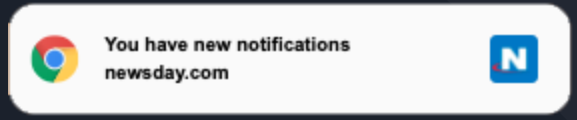
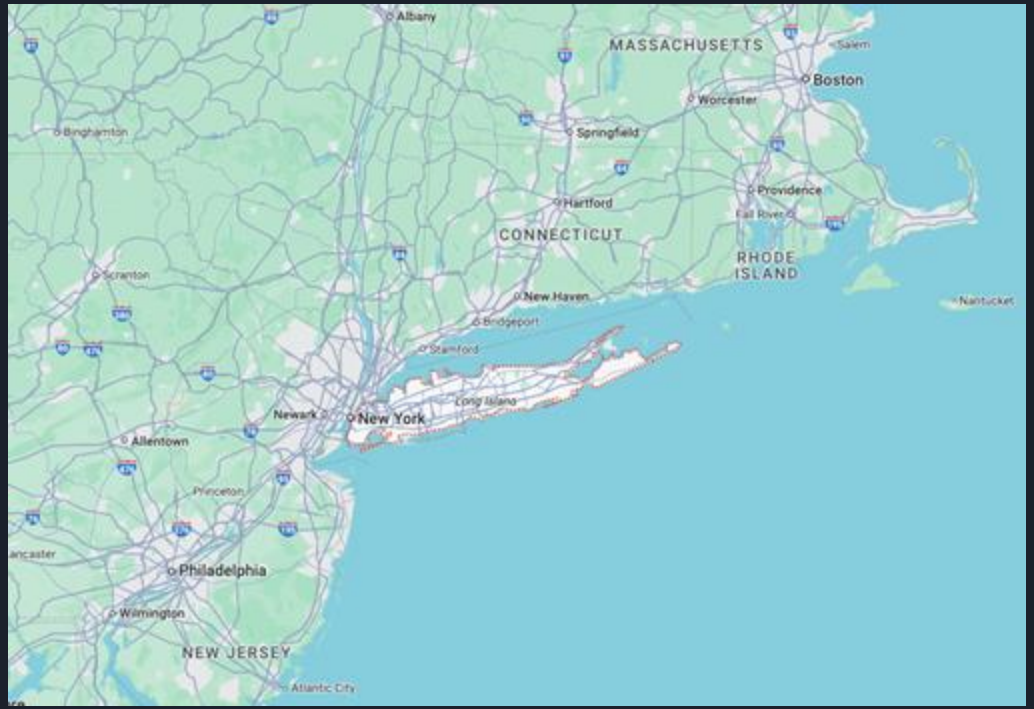


Rethinking segmenting strategies to optimize direct engagement

Revisiting past practices and pivoting to avoid churn

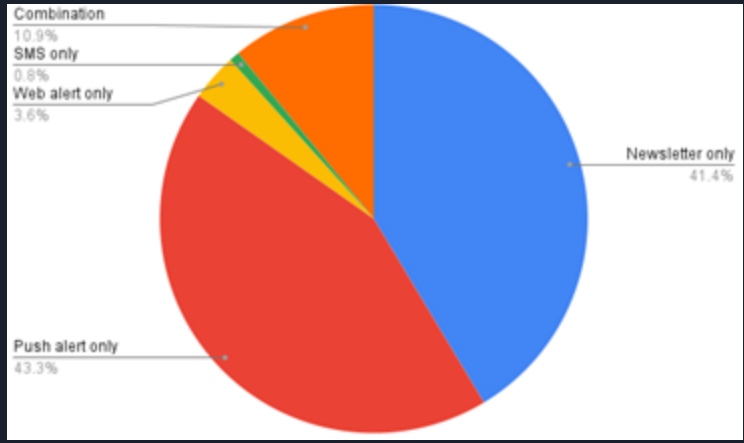
Newsday

About Newsday



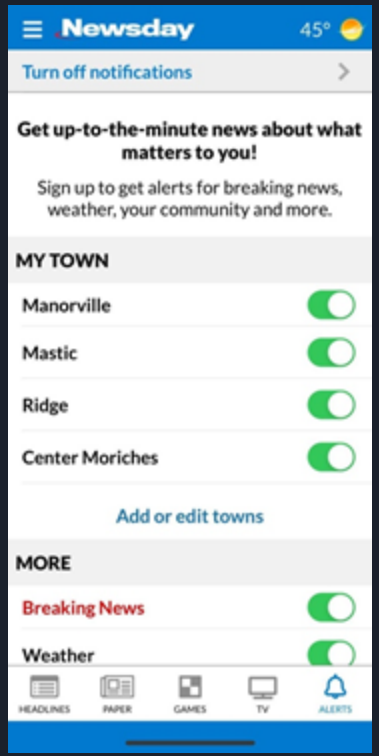
- Newsday has been covering Long Island since 1940.
- Since then, we've expanded our operations from strictly print to online, TV and beyond.

Background



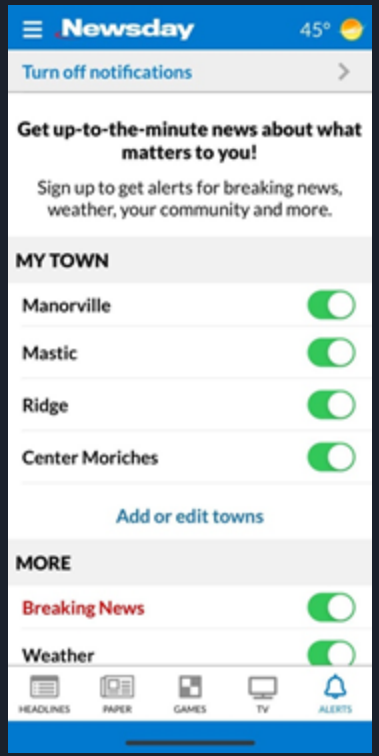
- Newsday offers news alerts via app, desktop and email notifications and SMS messages.
- Audience engagement on each of these platforms can differ greatly.
    - Our audience, particularly subscribers, tends to prefer one alert platform when visiting our site

What we did



PUSH ALERTS

What we did



- In 2023, we revamped our app push alert strategy:
  - increased the number of topic segments that our users could sign up for.
  - increased the average daily number of alerts sent from 8 to 22.
- This resulted in a 38% increase in traffic to our content.
- But, this caused a new problem: four-fold increase in users unsubscribing from receiving our push alerts.
  - This is a major issue as once users unsubscribe from desktop or mobile alerts, it's very difficult to get them back, mainly due to technology restrictions.

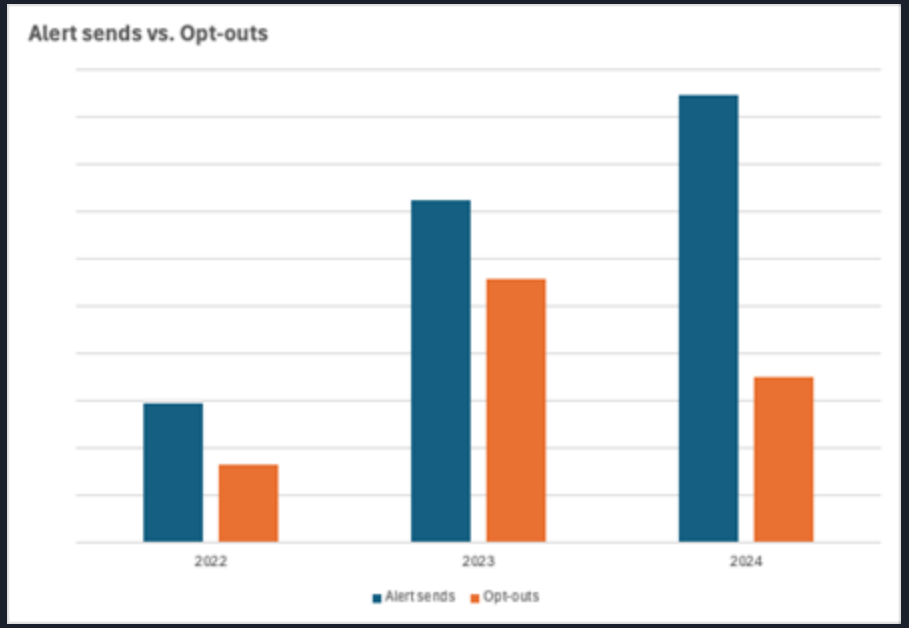
How we pivoted

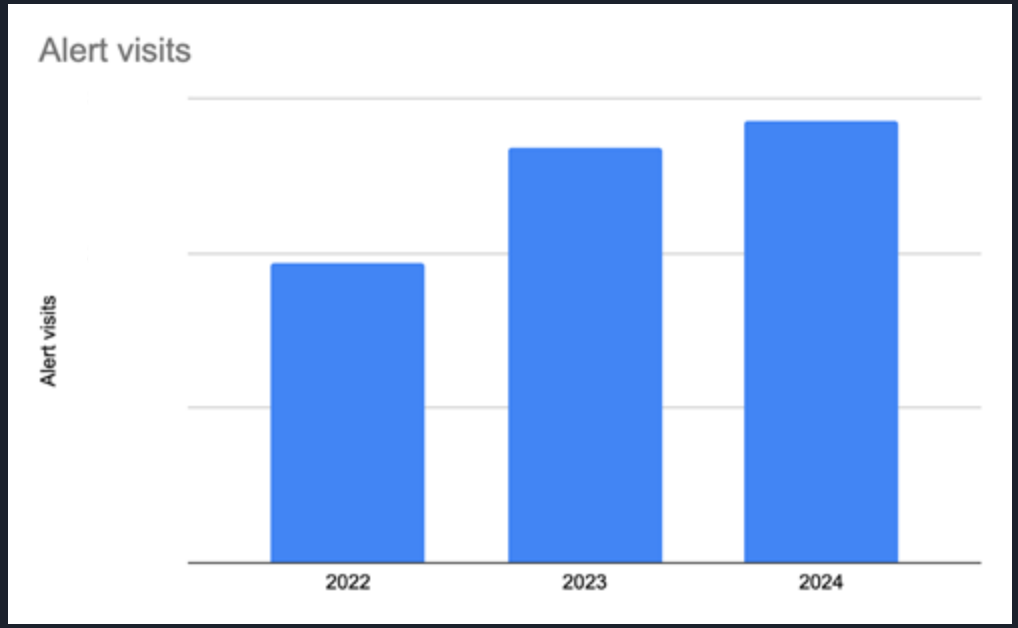
- Used our alerts platforms' audience tool to delve into our user segments and divide our largest segments into three groups:

- For many of the alerts we were sending to our largest audience group, we started only targeting those in the group who were at low risk for churn.

High risk of churn	Most likely to unsubscribe from notifications when receiving more alerts
Medium risk of churn	Somewhat likely to unsubscribe from alerts
Low risk of churn	Least likely to unsubscribe from alerts (49% of our audience)

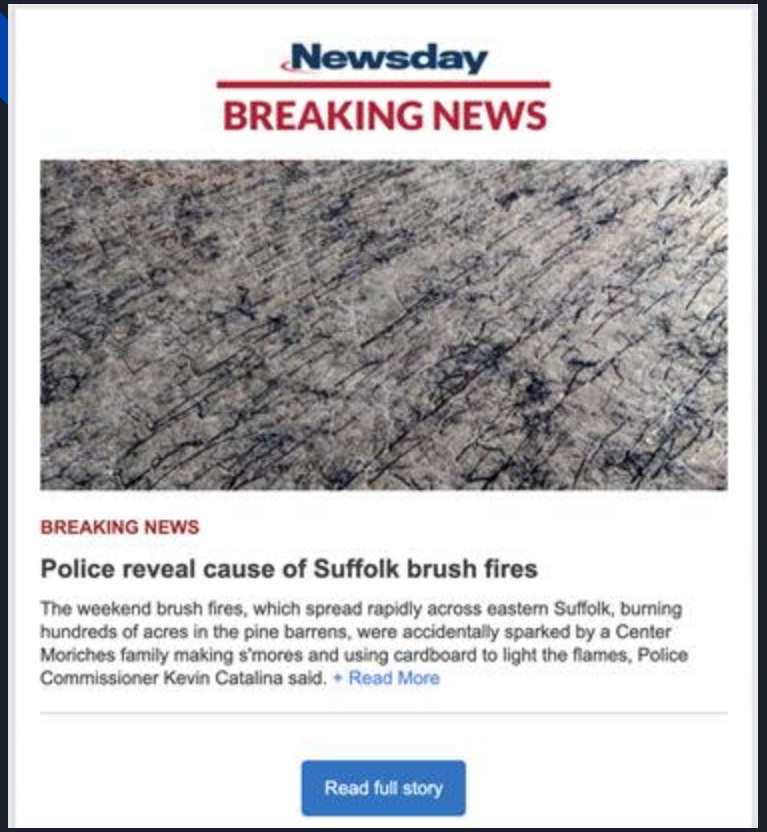
Results we drove





What we learned

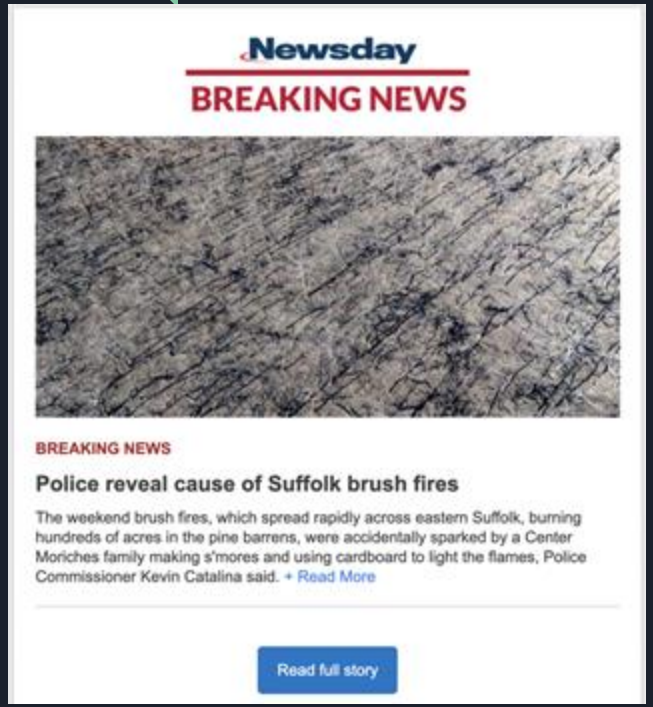
- An average user receives between 20-25% of the total alerts we send.
- Our audience has an appetite for more alerts when they are specifically tailored to their interests.
- Users generally have a high tolerance for a large amount of alerts.
- We should try to space out alerts to segments with larger audiences whenever possible, although news doesn't always allow for this.



EMAIL ALERTS

23m ago

Our goals



- Audit the types of email alerts we were sending to find opportunities
- Clean our email lists to reach only users who are engaged
- Email alert more stories on **high-interest topics** without overwhelming the entire breaking news audience
- Tap into more topic segmentation based on audience interests

Our newsletter offerings

- **Email alerts**
- **Daily updates**
- **Subscriber-only roundups**
- **ICYMI**
- **Topic-based newsletters**
  - **Topics that drive the most users to the site:**
    - **Feed Me (restaurants)**
    - **Sports**
    - **Entertainment**
    - **Business**

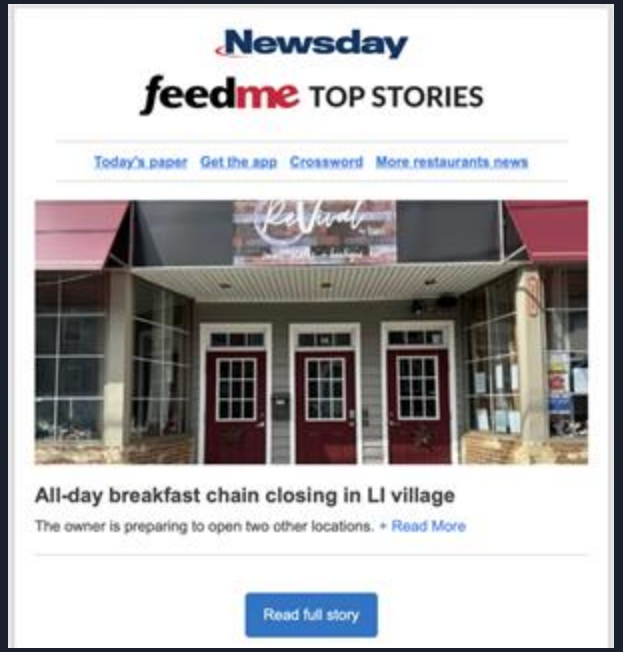
- Do we send more emails to the audience who signed up for a topical weekly newsletter? Or target the audience who opted into receiving email alerts from us?
  - **Did not want to inundate people who signed up to get just 1 weekly newsletter**

- Instead, we **segmented** our alerts audience (our largest list)
  - Using our ESP tools, we break out our breaking news/top stories email list into segments of people who have high-interest in specific topics based on the content they engage with

23m ago

What we did

- We started sending more email alerts on big stories from those topics **only** to the applicable segment of the audience, if they don't arise to the level of sending to everyone
  - "Feed Me" top stories alerts
  - Sports top stories alerts
  - Business top stories alerts
  - High School Sports top stories alerts (just launched)



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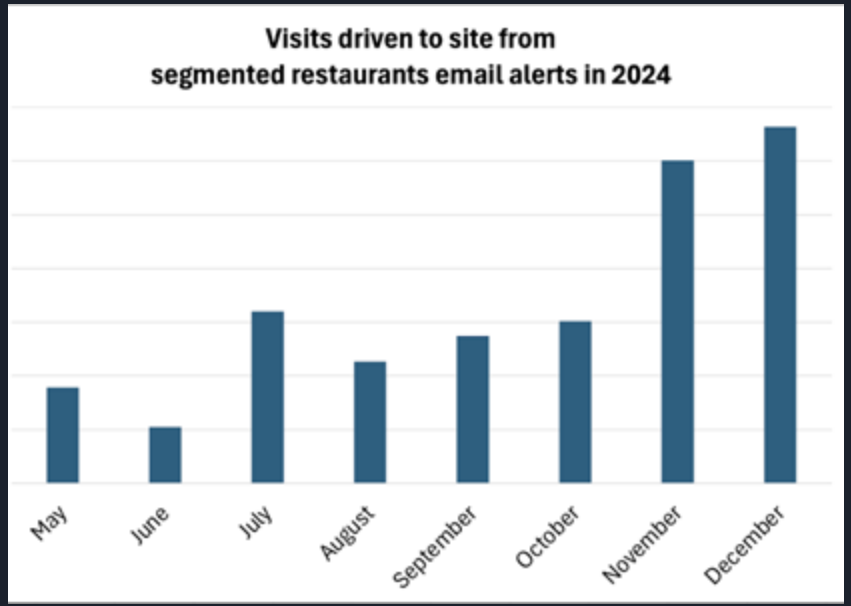
What we found

- While the breaking news list size decreased year-over-year with list cleaning efforts, our strategy tweaks helped boost traffic to the website from email alerts by **13%** year-over-year

- Visits from restaurants alerts in particular grew exponentially since launch



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