Touchpoints

DRIVING CONVERSION AND ENGAGEMENT
WITH TARGETED IN-APP MESSAGES

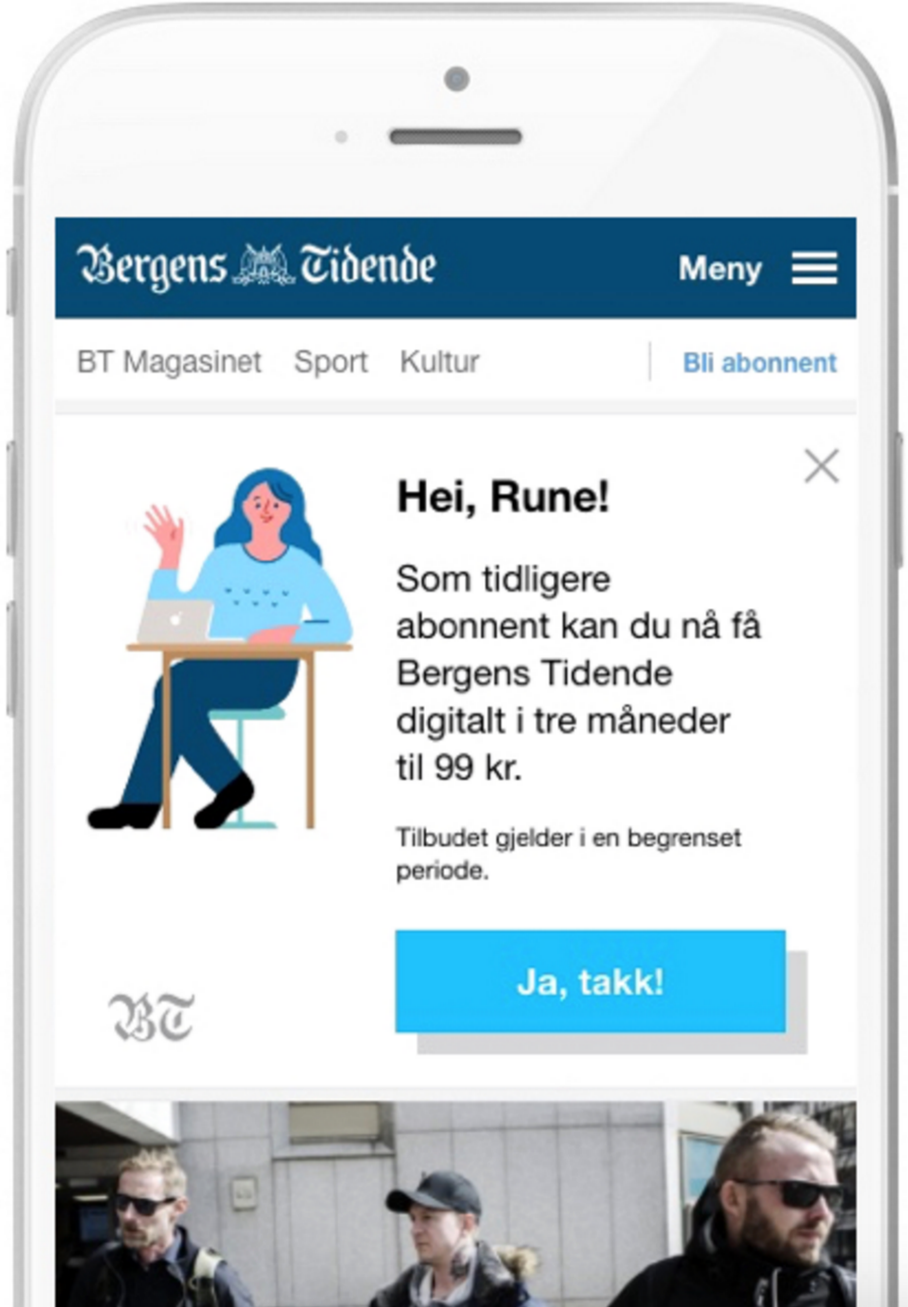
SCHIBSTED
MEDIA GROUP

SUMMARY

- We developed Touchpoints to let business and product teams across Schibsted Media target and engage users with native in-app messages in a personalized, meaningful and non-intrusive way

- A series of controlled experiments show we can use such messages to significantly improve acquisition, activation and retention of subscribers to our news products

- We are automating successful messages to provide a more relevant and useful product experience



TOUCHPOINTS PLATFORM OVERVIEW

Show the right message to the right user at the right time.

Increase visibility and conversion of payment reminders, product and subscription onboarding, offers and more.

TOUCHPOINTS PLATFORM OVERVIEW

Launch touchpoint experiments using your own data sources and models.

The Touchpoints API is designed to boost rapid experimentation by providing a short feedback loop from idea to proven results. Any authenticated service can push to the API.

```
push payment reminder touchpoints

{
  "900356": {
    "type": "payment failed",
    "position": "topfeed","article"
    "priority": "1"
  }
  "900357": {
     "type": "credit card expired",
     "position": "topfeed",
     "priority": "2"
   }
   "856648": {
    "type": "credit card expired",
     "position": "topfeed",
     "priority": "2"
   }
}
```

TOUCHPOINTS PLATFORM OVERVIEW

Run successful touchpoints as an integral part of your product.

Use the tone of voice and visual identity of your brand.

Brand identity

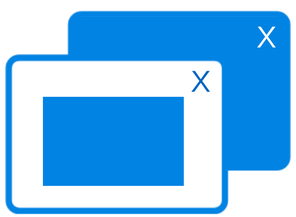
Easily style touchpoints to work for your users and your brand.

Monitor performance

Follow the performance of your touchpoints in real time.

Key components and functionality

Touchpoints API. Securely holding Touchpoints for all publications.

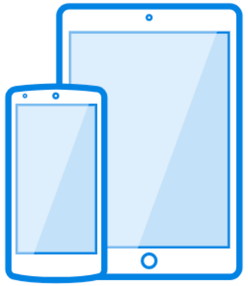


Touchpoints BFF. Presentation layer to store and render Touchpoints templates.

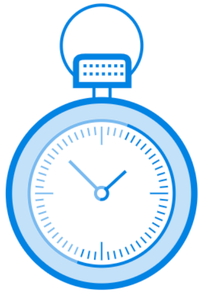
Touchpoints JS SDK. Allowing sites to display Touchpoints on any page and placement.

Touchpoints Producer SDK. JS SDK and Command line interface for crud opertations on the Touchpoints API.

A/B testing. Support for experimenting with multiple variations of copy, appearance and targeting of Touchpoints.



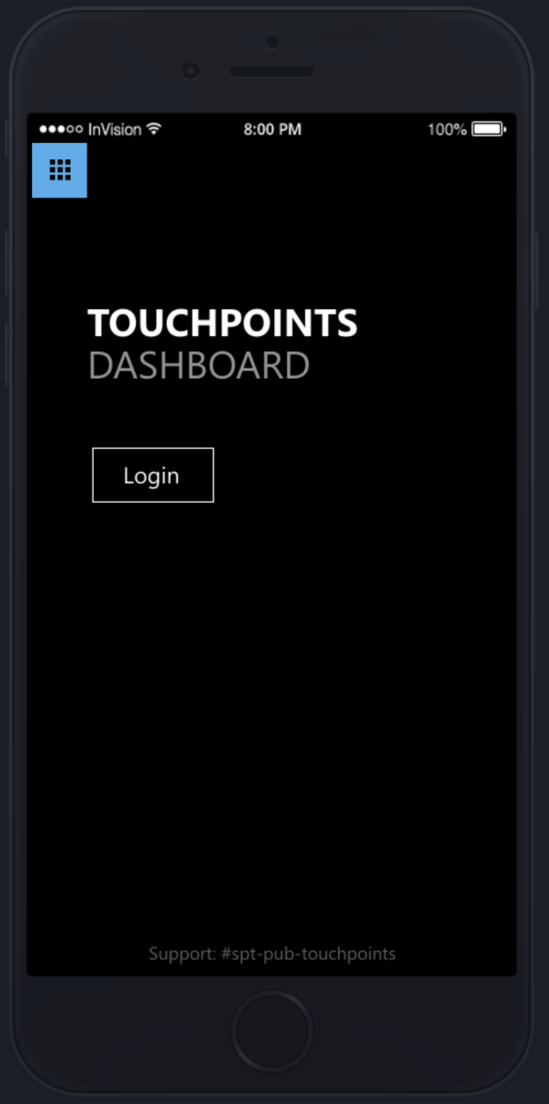
Cross-device targeting. Touchpoints events are tracked in Pulse and processed to enable cross-device targeting and cutoffs.

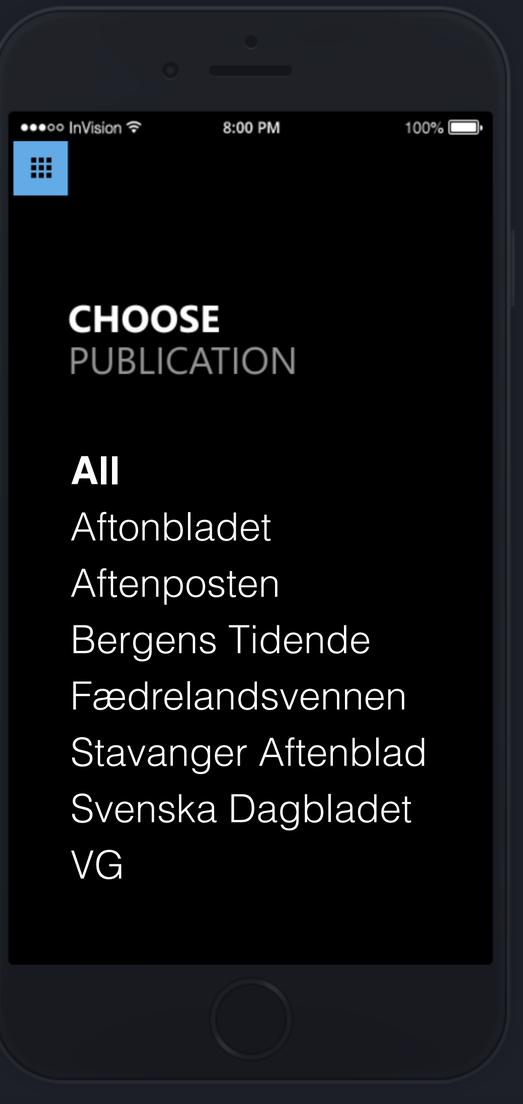


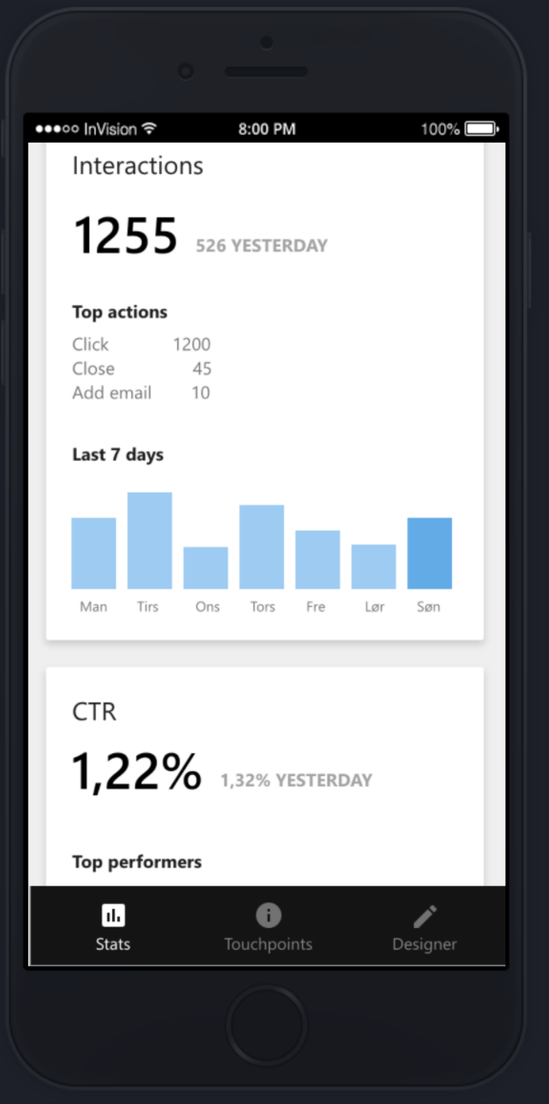
Live dashboard. Monitor performance of all Touchpoints in real time.

Hyperion integration. Support using Touchpoints with Hyperion.

TOUCHPOINTS PLATFORM OVERVIEW



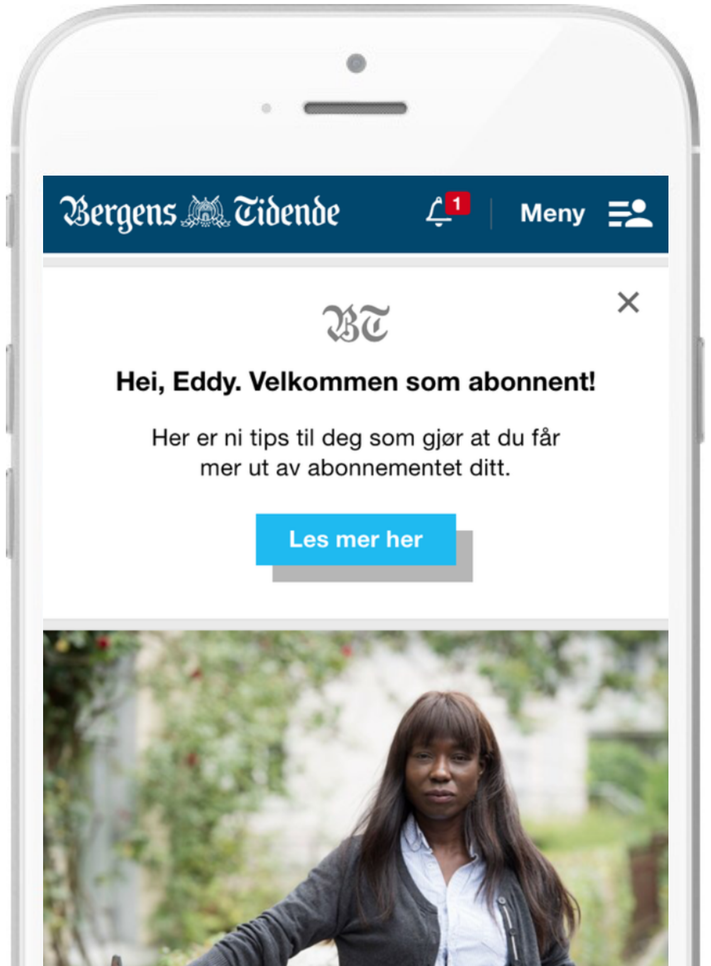




AUTOMATED TOUCHPOINTS

Automated subscriber onboarding

A welcome message with tips on how to make the most of a subscription



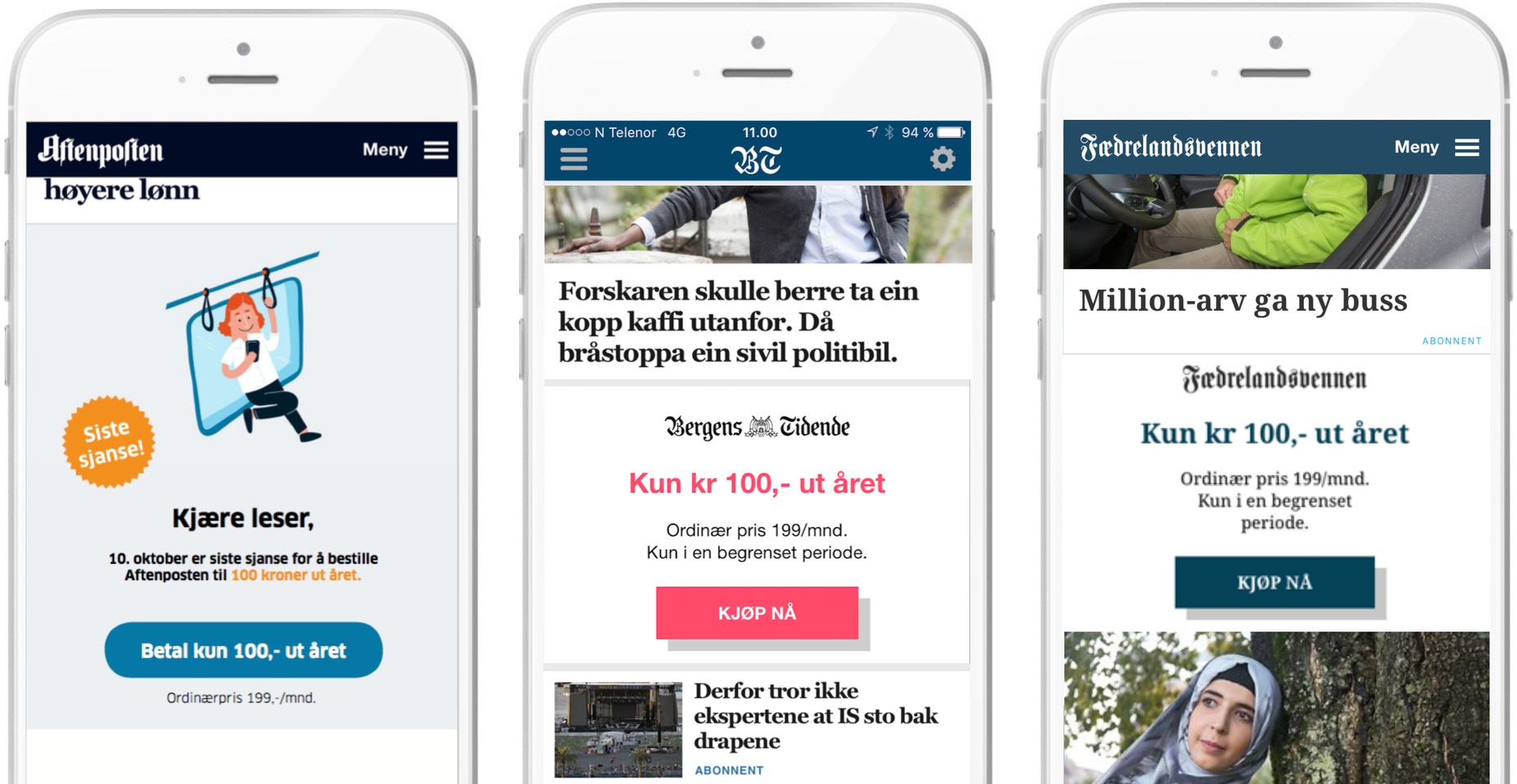
Subscribers click relevant and timely messages. The welcome message has strong engagement with a 15 % CTR

INCREASED EXPOSURE

New infeed sales poster formats

Infeed sales posters shown to non-subscribers during fall campaign

Infeed sales posters were the second most important source after article sales, accounting for **16 % of digital subscription sales** in the fall campaign on subscription sites in Norway



EXPERIMENT LEARNINGS

Family sharing

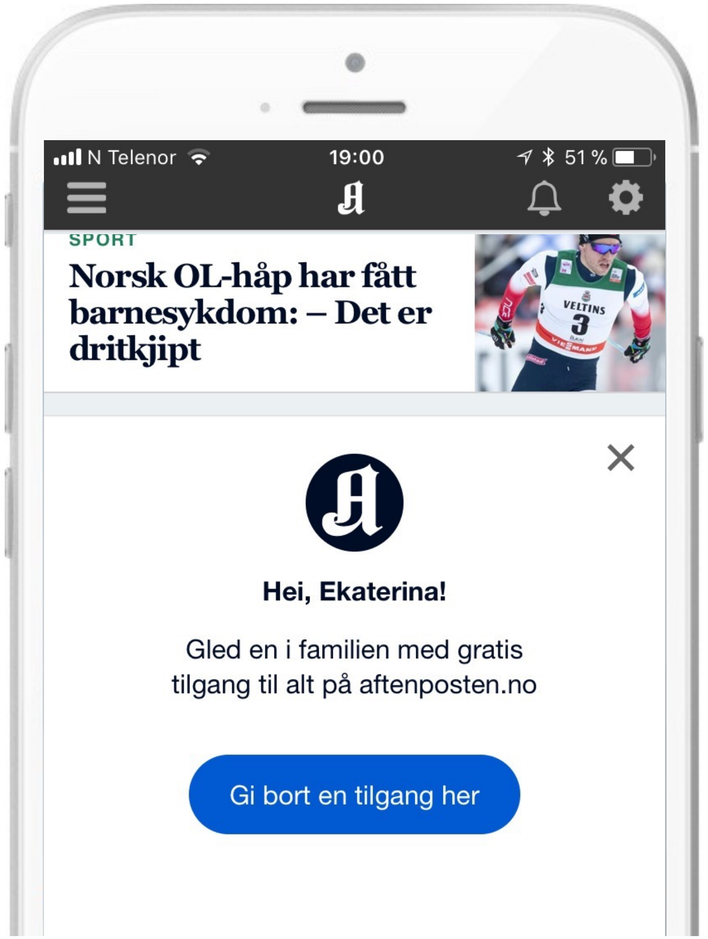
A group of subscribers was shown an infeed touchpoint promoting family sharing

2,5 times higher adoption of family sharing for the group who was shown an infeed touchpoint vs. a control group

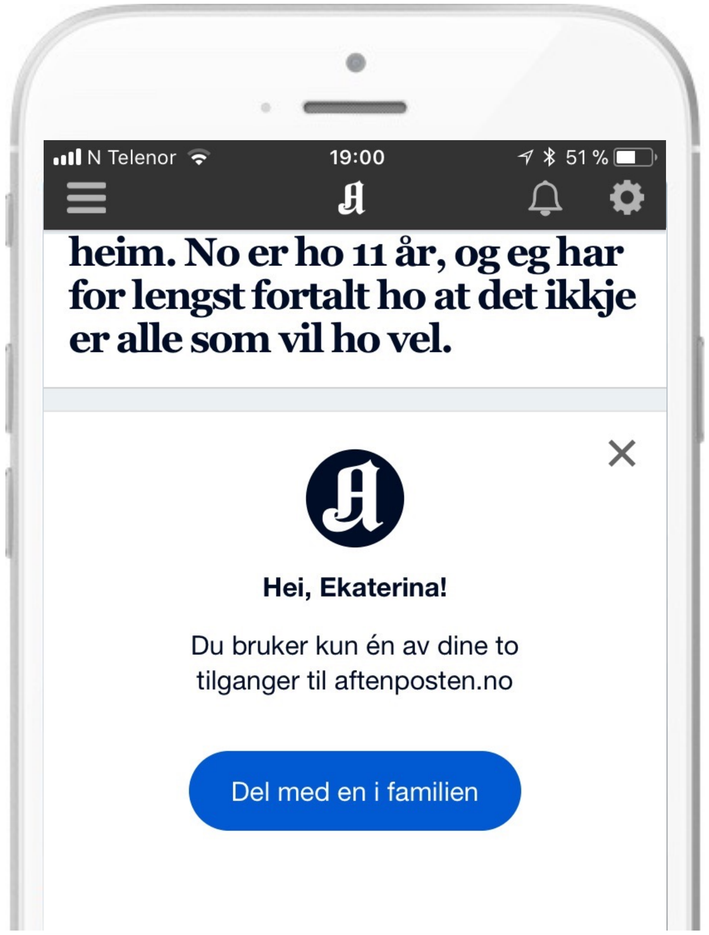
EXPERIMENT LEARNINGS

Family sharing

Two message variations encouraging subscribers to use family sharing was tested



vs.



With only subtle variations in copy **version B had 146 % higher conversion rate** than version A

Version A: «Give»

Version B: «Share»

EXPERIMENT LEARNINGS

Campaign retention

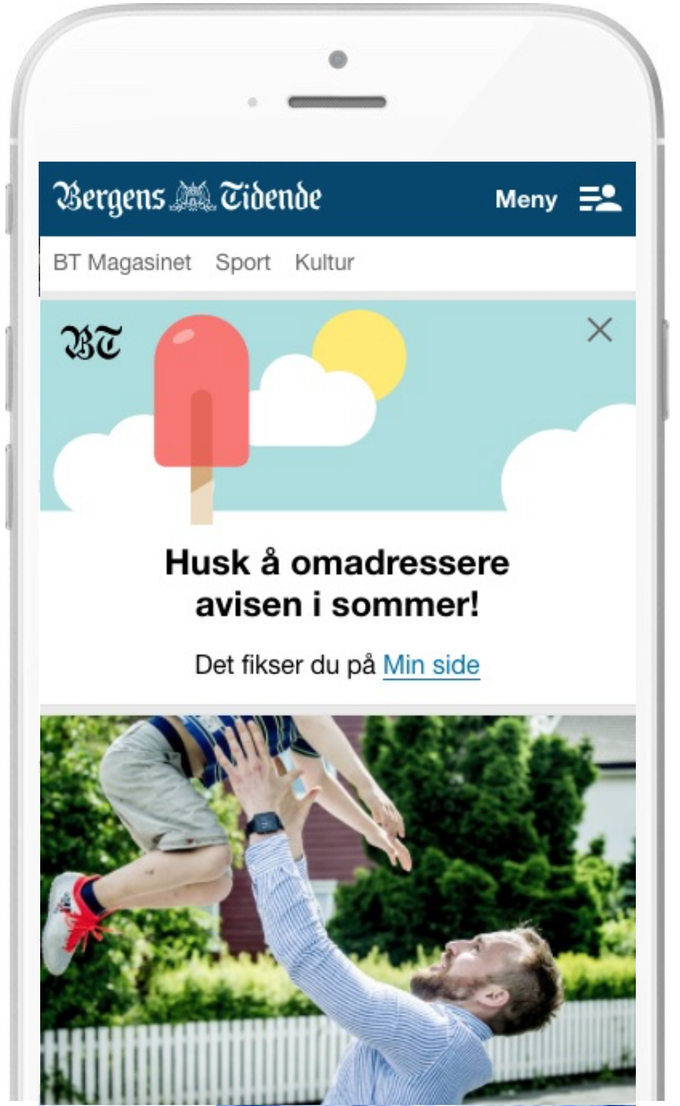
Touchpoints was added to a campaign retention flow after an initial email with the same offer

Email and Touchpoints work well together.
Adding Touchpoints to a campaign retention flow
increased subscription renewals with 60 %

EXPERIMENT LEARNINGS

Holiday redirect

A group of print subscribers was shown a topfeed touchpoint promoting the holiday redirect option

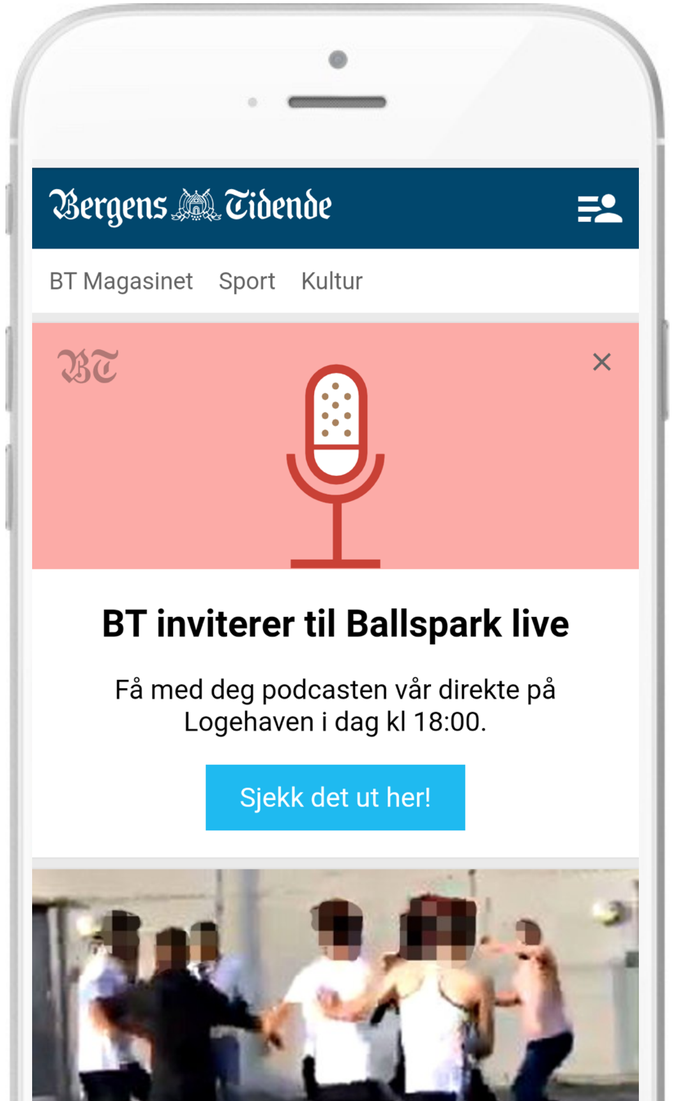


+ 6 % increase in number of subscribers redirecting delivery of the newspaper to their holiday address vs. a control group

EXPERIMENT LEARNINGS

Live events

Two groups were shown a touchpoint promoting a live sports podcast event later that day

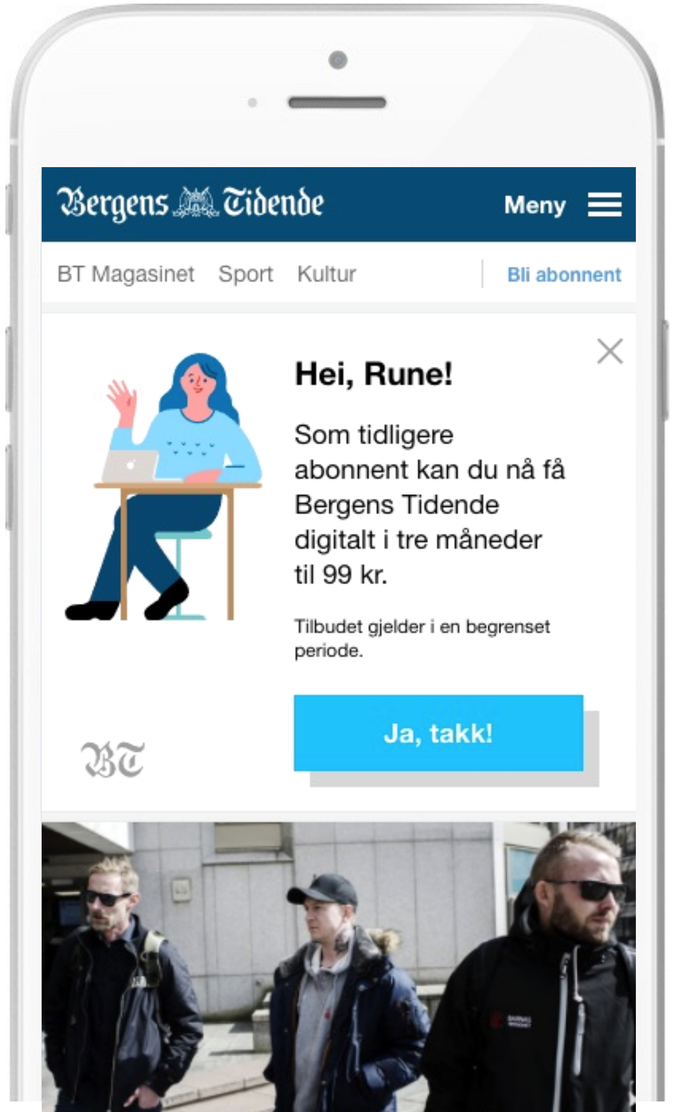


Segmentation is important. **Sports interested subscribers clicked** with CTR 3,5 %, whereas random users did not click at all.

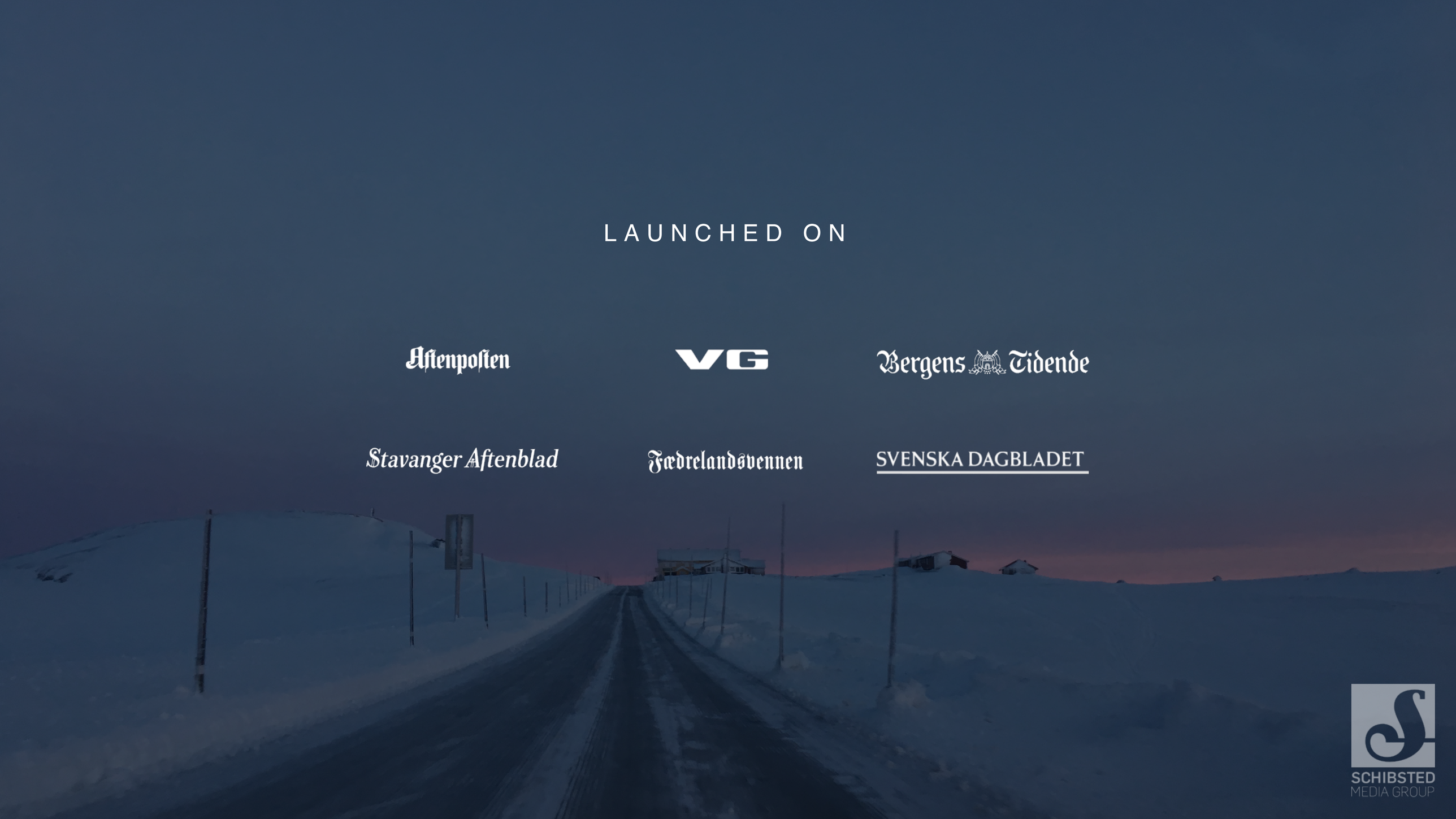
EXPERIMENT LEARNINGS

Winback

A group of subscribers who had cancelled their subscription was encouraged to re-subscribe at a good rate



Touchpoints is a great channel for Winback. The **re-subscription rate doubled** in the group targeted with the winback touchpoint vs. a control group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