Select Content Your Audience Will Love While Maximizing Lifetime Value

Eliminate newsroom "gut-feel" and make intelligent decisions.

Premium Content Engine Solution Case Study

Mather's Premium Content Engine uses data science to identify which content is suited for premium.

Results

An estimated 3-year LTV incremental lift from subscriber revenue of \$2.7M



\$2.7M 3-year incremental lift in LTV

30.4% growth in premium conversion

\$1.5M

mather:

DATA SCIENCE SOLUTIONS TO OPTIMIZE YOUR BUSINESS

MOTIVATION

A **US daily newspaper and website publisher** sought out a robust data-driven and reliable way to select paid subscriber-only content.

Traditionally, newsrooms hand-picked content for premium status through "gut feel". **Mather's Premium Content Engine** helps alleviate stress from the newsroom by reducing decision fatigue. PCE acts as a complementary component to editorial decision-making by organizing content intelligently, selecting articles for premium status through NLP, and maximum subscriber LTV modeling.

PREMIUM CONTENT STRATEGY

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An effective premium content strategy can do:



increase the number of sales attempts to drive acquisition growth convert readers who may not convert under traditional metered paywalls

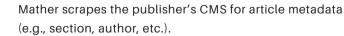
reinforce the value of the publisher's content to paying subscribers

PROCESS



2

The publisher sends a Slack alert to Mather indicating that an article is ready for scoring.





Mather applies a scoring algorithm to determine if the article is a fit for premium.



Mather pushes a recommendation to the publisher via a slack alert.

5

The publisher interprets the request and makes the **final** editorial decision.

