

# DATA & AUDIENCE ROAD TO REVENUE

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PHILADELPHIA MEDIA NETWORK

**The Inquirer**

**DAILY NEWS**

philly.com

MARKETING **G2**

## PHILADELPHIA MEDIA NETWORK

- Publisher of The Philadelphia Inquirer, Philadelphia Daily News & Philly.com
- Owned by The Philadelphia Foundation
- Tian Chen, Chief Product Officer

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# MARKETING G2

SaaS provider helping publishers utilize all of their data, technology, and content assets to engage customers and generate recurring revenue

- Philadelphia Media Network partner for over 10 years providing:
- eCommerce, Subscriber Management, Product Entitlement Identity Management, Campaign Management



# CHALLENGES

- Intense pressure on digital ad revenue for publishers
  - Publisher content is commoditized
  - Platforms controlling the relationship and market share
- Reader expectations & revenue strategy misalignment
  - Needs of users and advertisers are often in conflict

# OBJECTIVES

- Introduce new strategies to monetize content and audience
- Build products and solutions that have the opportunity create audience, financial scale and stability
- Build a plan that embraces the need for speed and flexibility
- Build a plan that uses data to drive decisions

# PHILLY APPROACH

- Introduce Paid Content
  - Get in the game
- Leverage existing business partnerships and technology
  - Time is money: 6-month's out the game = 2 years of ad revenue
- Trust the process
  - Data and testing central to a sustainable plan

# PHILLY.COM PAID CONTENT

- Introduced Meter on September 5<sup>th</sup>, 2017
  - Early results are positive.
    - Exceeding targets but only 5 weeks into this.
  - Glad to have data collection in place prior and during launch for essential metrics
    - Daily report with topline metrics including metered stops, conversions, activations and other typical health metrics
    - Custom dashboards in GA to dive deeper into audience and events
    - Mather Listener to extend data collection, build models and take action
  - Fred Groser & Jim Gorman

# TRUST THE PROCESS

- Get UX and eCommerce right and have solid data collection methods in the launch phase
- Iterate and dial things in where opportunities surface
- Data will provide a clear picture of what is working and what is not



# DATA DRIVES THE PROCESS

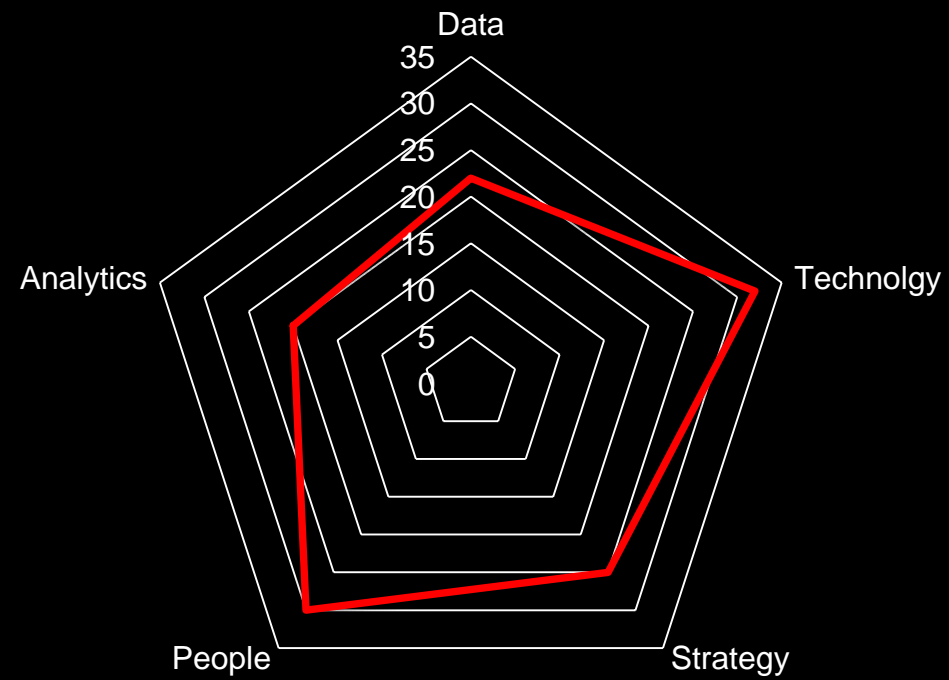
- Feed known user data back into Consumer db (*G2Discovery*)
  - Single Customer view across products
  - Turn slow data into fast data
- Meter (*ConneXt*) leverage real-time integration with Modeled Data from *Listener* to target anonymous users with tailored actions



# PRODUCT DEVELOPMENT AND DELIVERY HAS CHANGED

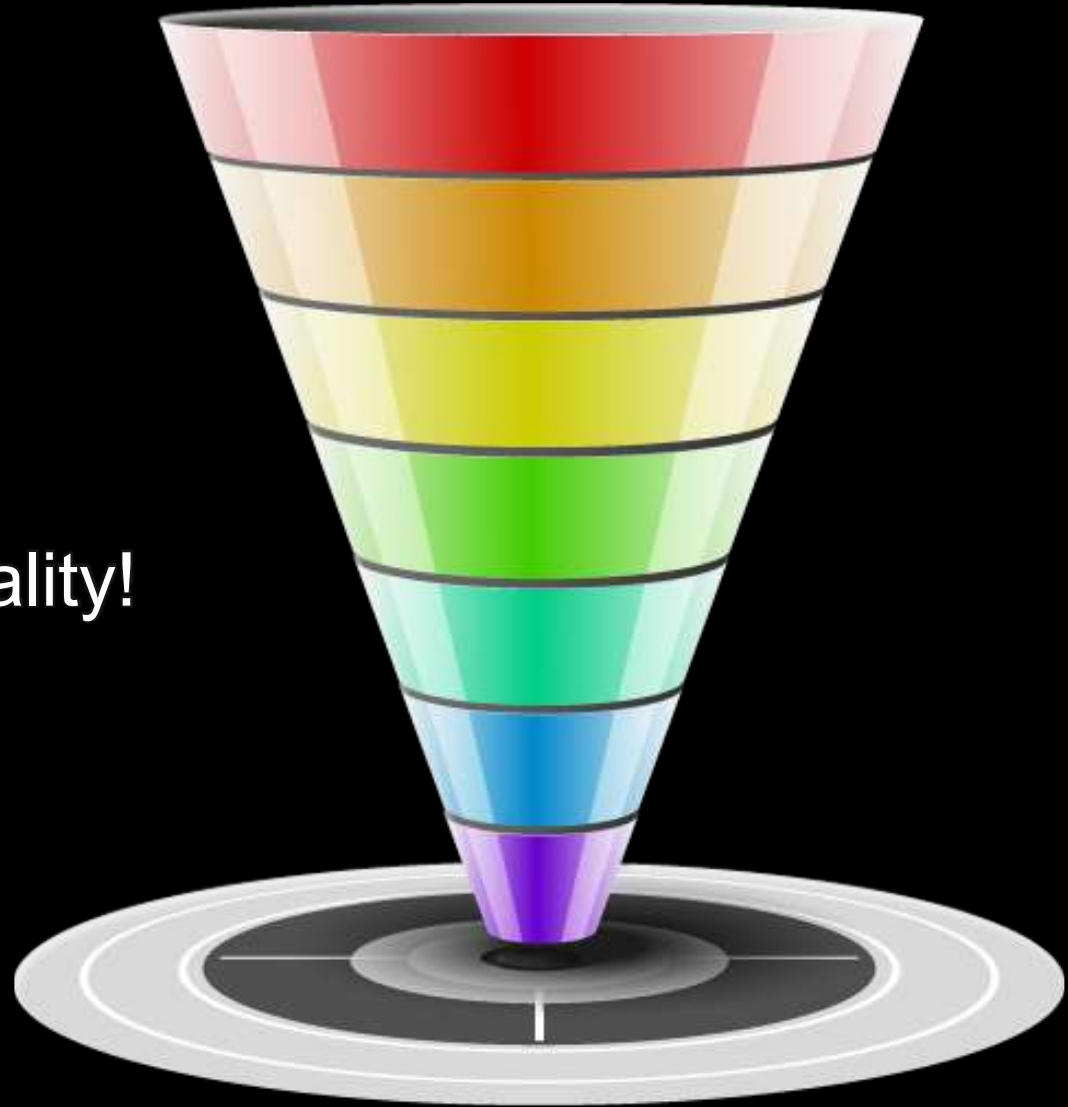
ASSEMBLY LINE LOGISTICS VS. REAL-TIME LOGISTICS

# BALANCED AND FOCUSED

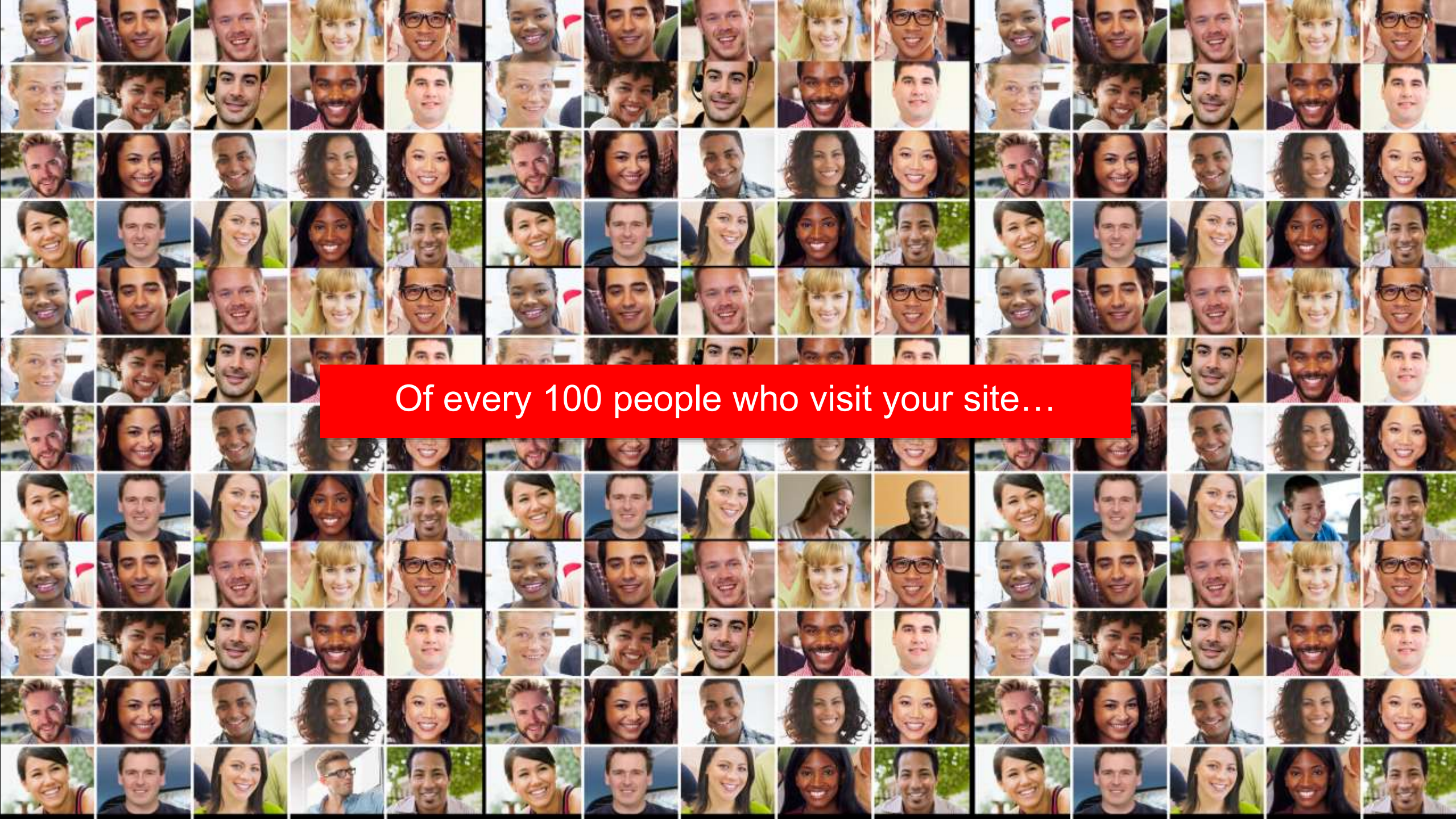


## IDEAL CONVERSION FUNNEL

- Unfortunately, not today's reality!







Of every 100 people who visit your site...





3 - 7% hit a  
metered stop.







Of the people who hit a meter stop...

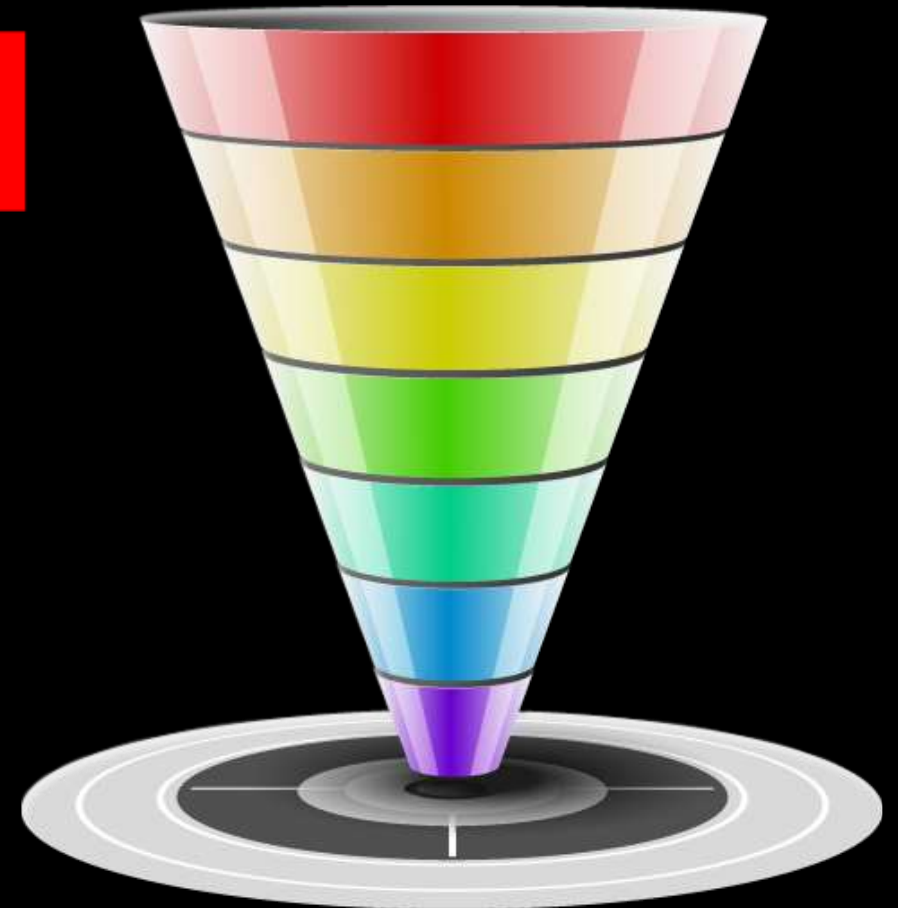
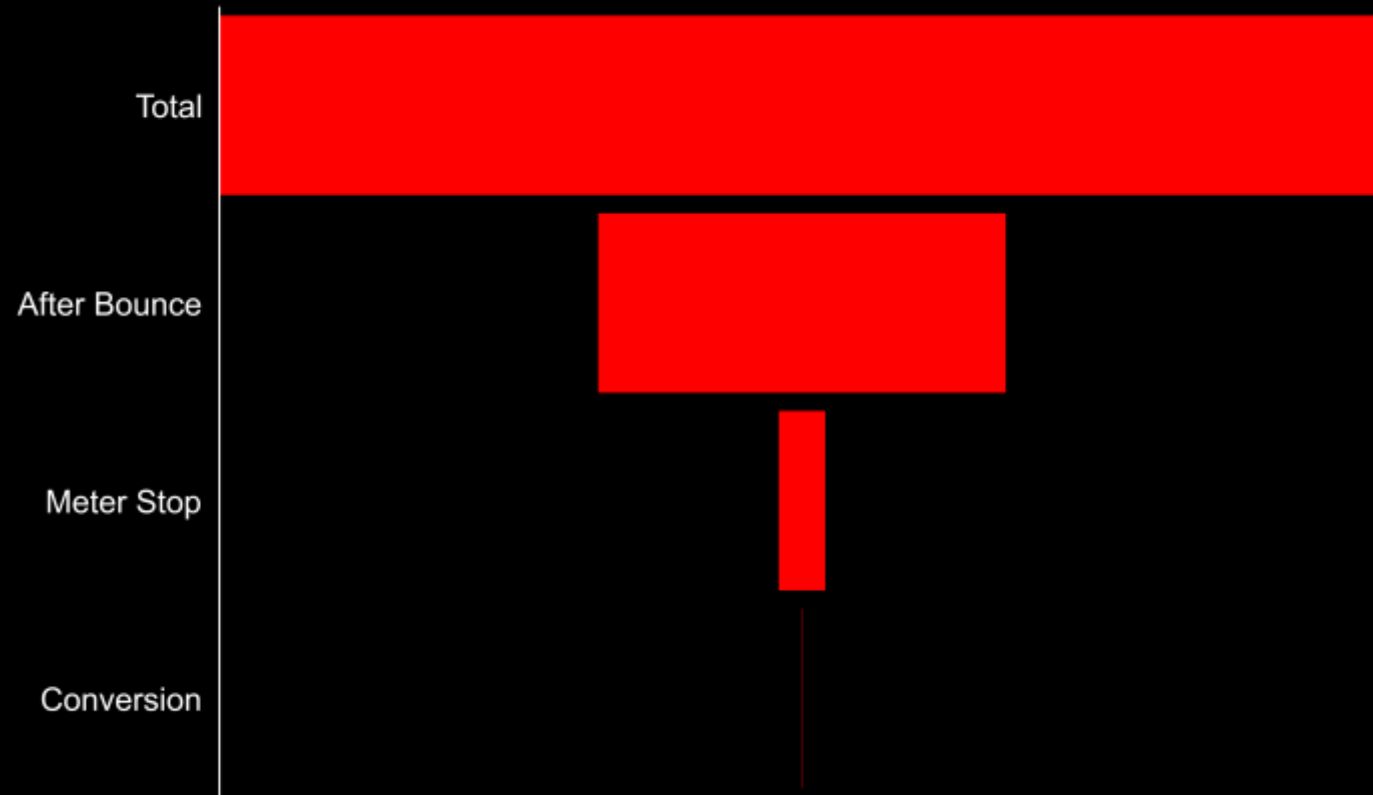




Less than 1%  
subscribe.



# CONVERSION FUNNEL REALITY



# NOT A SINGLE AUDIENCE

- Audience segments
- Engagement strategies
- Monetization strategies



## WRAP UP

- Keep an eye on the Philadelphia story
- Get in the game
- Data collection and analysis drives the process
- Be balanced and focused
- Prepare to manage many conversations

# THANK YOU

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