



Enabling AI in Media and Publishing

Using AI to Increase Subscriber Engagement and Improve Retention Rates

Record Subscriber Growth

+100k

Increased First Year Retention By

+27%

Increased Subscription Revenue

+9%

Operating Profits Increased By

+41%

Executive Summary:

NowVertical partnered with a global UK-based publishing company ("the Customer") to accelerate their data and AI adoption, focusing on enhancing subscriber engagement. By implementing a modern data platform, advanced analytics, and AI solutions, the Customer experienced record subscriber growth, increased subscription revenue, improved retention rates, and higher operating profits.

Business needs:

The Customer needed to enhance subscriber engagement, build trust in data platforms, drive innovation, adopt modern technologies, improve operational efficiency, achieve revenue growth and profitability, and develop internal data capabilities.

Business results after AI Implementation:

- Record subscriber growth of over 100,000 new subscribers
- Growth in subscription revenue by 9% or higher
- Increased first-year retention by 27%
- Boost in operating profits by 41%

Enhancing Subscriber Engagement

Overview:

The Customer, renowned for its prestigious brand and publications, recognized the need to enhance its customer experience and address its data-related challenges. The organization had previously experienced a setback, incurring a loss of £12 million on a failed program. To rectify the situation and drive innovation, the Customer embarked on the Future Customer Experience program, aiming to transform its entire landscape.

Situation:

- The Customer faced several challenges before NOW's engagement:
- Limited focus on subscriber impacting customer experience: The organization had not prioritized subscriber engagement, resulting in suboptimal customer experiences.
- Trust in existing data platforms: There needed to be more confidence in the accuracy and reliability of the data on their existing platforms.
- Excessive time spent on data issues: Resources were primarily devoted to resolving data-related issues instead of driving innovation and strategic initiatives.
- Limited capability to adopt modern technologies: The organization faced challenges onboarding and leveraging advanced technologies to enhance its data and analytics capabilities.
- Business impact due to lengthy data warehouse refresh: The process took more than 11 hours, hampering operational efficiency.

“What I'd thought would take 18 months was delivered by Acrotrend (NOW) in less than 4 months. This is an outstanding achievement in the context of where we were 4 months ago,,

- Chief Data Officer

Approach:

NowVertical took a multi-phased approach to deliver a comprehensive roadmap and build a modern data and advanced analytics platform for the Customer.

1. Discover and Envision:

In the initial phase of our engagement, NOW thoroughly assessed their current data landscape and existing capabilities. We analyzed their data infrastructure, systems, and processes to identify gaps and opportunities for improvement. We deeply understood their subscriber engagement goals and challenges through workshops and collaborative sessions with key stakeholders. Based on this assessment, we envisioned a future state for their data and analytics capabilities, outlining the necessary steps to achieve their objectives.

2. Prove:

To demonstrate the potential impact of our proposed solutions, NOW focused on delivering quick wins and tangible results. We developed a modern data platform that consolidated and integrated data from various sources, including business-to-consumer digital subscribers, prospects, and registered users. Leveraging advanced analytics and machine learning techniques, we implemented a subscriber engagement scoring process, allowing the Customer to prioritize and personalize their interactions with

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subscribers. Through iterative development and close collaboration with the business users, we ensured that the platform met their specific requirements and provided actionable insights. During this phase, we successfully onboarded over 100 business users onto the platform, enabling them to leverage the power of data and analytics in their day-to-day operations.

3. Transform:

Building upon the initial success, NOW extended the data platform to incorporate all relevant data connected to business-to-consumer (B2C) print and business-to-business (B2B) subscribers. NOW integrated data from multiple sources, including website interactions, email campaigns, and customer support interactions, to comprehensively view each subscriber. NOW designed advanced models to effectively measure Customer Lifetime Value enabling a positive impact on their ROAS and on making monthly forecasting decisions. Additionally, NOW collaborated closely with the Customer's internal teams to develop their data capabilities. NOW provided training and guidance to enable their team members to leverage the platform effectively and empowered them to take ownership of their data initiatives. This transformation phase involved implementing robust data governance practices, ensuring data quality and integrity, and establishing ongoing data management and maintenance processes.



4. Provide Support:

With NOW's support, the data platform is now managed by an internal data team. NOW established embedded operations processes and collaborated with a skilled data team to increase the time-to-value for data products.

Results:

NOW's collaboration with the Customer yielded impressive results:

Record subscriber growth: The Group experienced a substantial increase in subscribers, adding over 100,000 new subscribers.

Growth in subscription revenue: the Customer observed a growth rate of 9% or higher in subscription revenue, indicating the success of the subscriber engagement program.

Increased first-year retention: Implementing data and AI solutions significantly improved first-year subscriber retention, with a 27% increase.

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Increased operating profits: the Customer experienced a notable boost in operating profits, with a growth rate of 41%.

Conclusions:

By partnering with us, NowVertical, the Customer overcame their subscriber engagement challenges and achieved remarkable outcomes. Implementing a modern data platform, advanced analytics, and AI solutions contributed to substantial subscriber growth, increased subscription revenue, improved first-year retention rates, and higher operating profits.

Our multi-phased approach, which included discovery, envisioning, proving, transforming, and ongoing support, ensured a comprehensive and successful engagement with the Customer. The collaboration empowered the organization to leverage data-driven insights, enhance customer experiences, and drive business growth in the highly competitive publishing industry.



“ Group Subs is a nuanced business, but your team took the challenge head on and helped provide the visibility required to manage our key performance metrics. ”

- Head of B2B Subscriptions