

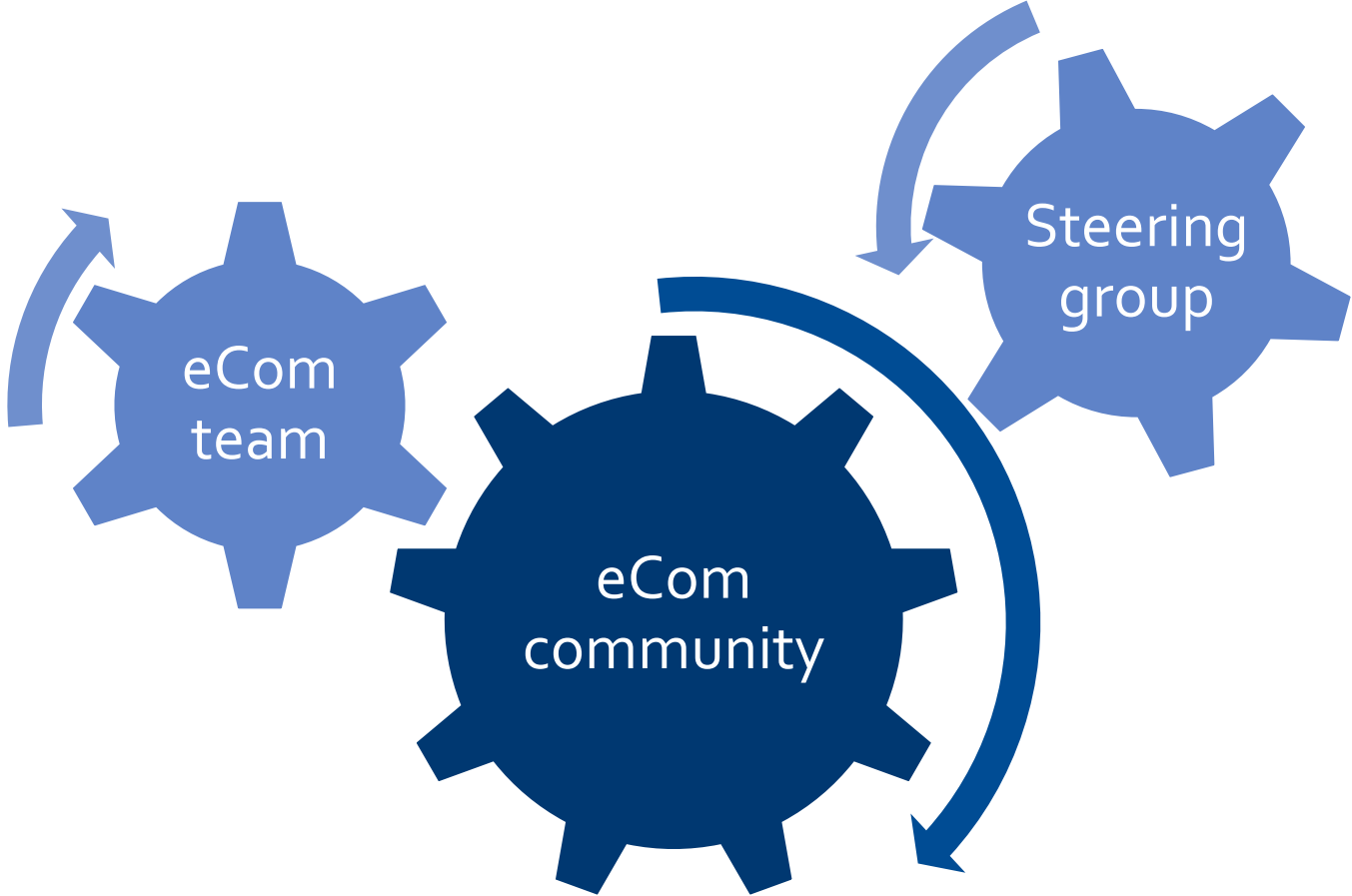


Faster Growth in Digital Subscription Sales

Johanna Suhonen, Director, Content Sales and eCom



eCom is our community driving subscription growth

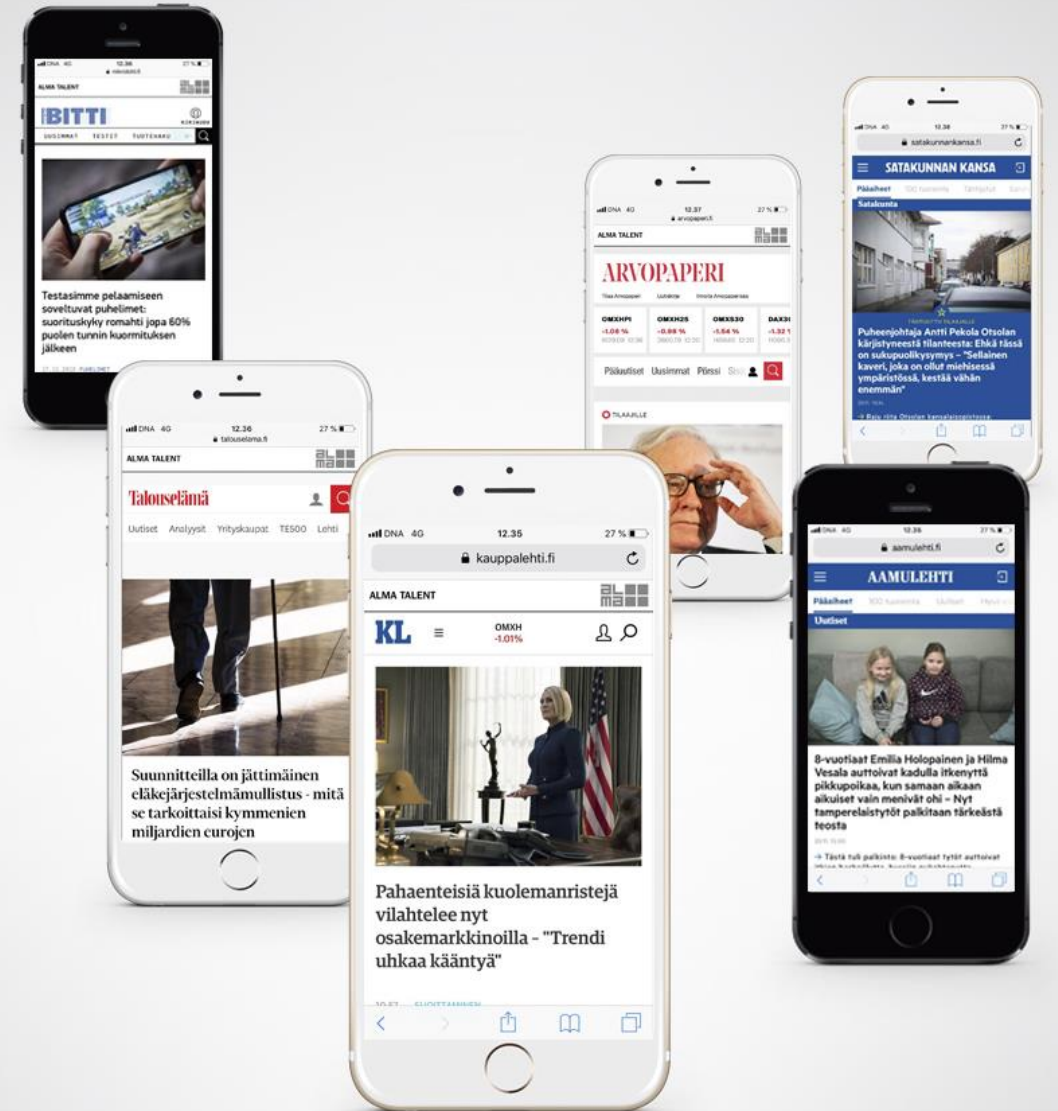


Our products

Digital subscription business consists of

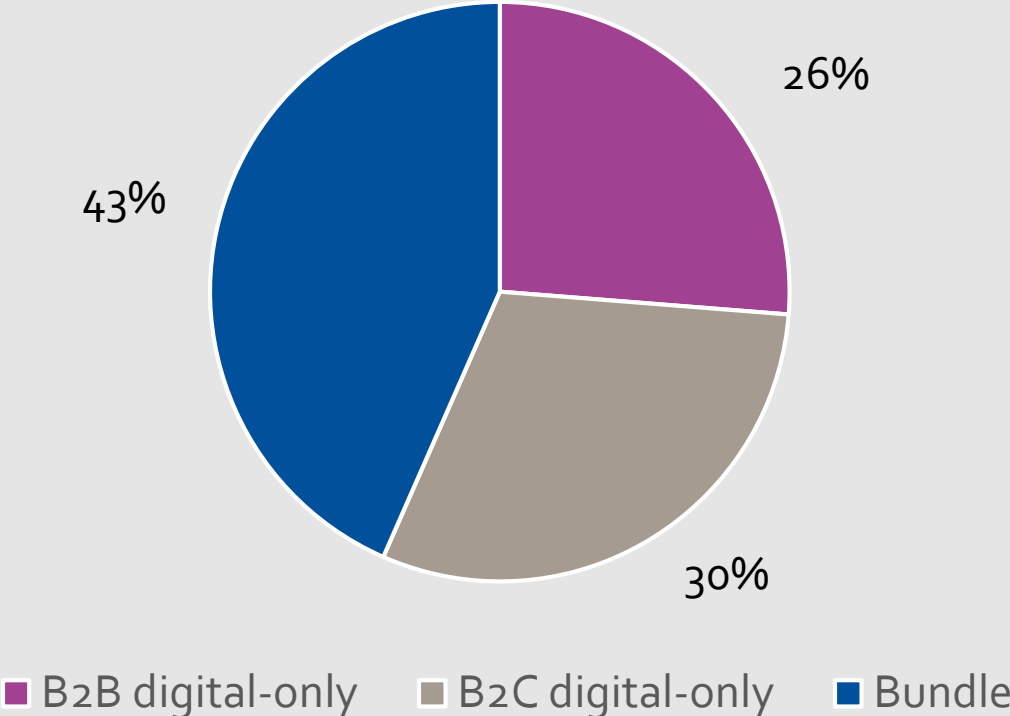
- Digital-only subscriptions
- Bundle subscriptions: combining print and digital
- Corporate sales (in business media)

- Freemium model
- Combining freemium and metered model



We are able to attract new customers with digital products

Alma Media Finland digital subscription revenue 2018*



*Rolling, prev. 12 months



Growth in customer base



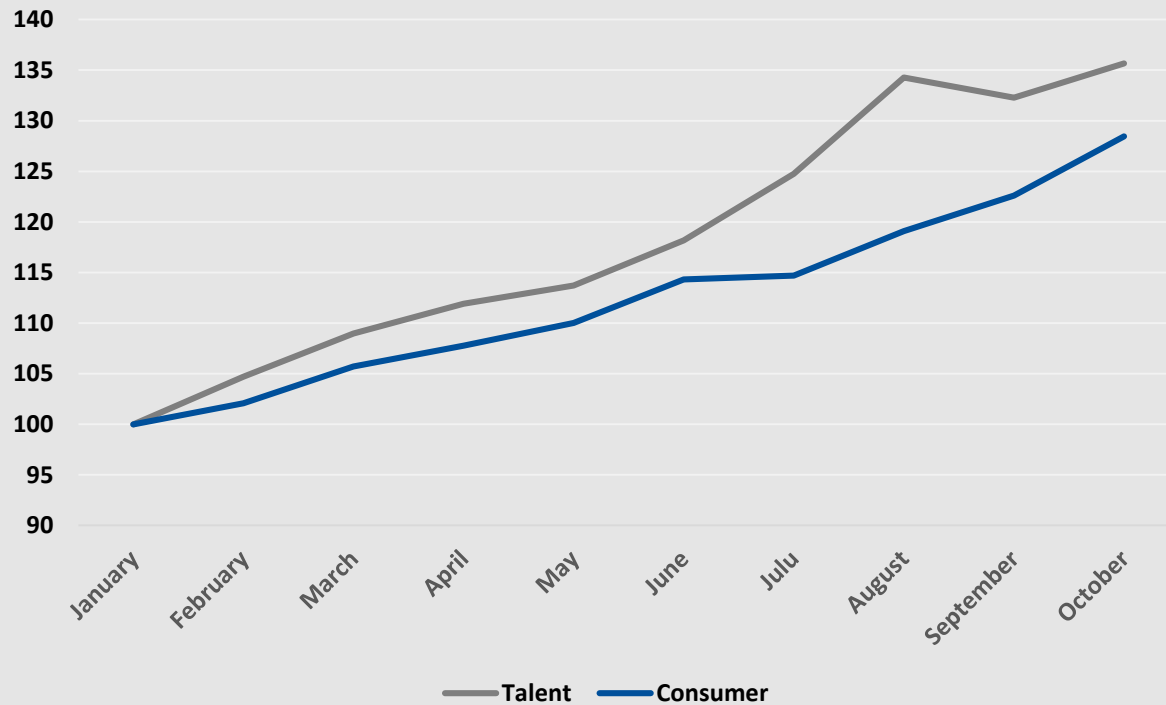
Alma Media digital subscription customer base 2013–2018

year 2018

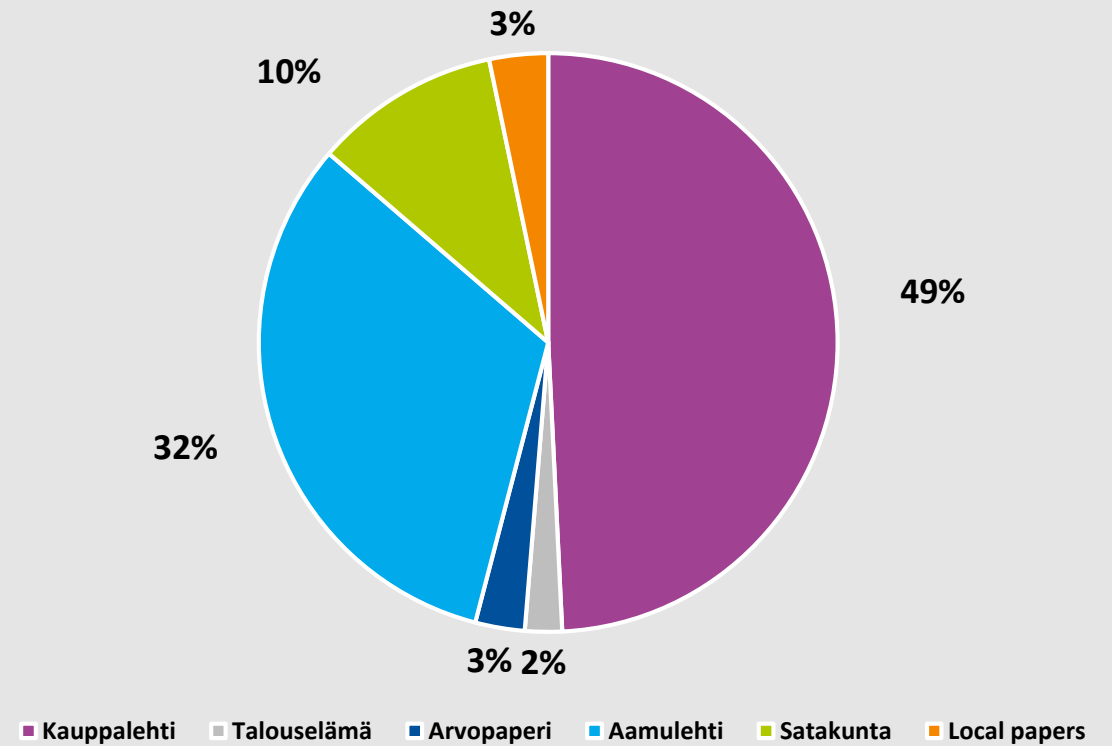


Growth in digital content revenue

Indexed digi-only revenue growth 2018



Digi-only revenue split 2018*



*Rolling, prev. 12 months

Success comes from a stack of things

Digital subscription business is complex. Numerous factors go into our subscription growth.

Journalistic process & creativity

Marketing offline

Traffic volume

Brand value

Traffic quality

Value proposition onsite

Asset load speed

Overall demand for news

Offers

Registered user volume

Marketing online

Engagement building

... and many more.



Creating value for the customer

The subscriber should find value in the subscription every time they visits our brand.



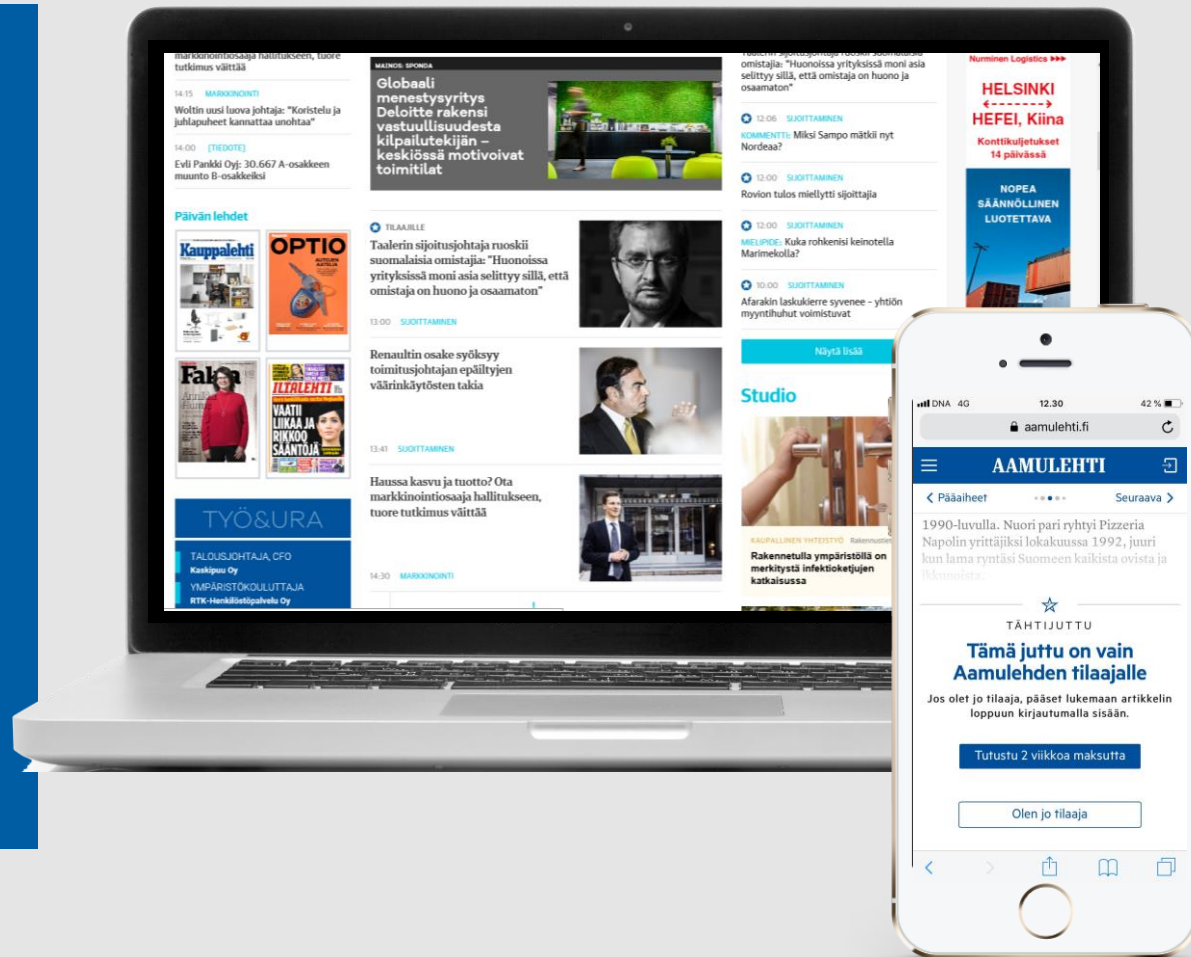
Miksi lukea Kauppalehteä, kun voit lukea parempaa Kauppalehteä?

Kauppalehti

Kauppalehden tilaajana pysyt tiukasti ajan tasalla maailman muuttavassa talousilanteessa. Kauppalehti tarjoaa sinulle parhaan talous- ja pörssi uutisten sisällön ja kokemuksen ajasta ja paikasta riippumatta.

Printtilehden pidemmät artikkelit syvennävtä talous tietojasi, digilehden jatkuvasti päivittyvät uutiset pitävät sinut mukana kussakin kehityksessä ja vain tilaajille avautuvat Tähtijutut tarjoavat kattavinta tietoa työelämäsi menestymiseen.

Tähtijutut ovat Kauppalehden valikoituja ja korkealaatuisia artikkeleja tärkeimmille lukijoillemme, sinulle.



The image shows a laptop and a smartphone displaying the Kauppalehti website. The laptop screen shows a desktop view with various news articles and a 'Päivän lehdet' section. The smartphone screen shows a mobile view of the website, highlighting a 'Tähtijuttu' (Star Story) article titled 'Tämä juttu on vain Aamulehden tilaajalle' (This story is only for Aamulehti subscribers). The article text on the phone reads: '1990-luvulla. Nuori pari ryhtyi Pizzeria Napolin yrittäjiksi lokakuussa 1992, juuri kun lama ryntäsi Suomeen kaikista ovista ja ikkunoista.' Below the article, there is a button 'Tutustu 2 viikkoa maksutta' and a 'Olen jo tilaaja' button.



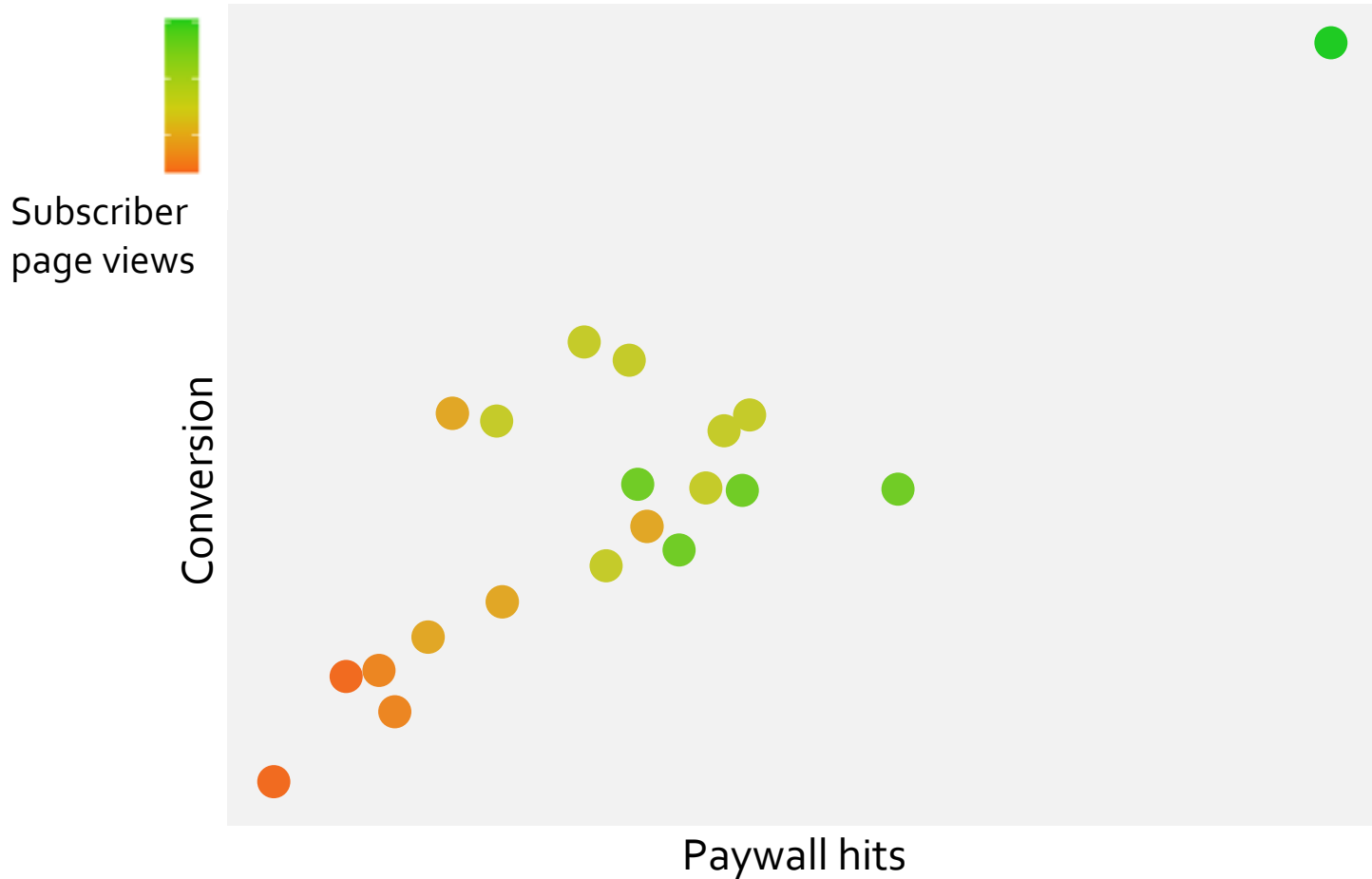
LUE KAUPPALEHTEÄ, NIIN PÄÄDYT SINNE ITSE

Emme väitä, että heti kun avaat Kauppalehden, menestys seuraa perästä. Varmmme kuitenkin, että Kauppalehti on yksi merkittävimmistä menestyksen työkaluista. Se- ja asenne, että pystyt mihin vain.

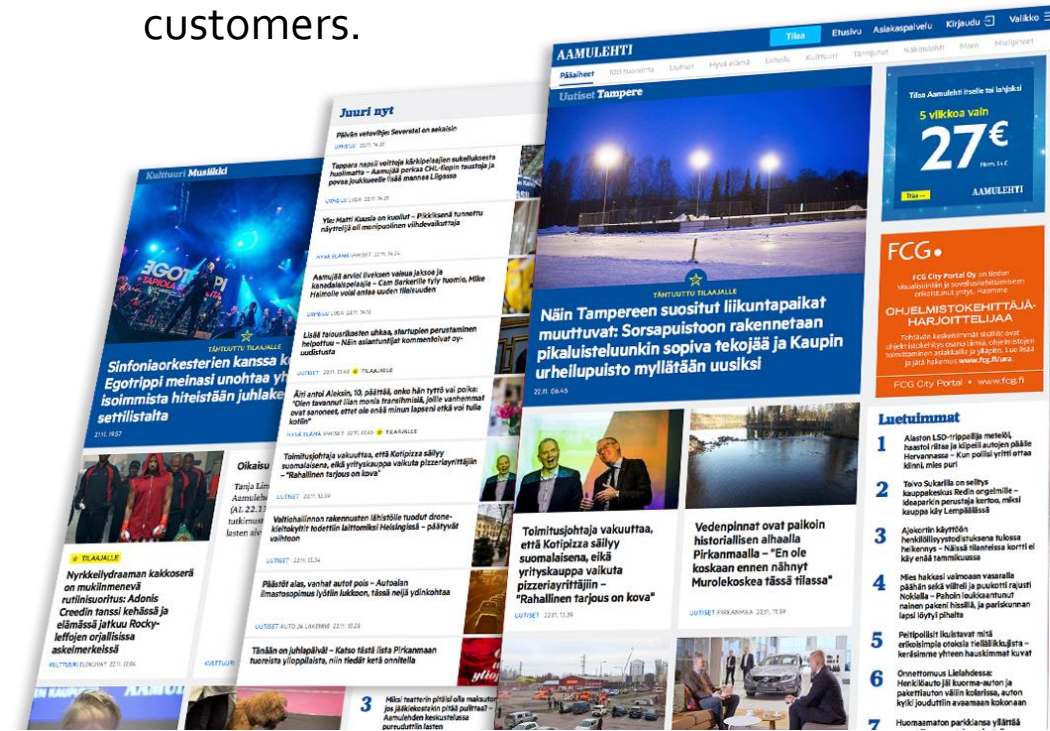
Kauppalehti

The image shows a group of five people (three men and two women) in a modern office setting. They are dressed in business attire. One woman in the foreground is holding a microphone, suggesting a podcast or interview. The background features a large wall graphic with the headline 'LUE KAUPPALEHTEÄ, NIIN PÄÄDYT SINNE ITSE' and a sub-headline 'Emme väitä, että heti kun avaat Kauppalehden, menestys seuraa perästä. Varmmme kuitenkin, että Kauppalehti on yksi merkittävimmistä menestyksen työkaluista. Se- ja asenne, että pystyt mihin vain.' Below the headline is the Kauppalehti logo.

We monitor closely what kind of content converts new customers, and also builds subscriber engagement

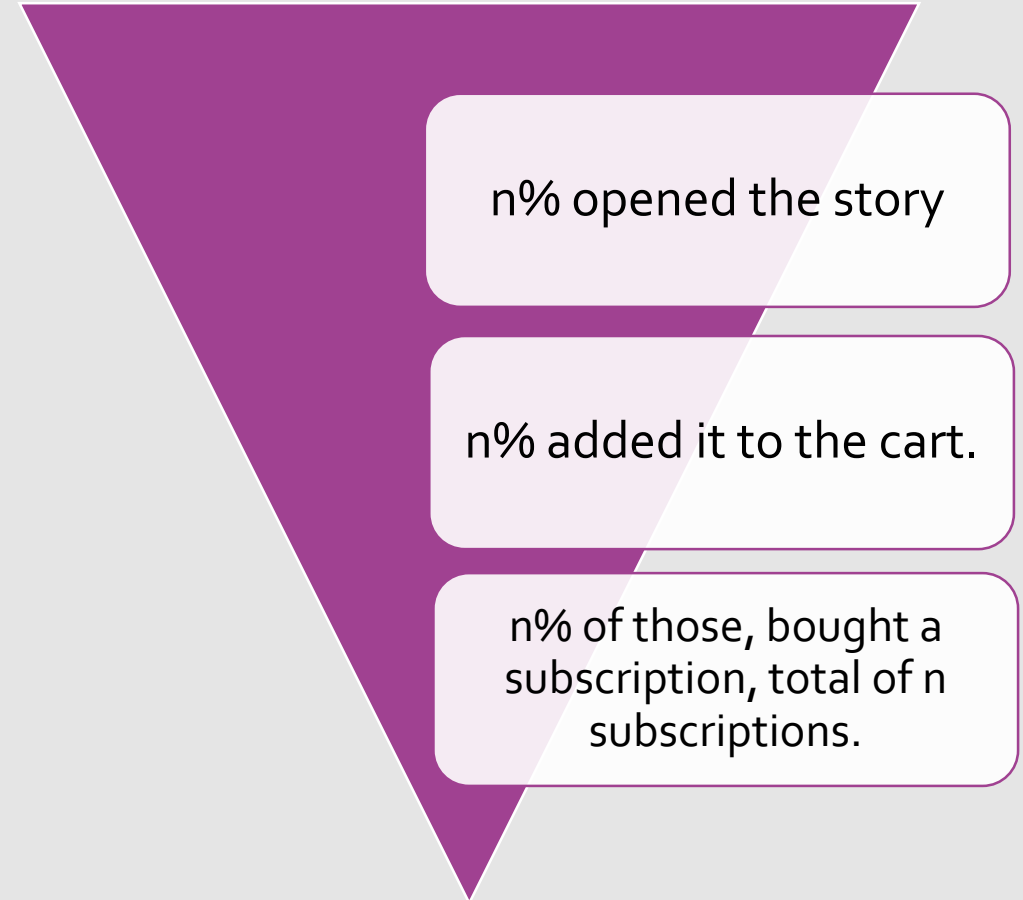


- Some topics are great for reaching new customers, some increase customer engagement.
- The best topics are able to do both: they are important to new and existing customers.



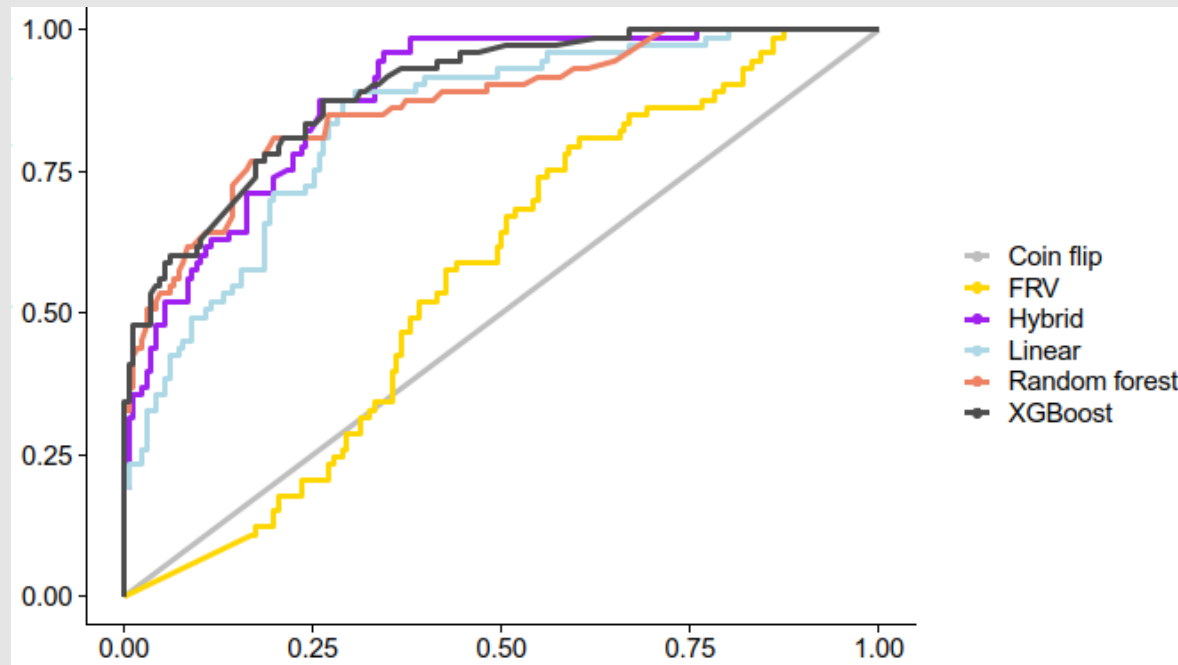
Newsroom KPIs are clear and visible

The screenshot shows a news article on the KL website. The article title is "Pörssin alamäki on avannut ronskeja ostopaikkoja - Tässä ovat Helsingin houkuttelevimmat helmet". The article is dated 12.10.2018 12:31 and was updated on 12.10.2018 12:56. The article is marked as "TILAAJILLE" (for subscribers). Below the article title, there are tags for "SIJOITTAMINEN", "OSAKKEET", and "PÖRSSI". The article content is partially obscured by a paywall that says "emme varanneet tämän jutun vain tilaajille." (we have reserved this article only for subscribers). Below the paywall, there is a green button labeled "Tee tilaus" (Make a purchase). Below the button, there is a link "kirjaudu sisään" (log in) and a question "Oletko painetun lehden tilaaja?" (Are you a subscriber of the printed newspaper?). Below the question, there is a link "Jatka lukemista tästä" (Continue reading from here).



Data and predictive analytics combined with efficient marketing automation

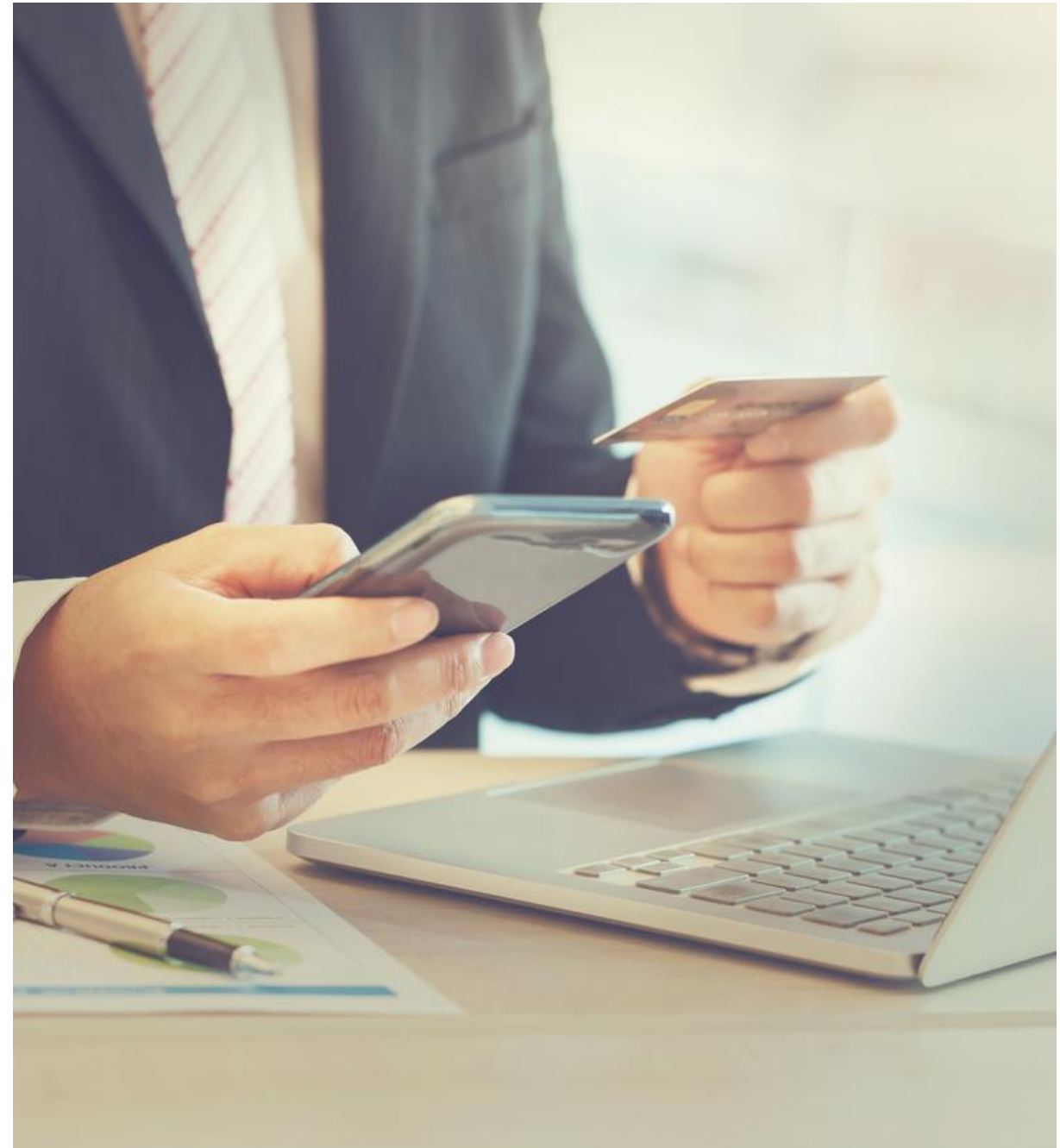
Accuracy of different models in test data



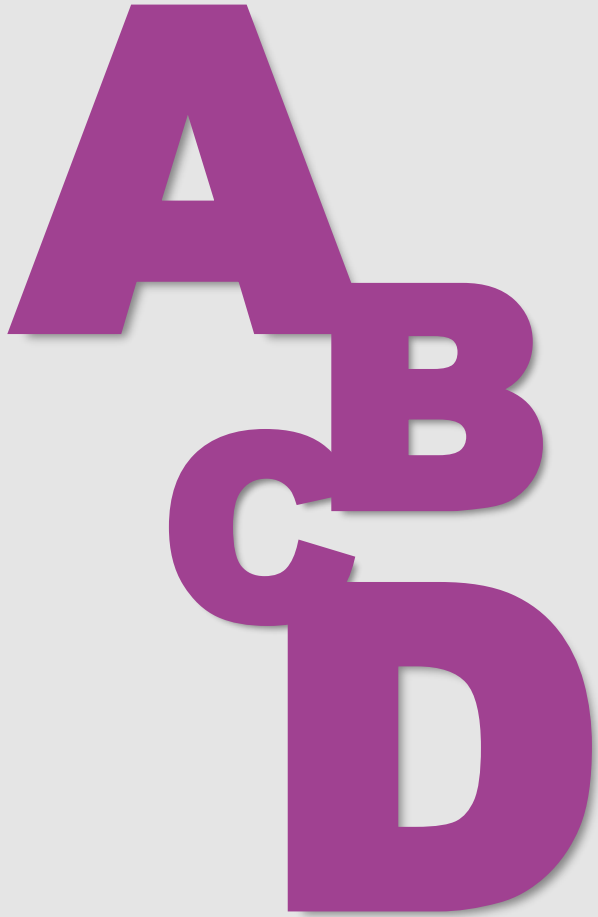
- Using machine learning methods, we search for behavioural models that predict subscribing potential or churn.
- According to the data, customers are taken through automated marketing flows which are frequently a/b-tested to improve results.

Understanding customer purchasing behaviour

- Payment method and invoicing period affect customer behaviour.
- Easy ongoing commitment – not cancelling but pausing the subscription.
- Micropayments as an introductory subscription
 - day and week passes
 - pay later –concept.



Cornerstones of Growth



Audience – focus on audience as customers.

Brand – strong brands also have a competitive advantage in digital content market.

Content – quality content is the key factor of creating value for a reader.

Data – insight on customers and content, clear KPIs for every team and role, shared common goals for editorial and sales department.