

150 Million Email Addresses

Christian A. Hendricks
President

chris@localmediaconsortium.com

@cah1162

February 2018



People

150 Million Email Addresses



Christian A. Hendricks
President

chris@localmediaconsortium.com

@cah1162

February 2018



The hard truth.



Who or what are you *really* reaching?

470 MM Self-reported Monthly Unique Visitors



 COMSCORE



165 MM Monthly Unique Visitors

???? MM Monthly Unique **People**



Advertisers Turn To People-Based Marketing, Plan To Stop Using Cookies

Published: February 9, 2018

1 The study found 32% of marketers believe the industry will **not rely on cookies** within the next 12 months, followed by 31% who believe it will take more than one year and up to two years.

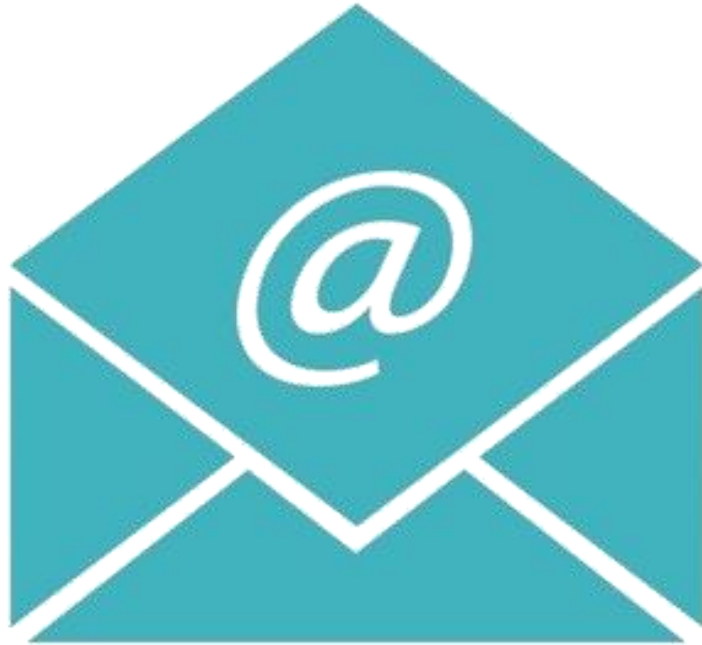
2 People-based marketing provides the **ability to advertise to real people** across their connected devices using registered user data rather than relying on temporary cookies. Using this type of data also assists in meeting General Data Protection Regulation (GDPR) policies.

3 Some 93% of companies surveyed run people-based marketing campaigns across social channels like Facebook and Twitter, but **only 58% run people-based campaigns across the open web.**

4 About 90% of marketers say they see **improved performance from people-based marketing** compared with cookie-based, probabilistic campaigns.



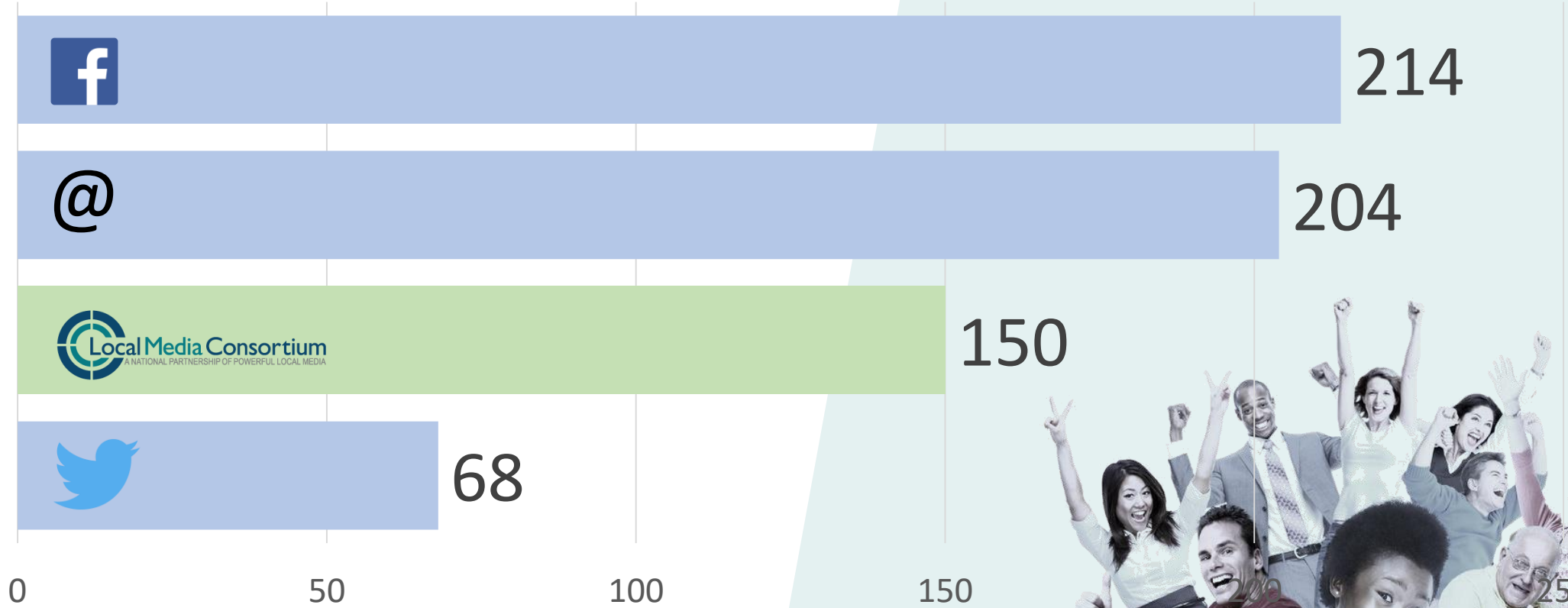
The Aspiration.



150 MM
People

The Aspiration.

(in millions)



Are we doing this wrong?



A tale of two subscription classes: Today

Subscribe to debate, not division.
Get 50% off one year of The New York Times.
Cancel anytime.

Already a subscriber? [Login](#)

Basic \$3.75 \$1.85/week Billed as \$7.50 every 4 weeks. GET BASIC	All Access \$6.25 \$3.13/week Billed as \$12.50 every 4 weeks. GET ALL ACCESS	All Access Plus <small>INCLUDES 2 BONUS SUBSCRIPTIONS</small> \$8.75 \$4.38/week Billed as \$17.50 every 4 weeks. GET ALL ACCESS PLUS
----------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Paid Subscription Marketing Strategy

SIGN UP

Join Our Newsletter

Join over 5,000 people who get free and fresh content delivered automatically each time we publish.

[SIGN UP](#)

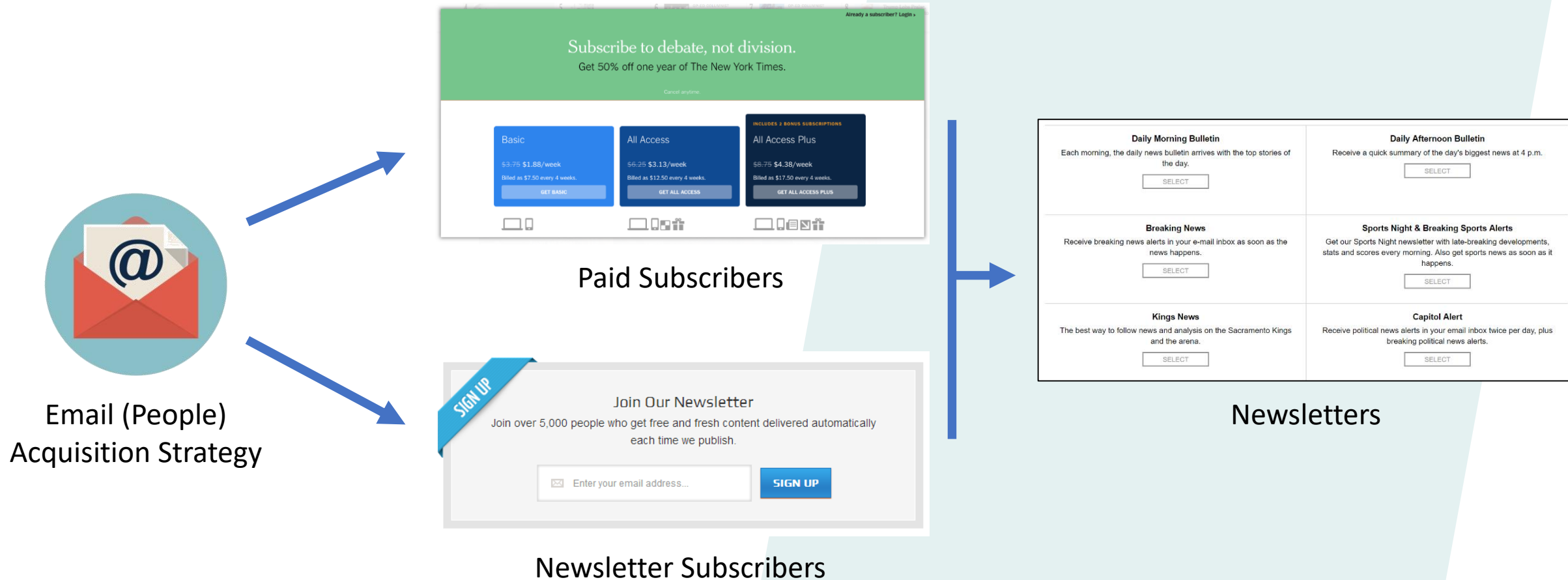
Free Newsletter Marketing Strategy



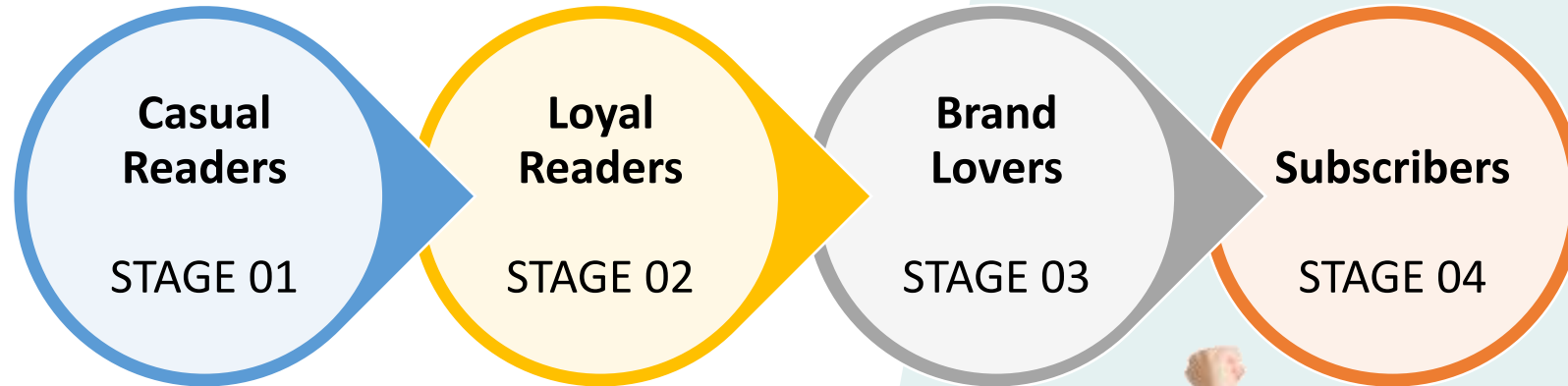
Daily Morning Bulletin Each morning, the daily news bulletin arrives with the top stories of the day. <input type="button" value="SELECT"/>	Daily Afternoon Bulletin Receive a quick summary of the day's biggest news at 4 p.m. <input type="button" value="SELECT"/>
Breaking News Receive breaking news alerts in your e-mail inbox as soon as the news happens. <input type="button" value="SELECT"/>	Sports Night & Breaking Sports Alerts Get our Sports Night newsletter with late-breaking developments, stats and scores every morning. Also get sports news as soon as it happens. <input type="button" value="SELECT"/>
Kings News The best way to follow news and analysis on the Sacramento Kings and the arena. <input type="button" value="SELECT"/>	Capitol Alert Receive political news alerts in your email inbox twice per day, plus breaking political news alerts. <input type="button" value="SELECT"/>

Newsletters

A tale of two subscription classes: Tomorrow



Rely on data. Do it with friends.

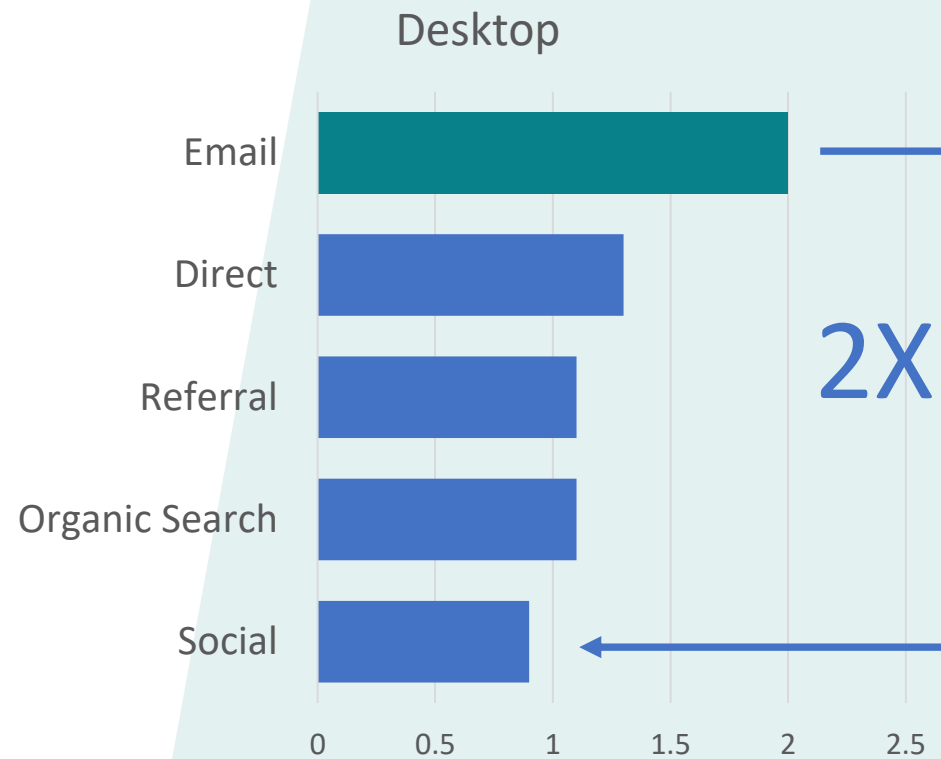
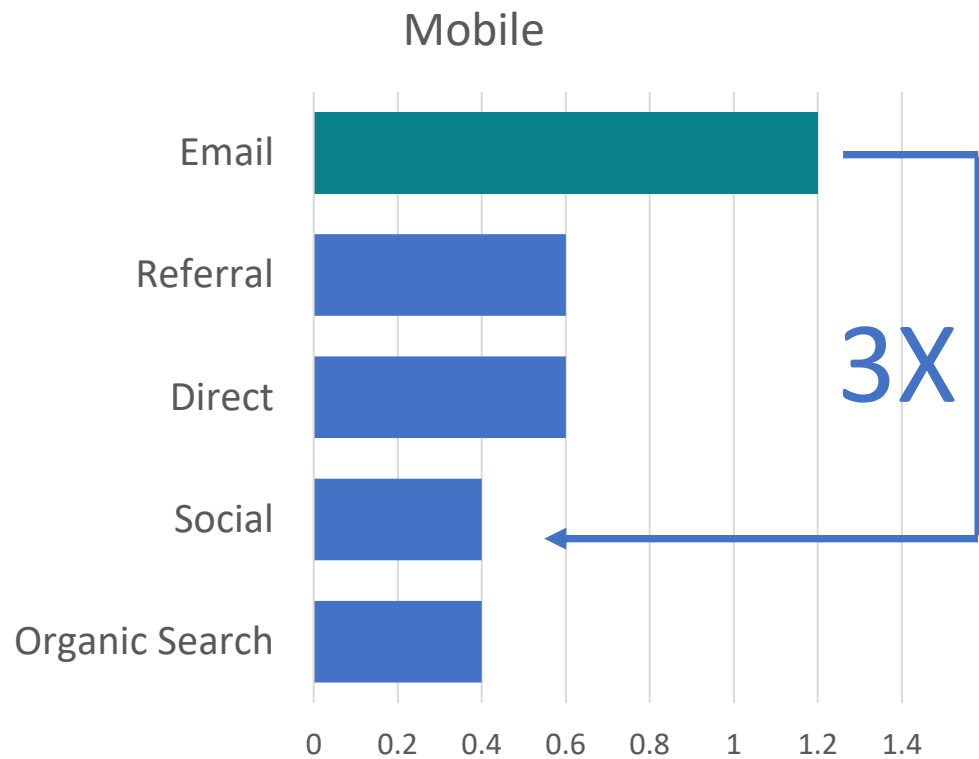


FUSE: Partnering with publishers to identify efficient business strategies, adapted to each audience segment.



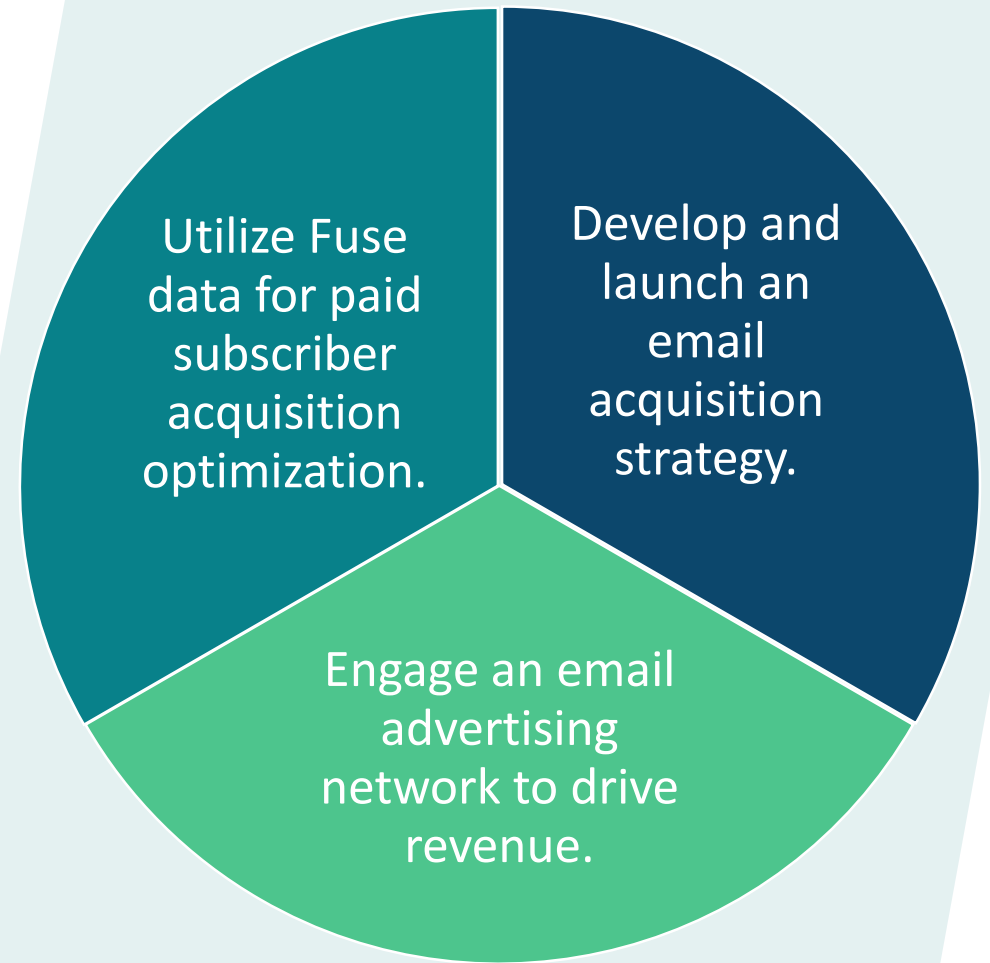
Average Returning Visitor Value - LMC

Newsletters are a highly valuable traffic source you should invest in.



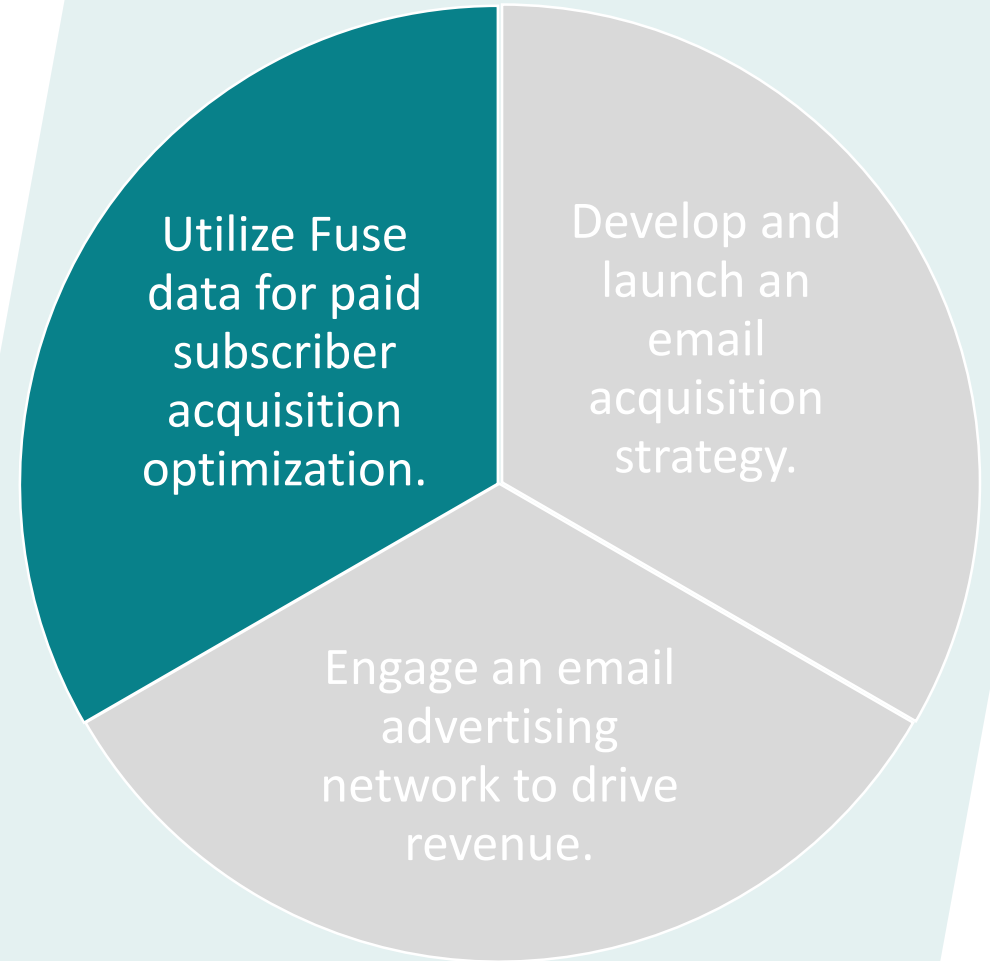
Setting up the long-game.

Building a solid foundation for long-term success in the people-based marketing ecosystem.



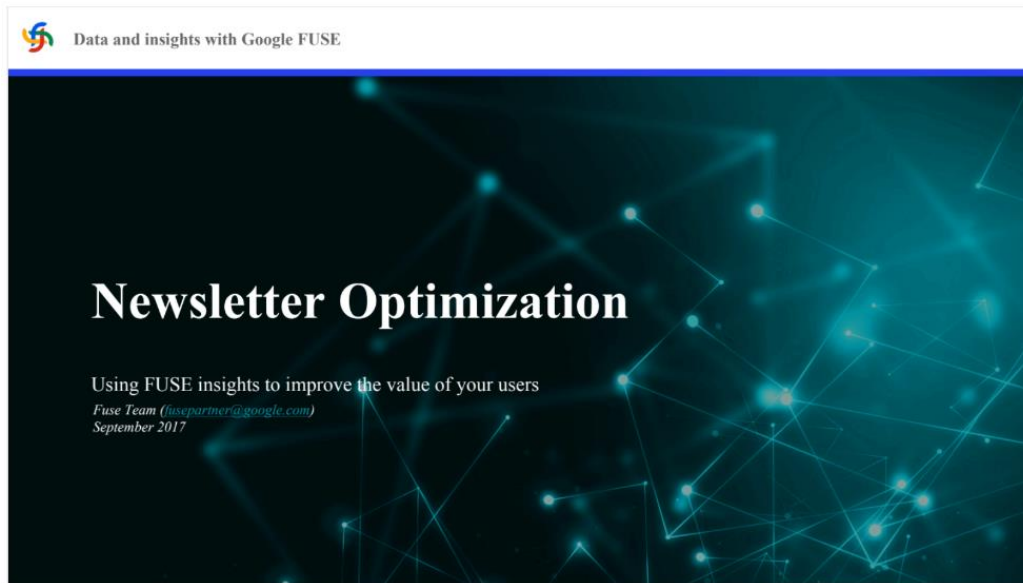
Setting up the long-game.

Building a solid foundation for long-term success in the people-based marketing ecosystem.



Fuse Insights

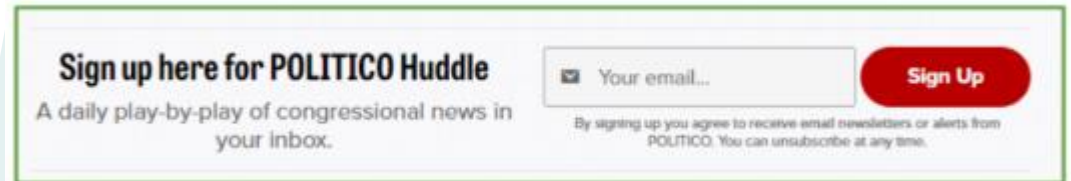
- The email address field is most important.
- Pre-populate the email address field.
- Keep the form simple. You want the email address.
- Put signup boxes in story flow and above and below the fold. Avoid pop-ups.
- Avoid generic “signup for our newsletter” message.



Join Our Newsletter ✓

Signup today for free and be the first to get notified on new updates.

This form is enclosed in a green border. It features a green checkmark icon to the right of the title. The text is centered and the form elements are simple and clean.



Sign up here for POLITICO Huddle

A daily play-by-play of congressional news in your inbox.

By signing up you agree to receive email newsletters or alerts from POLITICO. You can unsubscribe at any time.

This form is enclosed in a green border. It features a red "Sign Up" button. The text is centered and the form elements are simple and clean.

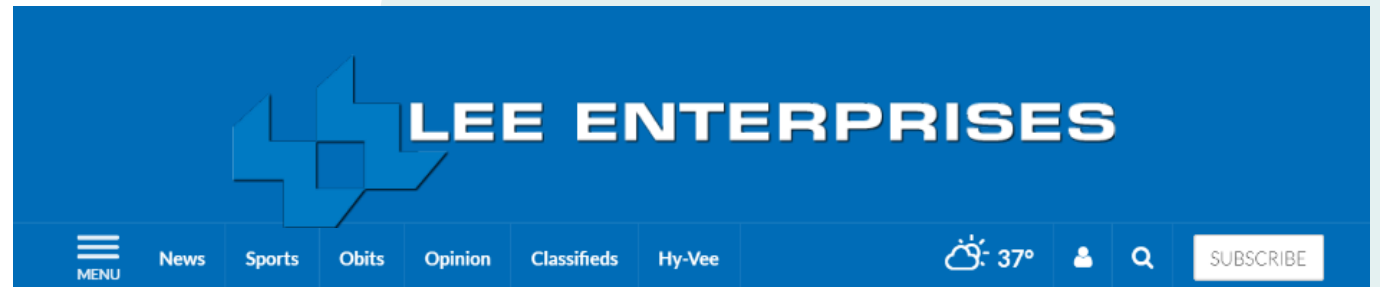
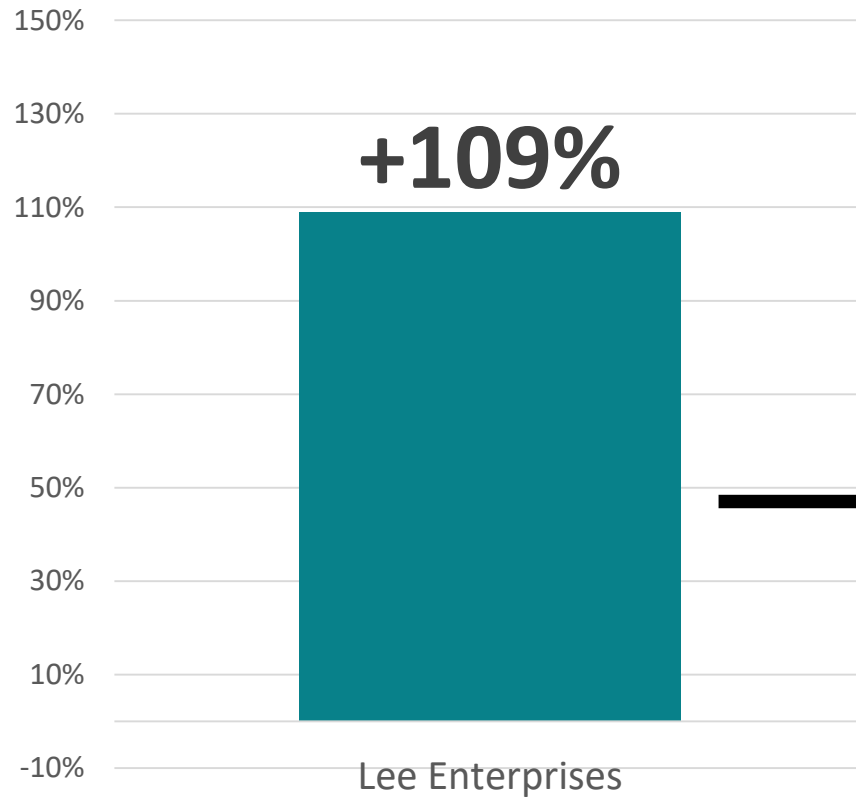
Fuse Recommends

- Added Subscribe button to main navigation on websites
- Updated Subscribe pages
- Launched \$5 Digital Access Campaign across the company

The screenshot displays the Lee Enterprises website header with a blue background. The logo, consisting of a stylized 'L' made of blue squares, is on the left, followed by the text 'LEE ENTERPRISES' in white. Below the logo is a navigation menu with links for 'News', 'Sports', 'Obits', 'Opinion', 'Classifieds', and 'Hy-Vee'. To the right of the menu are icons for weather (37°), a user profile, and a search icon. A white 'SUBSCRIBE' button is located in the top right corner. The main content area features a large promotional banner for 'DIGITAL ACCESS' with the headline 'Skip the Surveys.' and a 'SUBSCRIBE TODAY' button. The banner includes a photo of a smiling woman and the 'PANTAGRAPH' logo. Below the banner are three 'SIGN UP NOW' buttons in green and blue. A red box highlights the 'SUBSCRIBE' button in the header and the main promotional banner.

Fuse Results

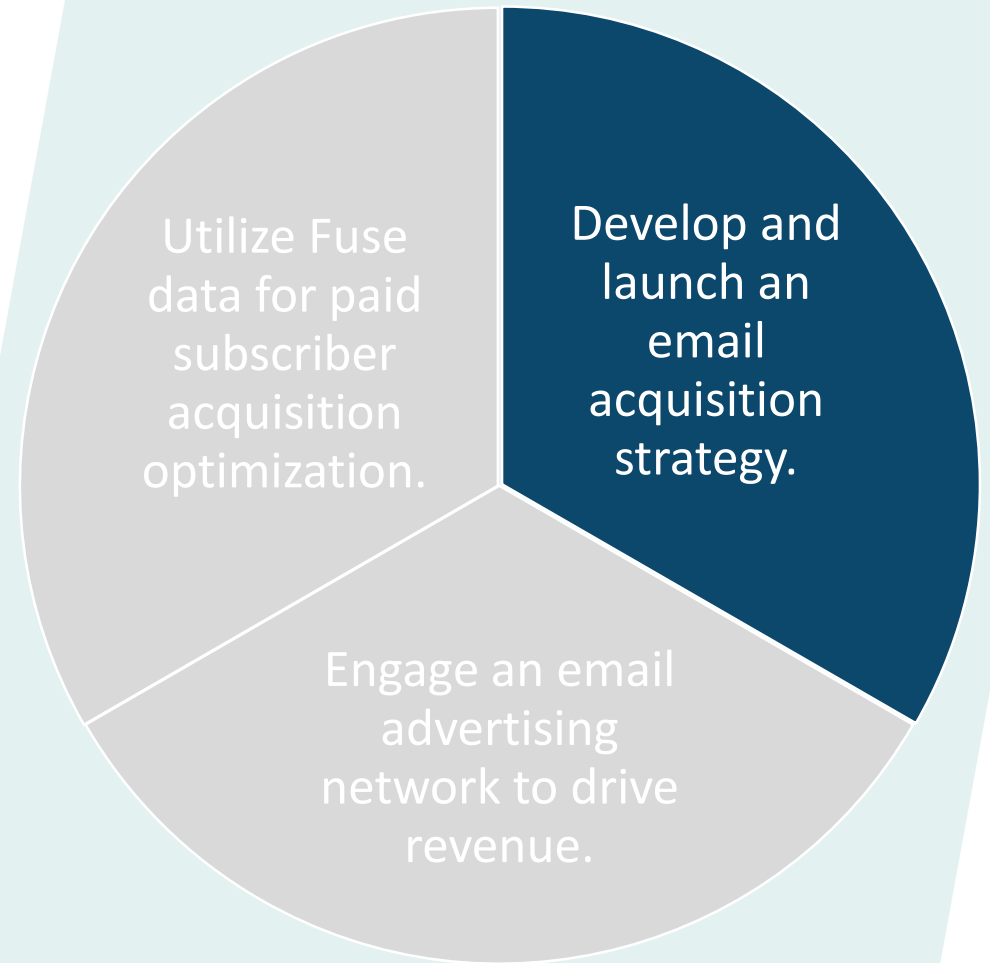
Traffic Increase to Subscribe Page



The screenshot displays the subscription options page. At the top, it says 'All access. All the Time.' and 'All subscriptions include 7 days a week access to qctimes.com and our apps.' Below this are three subscription tiers: 'DIGITAL ONLY' for \$9.99/month, '7 DAY FULL ACCESS' for \$23.25/month, and '2 DAY FULL ACCESS' for \$16.32/month. A large black '10X' is overlaid on the page, with an arrow pointing from the bar chart to it. Below the '10X' is the text 'Paid Subscriber Gain'. Each tier has a 'SIGN UP NOW' button at the bottom.

Setting up the long-game.

Building a solid foundation for long-term success in the people-based marketing ecosystem.



Efficient organic email harvesting strategy

- Breaking News Alerts
- Generic Newsletters
- Personalized Newsletters
- Personalized Content Recommendations
- Follow a Story or Video
- Follow Section
- Follow a Specific Topic
- Follow Entity
- Follow Author
- Paid Digital Subscriptions
- Call Center Acquisition

FOLLOW STORY

+46%

Open Rate

+23%

CTR

FOLLOW SECTION

+40%

Open Rate

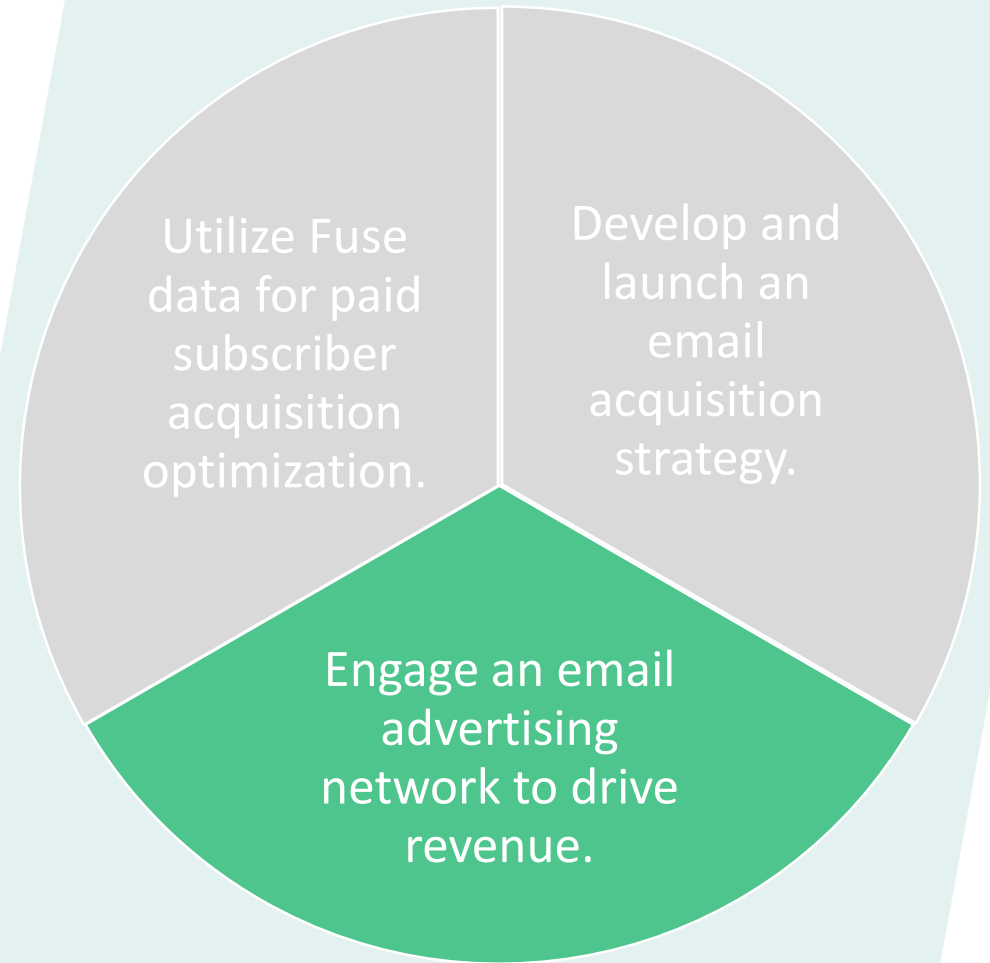
+13%

CTR



Setting up the long-game.

Building a solid foundation for long-term success in the people-based marketing ecosystem.



Engage Email Ad Network

Programmatic Ad Serving

- Easily and efficiently unlock incremental revenue opportunities from email inventory and audience.

Third-Party Monetization

- Open unsold inventory to auction-based buying from premium demand sources.

Private Marketplaces

- Create invitation-only marketplaces for high-value placements to premium advertisers via DealID.

Unified Auction

- Allow different demand sources to compete and guarantee every impression is sold for max value.



LiveIntent



Predictive Optimization



1st, 2nd, 3rd Party Data Targeting

Demographic, Device or Location



Partner Offers



Auction-Based Dynamics

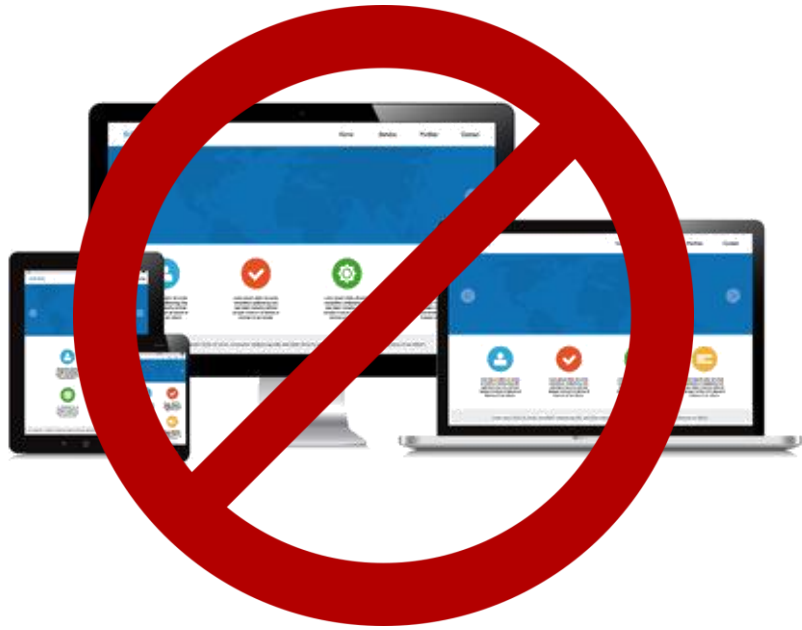
Google



criteo. Oath: A Verizon company

theTradeDesk

The long-game a.k.a. “the big idea”



Develop a scaled private **people-based marketing graph** to compete with other graph providers.

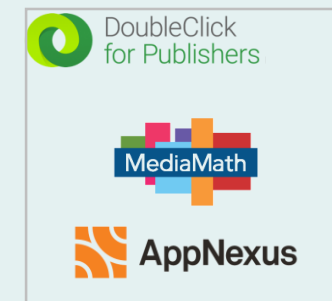
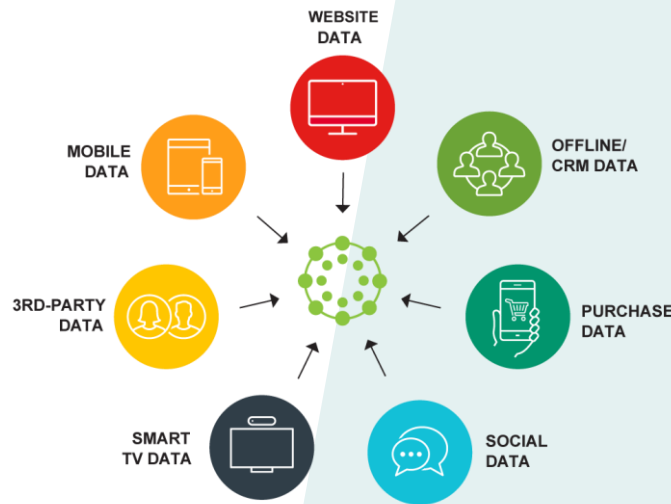


Private people-based graph on the open Web



Email (People)
Acquisition Strategy
150 MM @mail.com
Hashed Email

Digital Tag
Across LMC Properties



DSPs

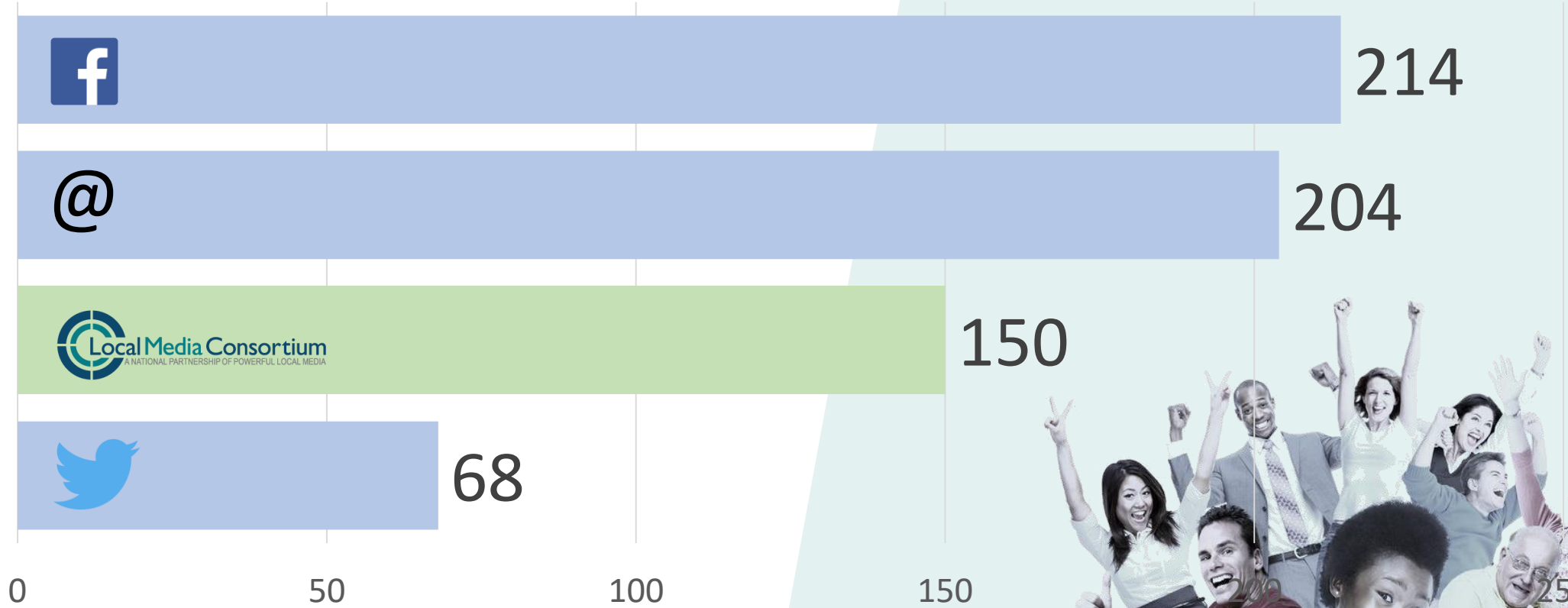
150 MM People on 2,200+
Local Media Properties

Real-time people-based
marketing ecosystem



End State.

(in millions)



What's Next?



The technology to do this exists. The real question is are publishers willing to be bold, together?

①

Find cult of the willing.

②

Create plan.

③

Go.

Thank you

chris@localmediaconsortium.com