

TIME

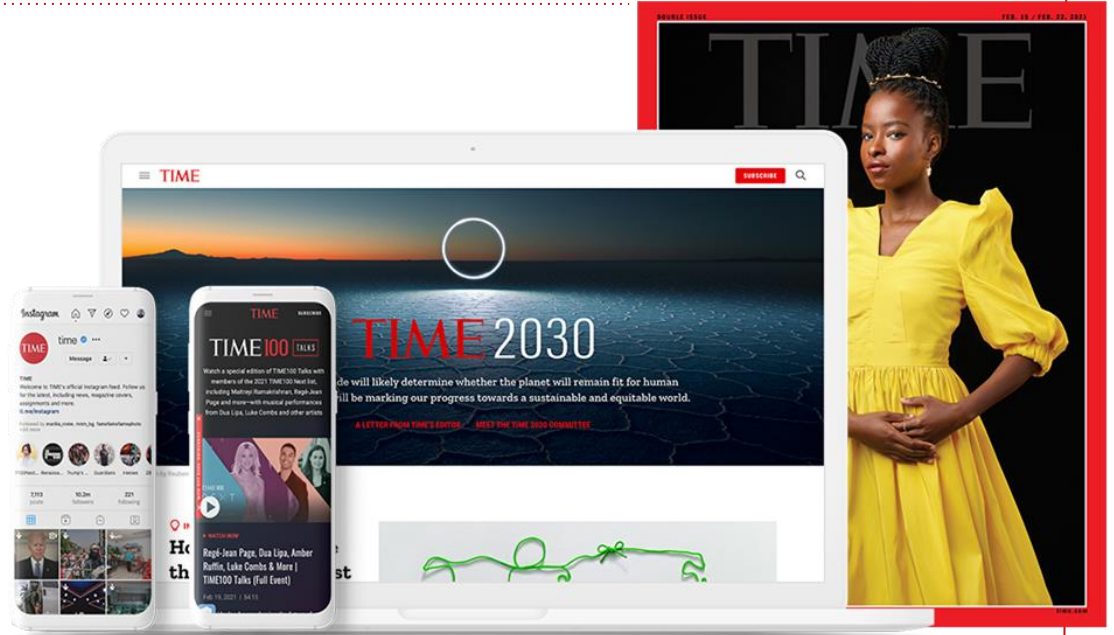
The Path to Subscription:
Nurturing the Potential Subscriber

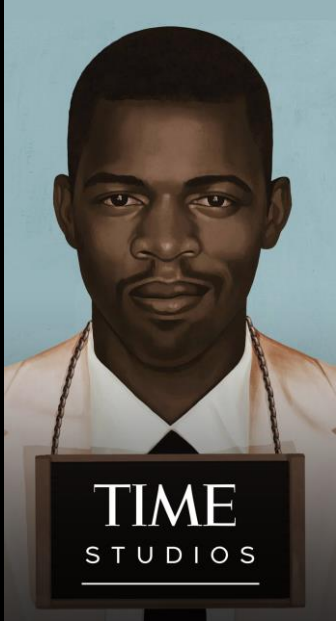
TIME

OUR JOURNEY

100-YEAR-OLD START UP:

- We are a legacy print magazine.
- Launched registration Dec 2020
- Launched digital subscriptions on TIME.com in February 2021.
- We have numerous brands part of the TIME family: TIME for Kids, TIME100, Person of the Year, etc.
- First media company to launch Crypto payments (April 2021)
- Laser-focused on innovation, building a better future, and conversations that shape tomorrow.





ACQUISITION STARTS WITH ENGAGEMENT

>> WE HAVE TO ENGAGE OUR AUDIENCE SO THEY WANT TO LEARN MORE.

OBJECTIVE

Our objective is to drive revenue and grow subscriptions.
But that can't be our #1 focus.

FOCUS

Our focus needs to be on driving engagement, nurturing our users and building relationships with them.

WHY?

Engaged prospects become more engaged and longer retained subscribers.

UNDERSTAND YOUR TARGET AUDIENCES

ANONYMOUS

NEWSLETTER READER

Drive new audiences into the funnel through **newsletter acquisition** through paid social, co-registration, onsite newsletter prompts, etc.

REGISTERED USER

Prompt new readers to register, going from **anonymous to known users in the system**. Test incentives to register (i.e. free content).

ENGAGED USER

Engage **registered users** towards purchase through customer journeys, paid social & search, content marketing, onsite ads.

PAID SUBSCRIBER

Convert **engaged users to paid subscribers** through targeted campaigns, sales, onsite/offsite promos, mobile/desktop exp.

RETAINED SUBSCRIBER

Retain **paid subscribers** through engagement efforts, content mktg, customer care, onboarding/retention, CC processing.

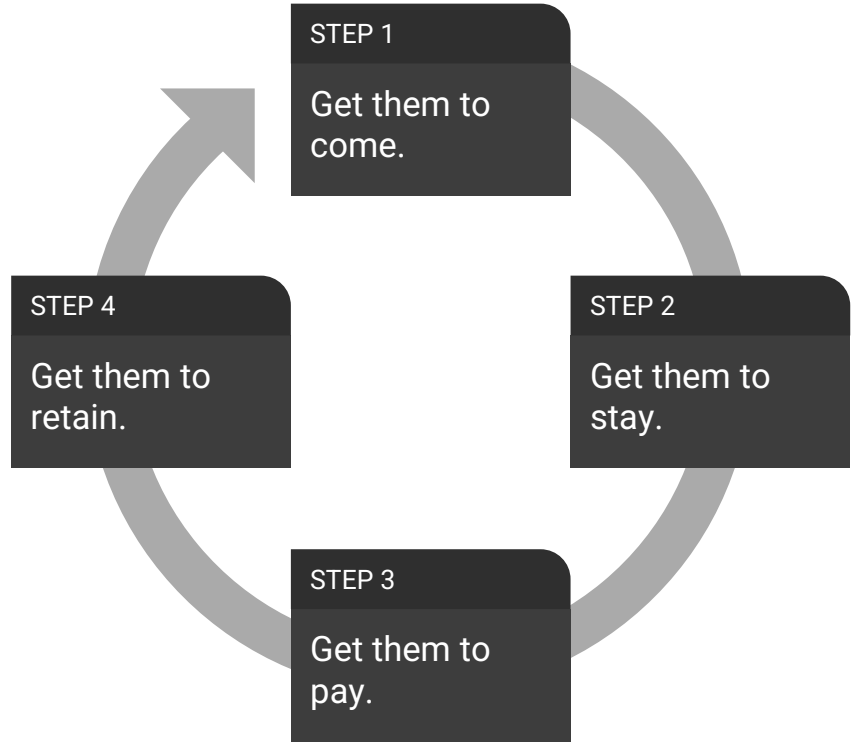
LOYAL SUBSCRIBER

Build **subscriber loyalty** by delivering best in class experiences, subscriber-exclusive benefits, drive satisfaction.

FUNNEL FOCUSED

THREE CORE INITIATIVES TO MOVE POTENTIAL SUBSCRIBERS FROM ANONYMOUS TO PAYING SUBSCRIBER:

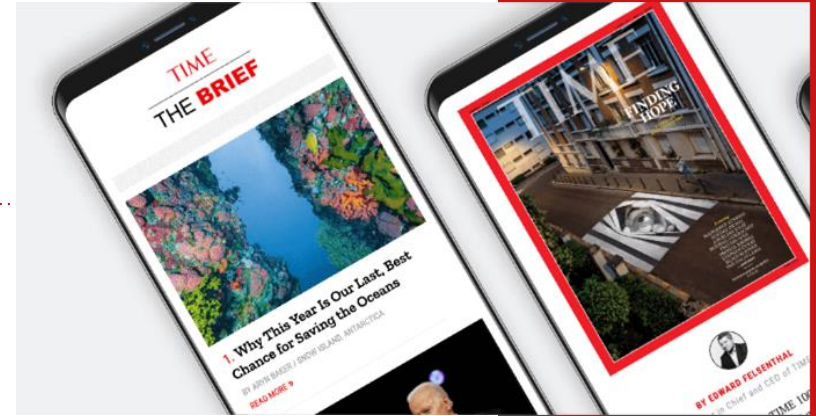
1. Prioritize newsletter sign up.
2. Drive registration.
3. Engage users with content, based on user intent and engagement status.



GET THEM TO COME

NEWSLETTER SIGN-UPS

- Focus your marketing budget on newsletter acquisition
 - Newsletters create habit and drive qualified traffic back to your site
 - Users that sign up for newsletters care about your content and have the potential to become brand ambassadors
- Watch engagement of new sign ups over time
- Optimize campaigns to drive more qualified leads



TIME HEALTH

Yes No

Sign up for the TIME Health newsletter

Stay up-to-date on the latest health news, and get expert advice on living well.

INSIDE TIME

Yes No

Sign up for the Inside TIME newsletter

Be the first to see the new cover of TIME and get our most compelling stories in your inbox. [Privacy policy.](#)

GET THEM TO STAY

REGISTRATION


- Grow the # of known users for your brand
 - Users who register prior to checkout have a more simplified checkout experience
 - Registered users convert at higher rates (we see between 15-40% higher depending on brand and audience)
- Measure how long it takes a registered user to subscribe vs. a non-registered user
- Build your marketing tactics and checkout experience based on those metrics - customize the experience for your registered users

Already have a digital account? [Sign in](#)

Existing print subscriber? [Click here](#)

You have reached your article limit.

Create a free account to get 2 additional articles.

 Use Google

 Use Facebook

OR

Enter your email address

Enter your password

Show

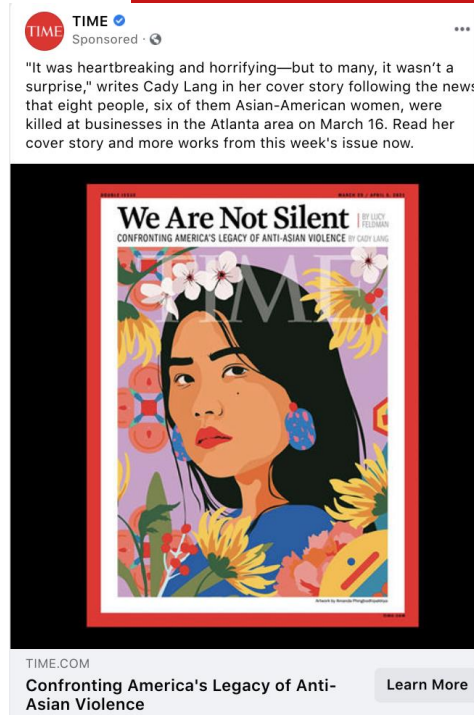
CREATE ACCOUNT

Want unlimited access? [Subscribe now](#)

GET THEM TO PAY

ENGAGE WITH CONTENT

- Promote new content that comes out, such as:
 - Magazine cover story
 - News content
- Targeted content promotion based on interests and content affinity
- Retarget prospects about to hit their limit of free articles to get them back to the site.
- Focus on content engagement. Allow the user to organically engage with the site experience and subscription prompts once they are on your site.



TARGET THE RIGHT AUDIENCE WITH THE RIGHT CONTENT.

- **Enhance discoverability:** Pinpoint the most targeted and cost-effective audiences to experience the brand.
- **Achieve top-of-mind awareness:** Deliver content to keep audiences engaged with the brand throughout the customer journey.
- **Build brand loyalty:** Gain insights to understand what content is driving the most engagement with your brand.



USER INTENT TESTING

NURTURE YOUR AUDIENCE GROUPS BASED ON INTENT.

Utilize **low, medium, and high usage data** and serve acquisition tactics around registration, newsletters, and subscriptions to drive users deeper in the funnel.

NANCY (NON-ENGAGED)	LEON (LOW ENGAGED)	MARY (MEDIUM ENGAGED)	HARRY (HIGH ENGAGED)
<ul style="list-style-type: none"> • Reads 0-1 articles/mo • Is not signed up for a newsletter • Is not registered • Has never subscribed. 	<ul style="list-style-type: none"> • Reads 2 articles/mo • Receives newsletters • Is not registered • May have had a previous subscription that expired 	<ul style="list-style-type: none"> • Reads 3-4 articles/mo • Receives newsletters • Logged in on website 	<ul style="list-style-type: none"> • Reads 4-5 articles/mo • Regularly hits final roadblock/paywall • Engages with newsletters • Logged in on website
<p>GOAL: Engage with newsletters</p>	<p>GOAL: Promote account creation</p>	<p>GOAL: Target with content</p>	<p>GOAL: Drive conversion</p>

NURTURE USERS TOWARDS SUBSCRIPTION

PUSH ALL NEW PROSPECTS THROUGH A CUSTOMER JOURNEY.

The customer journey should targets users across the subscription funnel, driving audience engagement and conversion.

- Constantly iterate and optimize this experience.
- Move to a more AI-driven series based on user behavior and needs.
- Drive engagement of prospects (+ drive repeat site visits)
- Connect users with through newsletter sign ups, content engagement and registration (if they are not registered).
- Drive conversions (and more loyal subscribers)



WELCOME

WELCOME

Welcomes users and help them get started with 2-3 useful prompts + a special offer.

ENGAGE

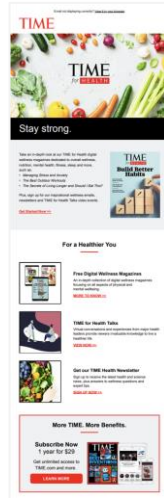
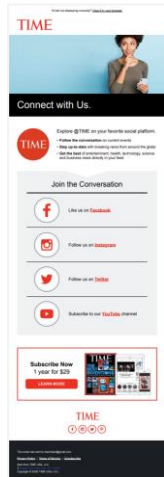
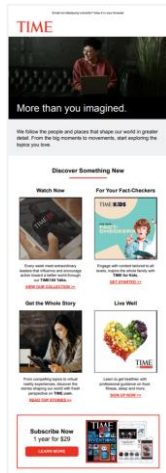
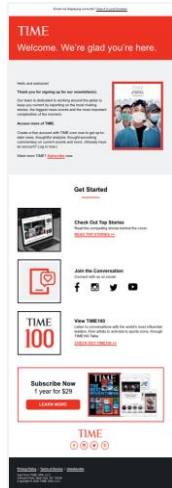
NURTURE

Introduce users to what we offer, create habit, foster relationship.

CONVERT

SUBSCRIBE

Give user incentive to subscribe now.



KEY AUDIENCE ENGAGEMENT KPIs

- Traffic/Website Visitors
- Pageviews
- CPL/CPA
- CTR
- CPC
- Subscription Sales
- Post Reactions
- Post Shares
- Comments

ENGAGEMENT PERFORMANCE

UNDERSTAND YOUR GOAL:

- Goal of strategic audience engagement is to increase brand loyalty, drive user engagement, and help develop a habit with the ultimate goal for a user to subscribe.
- Focus on key audience engagement KPIs to measure success.
- Collaboration is key. Work closely with Editorial teams to focus on quality vs. quantity.

A PATH TO SUBSCRIPTION

- Know your **audiences**
- **Create value** for your potential subscribers
- Immerse yourself in **data**
- **Collaboration** with Edit and Data is a must!
- Invest in audience development – **Get Them to Come**
- Invest in audience engagement – **Get Them to Stay**
- **Know what content converts** – a path to subscription
- Test, test and test everything
- **Share** subscription successes with the whole organization

Discussion

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