### **MARKETING AUTOMATION**

Hidden values throughout the customer journey

#### **UNDERSTAND & ENGAGE YOUR USERS**

#### HARMONIZE MARKETING INITIATIVES WITH INDIVIDUAL CUSTOMER BEHAVIOUR

AUTOMATE MARKETI NG BASED ON RELEVANCE

## HELLO! I'm Therese

<b>_</b>

Bonnier News for 7 years in different managerial roles Business Development, MA/CRM, Change Management, Digital Marketing & Growth



Data-driven marketing, CX and how strategy, leadership and agile mindset enables fast-paced culture & teams

Finalist: E-commerce Performance of the year 2022





A part of the Bonnier Group

The Nordics' leading media group Over 100 strong media brands & magazines Empowering free speech

REACH ~ 6 million Swedes daily

Di

TOTAL ~ 1 600 000 subscribers

HD₹

TV ~ 1,5 millions daily reach



BONNIER Magazines & Brands

### **EXPRESSES** Lifestyle

## Monthly 6 M sent newsletters (~ 53% OR, 7,5% CTR) 455 K click-engagements from e-mail channel (total) 4,5 K acquired new customers +39% increase 2021 from email conversions

growing over time = sustainable data driven growth

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03

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## **IMPORTANT AREAS**

when breaking unbroken grounds

Way of working and how teams collaborates should lead to connection. trust, belonging and speed

02

Onboarding users at an early stage will increase activation, engagement and CLV

Measure, segment and act on user

engagement and their digital footprint in an engagement score

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01

Work with the right metrics in the right context and operationalize data-driven insights and actions

#### 05

Cross-functional teams with mandate and end-to-end responsibility is important for innovation, fast paced testing and effectiveness

Profitability is found in net growth, invest in retention as well as acquisition

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### **CUSTOMER JOURNEY**

Hidden values in all parts

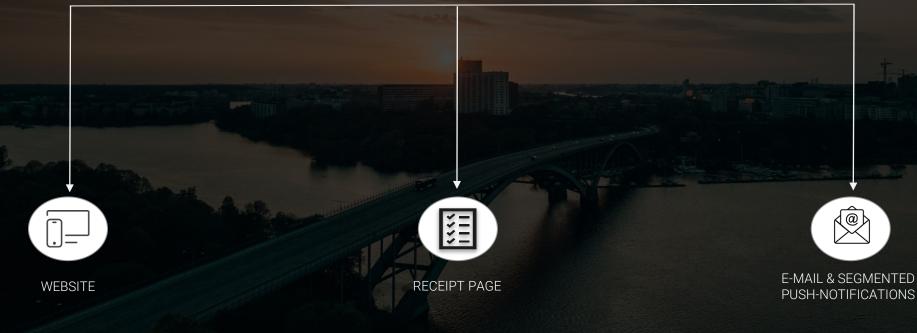


EXPOSURE OF SERVI CE

### **3 CASES HOW TO ONBOARD**

new users at an early stage

NEW USER



Case 1 ALL ONBOARD

#### **BONNIER NEWS**

## WHY/HOW?

We knew there were hidden values in onboarding

### PROBLEM/INSIGHTS

Limited tools to onboard new users

Data shows better onboarding increase CLV

Email is an effective channel but limiting reach (~ 50% open rate)

Difficult for new users to find full range of features offered



2 developers 1 editorial 1 analyst 1 UX

MA

HYPOTHESIS

External CX-inspiration Internal analysis of customer behaviour

### PROTOTYPE

MVP onboarding pop up at Expressen



Optimization of content & design

Case 1 ALL ONBOARD

**EXPRESSEN** 

### WHAT? Pop up on website

Ministry
Ministry

Minis

Kom igång! E Stäng DROTTNING ELIZABETHS DOD Publicard 21 sep 2022 kl 04.30

VÄLKOMMEN TILL PREMIUM



Tack för att du väljer Expressen! Din första tidning kommer 2021-10-20.

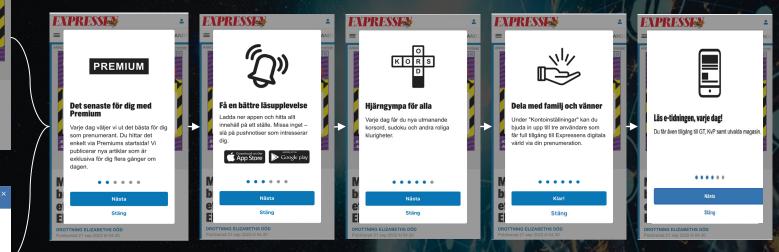
Du får ett Premium-konto utan extra kostnad! För att logga in behöver du välja ett lösenord, det gör du via länken som kommer till din mejl.

Upptäck Premium!

• • • • • •

Every week thousands of new customers are exposed to our onboarding

- Segment: 2 customer types
- Guide to find the full range of features & content
- Recommendation to download app



We worried about being invasive & too long but it rather **added** customer value

#### **BONNIER NEWS**

## **ALL ONBOARD**

**FINALIST** at Global Wan-Ifra European Digital Media Awards Best Reader Revenue Initiative 2022

> 60% go further than the first slide 48% go through all slides in onboarding

11% higher 6 months CLV

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#### NEXT STEPS

Scale MVP to all our brands Interactiveness Smartness & trigger-based Cross sales offering

#### **TOP 3 INSIGHTS**

- Start small, let users test early
- Iterative process
- Cross functional team

#### Case 2 ALL ONBOARD

#### **BONNIER NEWS**

### **ONBOARD ON RECEIPT**

Engage new customers by reaching them directly

54% sets password to their digital account directly



#### DIN BESTÄLLNING 30 Dagar - Kostnadsfritt

I Magasinappen Arcy hittar du Sveriges mest älskade magasin och nyhetstidningar. Du får även tillgång till ett stort arkiv med många år av tidigare nummer.

- Obegränsad läsning på över 70 magasin digitalt
- Ingen bindningstid säg upp när du vill
- Du kan dela ditt konto på upp till 5 enheter
- ✓ Tillgång till ett arkiv med många år av tidigare utgåvor

#### 0:-

Därefter 89:-/mån.

Klicka på knappen nedan för att välja ett lösenord till ditt Arcy-konto. Vi kommer även att skicka en bekräftelse till **kurdett@hotmail.com** med instruktioner om hur du kommer igång med ditt konto i Arcy.

VÄLJ LÖSENORD

#### ADD CTA DIRECT ON RECEIPT

One of the most valuable and easy action you can make

#### Case 3 ALL ONBOARD

#### **BONNIER NEWS**

### PERSONALIZE ONBOARDING

Collect data to segment communication based on preferences

1. User creates profile by answering 2 questions



Favourite content and subjects?

When do you want to read?

Activate your favourites in app

CTA

> Log in

2. Use data to segment communication based on first / last login in app

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Segmented push-notifications based on answers in step 1

## DATA IS KEY FOR SUCCESS

Make decisions based on customer behaviour and trends



# **MINTOREFLECT** What learnings did you get & how do you start implementing them tomorrow?

Do you have best practices for increasing scalability? Do you activate and onboard your users?

# THANK YOU!

therese.mattisson@bonniernews.se

Do you have any questions?

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