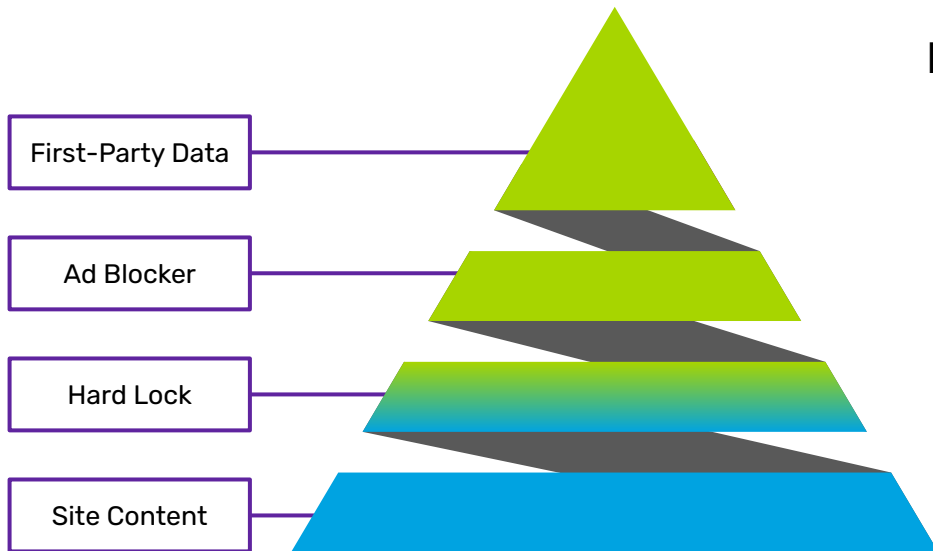
<p>5</p> <p>Basic Meter</p>	<p></p> <p>Freemium or Premium</p>	<p></p> <p>Paid E-Edition</p>	<p></p> <p>Hard Paywall</p>	<p></p> <p>Membership or Donation</p>	<p>5 </p> <p>Hybrid / Dynamic</p>
<p>Each user gets a set number of views before encountering a paywall</p>	<p>Content is selectively hard locked for subscribers only</p>	<p>Website content is free but accessing the e-newspaper is for subscribers only</p>	<p>All content requires a subscription to access</p>	<p>No paywall. Content is free and open, but users are asked to donate</p>	<p>A combination of models. Includes personalized paywalls triggered by user behavior, propensity</p>

1

2

3

Fuel your growth *dynamically*



BLOX Audience+ allows you to:

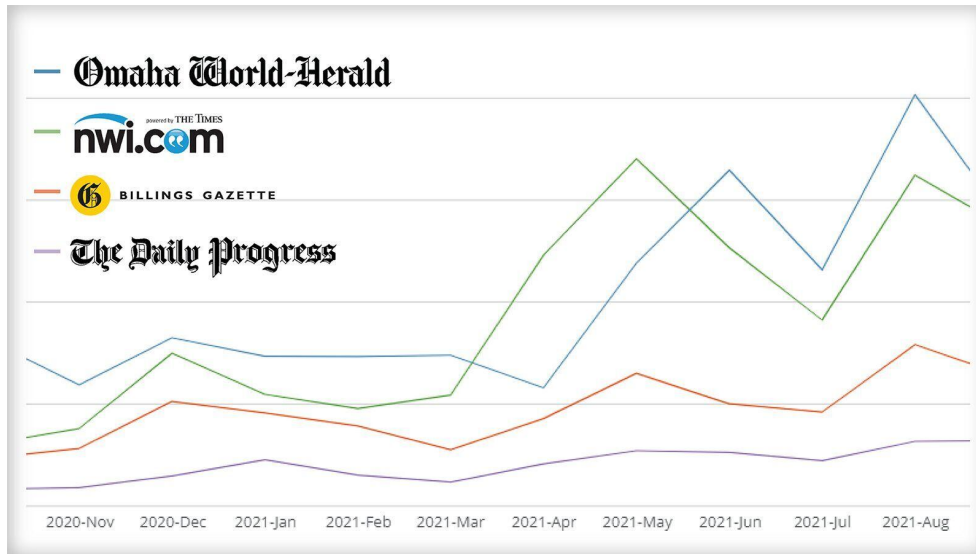
- ▶ Design custom journeys with any combination of hard paywall, metered, free, or locked
- ▶ Advanced audience segments and propensity models
- ▶ Protect against ad blockers and private browsers



Case study: Dynamic paywall

**+187% paid conversions
with dynamic meter**

Scan to read more:



Case study with Lee Enterprises

Price

1

2

3

Intro offers reel in subscribers

The screenshot shows the NiemanLab website interface. At the top, there is a navigation bar with 'Nieman' in a red box, followed by 'Fellowships', 'Reports', 'Lab', and 'Storyboard'. On the right, it says 'Nieman Foundation at Harvard'. Below the navigation, the 'NiemanLab' logo is prominent. To the right of the logo are social media icons for Twitter, Facebook, and Email, along with a 'SUBSCRIBE' button. A secondary navigation bar includes categories like 'BUSINESS MODELS', 'MOBILE', 'AUDIENCE', 'AGGREGATION', 'REPORTING', 'TRANSLATIONS', and 'FUEGO'. The main article headline reads 'Publishers are lowering their promo subscription rates, according to new research'. Below the headline, it says 'LINK: TOOLKITS.COM' and 'POSTED BY: HANAA' TAMEEZ | JUNE 22, 2023'. The article text states: 'More than 80% of large news publishers offer readers promotional subscription prices (think "\$1 for one month") as a way to reel in subscribers who will, hopefully, stick around when the promotion is over. The prices of those trials have fallen by nearly 50%, according to new research from media company [Toolkits](#).' It continues: '[Toolkits](#) looked at the top 100 publishers that offer monthly or 4-week digital subscription products, comparing their promotional pricing between June 14, 2022, and June 13, 2023. The publications were selected based on website data from SimilarWeb.' To the right of the text is a photo of Wesley Lowery with the caption 'Wesley Lowery talks journalism education, objectivity, and learning by doing' by Sophie Culpepper. Below that is another photo with the caption 'Out of touch, but inspiring? Journalists'.

82% of large news publishers offer readers promotional subscription prices









Explore the landscape

The Boston Globe

\$1 FOR 6 MONTHS

You've Been Selected for Our Best Offer
Get the news you need, anytime and anywhere.

 Website  E-Paper  App  Newsletters

Get Access for \$1

Limited-time offer. Cancel anytime.

[Already a subscriber? Log in](#) | [Home](#)

Billed as \$1 for the first 26 weeks, **then \$27.72 every 4 weeks** (99¢ /day)

THE WALL STREET JOURNAL.

Continue reading your article with a WSJ subscription

Special Offer
\$1 per Week

Subscribe Now

Already a subscriber? [Sign In](#)

Billed as \$4 every 4 weeks for 1 year, **then \$38.99 every 4 weeks**

UX

1

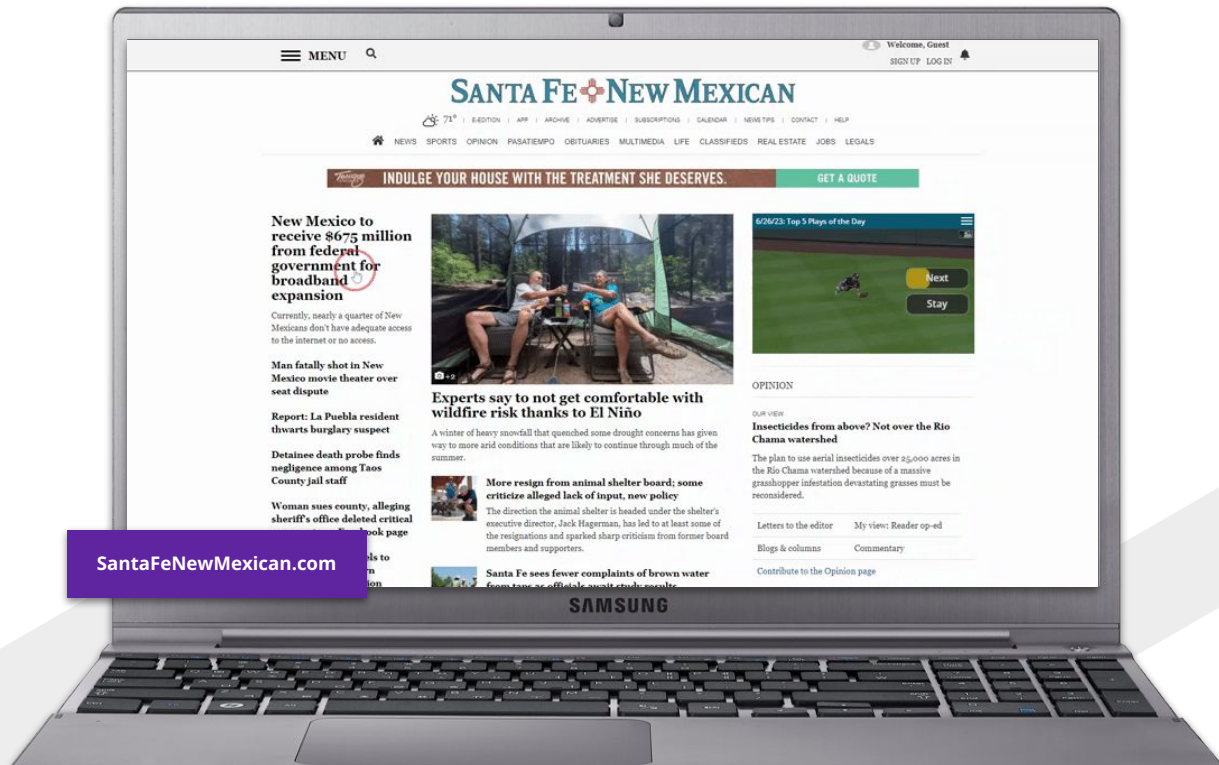
2

3

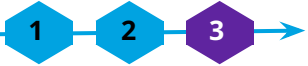
UX affects your bottom line

Easy for the customer =

More revenue for you



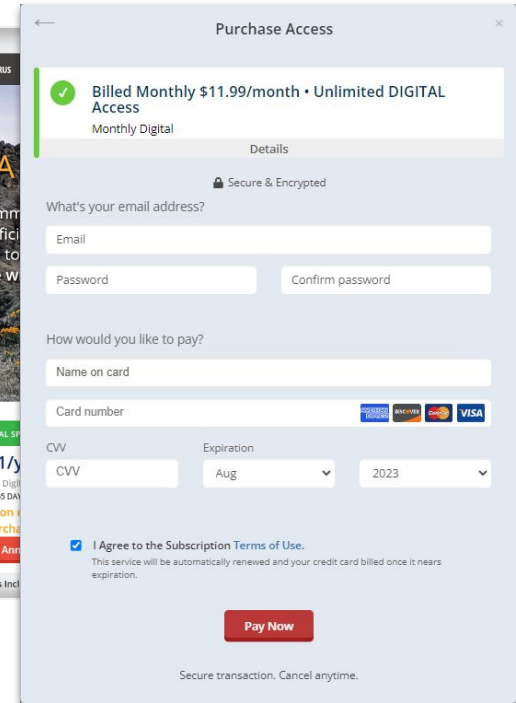
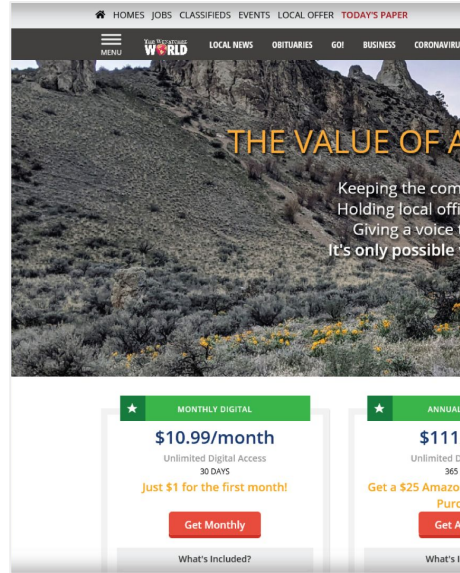
SantaFeNewMexican.com



Case study: Frictionless checkout

+128% paywall conversions with streamlined checkout

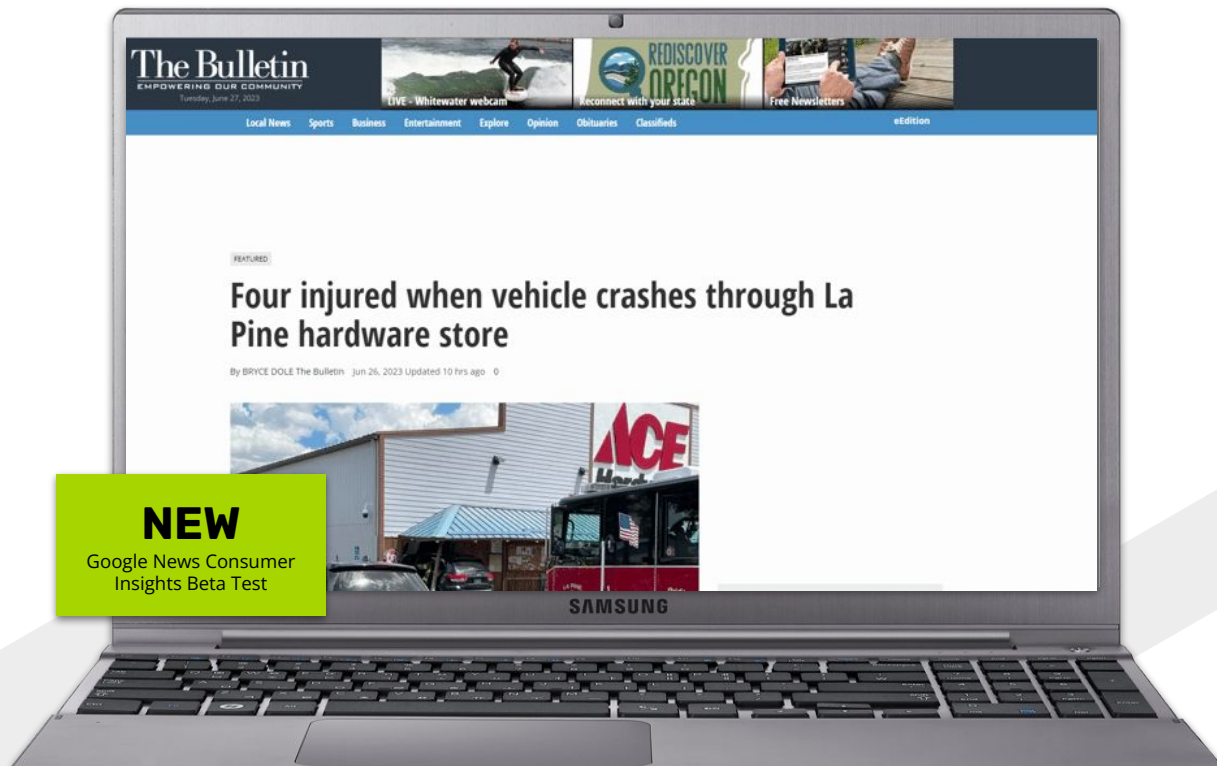
Scan to read more:



Wick Communications

IN BETA: New paywall templates

BLOX Digital is investing in UX to optimize experiences and performance



Practical Application

Examine THE BIG 3 on your site: **Paywall, Price, UX**

- ▶ Open your news website. Trigger the paywall and start checkout
- ▶ Choose a large metro or national newspaper and repeat
- ▶ Analyze what you see. Look for opportunities to improve



What to look for?

THE BIG 3 SCORECARD: Paywall, Price, UX

Best Practices for Paywalls:

1. Wall should come up in a few clicks
2. Message/value proposition should be engaging and relevant
3. ONE attractive introductory offer
4. ONE call to action button - red or orange with rounded corners
5. "Cancel anytime" should be present
6. Use of an image or icons

Best Practices for Checkout:

1. Purchase keeps the user in the article or has a consistent look
2. Does not make you log in before seeing price/package
3. Create account/login step should include Sign in with Google, etc.
4. Quick and easy, with the minimum number of fields
5. Fields should autofill where possible
6. Multiple payment options

Want to learn more about BLOX Audience+?

Learn more: [BLOXDigital.com](https://bloxdigital.com)

Bridget Sibthorp-Moecker

Director of Audience, BLOX Digital

Email: bmoecker@bloxdigital.com

Follow us on LinkedIn: BLOX Digital

<https://www.linkedin.com/company/blox-digital/>



Stay connected



Documentation

help.BLOXDigital.com



Support

1-800-293-9576 or
BLOXDigital.com/Support



Social Media

Follow us on [LinkedIn](#)
[@BLOX Digital](#)

