

INMA World Congress

Brain Snack

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CNHI – App Initiative

- CNHI footprint
 - 75 Dailies
 - 45 Weeklies

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January 2014

- Nine (9) locations with apps
- Depending on the market, some of the nine had iOS, some had Droid and only a couple had both
- Local ad inventory utilization was less than 5%
- National sales filled the remnant inventory

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January 2014

- Apps developed & supported by Verve
- Basic template
- Focus on monetization of remnant inventory
- Best audience engagement metrics on digital platforms

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January 2014

➤ Plan

- Goals/Objectives – Generate \$6mm in incremental revenue and drive audience engagement by 25%
- Strategy – Raze current structure and architect new model based on audience engagement

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January 2014

➤ Tactics

- Identify & secure new mobile partner
- Develop app UX based on audience usability
- Fast prototyping

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August 2014

➤ Tactics

- Build three apps (iOS, Droid, Kindle) for each daily location
- Attach meter subscription code to each
- Free download
- Roll out 225 apps over three months

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April 2015

- 75 locations with apps
- 35.4% of digital content consumed through mobile device
- 3.4% of digital content consumed through apps

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April 2015

- 187,789 downloads
- iOS – 141,424
- Droid – 35,812
- Kindle – 10,553

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April 2015

- 22.8% of inventory utilized locally
- 85.3% YOY mobile revenue growth
- 17.4% App revenue growth in six (6) months

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Questions?