

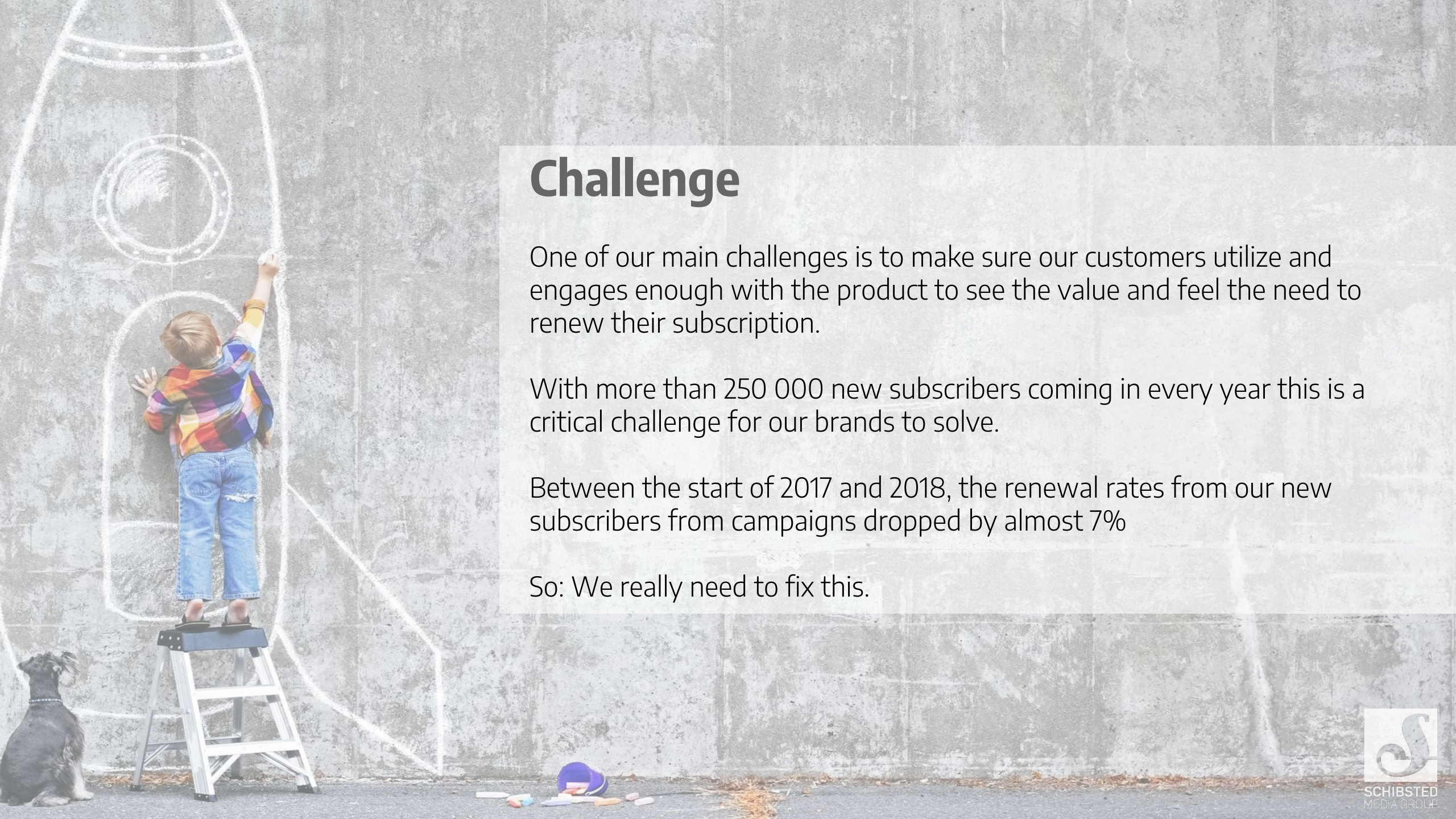
A woman with a backpack and suitcase is walking in a modern building with large windows. She is looking at a tablet. The scene is brightly lit, suggesting a sunny day. The woman is wearing a patterned shirt and jeans. The background shows a cityscape through the windows.

Project Onboarding

Driving renewals and instant engagement through targeting new subscribers with a richer and more personal offer during their first 100 days as a subscriber

Summary

- Spring 2018 we launched a project across our newsrooms, product & tech and commercial teams to improve the customer experience during the first 100 days as a subscriber
- Our mission was to increase engagement and retention from new subscribers through a series of controlled experiments
- A total of 20 different experiments were implemented in 2018
- We are experiencing significant improvements in activation and engagement numbers from new subscribers and promising retention numbers



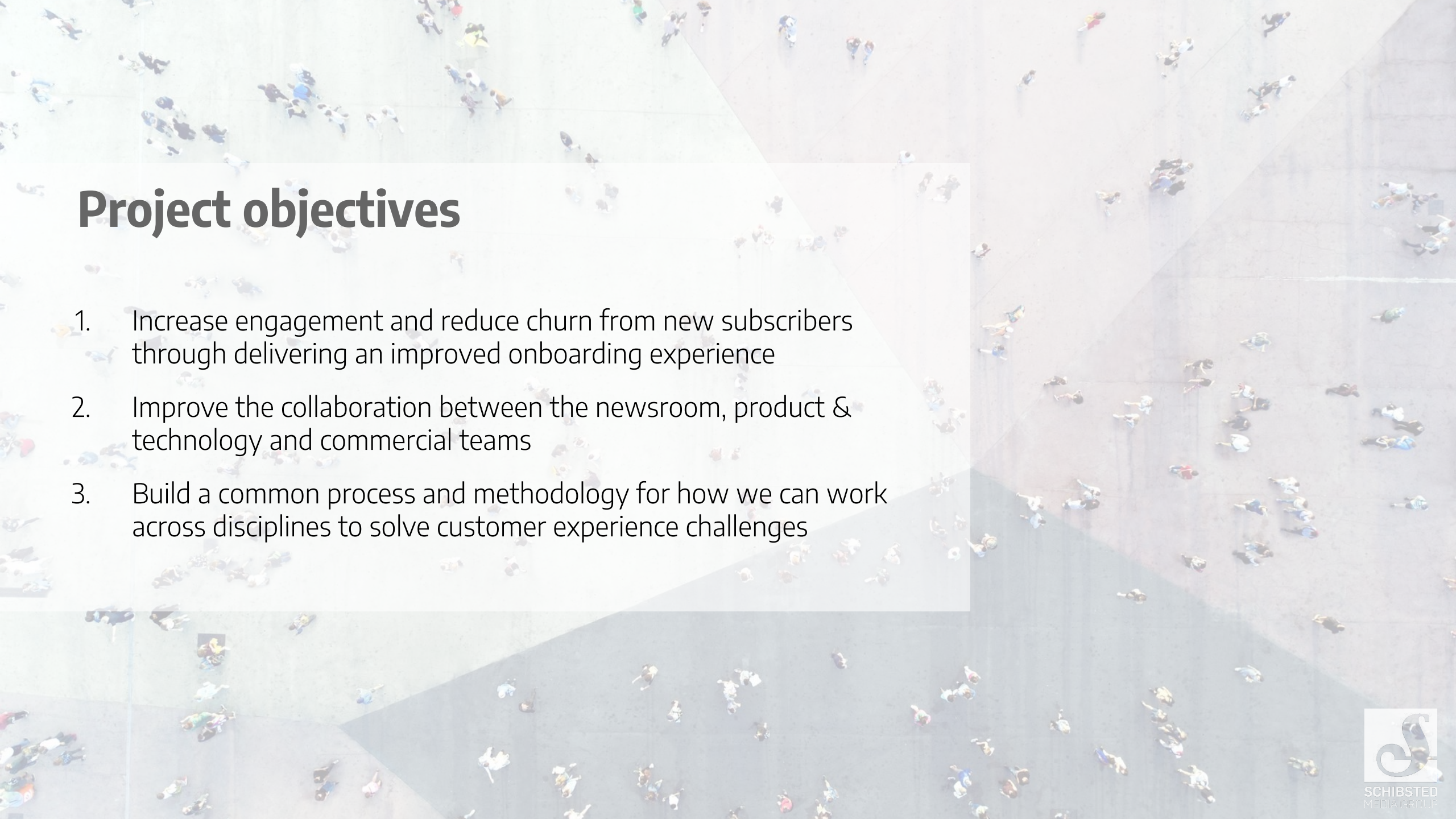
Challenge

One of our main challenges is to make sure our customers utilize and engages enough with the product to see the value and feel the need to renew their subscription.

With more than 250 000 new subscribers coming in every year this is a critical challenge for our brands to solve.

Between the start of 2017 and 2018, the renewal rates from our new subscribers from campaigns dropped by almost 7%

So: We really need to fix this.

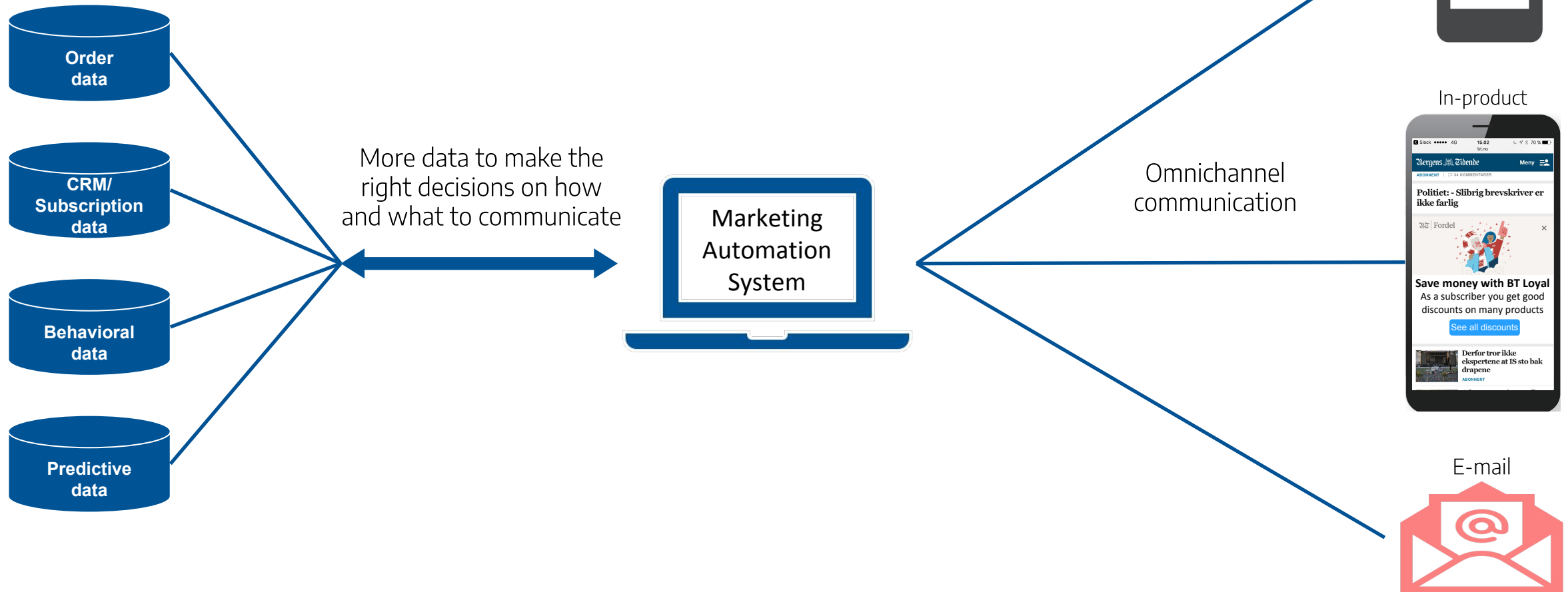


Project objectives

1. Increase engagement and reduce churn from new subscribers through delivering an improved onboarding experience
2. Improve the collaboration between the newsroom, product & technology and commercial teams
3. Build a common process and methodology for how we can work across disciplines to solve customer experience challenges

The last couple of years Schibsted has had a strong focus on developing and optimizing the onboarding process for their 24 news media brands.

We have gone from having a standardised series of emails with almost no personalisation to an automatically and data-driven onboarding journey with a high degree of individualisation.



Process and methodology

- We established a project group consisting of representatives from our newsrooms, product & technology and commercial teams
- We workshoped our way to a total of 42 ideas that we wanted to test over a period of 4-5 months. In the end we had to cut that list in half to have a chance of working our way through the list of tests and experiments
- Experiments were spread across four brands: Aftenposten, Bergens Tidende, Stavanger Aftenblad and Fædrelandsvennen
- Best practices and success stories are scaled to all brands

A	B	C	D	E	F	G
Ide ID:	Ide navn:	Inkludert i prosjektet	Innsendt av:	Påbegynt:	Målbart:	Krever utvikling:
1	Churn Score - Action Point	Nei	CRM	Ja	Ja	Ja
2	Analyse frafall mellom første og andre full pris faktura	Ja	CRM	Ja	Ja	Nei
3	Deling av låste artikler	Nei	CRM	Nei	Ja	Ja
4	Leseforskjeller	Ja	CRM	Ja	Ja	Nei
5	Touchpoint salg via artikkel	Nei	CRM	Nei	Ja	Ja
5.1	Touchpoint på artikkel nivå	Ja	AP	Nei	Ja	Ja
6	Touchpoints - Sprint	Nei	Bård	Nei	Justeringer må til	Nei
7	Velkomstsamtale	Ja	Bård	Nei	Ja	Nei
8	Blå med på debatt	Ja	BT	Ja	Justeringer må til	Ja
9	Onboarding basert på type innhold abo. kjøpte på	Ja	BT	Nei	Ja	Nei
10	Tidlig stoppere	Nei	BT	Nei	Ja	Nei
11	Velkomst-arrangement for nye abonnenter	Ja	BT	Ja	Ja	Nei
12	Daglig redaksjonell tjeneste	Nei	AP	Ja	Ja	Ja
13	Innholdsområder med gjentakende bruk i målgruppen	Nei	AP	Nei	Justeringer må til	Ja
14	Forbedre fast onboardingsløp hos brukermarked	Nei	AP	Nei	Ja	Nei
15	Smart Retention 2.0	Ja	CRM	Nei	Ja	Ja
16	Personalisert nyhetsbrev	Ja	CRM/AP	Nei	Ja	Ja
17	Om oss og innhold inn i onboardingsløpet	Ja	SA	Nei	Ja	Nei
18	I onboarding, gi bruker input på innhold han vil lese	Nei	SA	Nei	Justeringer må til	Ja
19	Vise bredden og kvaliteten i fordelsprogrammet	Ja	SA	Nei	Justeringer må til	Ja
20	Blå kjent med journalistprofiler og TIPS	Ja	SA	Nei	Ja	Nei
21	Øke den digitale bruken til abonnenter i onboardingsperioden	Ja	FVN	Nei	Ja	Nei
22	Tydeliggjøring av FVN's hovedverdier	Nei	FVN	Nei	Ja	Nei
23	Øke kjennskapen til produktet nye abonnenter betaler for	Nei	FVN	Nei	Ja	Nei
24	Vårkampanjen: aktivt henvende oss mot komplettkjøperne	Ja	FVN	Nei	Ja	Nei
25	"Treff oss og bli kjent" - fysiske møter	Ja	FVN	Ja	Justeringer må til	Nei
26	Tydeliggjøre nyhetsstudio mot de travle abonnentene våre	Nei	FVN	Nei	Ja	Nei
27	Familiedeling - definere	Diskuter med styringsgruppe	CRM	Nei	Justeringer må til	Nei
28	Onboarding fadder	Ja	CRM/AP	Nei	Ja	Ja
29	Onboarding fase "standard" på 100 dager	Nei	CRM	Nei	Nei	Nei
30	Gameification	Diskuter med styringsgruppe	CRM	Nei	Ja	Ja
31	10 gode ideer fra andre bransjer	Nei	CRM	Nei	Nei	Nei
32	Personlig tilbud - sende til en venn	Nei	FVN	Nei	Justeringer må til	Ja
33	Widget på front - mest kommenterte saker	Nei	SA	Nei	Justeringer må til	Ja
34	Fokusgruppe på brukere	TBD	CRM	Nei	Nei	Nei
35	Nyhetsbrev påmelding på kvittering	Ja	CRM	Nei	Ja	Ja
36	Nyhetsbrev rundt profiler	?	CRM	Nei	Ja	Nei
37	Utviklet stopp undersøkelse for AP	TBD	Kat/ Ingrid	Nei	Ja	Nei
38	Servicesamtale til kampanjeabonnenter som kjøper Komplette	Ja	BT	Ja	Ja	Nei
39	Gi bort et produkt fra Morgenlevering	Ja	BT	Ja	Justeringer må til	Nei
40	Differensiert pricing/overordnet prisstrategi	Ja	AP	Ja	Justeringer må til	Ja
41	sultet at du er pålogget abonnent. At du får noe ekstra. På site	Ja	AP	Nei	Justeringer må til	Ja
42	Eget onboardingløp for bedrift.	Nei		Nei	Justeringer må til	Ja
43	Finne FVN's superbrukere og bli godt kjent med hvem de er.	Ja		Nei	Justeringer må til	Nei
43	Øke resirkulering på artikler	TBD	FVN	Ja	Justeringer må til	Ja

What did we do?

We would like to highlight 3 of our in total 20 different ideas that was tested and implemented during the project.

1. Newsroom onboarding buddy
2. Meet our journalists
3. Instant newsletter signups after purchase

Newsroom onboarding buddy

New subscribers can choose one of our renowned editors or journalists as a guide through the onboarding period, completely automated. Creating a personalized omnichannel onboarding journey addressing all of the factors we see have an impact on churn.

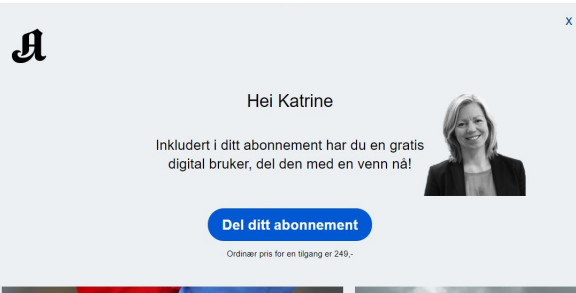
Choose your onboarding buddy



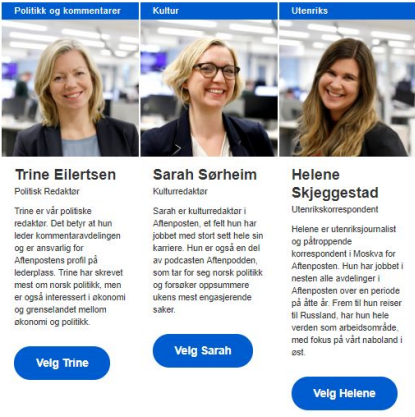
Customized emails based on your choice of buddy



Customized in-product communication based on your choice and product



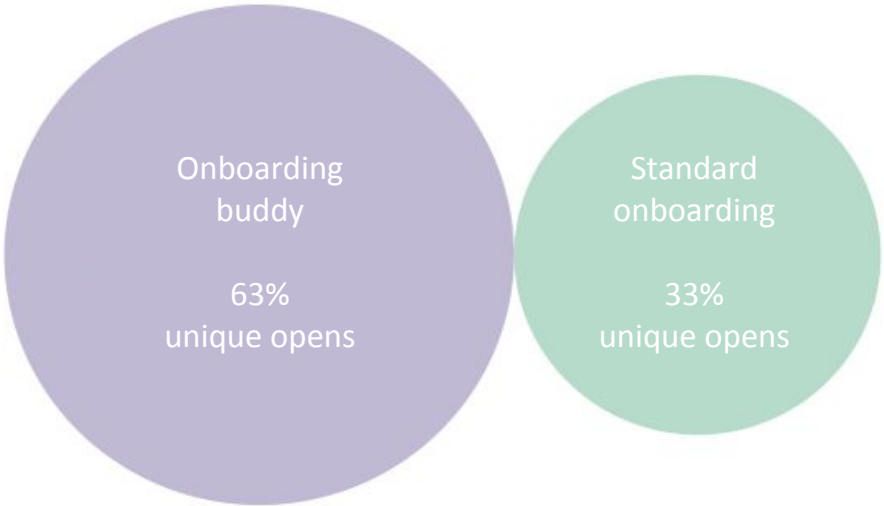
Customized content based on the subscribers digital behavior



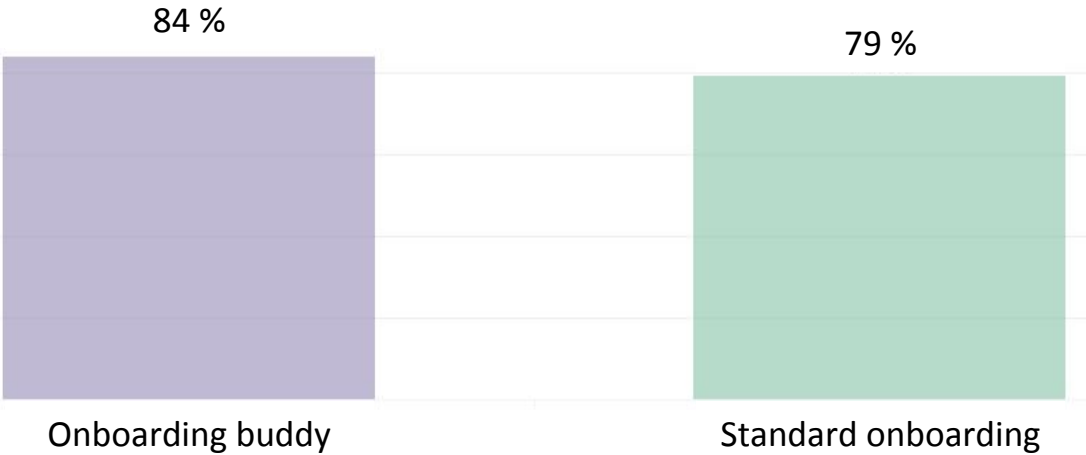
Newsroom onboarding buddy

Resulting in an average of 30% increase in volume read and 25% increase in clicks on CTAs, as well as double the email open rate. And most important increasing the renewal rate with 5% against the control group

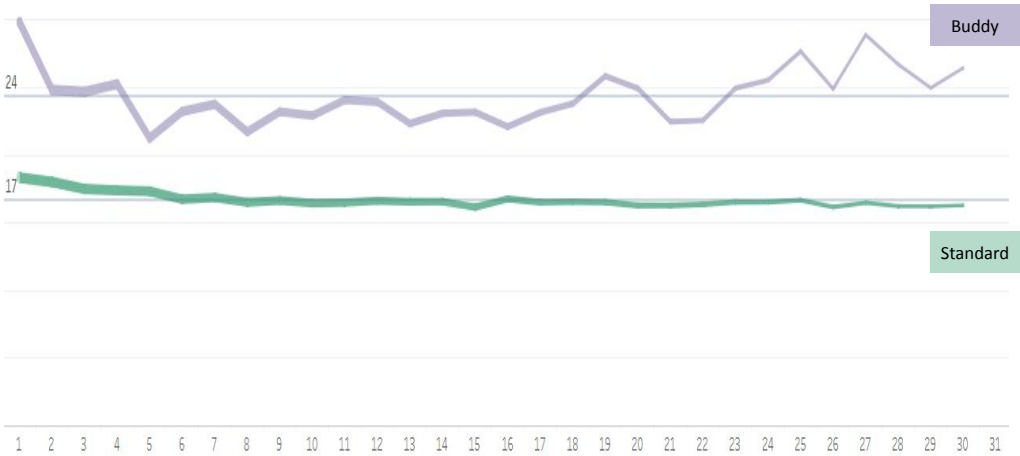
Unique email opening rates



Retention rates after first renewal



Average digital events per day after purchase



Instant newsletter signup after purchase

Through offering an easy and instant way to subscribe to our editorial newsletters from the receipt page after buying a subscription we were able to increase our newsletter signups extensively over a period of only one month.

Newsletter promotion on receipt page



News media brand

Increase in newsletter signups

Aftenposten	239 %
Bergens Tidende	21 %
Fædrelandsvennen	19 %
Stavanger Aftenblad	13 %

Meet our journalists

New subscribers are invited to special subscriber only events aimed at building relationships and create emotional links between our brands and our subscribers.

Visit our offices



Breakfast with our news reporters



Meetings with newsroom specialists



Comments from our visiting subscribers:

“People should know more about how much time it takes to make a high quality article”

“I read the newspaper with fresh eyes”

”Nice to see the new offices - impressive newsroom”

Meet our journalists



FORDELER
- Faste abonnenter får flere fordeler!

Velkommen til
frokostmøte

POPULÆR

AVSLØRINGENE - FROKOSTSEMINAR

FÆDRELANDSVENNEN, TORVET, 20. JUNI, KL. 08.30

Fædrelandsvennen inviterer til frokost (gratis) med de erfarne journalistene Tarjei Leer-Salvesen og Connie Bentzrud. De vil fortelle om aktuelle saker og hvordan de jobber med store avsløringer og undersøkende journalistikk.

[Les mer på fvn.no/fordeler](https://fvn.no/fordeler)

Dørene åpner kl. 08.00.
NB. Begrenset plasser. Meld deg på for å sikre din plass.
Arrangementet er kun åpent for våre abonnenter.

Din fordel: Gratis

Meld deg på her →

Examples on new regular events in Fædrelandsvennen

Guided tour in the newsroom: Quarterly

Photography exhibition: Quarterly

Breakfast with the Newsdesk: Monthly

Results

1. 14 of the implemented tests resulted in a significant improvement in engagement and/or churn
2. At the most we achieved a 5 % decrease in churn and 30 % increase in digital engagement in various target groups. We are now seeing positive developments in churn from our new subscribers
3. 12 of the 20 tests implemented were in collaboration across 4 different news media brands and across the newsroom, product & technology and commercial teams - in only 5 months
4. The project has gained a strong foothold within Schibsted, and the project group for 2019 gathers an even more diverse competence than in 2018. By using common work processes and tools across the departments, we were able to share procedures and results effectively

Next steps

The outlined project timeline was due in December, but because of the initial results we are continuing the Onboarding project into 2019.

We have just started a second phase looking at how we can improve the first 100 days even further.



Project Onboarding is a collaboration across

Bergens  Tidende

Aftenposten

Stavanger Aftenblad

Fædrelandsvennen