THE WALL STREET JOURNAL.

The Key to Sustainability
The Agenda

- Changing Consumer Habits: Asia
- Our Membership Strategy
- Conversion & Paywall
- Advertising & Digital Subscriptions
- Optimization
- Social Media Strategy
- Partnerships
Changing consumer habits: Print as a source of news

2017-2019

Hong Kong: -4%
Japan: -11%
Malaysia: -8%
Singapore: -15%
South Korea: -7%
Taiwan: -11%

44% 32% 37% 38% 19% 30%

Source: Reuters Institute Digital News Report, 2019
Membership Strategy
The Bowtie

Structure yourself around the customer.

MEMBERSHIP BOWTIE

Awareness & Consideration  Acquisition  CONVERSION  Onboarding  In-Life Engagement  Saves & Retention

Global Brand Marketing

In-House Media Buying

Optimization

Data
What have we learned along the way?
To ask the right questions.

Q) How do you find more unknowns who look like subscribers?
Why? To fill the funnel
How? Using member data to create lookalike audiences

Q) How do you increase their likelihood to subscribe?
Why? Consideration is key to driving sales
How? The Wave Approach

Q) How do you optimize the buying experience?
Why? To drive sales
How? Paid media, paywall and shop/checkout conversion

Q) How do you ensure a new member starts key habits?
Why? The importance of the first 100 days
How? Onboarding & understanding popular and sticky habits

Q) Who and what should you talk to members about to increase engagement?
Why? To decrease the likelihood of cancellation

Q) How do you increase the likelihood of saving a customer?
Why? It costs less to save vs. acquire
How? Creating product experts & introducing the option of downsell
Conversion & Paywall
Our propensity model considers 65 factors to determine when customers are ready to buy. Prospects are rated cold, warm and hot.

The customer propensity determines the level of sampling we allow.
Center aligning key messaging makes it easier to read. Limit copy to essential information.
Enclosing CTAs in a button encourages users to click through.
Balancing Advertising & Subscriptions
Optimization
The Importance of On-Boarding to Drive Habits

ONBOARDING

![Graph showing the likelihood of adopting a new habit in the next four weeks over tenure (days). The graph indicates a decreasing trend.]
Social Media Strategy
At WSJ, social media is a key driver of:

- consideration
- orders
- and member engagement
Partnerships - Publishers
Partnerships

Our Partners

Star Media Group

News Picks

The Storm Media

The Australian

Mainichi

Kachimai

Ryukyu Shimpo
Mainichi Shimbun: Case Study

The graph shows the number of Mainichi Premium Subscriptions from July 2016 to July 2019. The subscription count has increased steadily over the period, with significant growth from July 2018 to July 2019.
Partnerships

Franchising
Partnerships - Platforms
Thank you