

A black and white photograph showing the silhouettes of three people standing on a high-rise floor, looking out a large window at a city skyline. The window has a diagonal structural beam. The scene is backlit by the bright sky, creating a silhouette effect. The city below is densely packed with buildings.

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DIGITAL REVENUE OPTIMIZATION USING LISTENER

1215 Hightower Trail
Bld. A, Ste. 100
Atlanta, GA 30350

AGENDA

© LISTENER

© APPROACH AND CASE STUDIES

© FUTURE FOR PUBLISHING



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LISTENER

TECHNOLOGY OVERVIEW

mathier:

INGESTION

Listener's javascript tags track data from your website, paywall, and ad server. Listener™ can also integrate your offline data.

LISTENER™

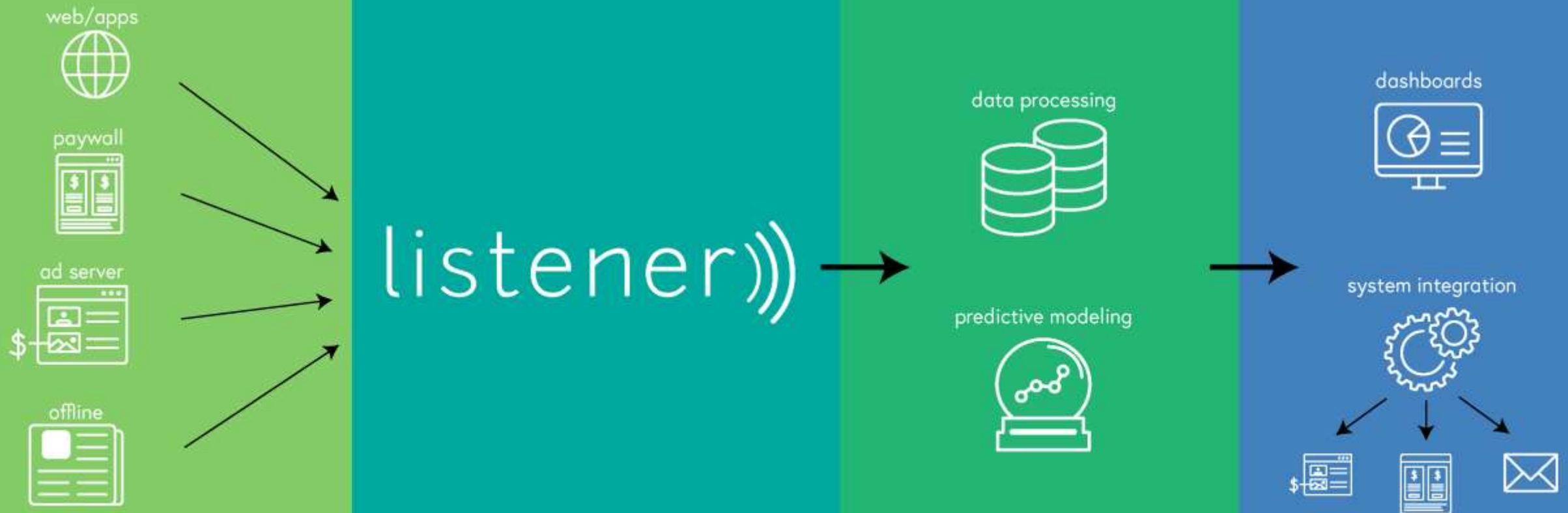
Listener™ collects data from digital customer activity to grow audience engagement, build subscriber revenue, protect and improve advertising revenue and publish the right mix of content for your digital properties.

DATA ANALYSIS & REPORTING

The Listener™ team then processes and analyzes your data.

OUTPUT

After analysis and processing, the data is put into dashboards. It can also be integrated into your paywall, ad server and email systems.



Segmenting your audience enables Mather to recommend the best strategy to grow revenue from each customer.

ENGAGEMENT



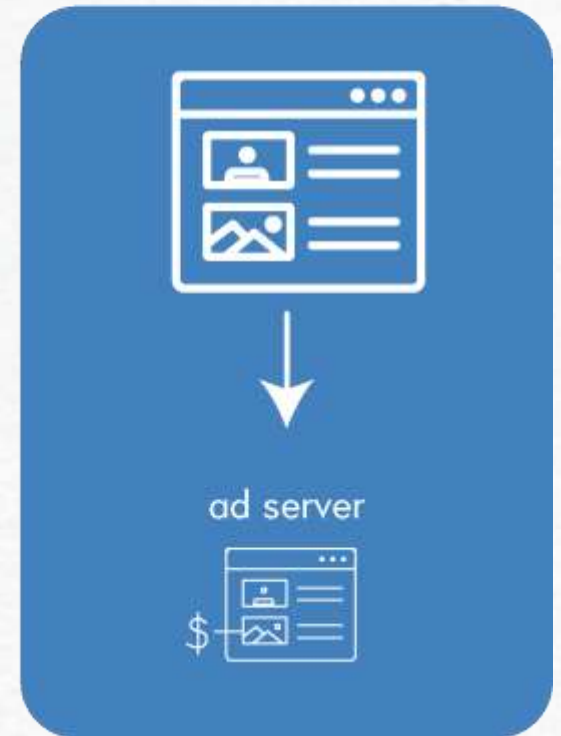
ACQUISITION



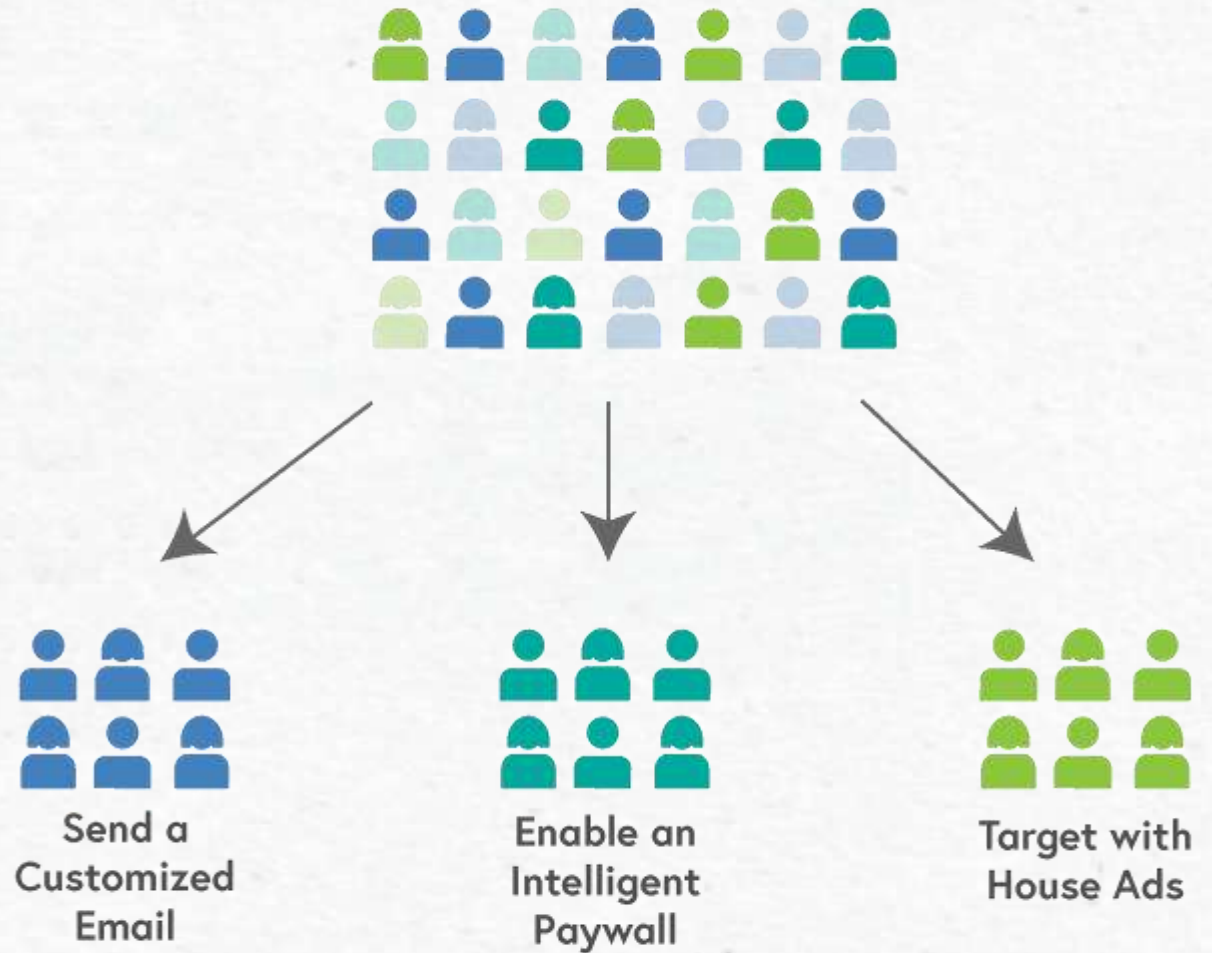
RETENTION



ADVERTISING



For example, to grow subscriber acquisition, you can use the paywall to set the right meter level, use email to set the right price for non-paid newsletter users, and the ad server to promote subscriptions using house inventory.



1 B PV /Month

September 2017

225M

events per day

179% Growth

year-over-year

22TB New Data

processed each month

- ✓ 2017 Q1: Launched **Audience Package**
- ✓ 2017 Q2: Development launched for the **Content Module**
- ✓ 2017 Q2: Launched **Listener Tag Manager**
- ✓ 2017 Q2: Launched **metricsXchange** digital benchmarking
- ✓ 2017 Q2: Patent pending
- ✓ 2017 Q3: **Audience Hub** and **Clustering** (*add-on to AP*)
- ❑ 2017 Q4: Finalize Content Module with **Article Lifetime Value**
- ❑ 2017 Q4: Productize digital user **CLV** and **acquisition** model

- Intelligent paywall
- Predictive modeling for digital acquisition
- First party data
- Economics of content
- Cart abandonment
- Targeted newsletter signups
- Behavioral clustering



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APPROACH & CASE STUDIES

FLYBYS

- 74% of users
- One page view/mo
- Social media referrers
- **Goal: convert to repeat visitor**



STABLE USERS

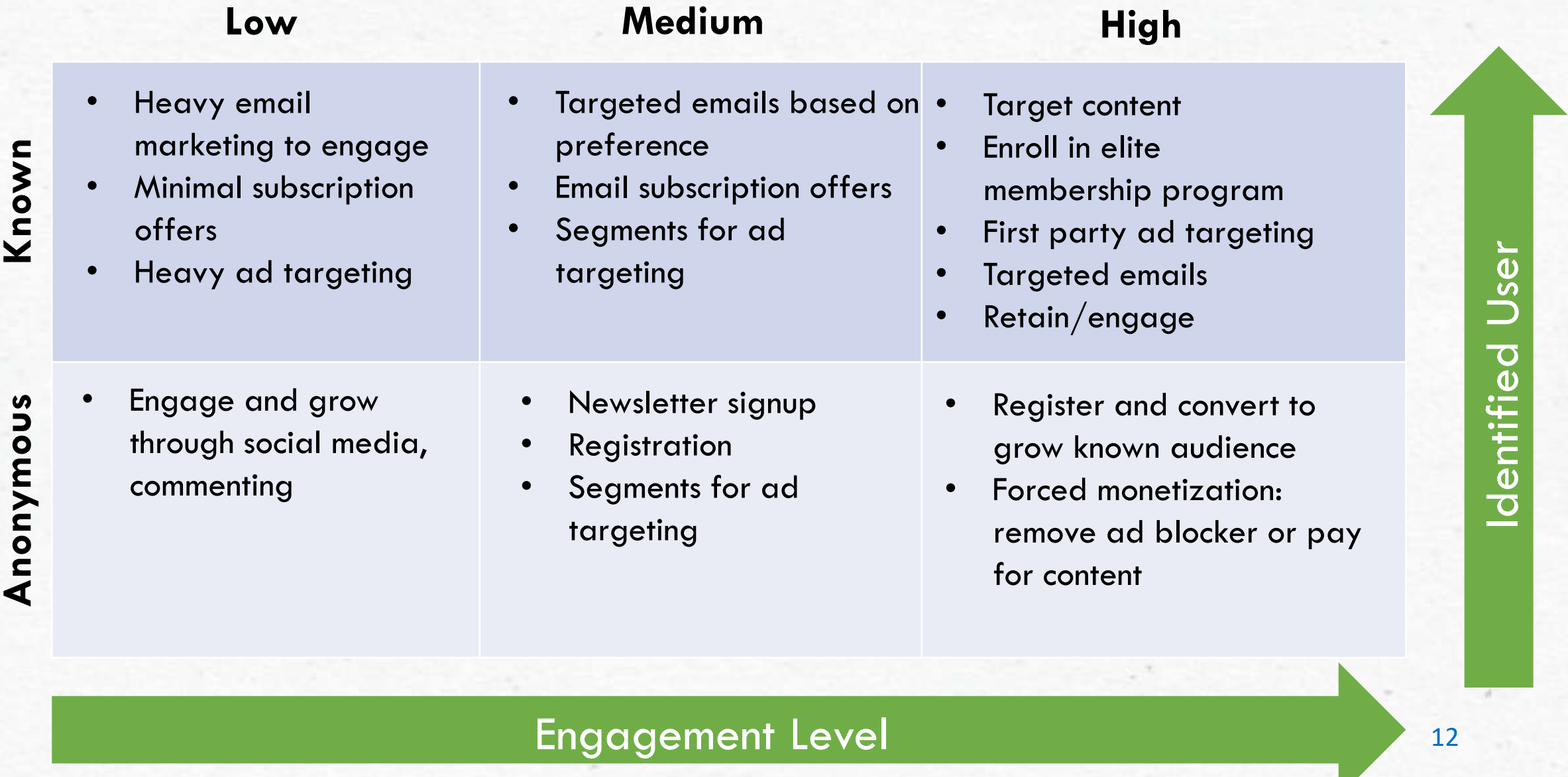
- 10% of users
- 5 page views/mo
- 2-3 article views/mo
- Repeat visitors
- 4:51 minutes on site
- **Goal: collect email via registration**



FANATICS

- 2% of users
- 30 page views/mo
- 5 content areas
- 20% of Fanatics are already registered
- Multiple devices, e-edition, apps,
- **Goal: convert AND retain subscribers**





- Desktop converts better than mobile
- Direct (typed) traffic converts best
- Google shows the best social/search conversion
- Facebook shows the worst conversion
- Local converts better than non-local audience
- Content depends on market, property, quality...etc.

Desktop



0.04% of monthly users convert on Desktop vs. **0.01%** on Mobile

Mobile



0.34% users who hit the paywall convert on Desktop vs. **0.15%** on Mobile ¹⁴

Direct



Internal



Google



Facebook

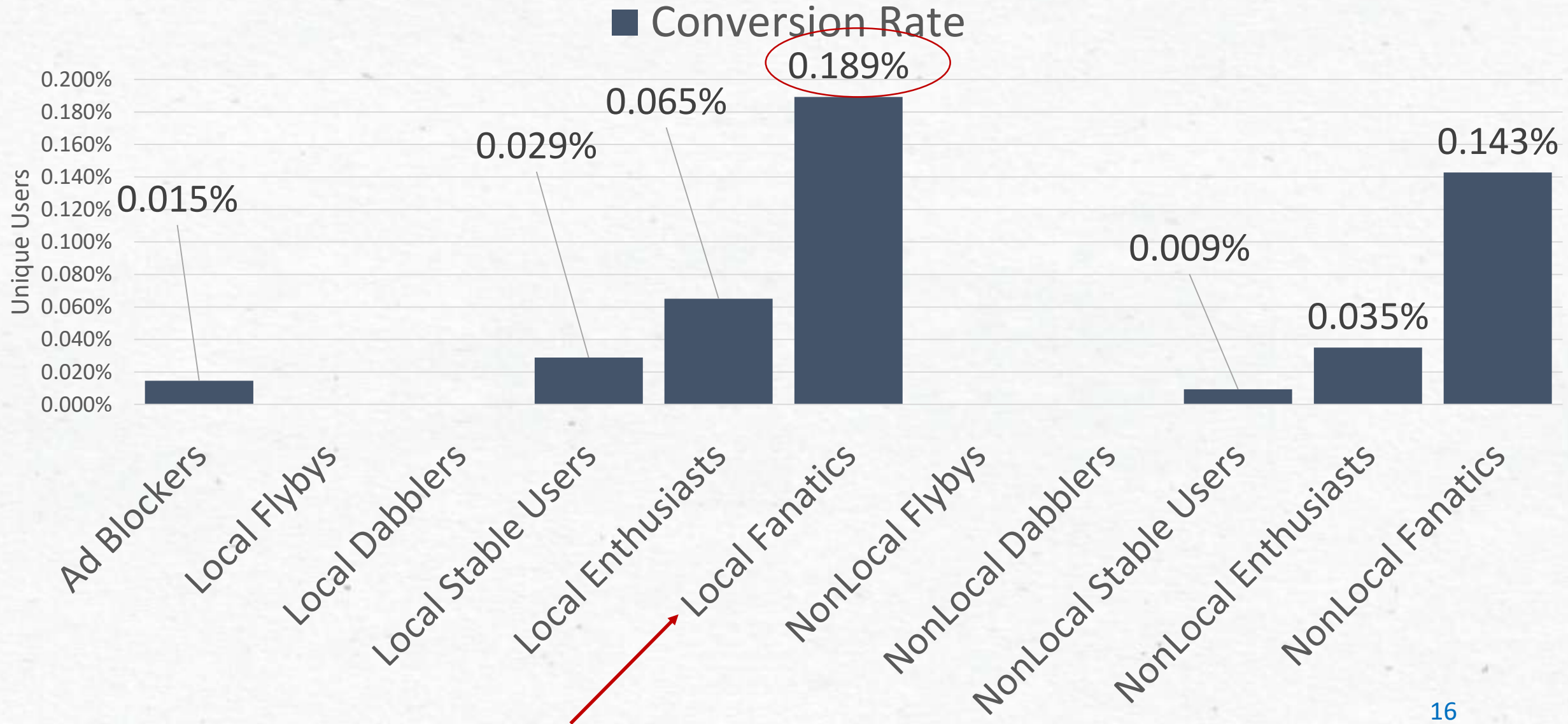


Of the users who hit the paywall, the conversion rate by referrer is:

- 0.47% Direct
- 0.16% Google
- 0.07% Facebook

AUDIENCE EXAMPLE – LARGE HYPERLOCAL

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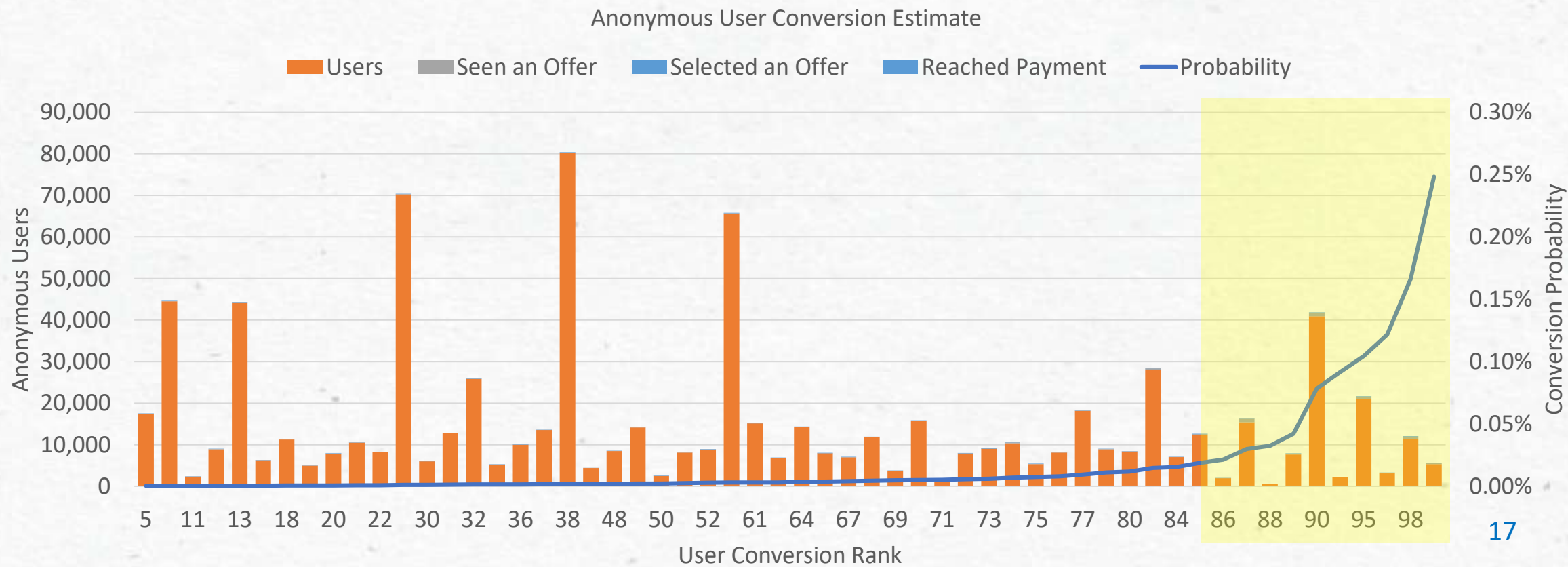


ANONYMOUS USER PROPENSITY

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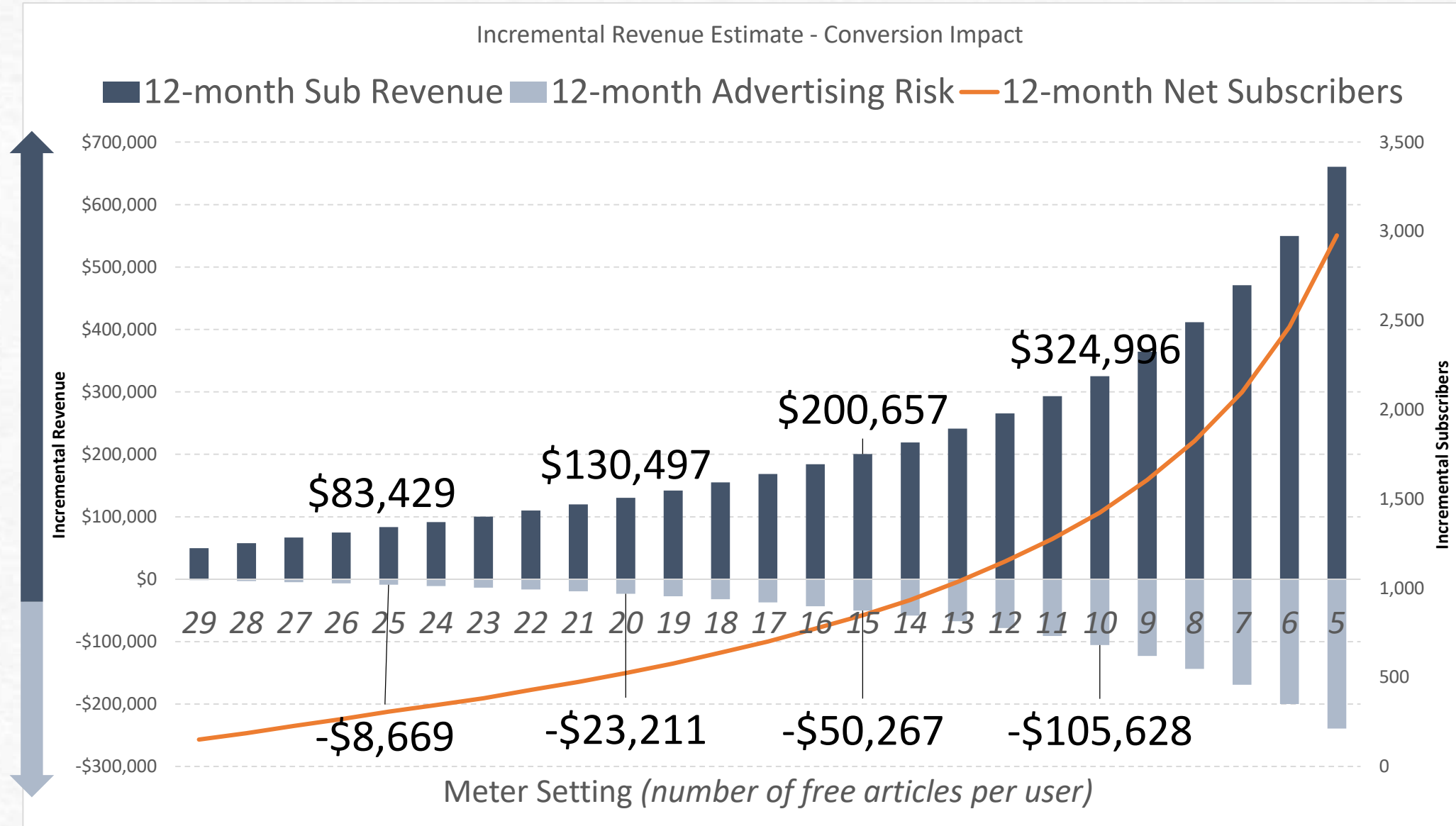
Acceleration in **page views** and **unique days** for **local** users are best predictors

RECOMMENDATION: apply user targeting to high propensity users with a custom subscription offer without the traditional checkout process



INTELLIGENT PAYWALL FORECASTING

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Incremental
subscription
revenue at
different meter
settings

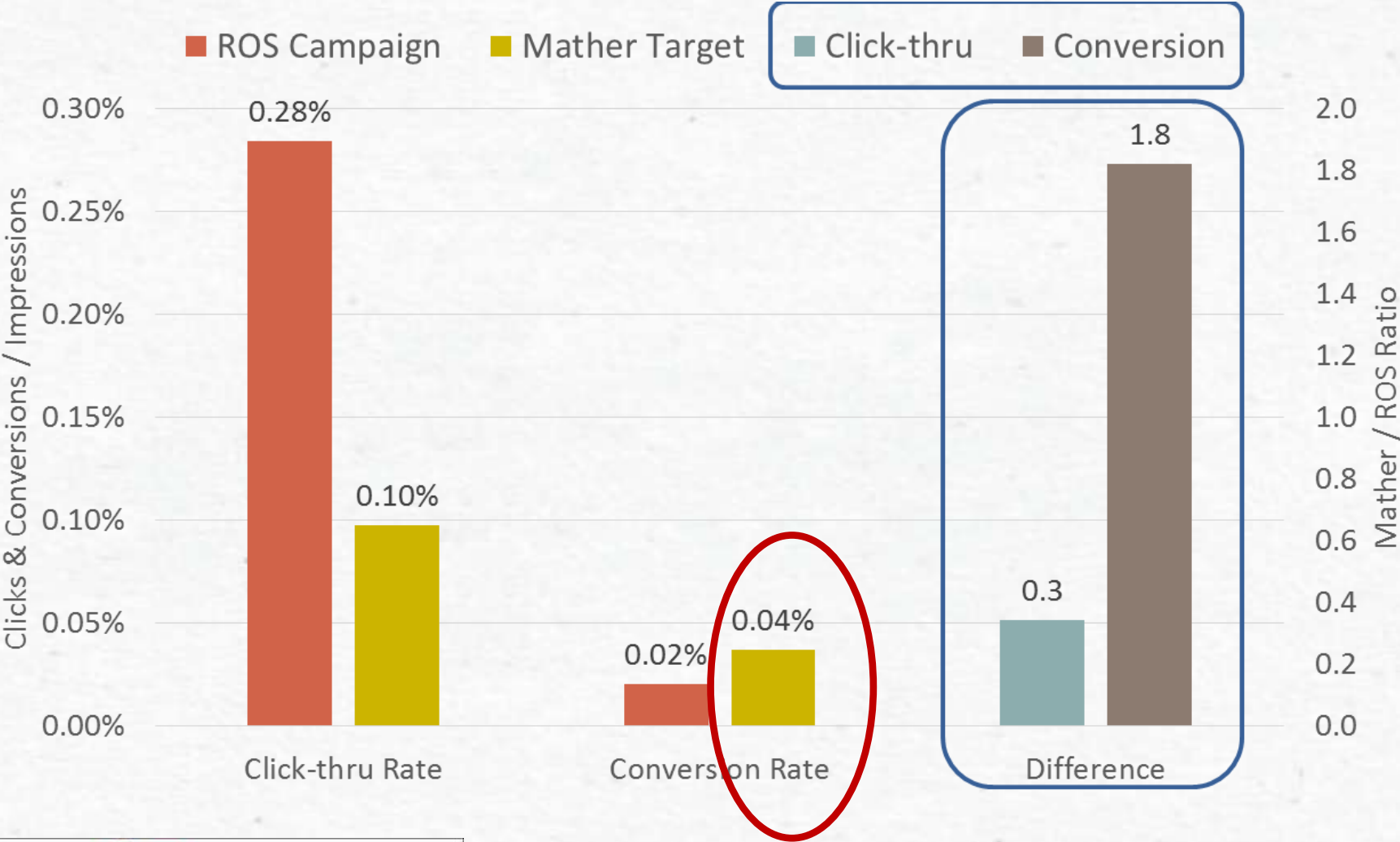
Incremental
advertising
revenue risk at
different meter
settings

Over 3X conversion for users identified as “high propensity”

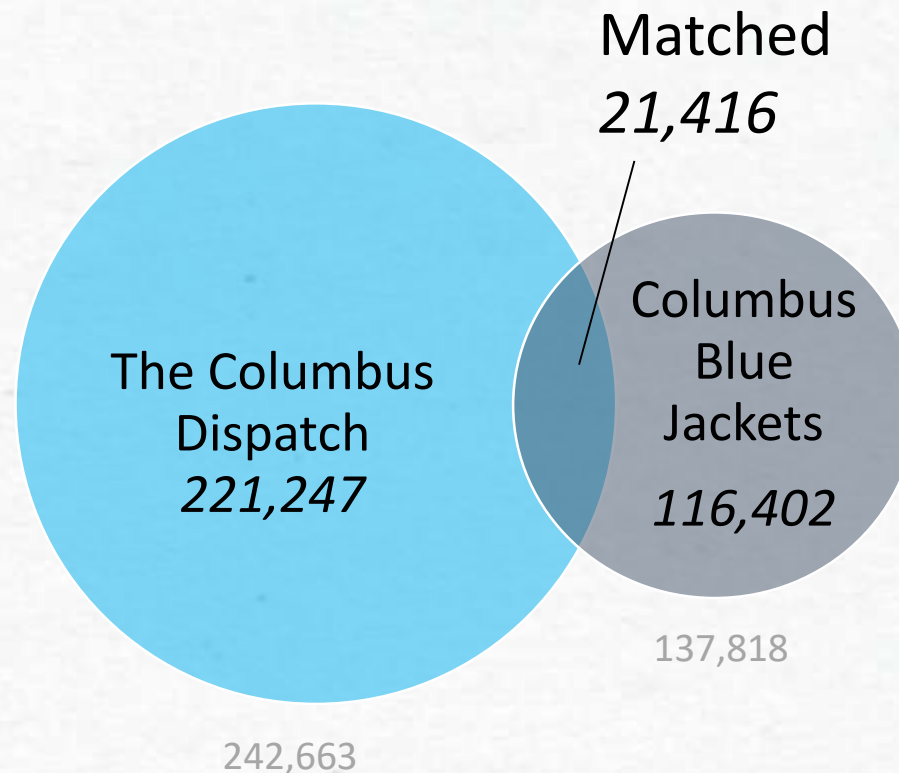
- Users were targeted based on acquisition propensity via email
- Volumes are low due to small list of engaged registered non-paid users – testing confirmed and refined the model
- Now launching campaign for **newsletter opt-ins** who are not registered and for **anonymous users** through paywall

List Name	Emails sent	Open rate	Click rate	Total conversions	Conversion rate
Rank 3 - Mather Ranking of most likely to convert	2,368	17.91%	1.20%	8	0.34%
Rank 2	6,994	22.75%	1.83%	11	0.16%
Rank 1	612	16.23%	0.76%	0	0.00%
Rank 0 (random registration list that ST picked)	7,110	10.28%	0.51%	7	0.10%

2X conversions
targeting engaged
users vs. control

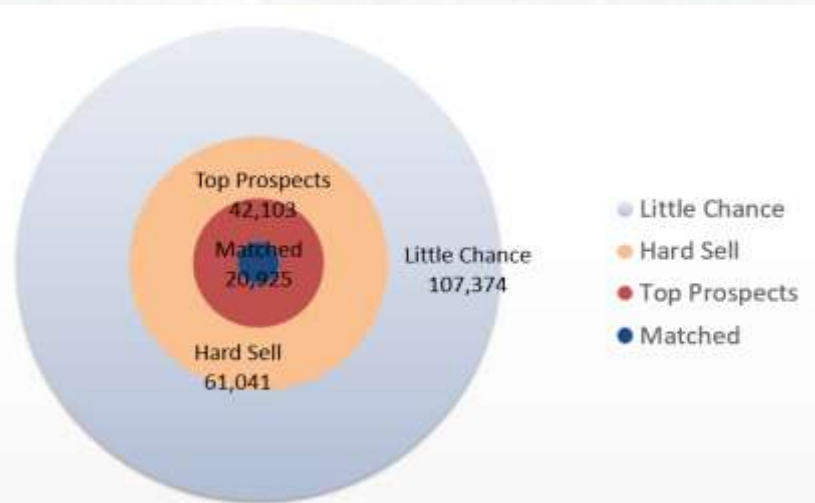


9% of entities matched from current and former Dispatch subscribers
16% of entities matched from all Blue Jackets ticket buyers
2,400 entities (11% of matches) accessed content online



Statistical analysis completed on subscribers in the local DMA
210,238 subscriber entities given a ticket score

Columbus Dispatch current and previous subscribers ranked from 0 to 100 on probability of buying Blue Jackets tickets



Statistical analysis completed on anonymous users in the local DMA **625,986** entities given a ticket score

Columbus Dispatch anonymous web visitors ranked from 0 to 100 on probability of buying Blue Jackets tickets



- **15-20%** lift in engagement vs. comparable ad sizes for advertiser
- **9:1** ROI for SEO
- **18:1** ROI for display
- Known users are key to growing value of advertising
- Improves yield for local direct advertising sales
- Can be connected to programmatic exchanges, retargeting tools, and DMPs

See the article in our new monthly newsletter!

LEVEL OF DETAIL ?	Rank	Out of	Page Views	Ad Revenue	Conversions	Path to Conversion	Time Per Page	Scroll Depth
Sports	1	11	2,867,238	\$155,400	12	147	00:02:26	50%
Business	2	11	2,052,793	\$115,543	9	106	00:02:28	46%
Nation-World	3	11	1,742,181	\$92,507	4	88	00:01:58	45%
Life	4	11	1,620,773	\$94,253	3	51	00:02:11	50%
Entertainment	5	11	853,308	\$46,072	4	44	00:02:12	47%
Opinion	6	11	345,063	\$17,515	2	29	00:02:43	49%
Education-Lab	7	11	115,230	\$8,358	2	7	00:02:27	48%
Sponsored	8	11	42,057	\$2,808	1	2	00:01:49	43%
Photo-Video	9	11	14,102	\$527	0	1	00:01:07	35%
Homes-Real-Estate	10	11	252	\$9	0	0	00:00:53	25%

DRILL DOWN TO ARTICLE LEVEL

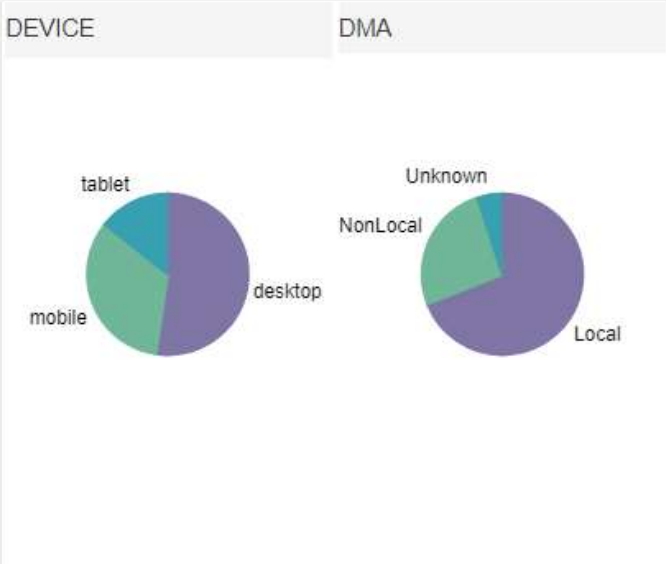
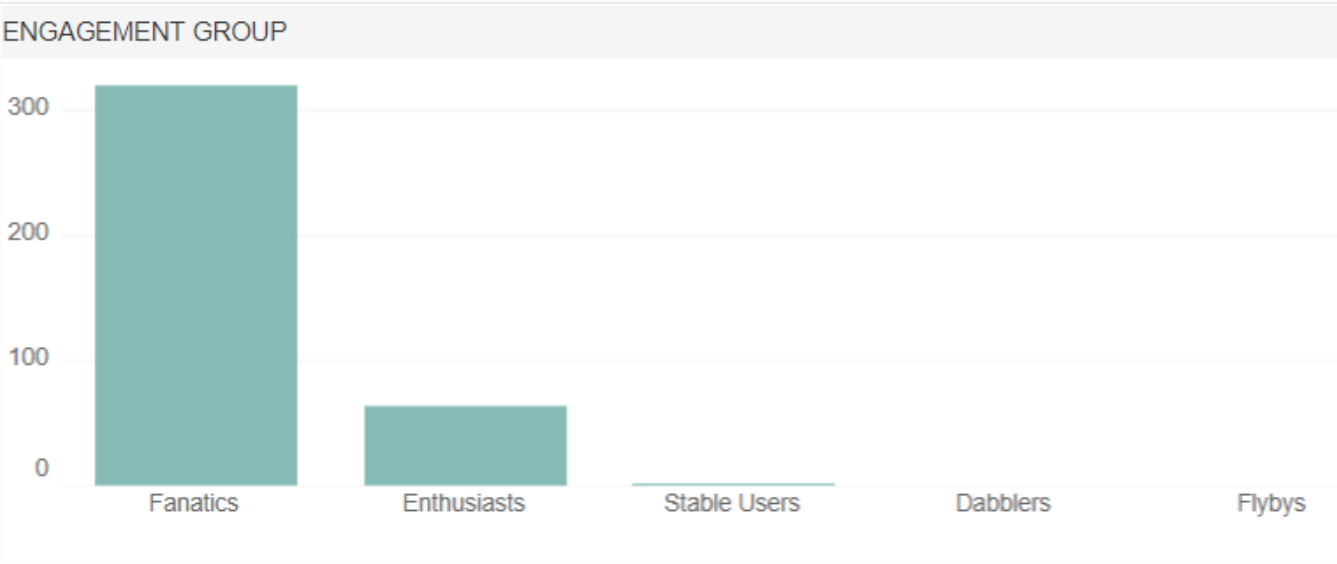
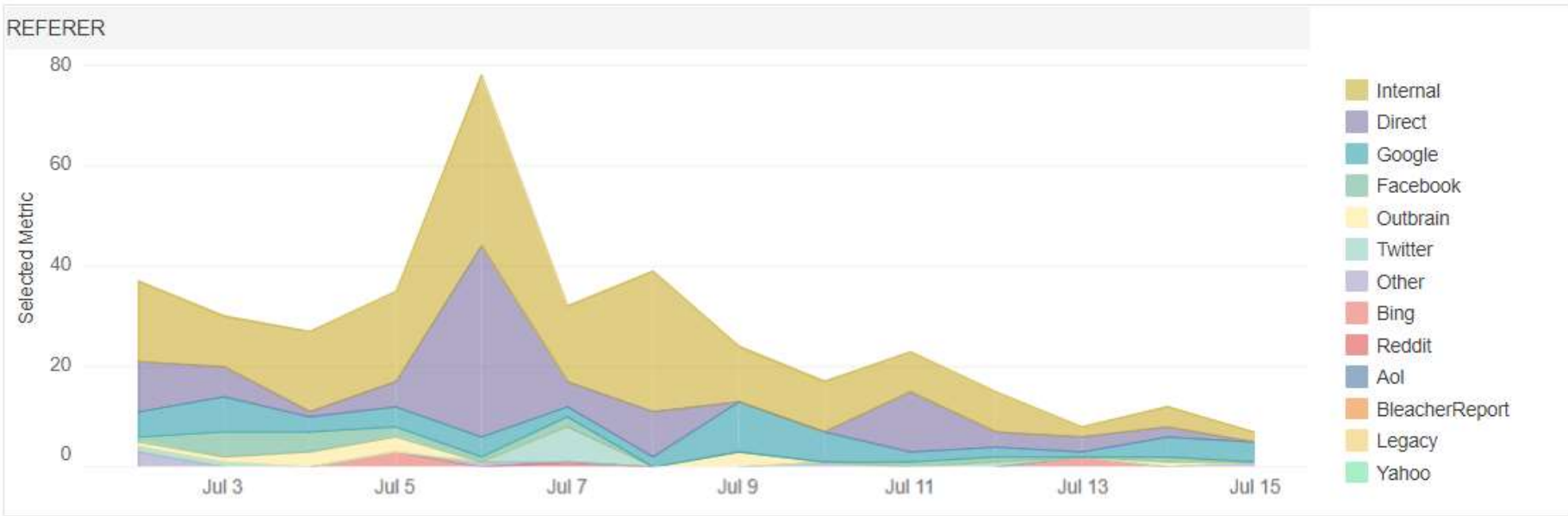
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LEVEL OF DETAIL	Page Name	RANK	OUT OF	Page Views	Conversions	Path to Conversion	Scroll Depth	Time Per Page	Ad Revenue	View
	Section									Metrics
	Sub Section									Time Since Publication
	Page Name									Publication Day
	URL									Publish Date
NEWS : Crime : 2 ex-girlfriends say they were sexually abused by Jason Lowe		1	32,501	10,162	5	36	48%	00:04:37	\$62.60	1/1/201710/8/2017
BUSINESS : Business : Fluor Enterprises Lane Construction on track to design build Texas proposed bullet train		2	32,501	6,468	3	31	40%	00:03:45	\$29.42	
BUSINESS : Real-Estate : Round skyscraper by famed architect would remake Dallas skyline		3	32,501	10,047	4	19	44%	00:02:10	\$60.09	Section
NEWS : Traffic : Fatal crash shuts down U.S. Highway 380 in McKinney		4	32,501	4,854	2	19	40%	00:01:05	\$24.02	(All)
NEWS : Dallas-City-Hall : Federal grand jury probes Dallas police and fire pension fund		5	32,501	1,679	3	17	46%	00:02:52	\$20.97	Sub Section
NEWS : Harvey : How panicked drivers are making North Texas gas shortages worse		6	32,501	289,357	6	17	44%	00:03:52	\$909.45	(All)
NEWS : News : The great white hoop: Five years of the Margaret Hunt Hill Bridge		7	32,501	2,492	0	17	39%	00:05:24	\$13.91	Page Name
										URL
										Author
										(All)
										Keywords
										(All)
										Media Type
										Unspecified
										Length
										Unspecified
										Article Type

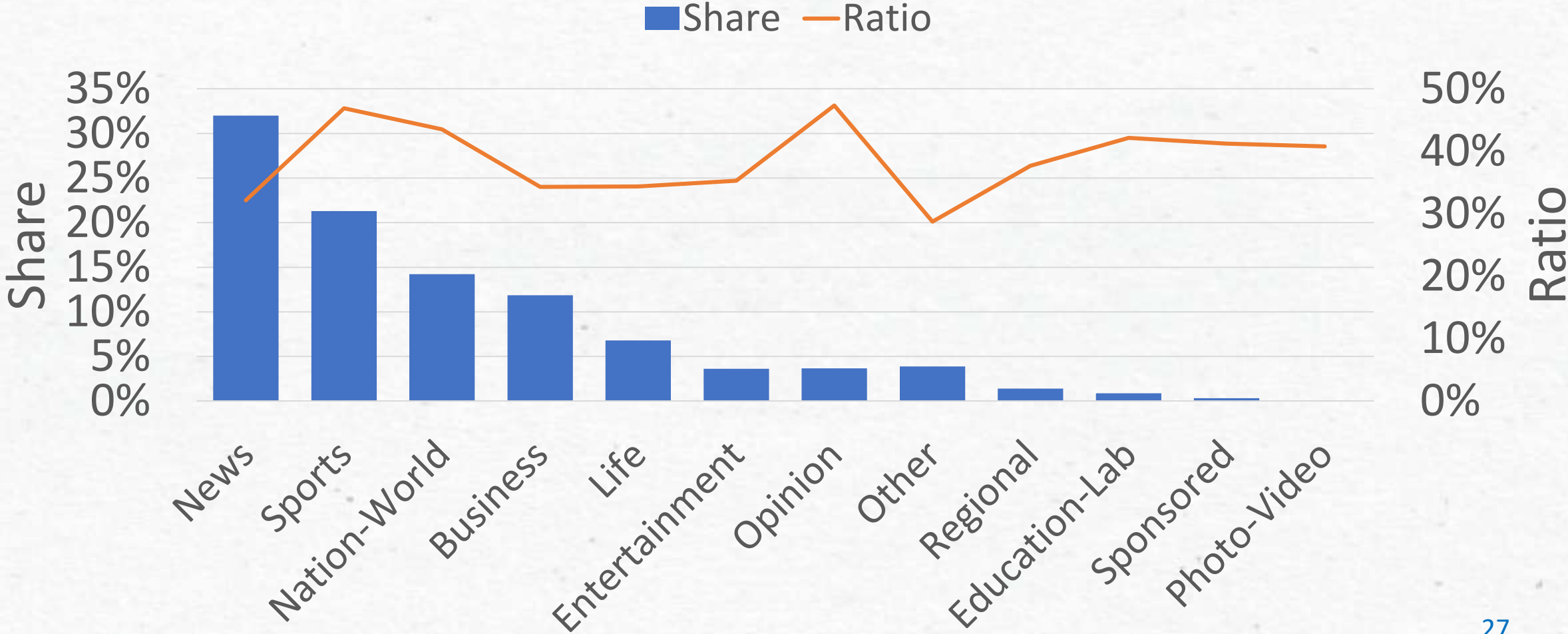
KEY METRICS BY ARTICLE AND AUTHOR

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Internal,
direct,
fanatics,
local,
desktop
rank high
for
conversion



Fanatics Audience Size by Content Type



R

REACH SCORE

The **Reach Score** consists of the following:

- volume of page views
- volume of non-direct & non-internal first referrer page views

CA

CORE AUDIENCE SCORE

The **Core Audience Score** consists of the following:

- share of known page views
- share of local page views
- share of direct & internal first referrer page views
- share of page views from users in the top 2 engagement buckets

Q

QUALITY SCORE

The **Quality Score** consists of the following:

- average scroll depth
- average time per page

Y

YIELD SCORE

The **Yield Score** consists of the following:

- eCPM
- volume of ad revenue
- volume of conversion revenue from an article
- volume of pages on the path to conversion

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FUTURE

- Subscriber revenue growth – Digital & Print
- Nurturing users with targeted messaging
- Registration for incremental access to content
- Growing known users onsite
- Intelligent paywall + dynamic metering
- Article lifetime value
- First party data for advertising yield