



Increasing Subscription Response 95% for the Dallas Morning News...

Situation

The Dallas Morning News faced declining circulation and escalating subscription acquisition costs. It needed a deeper understanding of what was motivating consumer channel choice and content for news and information sources, and it required a better understanding of core subscriber needs. Additionally, it sought a better way to anticipate market changes as devices, channels, and information management technology evolve.

Solution

Rosetta enabled this media group to refocus subscription acquisition efforts into three target Personality segments. Rosetta aligned marketing messaging with the three targets whose core beliefs were best in sync with the strength of newspapers versus alternative channels and content. By repurposing specific content to address the unmet needs of a particularly high-value Personality group, Rosetta tailored internet offerings to three distinct online populations. Creative was also developed and implemented for the segments through the direct mail channel.

Results

- Through customization of creative, response rate increased by more than 95% within the target segment.
- Personality-based segments are now the primary organizing principle for marketing across the group, defining distinct audiences to which content, brands, and products are targeted.
- This newspaper group's projected subscription trends suggest that this approach will cut subscription churn rates in half, reverse circulation declines, and significantly reduce unit acquisition costs.