

# 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**

remaining revenue opportunity

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DATA SCIENCE SOLUTIONS TO OPTIMIZE YOUR BUSINESS



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## 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



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



1

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

2

Mather scrapes the publisher's CMS for article metadata (e.g., section, author, etc.).

3

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

4

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

5

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