

MATHER ECONOMICS

Digital Use Cases/
Case Studies

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DIGITAL MEDIA CASE STUDIES (PG. 1/3)

| Client | Test | Overview | Hypothesis | Test Period | Conclusion |
|---|---|--|--|-----------------------|--|
| Large US publisher | Transition from premium content to an Intelligent Paywall™ | Client using Mather-built propensity modeling was able to connect propensity segments into their paywall fulfillment system. Using ongoing A/B testing within the propensity group, we were able to adjust the user journey to maximize conversions. | The intelligent meter option will improve digital audience revenue with minimal risk to PVs and digital advertising revenue. | Spring 2019 | Three months post transition proved successful with the Intelligent Paywall driving subscriptions, digital audience revenue with PV trends and digital advertising revenue unchanged prior to the change. |
| Mid-sized US publisher of regional newspapers | Identifying the impact newsrooms have on digital subscription conversions | Mather analyzed content with key metrics of (1) path to conversion, (2) conversions and (3) user-engagement to determine the impact of areas of content in conversion and retention. | User engagement and content areas are more impacting to conversion than writers themselves. | Fall 2018-Spring 2019 | Testing found that 91% of articles do not have a direct conversion and most get fewer than 3 conversions. It was identified that 18% of writers generated 50% of total conversions. The client has altered their compensation model for freelance writers to be based on conversions. |
| Northeastern US publisher | High propensity meter reset every 7 days | Resetting the meter to allow more page views will drive site traffic without reducing sales. | Reducing the high propensity segment meter reset from 30 days to 7 days will boost traffic. The change will increase the free articles from 5 per month to 20. With a base of 18K high propensity users a day this change will yield 270K additional page views per month. | April-May 2019 | Changing the meter to reset more frequently did alleviate some of the segment and consumption erosion. Due to the overall decline of site traffic, it is difficult to determine if the volume achieved the projections of the hypothesis. |
| Mid-sized US publisher of regional newspapers | Meter transparency | Notifying high propensity users as they approach their meter level. | Alerting a high propensity user when they only have 1 article remaining before exhausting the meter will increase conversion. | May-June 2019 | Sales conversion from a dismissible modal was favorable to the transparency message. They control delivered a .006 conversion rate while the test delivered a .014 conversion rate. In addition, other metrics remained favorable. Transparency provides clarity without negatively impacting performance. |

DIGITAL MEDIA CASE STUDIES (PG. 2/3)

| Client | Test | Overview | Hypothesis | Test Period | Conclusion |
|---------------------------------|--|--|---|-------------------|---|
| US regional newspaper publisher | Win Back annual rate | A Win Back prospects who have seen offers for 30-days post stop and hasn't converted may be price sensitive. Serving this prospect a longer-term offer will stabilize their subscription. Focusing on engagement during the 12-months will aid in retention. | Win Back prospects on day 30 post stop will convert when presented a \$60 for 1 year followed by \$9.99 monthly. | June 2019 | Offer conversion was 3.33% (+2.81) and funnel conversion 23.07% (+18.33). These are the highest rates we have seen for acquisition offers. |
| US regional newspaper publisher | Publisher launched Intelligent Paywall™ | Using propensity modeling and audience behavioral segments to maximize consumer revenue and minimize digital advertising risk. | The use of author and article level data are key to acquiring and retaining users and allows newsrooms to adapt to the new business model. | Fall 2018 | 87% of unique URLs and 82% of unique bylines generated at least one page on the path to conversion and 37% of unique URLs and 58% of unique bylines generated at least one direct conversion. |
| US regional newspaper publisher | Understanding the retention impact from newsletter sign-ups | Client wanted to understand any potential impact from new digital subscribers who also signed up for at least one newsletter. | As a part of the new digital subscriber onboarding process, the greater the engagement in multiple products, the more likely a subscriber is to retain. | Spring 2019 | New subscribers who opted in for at least one newsletter within the first 90 days of starting a digital subscription realized a 5% improvement in overall retention. |
| Large Midwest US Publisher | Identifying different meter settings for high propensity users to maximize subscription conversions with the minimum loss of PVs | Mather helped the client by testing meter settings of 4-6-8 for the high propensity users. | Lower meter setting for this group would lead to more conversions with least loss of PVs. | March-August 2019 | After testing at each meter level it was determined that a setting of 6 was optimal producing the highest conversions with negligible loss of PVs. |

DIGITAL MEDIA CASE STUDIES (PG. 3/3)

| Client | Test | Overview | Hypothesis | Test Period | Conclusion |
|---|---|---|---|--------------------|---|
| Large independently-owned media company | Assist the client to understand if different marketing creatives targeted to content will impact conversion rates | Testing the impact of different creatives for modal based on users who prefer sports content. | Personalization will improve the conversion rate. | April-June 2019 | Personalizing the call-to-action increased the conversion rate from 0.26% to 0.38% (47% increase). Further personalization to different audience segments is being tested now based on these results. |

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