

**Presented by the Circulation
Management Association**



Best Practices for Implementing Digital Edition Programs

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Texterity, Inc.
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Digital Delivery Made Simple

I. Backgrounder



First, a few words about digital editions...

Digital Edition Primer

- **Old** – PDF or special applications; big downloads, flat presentation; low resolution images
- **New** – Browser based, instant delivery, high resolution images, full tracking & reporting, rich media, protects intellectual property
- **All** – Linked URLs, Page Jumps

Issues Digital Solves

- **B2B Publishers:** primary pains are cost and the need to increase revenue
 - Move to digital is cost-driven due to increasing postal costs (5.4% in January 2006, proposed 11.4% in early 2007)
- **Consumer Publishers:** need to lower the cost of sub acquisition and renewal
 - Also need to address decreased revenue from shrinking newsstand sales

Digital Edition Uses

- Circulation Building
 - Trial offers; instant gratification 1st issue delivery
 - Cost-effective international growth
 - Improved engagement and satisfaction
 - Improved economics – acquisition & service
- Ad Revenue Expansion
 - Digital inserts, coupons, split editions, more
 - Blow-in promotions; rich media
 - Lead Generation

II. Best Practices

- E-Mail Notification & Delivery
- E-Mail “Instant Trial” Programs
- Messaging Techniques
- Linkage – Web/Print/Digital Edition
- Understanding Reader Behavior



E-Mail – Notification and Delivery

Notification & Delivery

- E-mail is used for all delivery of messages for “digital editions”
 - Includes messaging, delivery, bounce management, and fulfillment house updates
- Integration with publishers and fulfillment houses
 - CDS, Sunbelt, Omeda, Hallmark, Kable
 - Real-time and “triggered” solution modules (1px GIF/XML)
- Tracking and Reporting - Critical
 - Should have full tracking of every user click
 - Comprehensive and sophisticated reporting
 - Allow download to CSV file or database
- Audited magazines need BPA and ABC compliance
 - Logging, database reports, delivery accountability

The Opportunity with Email

- E-mail is a key corporate technology tool – along with web browsing and desktop applications (e.g., word processing)
- For publishers, e-mail provides a cost-effective and efficient way to provide notifications of new magazine issues, request renewals, and communicate with subscribers
- Email is also a great 2-way communication method between the publisher and the subscriber

The Problem With Email

- E-mail was never designed to be secure ... rather it was designed to be easy to use and anonymous
- “70% of the world's Internet traffic is accounted for by an average daily deluge of 24.8 billion unsolicited email messages” [1]
- “A year after the US CAN-SPAM act kicked off, 97 per cent of unsolicited commercial email ... has failed to comply with the law.” [2]

... and many emails are just “not getting through”!

[1] IBM's Security Threats and Attacks Trend Report, reported for CY 2004

[2] MX Logic Email Analysis, January 2005

Motivating Subscribers to Open and Use Mail

- Use your brand when you send email
 - Logo, colors, font, layout to match publication
 - Email address "from" / "name" (e.g., editor's name)
 - "Subject" line interesting matched with user interest
- Make Related Content Easy to Access
 - Single click to access issue
 - No downloads, installations, or plug-ins
 - Instant access for print subscribers via match code

Approaches to Deliver E-Mail

- “HTML” and “Text” Messaging Techniques
 - If requestor “opts-in” from signup page or has received previous messages, use HTML
 - If new messaging, use HTML, followed by Text if initial message not read (via HTML image trigger)
 - Allow subscriber to choose HTML or Text
- Use “Sign-Up” Page
 - On “confirmation” page, tell user to expect message and to allow the “from” email address
 - Use same “from” address for subsequent email

Caveats with E-Mail

- “CAN-SPAM” law requirements
 - Make sure subscriber has “opted in”
 - Subscribers (paid or qualified) must request notifications of issues
 - YOU must ask before sending other marketing or 3rd party messages.
 - Physical mailing address on email, “unsubscribe”, “report abuse” and privacy policy links
- Timing of E-Mail Delivery
 - Weekdays work best for business addresses and weekends for home and AOL addresses.
 - Most email sent between 10 am–2 pm (“invisible period”)
 - So, for business users, send early or during the day and **not** at the end of the day.

Phased E-Mail Messaging to Keep Interest

- Sample E-Mail Messaging Tactics
 - Phase I: Introductory messages
 - Invitation to see digital edition
 - Participation in survey (ask reader for feedback)
 - Position benefits of digital edition
 - Phase II: Invitation to receive digital
 - Request switch to digital edition (e.g., North American readers)
 - Convert to free or lower-cost digital (e.g., International readers)
 - Phase III: Split Messages / Direct Links
 - Split codes for different messages based on segmentation
 - Special messages to “VIP” users, expires
 - Direct links to articles of interest – include TOC or thumbnails

Motivating Subscribers

- Scheduling & Open/click-through logic
 - Initial message: HTML/Text combination
 - Follow-up messages
 - Text if not opened
 - HTML if opened (viewed) but not clicked
 - Message Scheduling
 - Schedule based on # of days since received issue
 - Schedule based on # of issues received
 - Different messages based on open/view history
- Optional RSS feed for notification
 - <http://staging.texterity.com/rss/>
- Check stats for repeated “non opened” messages



E-Mail “Instant Trial” Programs

Trial Examples



[Trial](#)



[Trial](#)



[Trial](#)

Trial Sign-Up Page



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Confirmation Page

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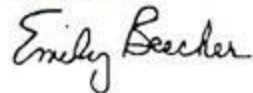


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access to issue

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message based
on split code

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of content

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Michele Crockett
Publisher
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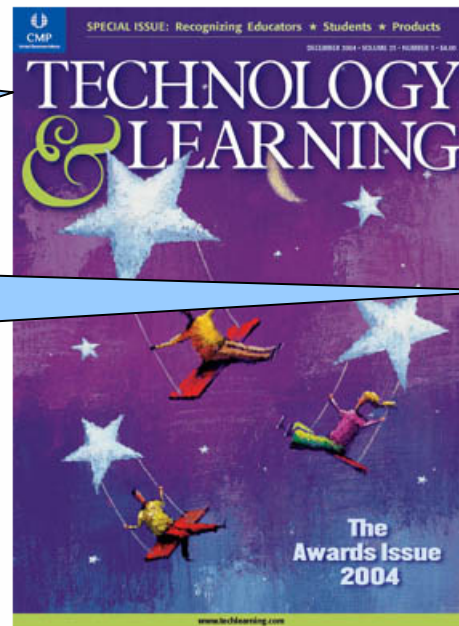
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Linkage of Web and Print to Digital Editions

Web Promotion

- Instant first issue delivery
 - Instantly deliver 1st issue to readers who complete on-line form
 - On confirmation, ask users to add the "from" address to their address book to ensure future issue notifications are not placed in the "bulk" folder
- Digital sampling.
 - Place ad promoting digital editions on your home page.
 - Link ad to a digital sample of publication that includes blow-in card subscription offer.
 - Create a "global sample" page with a promotional copy of each magazine.
- Website promotion of digital editions.
 - Provide equal promotion of print and digital subscriptions.
 - Place both offers in the same location, promoting both mediums equally.
- Connect your content
 - Provide direct links to digital edition page when the same article is available on your HTML web page.
 - This enables users to see the paginated article and graphics in a high quality format while cross-promoting digital editions.

Web Message Linking

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- MAKE Magazine (Global Search & RSS)
 - <http://www.makezine.com/magazine/>
 - http://www.makezine.com/blog/archive/2006/09/public_beta_subscribe_to_a_pri.html
- EH Publications (Integration with Print)
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Print Messaging Linkage



Editor's Note

eBook Evolution

Benefit from the features of *Enterprise Architect* in a new format.

With this Winter 2004 issue of *Enterprise Architect* magazine, we continue to evolve the magazine's editorial product in response to your feedback. Please send suggestions on topics you'd like us to cover or any feedback about our eBook format to enterpr@architect.com.

In this time we've tried to reflect the range of our professional challenges, from business processes to user interface standards, from infrastructure to IT portfolio management. Most of the early comments about *Enterprise Architect* as an eBook have been positive.

This eBook format combines the graphical richness of a magazine with the navigation tools you expect online. The links in the articles are live. You can jump to an article from a headline on the cover or the Table of Contents simply by clicking. Want quick information on a product you see in an advertisement? Just click to jump to the vendor's site.

Here are some tips on navigating (check out the graphic). We hope you will continue to take full advantage of this eBook format.



By Jim Fawcett, Editor

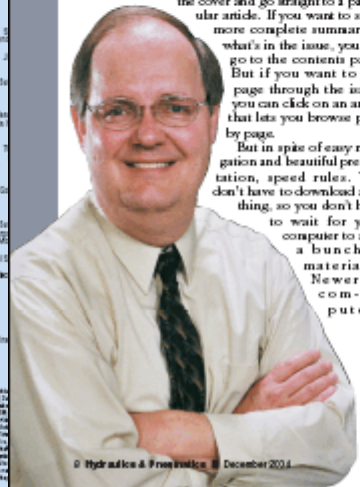


Editor's Page

The latest electronic gadget just in time for the holidays

We have big news here at *H&P*. Subscribers now have the option of receiving *Hydraulics & Pneumatics* in digital format. Readers who choose this service will receive an e-mail every month with a hyperlink to a website containing that month's issue of *Hydraulics & Pneumatics*. But don't worry about no longer having a copy of *H&P* delivered to your desk every month. This is an opt-in program, so subscribers who want to continue receiving their printed magazine need only keep their subscription up-to-date as usual.

Over the last few weeks, we've been testing the digital version of *Hydraulics & Pneumatics*. I think it's pretty slick, may I say. Clicking on the hyperlink takes you to a website where you'll see the front cover of the issue and some simple navigation buttons. You can click on certain areas of the cover and go straight to a particular article. If you want to see a more complete summary of what's in the issue, you can go to the contents page.



But if you want to just page through the issue, you can click on an arrow that lets you browse page by page. But in spite of easy navigation and beautiful presentation, speed rules. You don't have to download anything, so you don't have to wait for your computer to save a bunch of material. Newer computers

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Alan

INTRODUCING...

ELECTRONICHOUSE DIGITAL

ACCESS TO BACK ISSUES

ADVERTISER INDEX

KEYWORD SEARCHES



AUTOMATED TABLE OF CONTENTS

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Additional Techniques

- Advanced use of Deep Links
 - “Deep Links” to specific table of contents entries, product information, e.g., white papers, specifications, or presentations directly from email
- Integrated surveys
 - Enable feedback directly from email
 - <http://www.costcoconnection.com>
- Animation/Graphics
 - Use sparingly – only animated GIF files are feasible
 - Flash, video, or other content can be accessed only by proceeding to a web page



Understanding Reader Behavior

Tracking / Reporting

- Email “open” and “click throughs” for determining who is reading the issue (or getting the mail)
- Issue-specific tracking to see **what** is being read, for how long, etc.
- Tracking users to specific reading is a “no no” unless you tell them

III. Market & Trends



What's happening in the market right now? What's the research show? Where is the revenue?

Market Update

- Market emphasis on multi-channel strategy
- Publishers that have already adopted digital are moving into direct revenue generating programs
 - This is increasing digital advertising
 - Many see opportunity to increase digital edition ad sales 50- 100% in 2007.
 - Addresses ad community focus on engagement - higher engagement numbers than print
- Using digital as cost-effective marketing tool
 - Cost-effective Circ-building programs

Media POV

- Web growth drivers
 - Readers seek personal efficiency
 - Advertisers seek audience & ROI
- Magazines are poised for digital growth
 - Highly crafted product for focused audience
 - Print is costly and slow - many consumers becoming impatient with print in today's instant gratification web environment.
 - Advertisers want accountability and are moving to mediums that provide metrics.

Hot Industry Trends/Features

- Multimedia
- Global search feature on customer websites
– **text snippet + page thumbnail**
- RSS feeds
- Blogging links
- Digital edition circulation-building and marketing programs
- Subscriber Management/ Digital Rights Management
- Outsourced Circulation-building programs

Research Overview

- **High Overall Satisfaction.** 85% of digital readers were “very satisfied” or “satisfied” with digital editions
- **High Engagement with Advertisers.** Digital edition readers took action 91% of the time when presented with advertising, and visited advertiser websites 4x more often than with print
- **Stronger relationship with publishers’ brands.** Digital readers increased their use of publisher websites by 33%, and their use of email newsletters by 15%
- **Renewal Preference.** Digital subscribers preferred to renew digital **5:1** versus print
- **Popular Across all Age Groups.** Digital reader adoption spanned age groups; largest group was age 45–49
- **Decreased use of Print.** 46% of digital readers no longer use, or have decreased their use of, print editions. Digital editions have become an essential tool to reach this highly engaged audience.

* Source: Profile of Digital Reader Survey - April 2006 by Texterity - results BPA Worldwide certified.

Questions?

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[Examples](#)