



Personalized, local approach yields a 31% lift in response from hard-to-convert prospects

CHALLENGES

This Boston area news source had recently launched their online version of their newspaper. As a benefit of the site, all home delivery subscribers of the print edition have free access as part of their subscription. However, despite much advertising and direct communication, not many home delivery subscribers were accessing the site.

The newspaper partnered with Wilde Agency to get their home delivery subscribers to log onto the new website, register for free access and experience the site.

SOLUTION

To overcome the big hurdle of getting customers on the site, Wilde Agency developed an email that offered an incentive - a chance to win a free digital device - if they logged on to the site before midnight.

The email was very offer driven with a sense of urgency, letting them know they had to log on by the end of the year to be eligible for the prize. Additionally, and most importantly, the email highlighted the fact that FREE online access was a new subscriber benefit, it only takes a few minutes to log on and they had the ability to now enjoy the print and online version. After the first email, a follow-up, last chance email was blasted.

RESULTS

This email was the most successful to date! In the first 48 hours, we doubled our response goal - which had been solidly based on the previous two months' in-market response metrics.

The email achieved an astounding open rate of 24.81% and a click-through rate of over 36%! Twice as many readers got to experience the site as was planned. The email allowed the company to exceed its year-end goal of print subscribers who are also registered at the new site—a critical segment for them.

This online news source for the Boston area launched in October 2011. Users are able to access the full content of the print edition on any digital device with a web browser, no app required. The newspaper's home delivery subscribers have free access to the site, while all other subscribers pay a small weekly fee.

FOR MORE INFORMATION

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