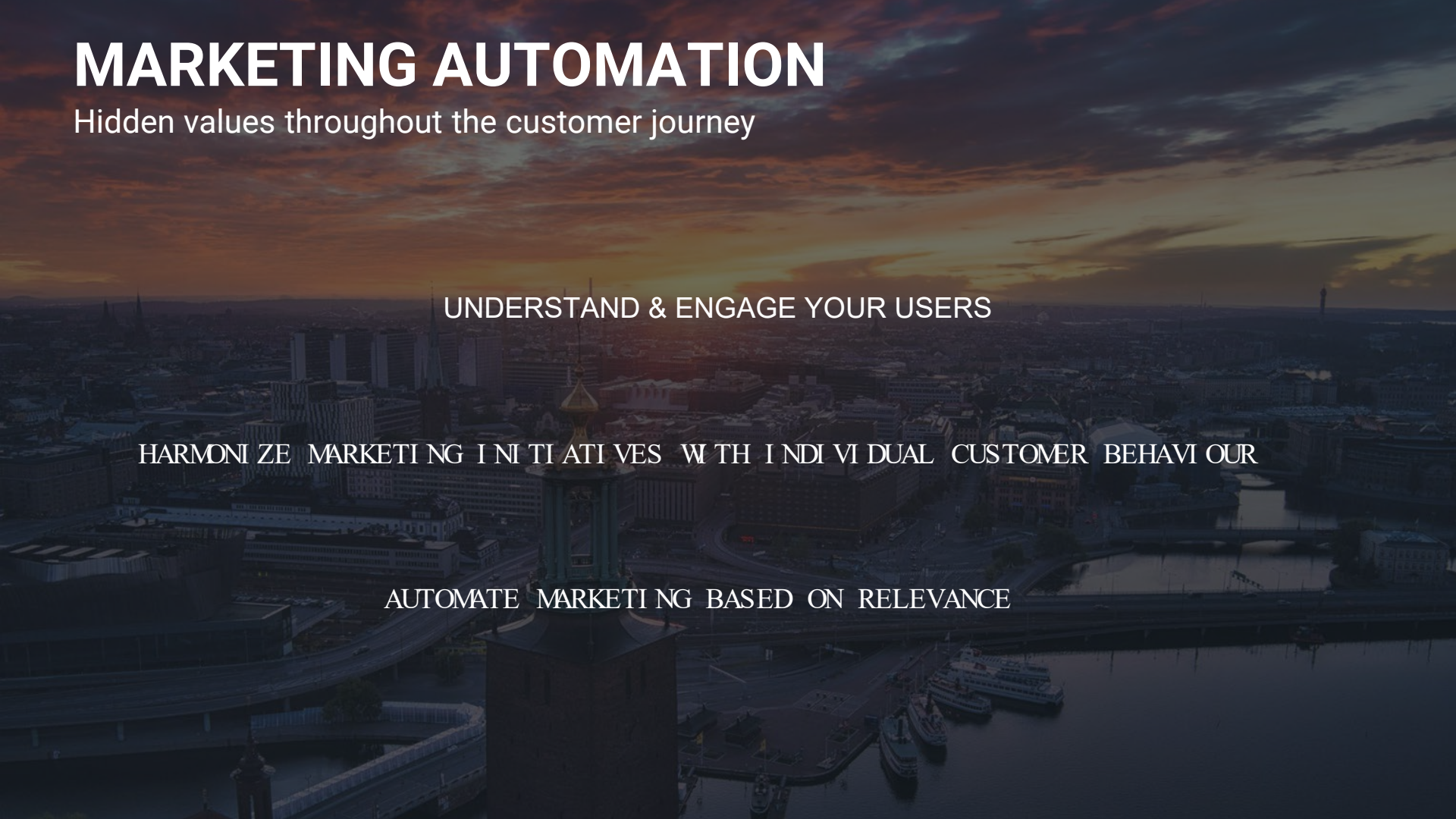
MARKETING AUTOMATION

Hidden values throughout the customer journey



HELLO! I’m Therese

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

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A part of the Bonnier Group

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

REACH	TOTAL	TV
~ 6 million Swedes daily	~ 1 600 000 subscribers	~ 1,5 millions daily reach

EXPRESSEN 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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6 IMPORTANT AREAS

when breaking unbroken grounds

01

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

03

Measure, segment and act on user engagement and their digital footprint in an engagement score

04

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

06

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

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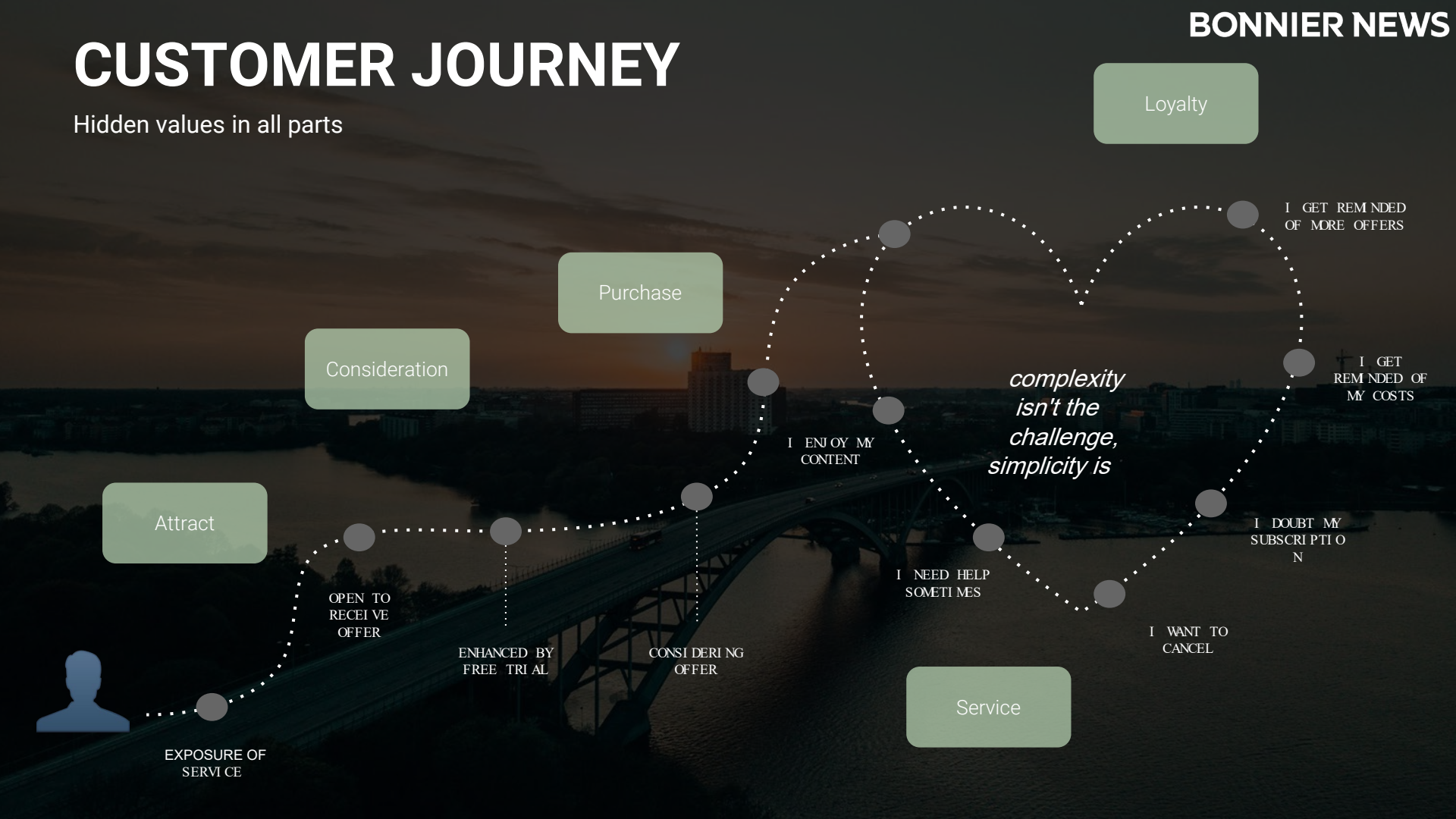
CUSTOMER JOURNEY

Hidden values in all parts



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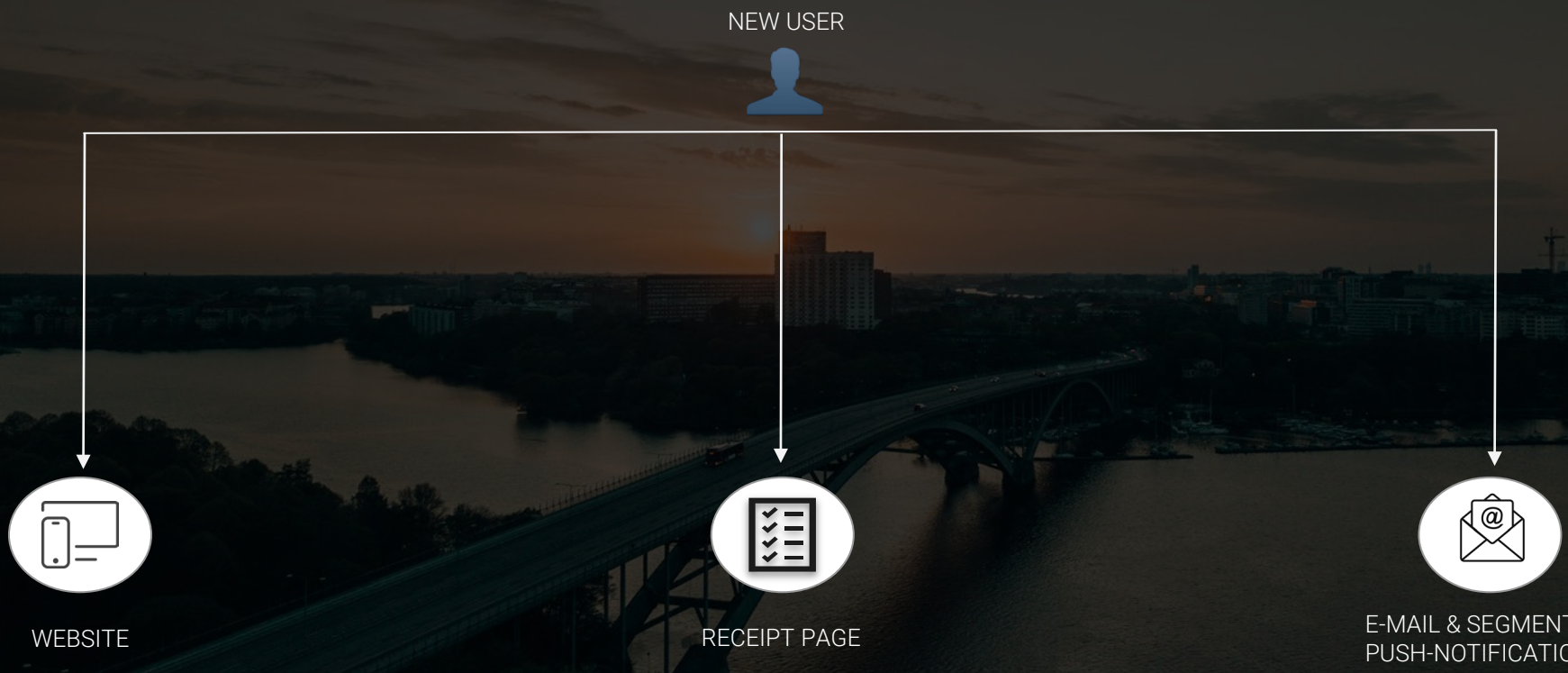
3 CASES HOW TO ONBOARD

new users at an early stage



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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

TEAM

- 2 developers
- 1 editorial
- 1 analyst
- 1 UX
- 1 MA

HYPOTHESIS

External CX-inspiration
Internal analysis of customer behaviour

PROTOTYPE

MVP onboarding pop up at Expressen

OPTIMIZATION

Optimization of content & design

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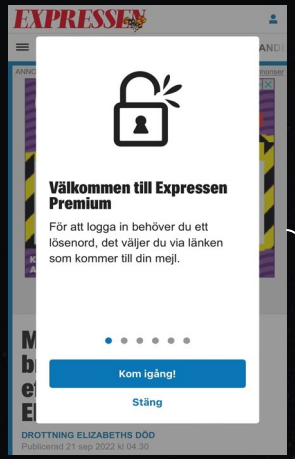
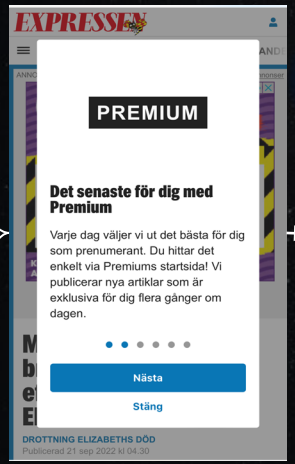
WHAT?

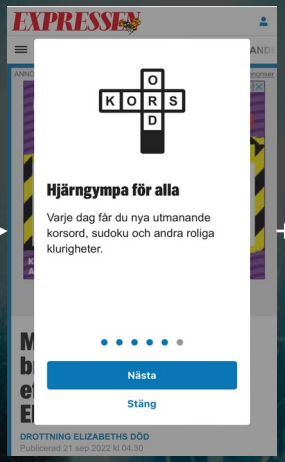
Pop up on website

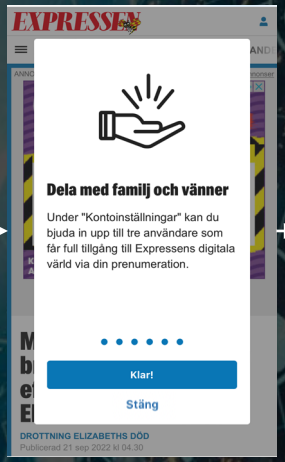
Every week thousands of new customers are exposed to our onboarding

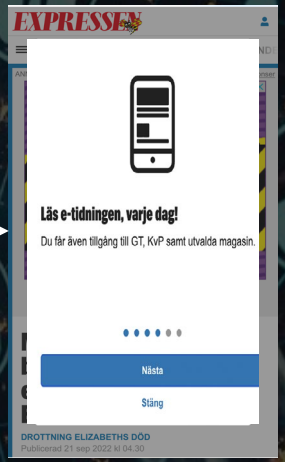
- Segment: 2 customer types
- Guide to find the full range of features & content
- Recommendation to download app











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

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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

TOP 3 INSIGHTS

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

NEXT STEPS

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

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ONBOARD ON RECEIPT

Engage new customers by reaching them directly

54% sets password to their digital account directly

ADD **CTA** DIRECT ON RECEIPT

One of the most valuable and easy action you can make

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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?

CTA

Activate your favourites in app

> Log in

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

Segmented push-notifications based on answers in step 1

DATA IS KEY FOR SUCCESS

Make decisions based on customer behaviour and trends

Right insights and scale best practices

Continuous data driven growth

Optimization over time and test

Optimize operations
Way of working

Prediction of future trends and analysis

Actionable insights and KPI:s

2 MIN TO REFLECT

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!

Do you have any questions?

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