

CASE STUDY :: PREDICTIVE ANALYTICS

Increasing Digital Subscribers for a Major National Newspaper



Challenge

A major American newspaper wanted to increase the number of paid digital subscribers for their online and mobile content.

Solution

Our approach focused on leveraging all available customer data to develop analytic models for predicting what would drive subscriptions. By starting the project a few months after the company's new online subscription model had been deployed, we had enough data to build an accurate model.

With our solution, we:

- **Analyzed the behavior of customers** who had subscribed in the past, so we could target unsubscribed customers with similar behavior pattern.
- **Explored hypotheses with our client** for why people might subscribe. These hypotheses were then translated into data points and incorporated into the dataset we used for modeling.
- **Created predictive models** and validated them against ongoing consumer behavior. This iterative process allowed for insights into which customer patterns provided viable answers, versus anomalies we could rule out.
- **Collaborated with the Marketing team** to identify customer segments for tailored messaging. We helped them develop customized emails for each segment based on their behaviors and propensities, encouraging people to subscribe.

Results

By developing and deploying a predictive subscription model, we helped our client to:

- **Increase sales by 30% using targeted mailings**
- **Increase subscriptions by 8%**
- **Double response rates**
- **Deliver highly targeted messaging** to specific customer segments
- **Optimize online content and layout** to satisfy customer needs and drive acquisition

Let's Talk

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