# 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

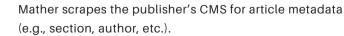
reinforce the value of the publisher's content to paying subscribers

### PROCESS



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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.

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

