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)

Source: Our local-news situation is even worse than we think - Columbia Journalism Review
Newspapers face challenges in the digital landscape

- One-size-fits-all paywalls
- Stale pricing & positioning
- Complicated purchase
Local news is gaining traction with digital subscriptions

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<th>Company</th>
<th>Annual Growth</th>
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<tr>
<td>Lee Enterprises</td>
<td>57%</td>
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<tr>
<td>Hearst</td>
<td>50%</td>
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<td>Gannett</td>
<td>46%</td>
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Source: Local Papers Find Hints of Success With Online Subscriptions - The New York Times
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!

PLAYS VIDEO GAMES WITH JEFFY.

MOMMY, THERE'S NOTHIN' TO DO.

MAKES A FEW DRAWINGS.

HELPs FIX CAR'S ENGINE.

JOINS BALL GAME.

WALKS FENCE.

JUMPS ROPE.

CLIMBS MOUNTAIN.

HITCHES RIDE.

CLIMBS TREE.

WRESTLES BARFY.

RIDES SKATEBOARD.

LISTENS TO MUSIC.

WADES IN RU'S POOL.

VISITS CLUBHOUSE.
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

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<td>Each user gets a set number of views before encountering a paywall</td>
<td>Content is selectively hard locked for subscribers only</td>
<td>Website content is free but accessing the e-newspaper is for subscribers only</td>
<td>All content requires a subscription to access</td>
<td>No paywall. Content is free and open, but users are asked to donate</td>
<td>A combination of models. Includes personalized paywalls triggered by user behavior, propensity</td>
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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:
Intro offers reel in subscribers

82% of large news publishers offer readers promotional subscription prices
Billed as $1 for the first 26 weeks, then $27.72 every 4 weeks (99¢/day)

Billed as $4 every 4 weeks for 1 year, then $38.99 every 4 weeks
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:
IN BETA: New paywall templates

BLOX Digital is investing in UX to optimize experiences and performance.
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

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