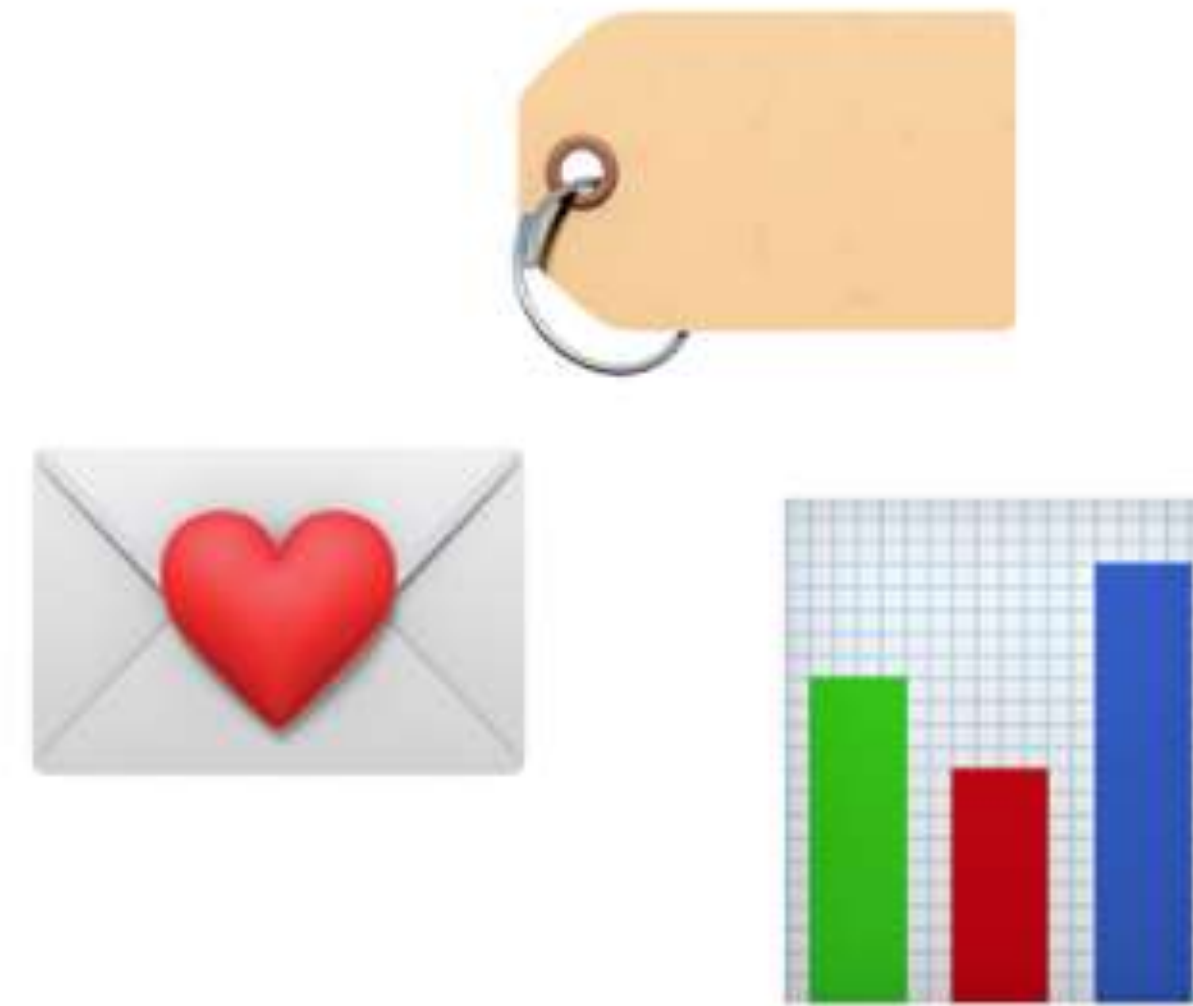


The Washington Post

How Data Informs Promotion, Pricing and Email Strategies

Shauna Plesmid

Digital Marketing Manager – Subscriber Acquisition



Audience Segmentation



Marketing Opportunities



Channel Optimization



We've got a problem.

**The paywall is our predominant form
of communication to readers that
explains that our content isn't free.**

**Use data to identify
audience segments.**





71%

**of site visitors
come once and
never return in
the same month.**



36%

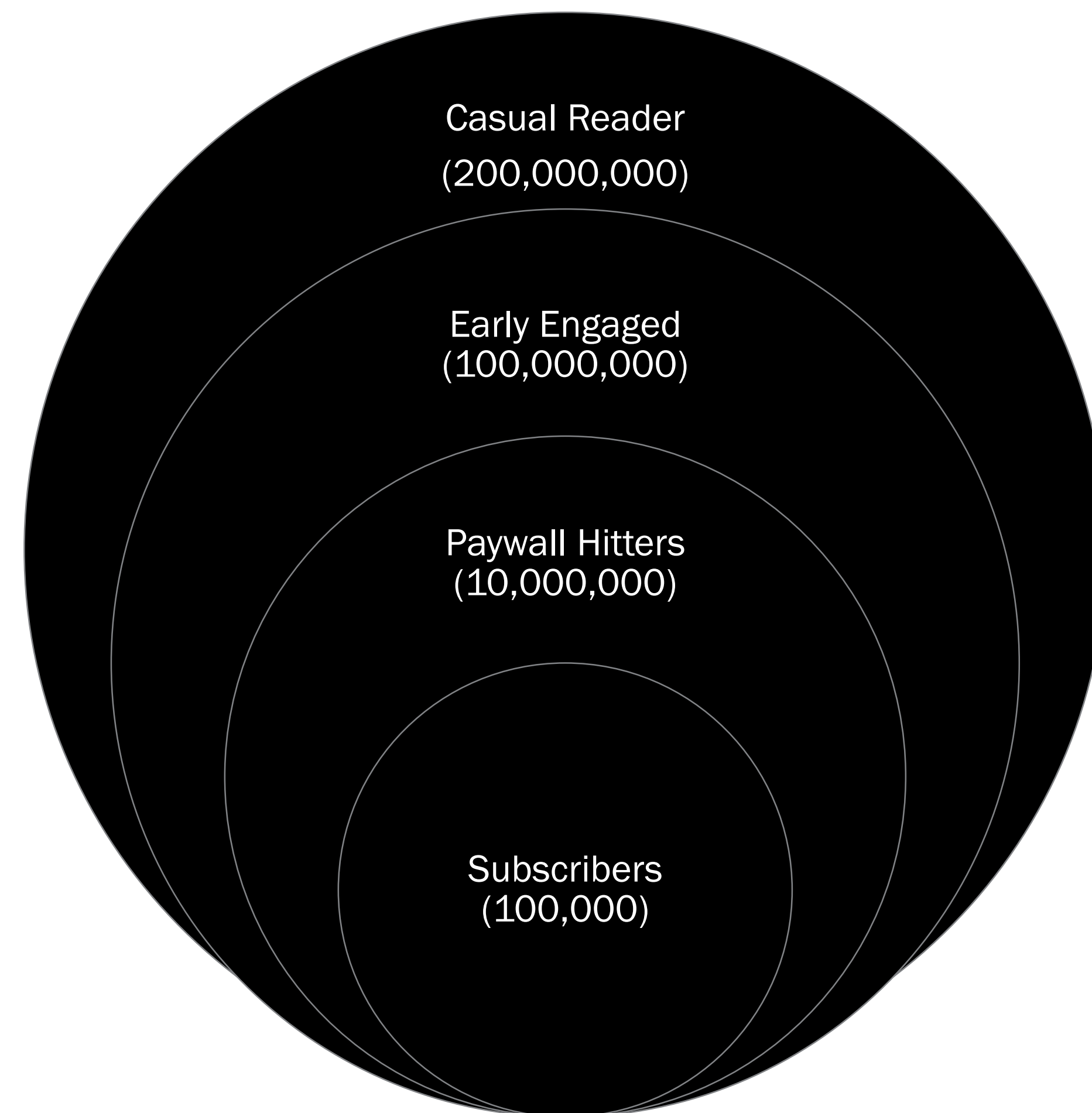
**of site visitors
consume 2 articles in
a month (and never
hit the paywall).**

52%

**of users hit the
paywall more than
once in a month.**



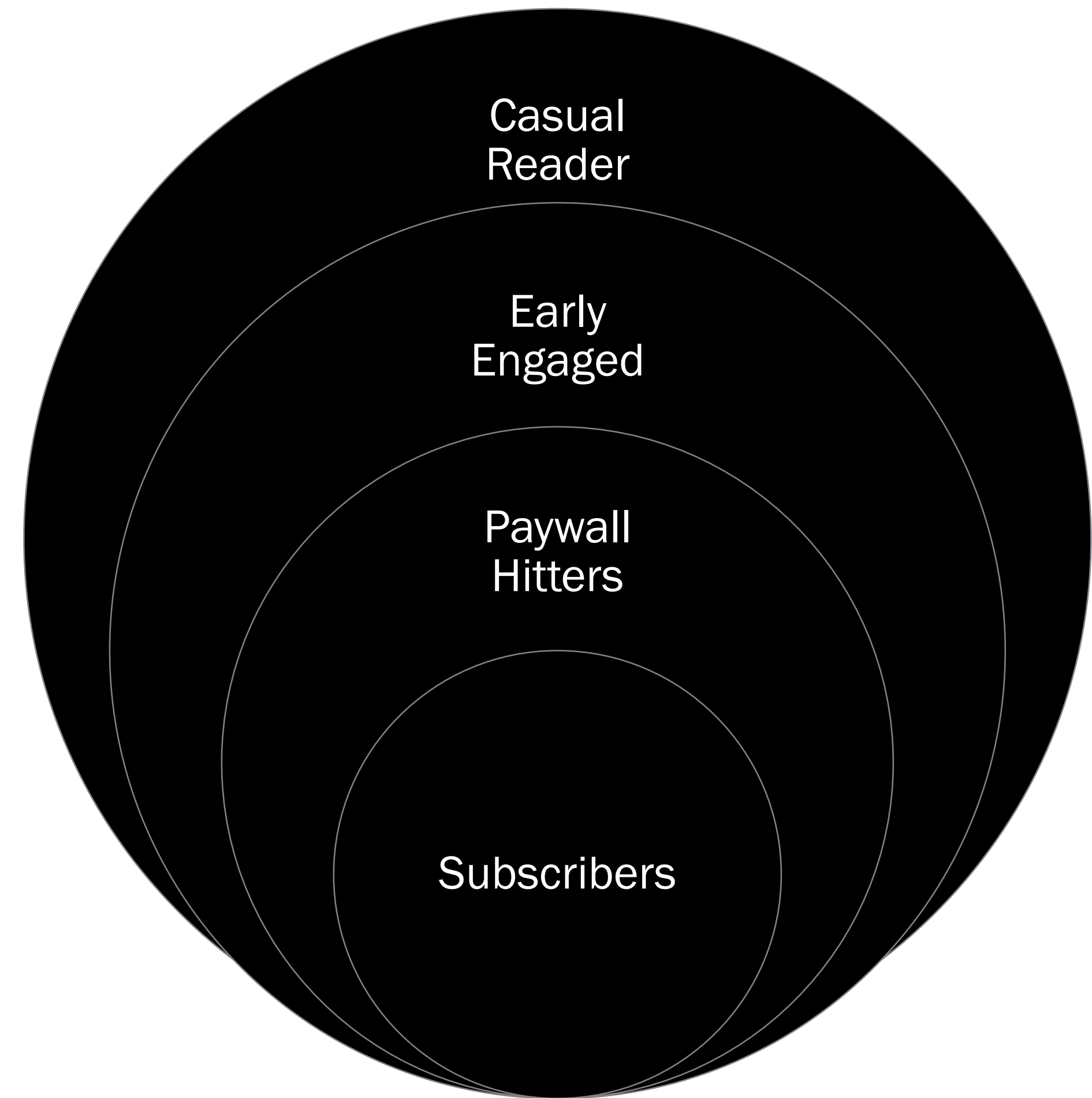
**Establish goals and
KPIs for each
audience segment.**



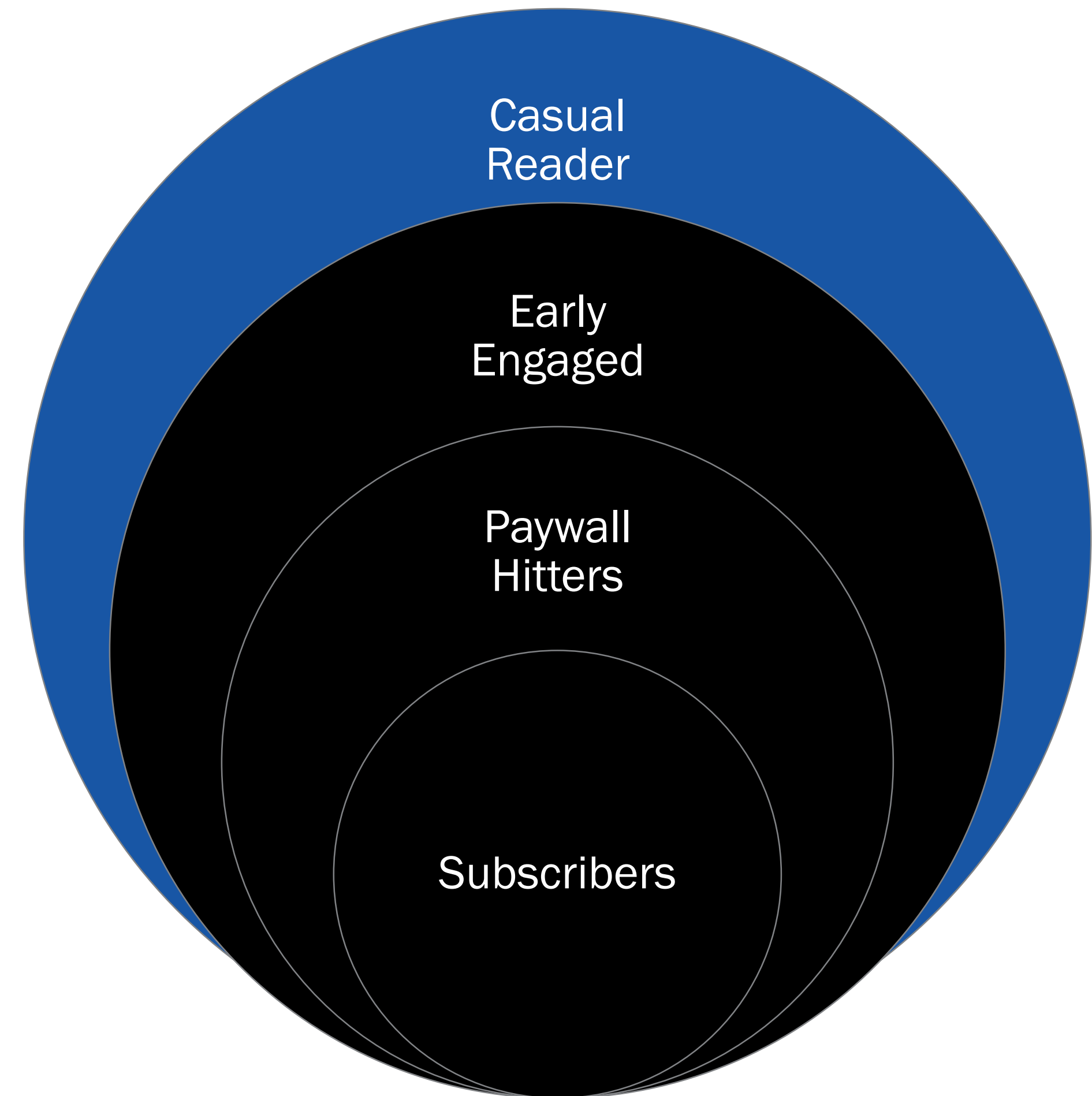
**Use data to identify
marketing strategies for
each audience segment.**



Create a marketing approach and define a pricing strategy for every type of reader.



Goal: **Educate** the
casual reader.





Subscribe

Subscribe



69%

**Of digital subscribers
choose a monthly
subscription option.**



Embrace the button test.

Control

1280px - Home page header



1280px - Home page header on scroll/article page header



1280px - Article page header with signed in non-subscriber





Embrace the button test.

Variant 1 - Blue button

1280px - Home page header

Default btn
bg: #1955A5;
border: 1px; #3D73D5;
border-radius: 4px;



1280px - Home page header on scroll/article page header



1280px - Article page header with signed in non-subscriber





Embrace the button test.

Variant 3 - Offer text option 2

1280px - Home page header



1280px - Home page header on scroll/article page header



1280px - Article page header with signed in non-subscriber





Embrace the button test.

Variant 2 - Blue button + offer text option 2

1280px - Home page header



1280px - Home page header on scroll/article page header



1280px - Article page header with signed in non-subscriber





Embrace the button test.

Variant 2 - Blue button + offer text option 2

1280px - Home page header



1280px - Home page header on scroll/article page header



1280px - Article page header with signed in non-subscriber



33%

**increase in
conversion rate.**





Lead with promotional or introductory offers.



Variant 2 - Blue button + offer text option 2

1280px - Home page header

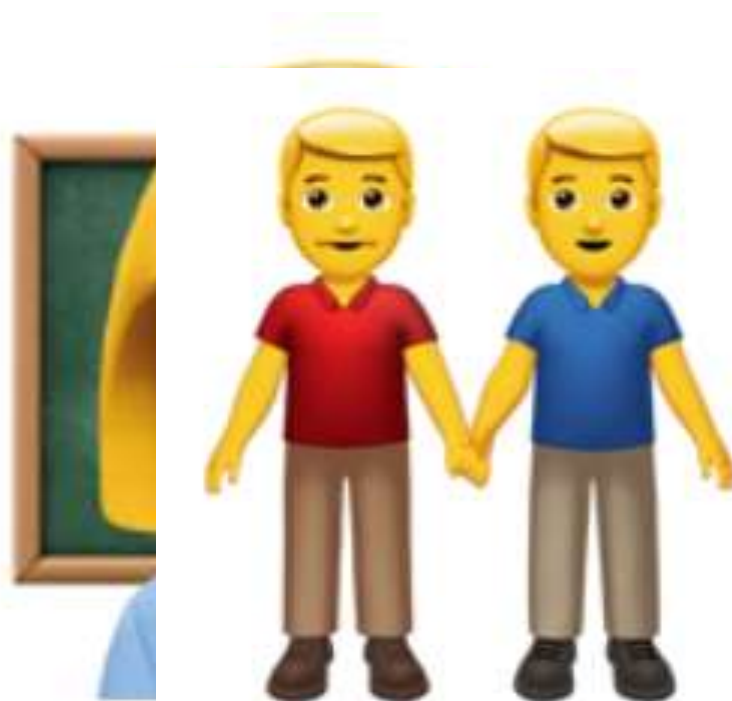


1280px - Home page header on scroll/article page header



1280px - Article page header with signed in non-subscriber







Say hello first. 🖐️

Variant 1: Control, no OSN displayed

Variant 2: Retail

Q

Sections

The Washington Post

Democracy Dies in Darkness

🔔

terumi.hayden

Thanks for being a reader. Try one month of unlimited access for \$1. [View offer](#)

✕

Variant 3: Retail, annual promoted

Q

Sections

The Washington Post

Democracy Dies in Darkness

🔔

terumi.hayden

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✕

Variant 4: Discount

Q

Sections

The Washington Post

Democracy Dies in Darkness

🔔

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✕



Say hello first.



Variant 1: Control, no OSN displayed

Variant 2: Retail

Q

Sections

The Washington Post

Democracy Dies in Darkness

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X

Variant 3: Retail, annual promoted

Q

Sections

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Democracy Dies in Darkness

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X

Variant 4: Discount

Q

Sections

The Washington Post

Democracy Dies in Darkness

terumi.hayden

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View offer

X

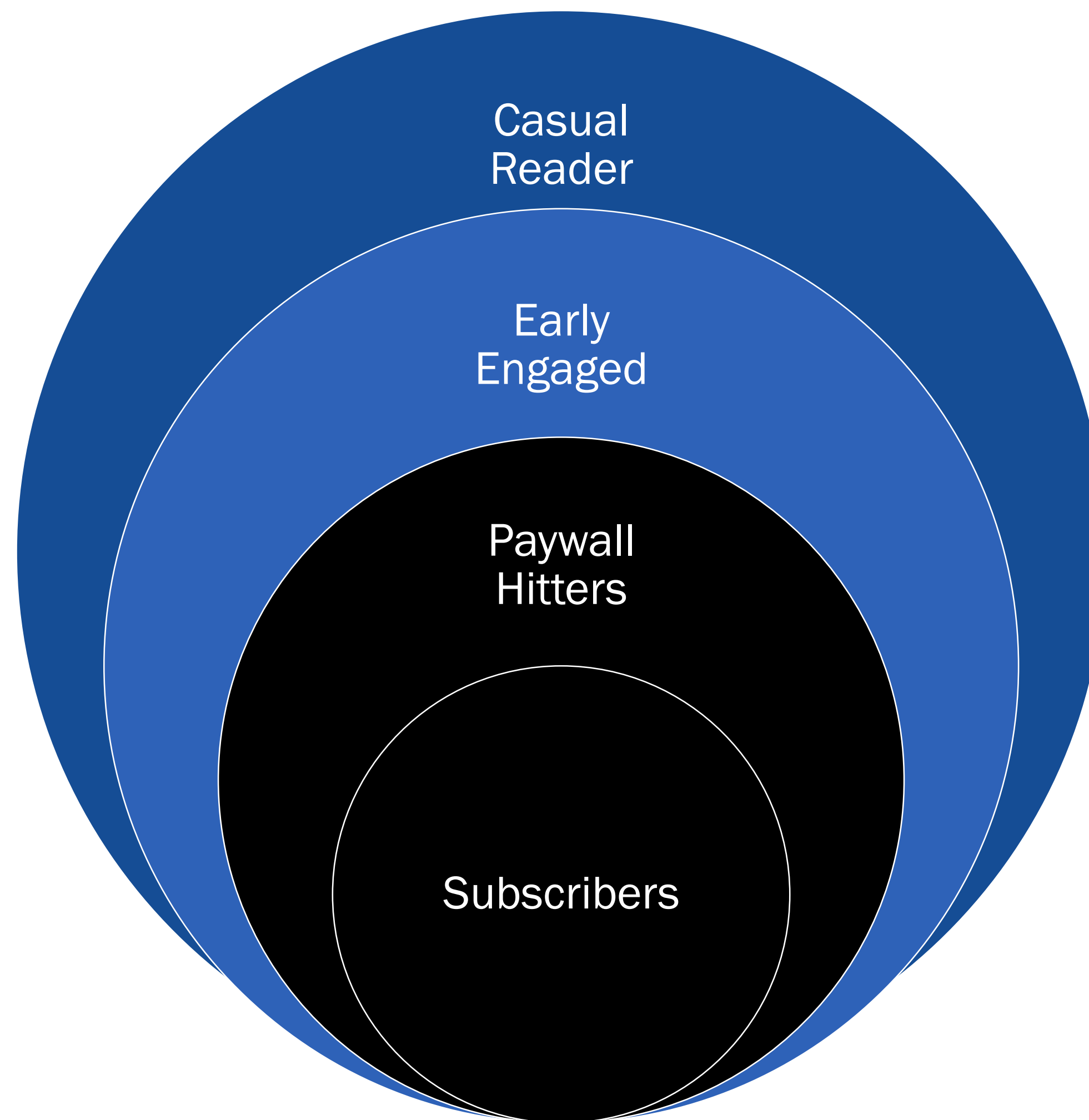


13%

**increase in
conversions.**



Goal: **Engage** the frequent reader.



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Politics

Mueller questioned Novartis payment to Trump lawyer Michael Cohen



President Trump's personal lawyer, Michael Cohen, exits a hotel in New York City. (Brendan McDermid/Reuters)

By [Michael Kranish](#) and [Carolyn Y. Johnson](#) May 9 at 1:51 PM [Email the author](#)

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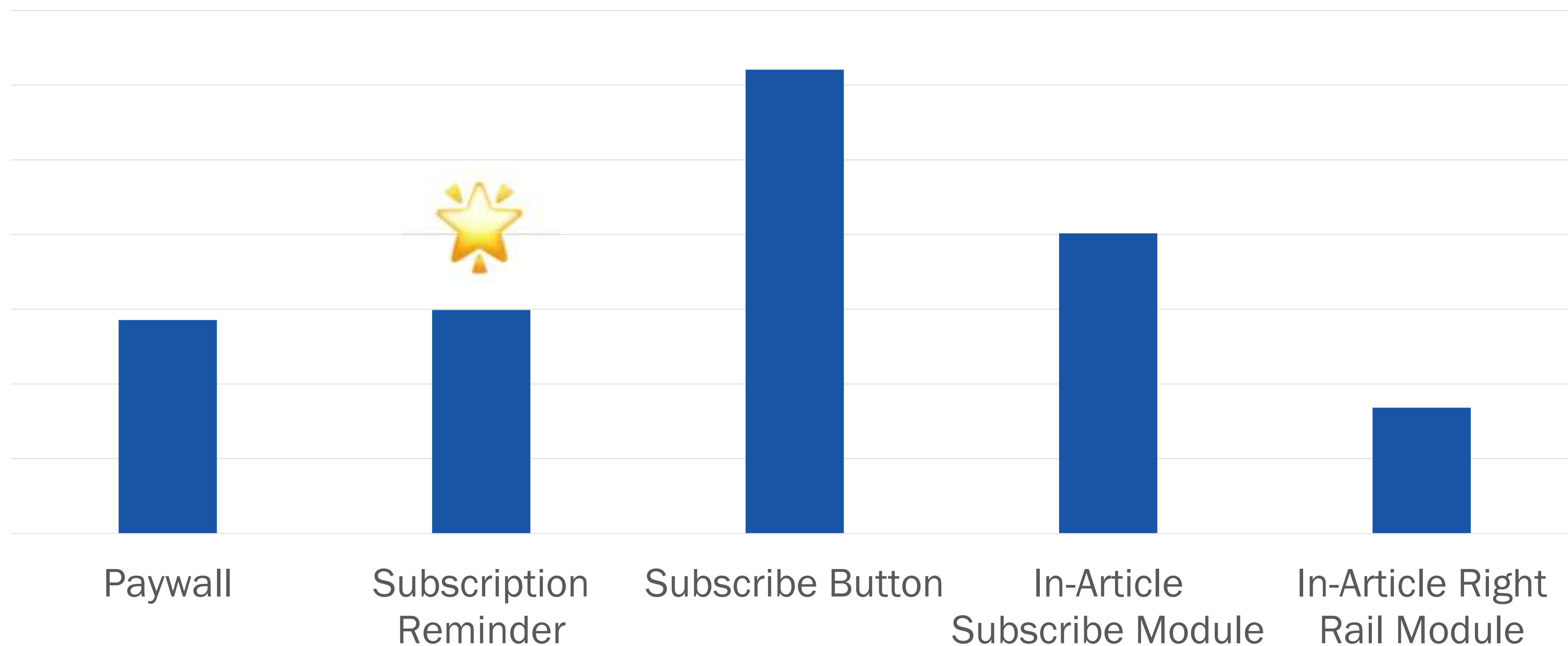


5

Secret intelligence source who aided Mueller probe is at



Conversion rates by acquisition source

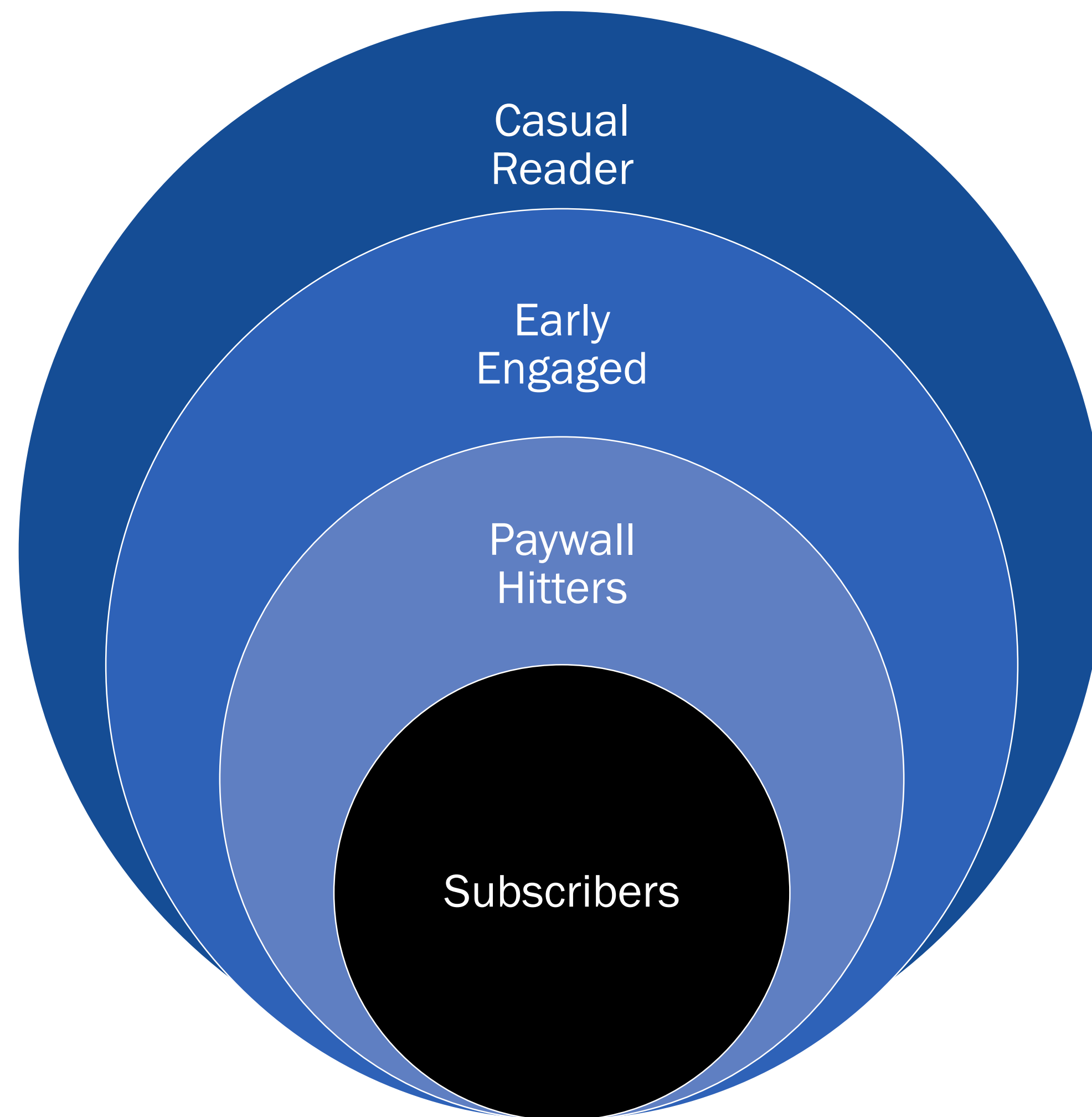


50%

**of emails collected
are new people to us.**



Goal: Convert the heavy reader.





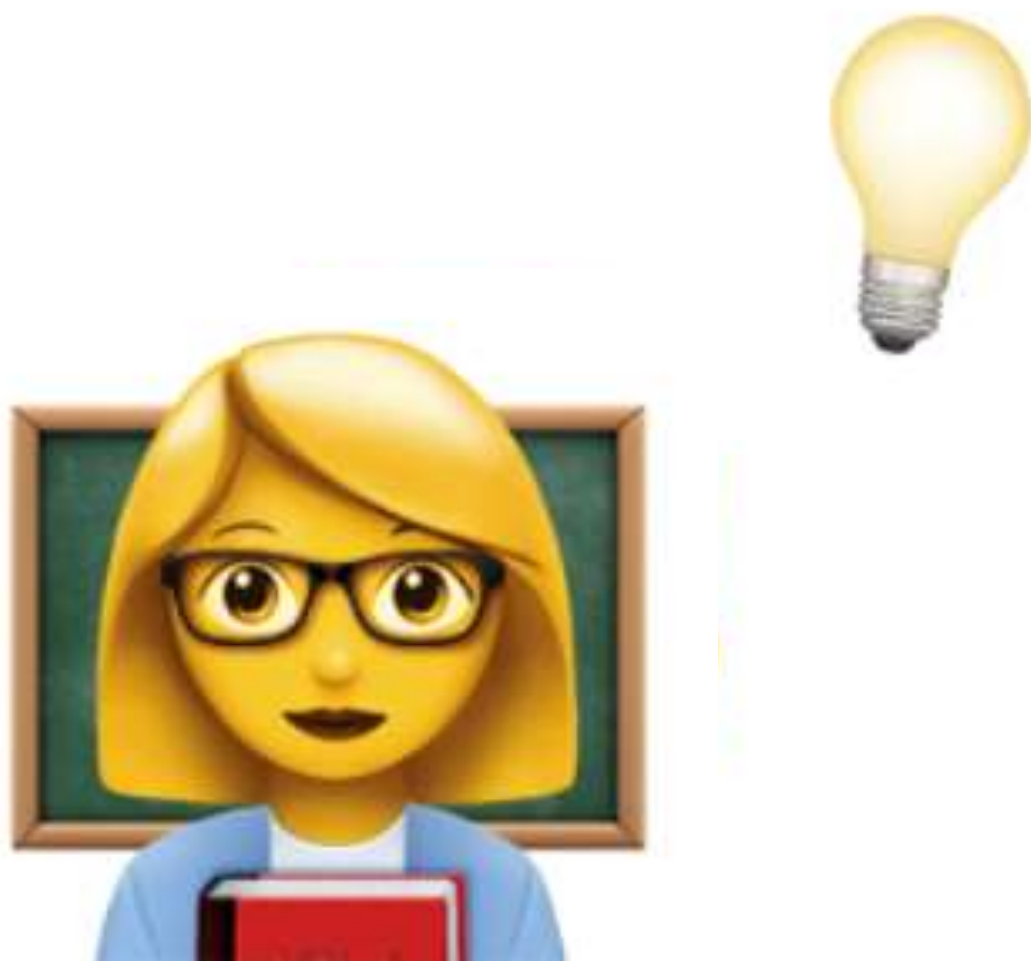
BREAKING NEWS ALERT



People don't like paywalls.

99%

**of paywall hitters do
not convert.**




30%

**Annual subscribers
retain at a higher
rate than monthly
subscribers.**

58%

**of digital
subscribers have an
annual subscription.**





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Annual Discount

+9%





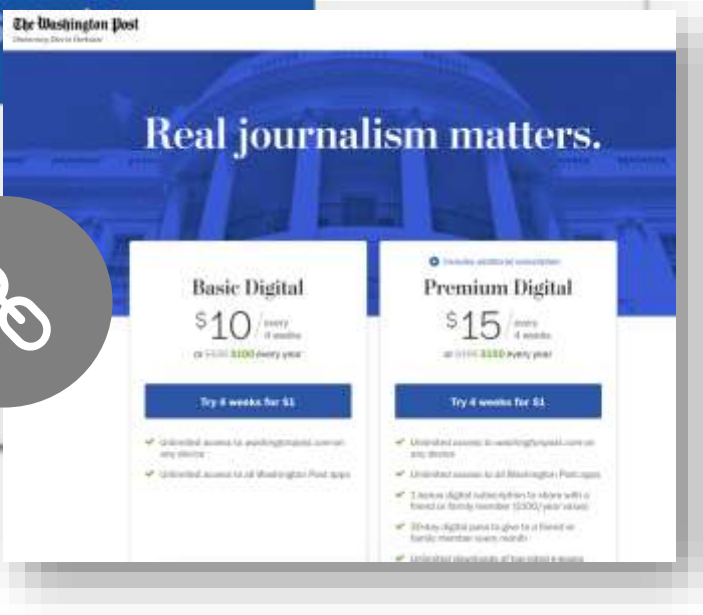
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Real journalism matters.

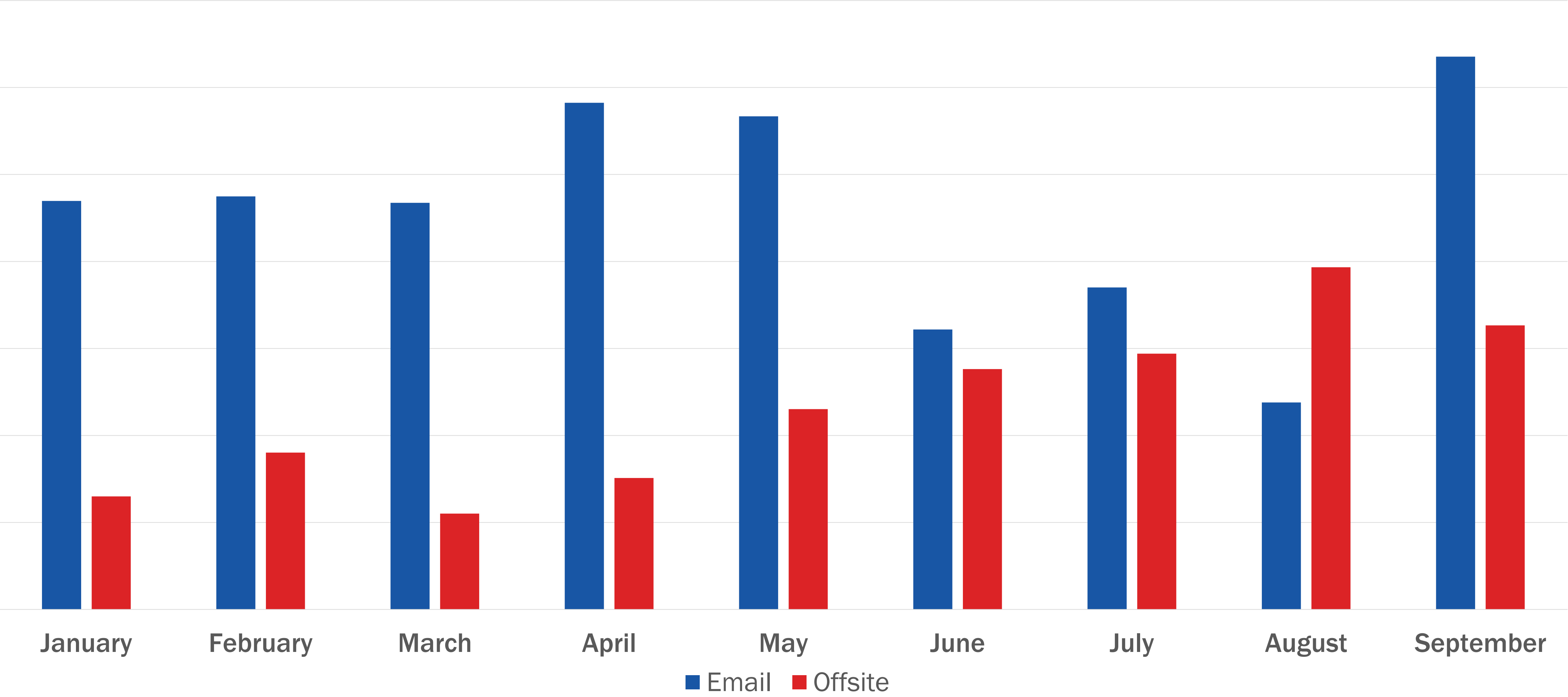
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**Optimize channels
that drive conversion.**





Subscriptions from email vs. other off-site



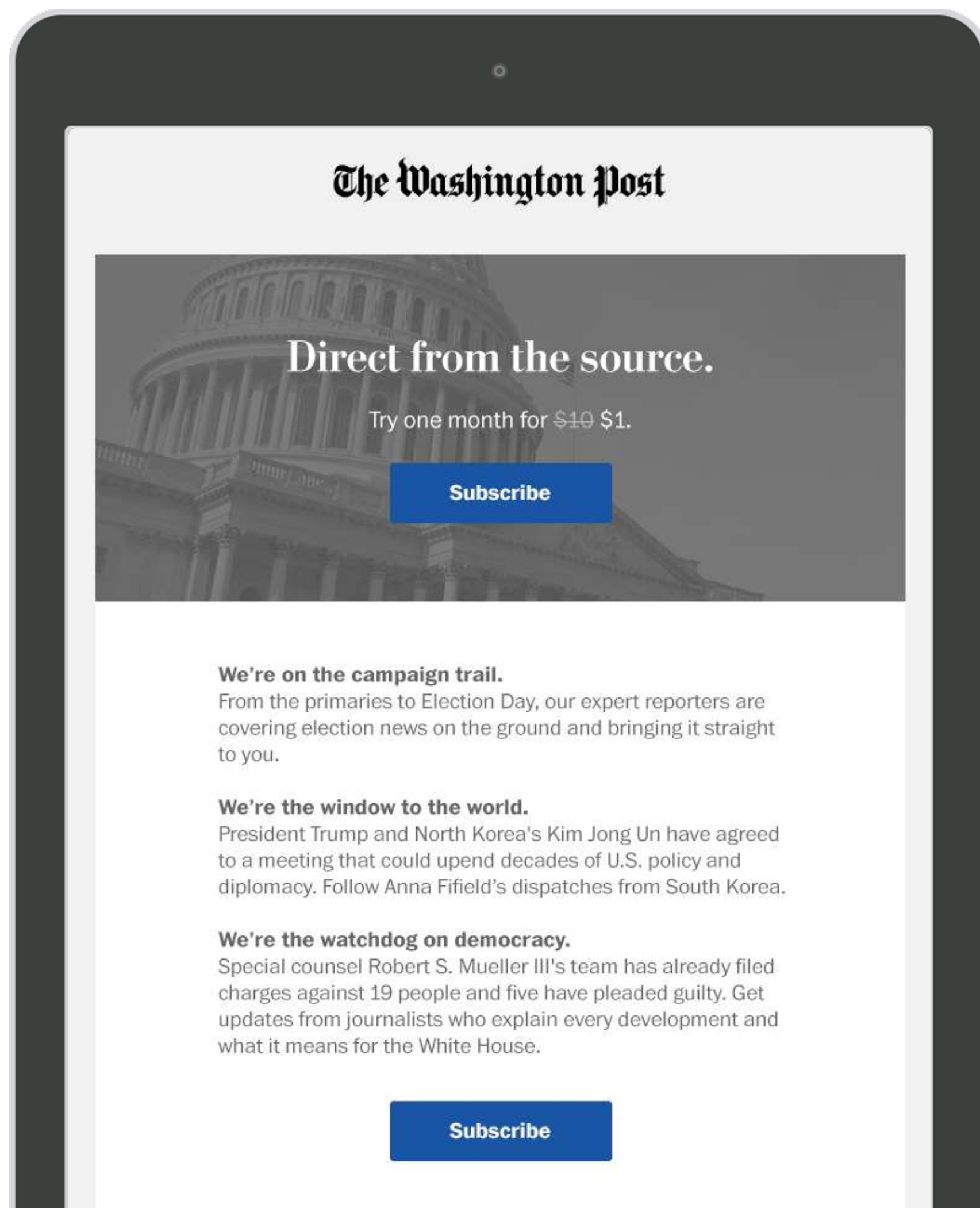
We know what people will pay for.



Article	Paywall Hits	Paywall Conversions	Conversion Rate	% Paywall Conversions	% of Pageviews
Article 1	31,106	165	0.3%	10.4%	4.8%
Article 2	18,980	163	0.3%	6.6%	3.2%
Article 3	21,025	93	0.2%	3.1%	1.6%
Article 4	8,950	58	0.4%	2.8%	2.2%
Article 5	7,324	28	0.3%	1.9%	0.9%



Does content drive subscriptions off-site, too?

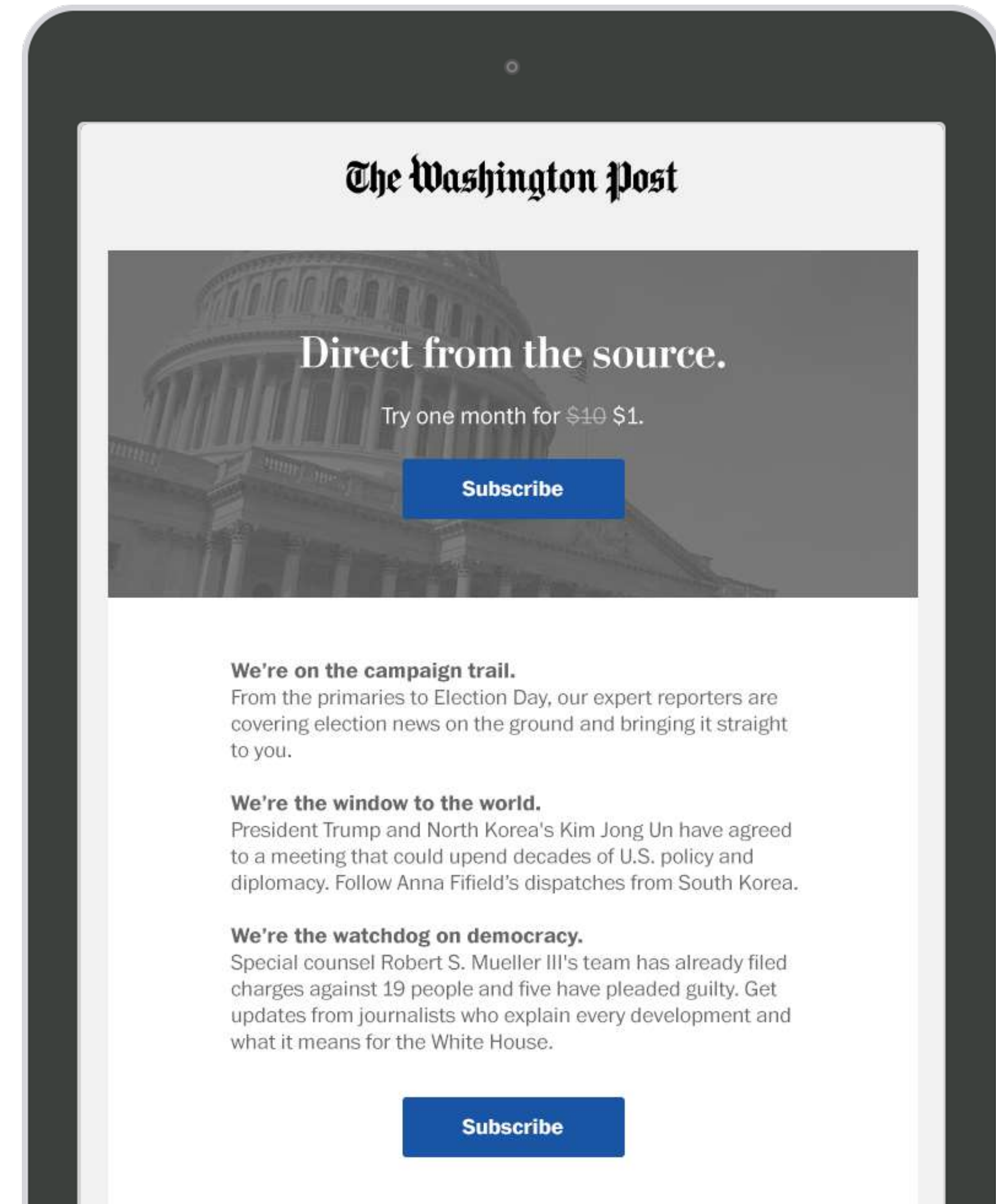


Does content drive subscriptions off-site, too?

+14% Clickthrough Rate

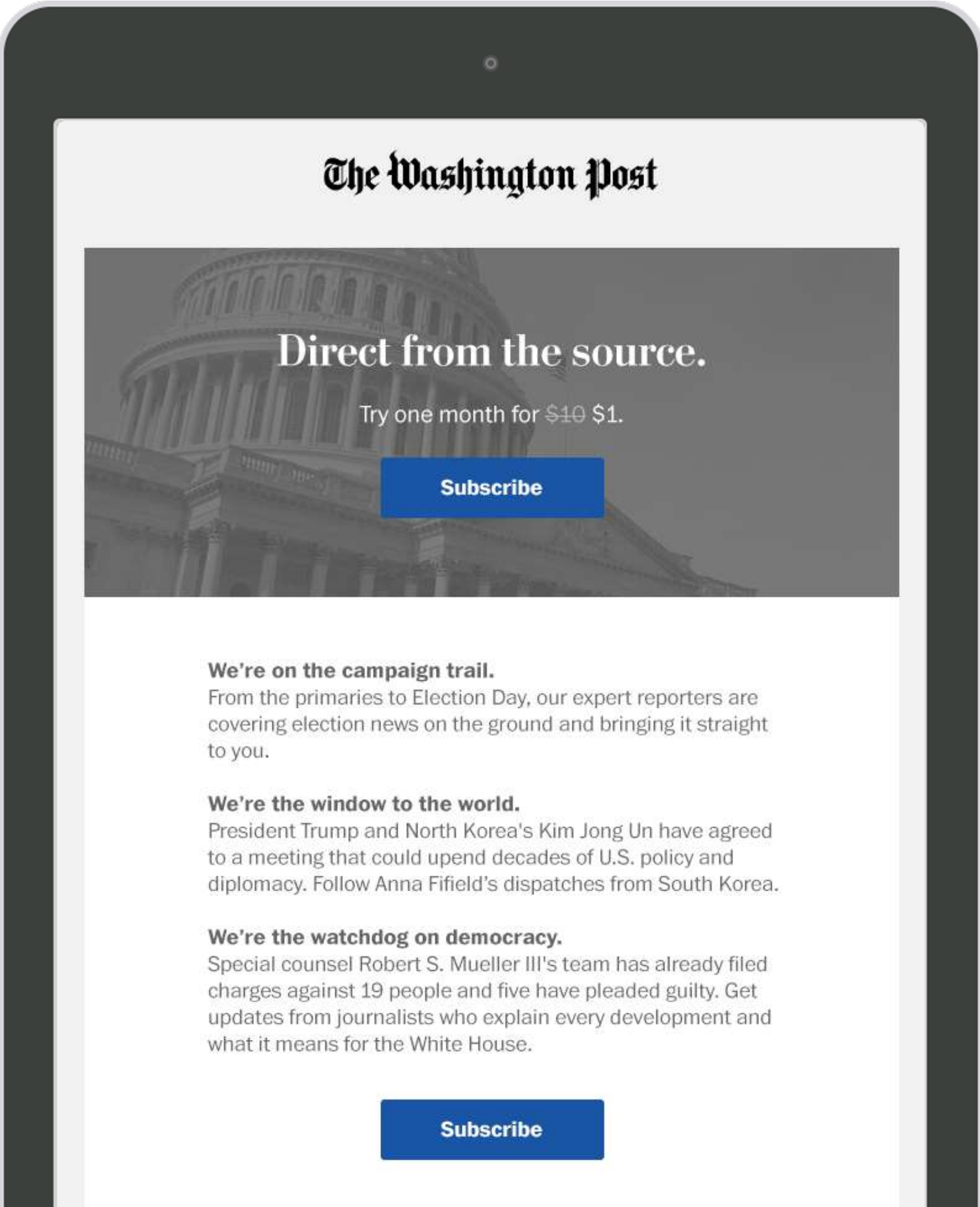
+44% Conversion Rate

+31% More Conversions





Show people content
that converts.





Discover optimal promotional rates.

\$100 (Retail)



\$90

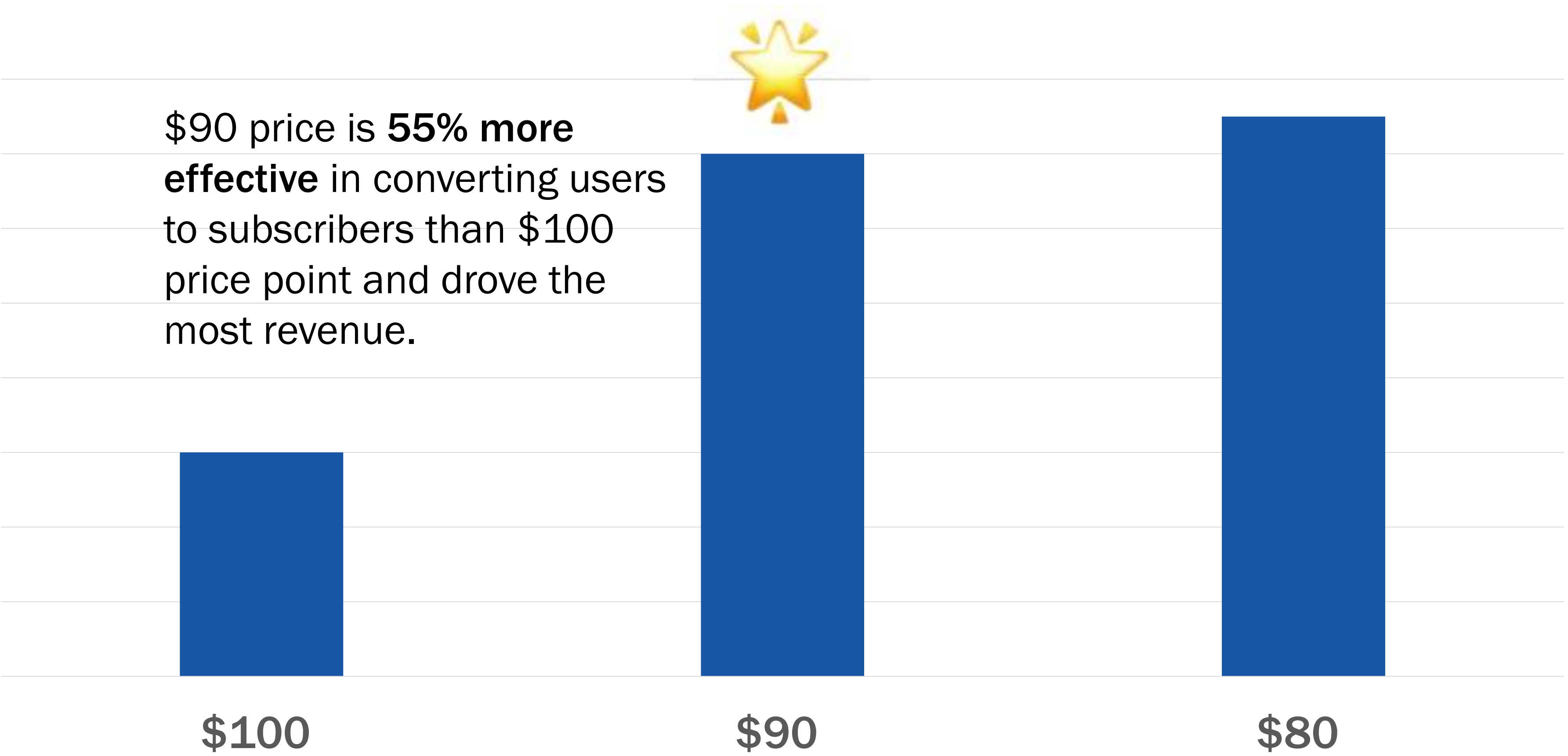


\$80





Conversion rate by annual price point



**The price is(n't)
always right.**



Remember...

- Lead with promotional or introductory offers.



- Say hello first. 

- Give readers the power to choose.



- Show people content that sells.



- The price is(n't) always right.

