NextBee Loyalty Program Requirements & Scope

1. Project Description

One of our core strategies has been to move from a circulation to an all audience strategy. This includes being able to target households with preferred products from each publishers' portfolio. Changes in our product offerings (e.g.: 2020 redesigns) and our push for aggressive price increases underscores the urgent need to increase engagement and show value to our customers. Our loyalty/engagement program will reward consumers for the behaviors that we know lead to increased use of our products and ultimately better retention.

The NextBee Loyalty program is a piece of our Audience Engagement product and strategy. This program allows a user to earn points towards rewards and prizes for completing interactions on our websites and other MCC digital assets.

JIRA ticket for investigation: http://jira.mcclatchyinteractive.com/browse/ESCENIC-4130

2. Assumptions & Constraints

- NextBee tags are on our websites
- Polls, Quizzes, Reader Quest questions are set up in the NextBee dashboard
- Will need to tie Loyalty program to the broader audience engagement project that includes MPP, Experian, etc.
- Actions that will earn points will be identified prior to scoping this work
- NCS has an integration with NextBee and currently gives loyalty points for any print/digital combo subs and renewals (new starts)
- NextBee stores point values for each action

3. Scope

Out of Scope
- Integration with Press+
- Integration with Syncronex

In Scope

- Points are retroactive, so when the user opts-in to the program all previously earned points should be available
- Currently Raleigh has an agreement with Arkadium that incorporates some of their interactive games into the current loyalty site. We're looking to expand that enterprise wide. Understand that Al Thompson on MCC East Biz Dev worked the current contract.

4. Scenarios

<u>Customer Scenarios</u>

Digital Subscriber wants to join the Loyalty program

Jana is a digital subscriber of the Biloxi website. She has learned of the new subscription management system has gone online to update her account. She needs a way to opt into the new loyalty program so she can earn points for the things she already does on the site.

Combo subscriber wants to join the Loyalty program

Robert from Miami is a print subscriber with an active digital account. He plans on taking advantage of the loyalty program. He needs a way to log into his one account, so he can access his print subscription information and his loyalty membership.

Visitor decides to sign up for the Loyalty program and wants to track his points

Chris visits the N&O website often and has decided to become a registered user so he can take advantage of the loyalty rewards program promoted on the site. He needs a way to know how many points he's earned, so he can track his progress every time he comes to the site.

Subscriber sign ups at a kiosk for service but is not been given the opportunity to join the Loyalty program until later when they initiate their account but we want to give them points for signing up

Ralph signs up for a subscription at a kiosk and we want to give him points for signing up for his subscription however we can not give him points until he has opted in to the Loyalty program.

Loyalty member forgets to log in but we still want them to earn points during session they are not logged into

Pat is a member of the loyalty to program and forgets to log in but we still want her to earn points while she on our site.

Lite user needs to bypass the paywall to gain more Loyalty points

Chris has a lite account with loyalty membership. He has hit the paywall.   He needs a way to earn additional access, so he can continue to engage with the site, to work toward becoming a paid subscriber.

Lite user & Loyalty member needs to be able identify free content

Joe is a young professional who has signed up for a lite account through the Sacbee, so he could get additional free access to their content. That access has expired, but he is still a member of the loyalty program. He needs a way to know what content is free on our site, so he can continue to be engaged to earn and track points.

Loyalty member needs to know how to maximize points

Joan is a registered user with the Kansas City Star. She is excited about the prizes in the loyalty program. She needs a way to know what activities are earning her the most points, so she can tailor her reading around earning points.

Loyalty member want an automated way to see their points

Lori is a registered user with a loyalty membership. She rarely checks her progress when she visits the site, but is interested in how many points she's earned, when that information is readily available. She needs a passive way to get a progress report without having to sign into her account to seek out that information.

Subscriber that is a Non-Loyalty member wants to manage their account without seeing Loyalty info

Mary is a registered user of the N&O site, but has opted OUT of the loyalty program. She still uses the member center for her accounts. She needs a way to use her member center page, with the loyalty points turned off.

Lite User or Subscriber changes their mind and now wants to sign up for the Loyalty program

Anne is a registered user of the N&O site who also opted out of the loyalty program. After using the site, she has decided that she really does want to become a loyalty program member. She needs a way to opt into the loyalty program from her active account, so she can access that information from her existing member center page.

Visitor needs to be informed of the Loyalty program

Joanne is a regular visitor of the site, who has never hit the paywall. She typically uses loyalty programs from other retailers and websites. She needs a way to discover our loyalty program so she can become a registered member and begin earning points for prizes.

Subscribers needs to be able to see easily if they are logged out

Tommy is a paid digital subscriber,and has signed up for the loyalty program. He felt it necessary to sign out of his account when a friend was using his computer. He needs to feel

safe that he is signed out of both the digital and loyalty program, so no one can compromise his information.

Combo Subscriber can't remember their password

Julie is a reader with an activated print/digital combo account. She is currently signed out of her account, but would like to sign in to cash in some loyalty points for movie prize. She can't remember her password. She needs a way to retrieve or reset her password quickly, so she can get those tickets before this evening.

Loyalty program participants wants credit for activities done when they are not logged into the account

Julie watched several videos while she was signed out. She is prompted with the paywall screen and once signed in, is credited with the loyalty activities she completed while she was signed out.

Participant in the current Sac Bee, Miami, Raleigh, Ft. Worth, Lexington Loyalty programs needs migrated to the new NextBee program

Ralph is a member of the Sacramento Buzz Bee Rewards program.   He learns about that they are changing the program, and he's afraid he's going to lose his current point status. Ralph needs a way to carry his account information over to NextBee so he can keep his current point status.

McClatchy Business Owners Scenarios

Business owner needs to make sure that Loyalty plan participants are engaged long enough to benefit the business

John is a digital manager in Wichita. He is excited about the increased engagement the loyalty program promises, but is concerned that loyalty members will just click on stories for the points, and not actually engage with the content. He needs a way to make sure users stay with content long enough to matter to our analytics and advertising.

McClatchy business owner need to understand paid vs lite account users

Susan is an audience team member in Merced. She needs a way to know the status of registered users with a Lite account who are loyalty members, but not subscribers, so she can target her marketing messages to those users' needs.

McClatchy business owner needs to be able manage Loyalty site styling

Judy is responsible for the design and engagement of our sites. She wants to make sure the member center vendor sites are styled to match the content pages of the site. She needs a way to affect the styling of the loyalty program pages, so she can ensure the experience is consistent with the rest of the site.

McClatchy business owner needs to be able to send messages via email
McClatchy needs to send confirmation emails to the new Loyalty member as well marketing emails as needed.

5. Loyalty Reward Actions

McClatchy Dev

Definitions: Activate = create a McClatchy account online/log in for the first time
Start a subscription = pay for a subscription, but not necessarily have an account (like purchasing via kiosk or phone)
Things to note: User must opt-in to NextBee - need kiosk and phone to include an opt-in state to reflect webflow. How does this experience work with a flow? (Elaine)

P1-Activate Digital Account - MPP - lite accounts, digital subscriber only, and print/digital combo subscriber accounts

Activate Digital Account - Piano - No

P1-Start a new digital only or combo subscription, monthly. Subscriber is renewed a second (or more time) even if they cancel when the resubscribe.

P1-Start a new digital only or combo subscription, annual

P1 - Make a renewal payment on digital only or combo account - auto or manual renewals for any subscription length.

P1 - Watch A Video - Is counted when video starts. After a pre-roll ad.

P1 - Access Replica edition - per edition (day)

P1 - Accessing replica edition x number of times over a certain period

P1 - Each article view counts as a NextBee behaviour that is tracked

P1 - Reading x number of articles over a certain time period - This criteria can be setup in NextBee.

P1-Share Article On Facebook, Twitter, Linkedin, Pinterest, SMS, email, Google+ (This is stored as a single behavior, regardless of which social media)

P1- Subscribe to Newsletter. Open questions: For each newsletter or only initial subscription to first newsletter? Do they need to stay subscribed for a certain amount of time? (Joe will define)

P1- First time they access via the website, first time they access via a McClatchy iOS app, first time they access via a McClatchy Android app. This is for each app, not just once per market.

P2-Reader Poll (Some of the markets use different polling software, maybe out of scope. Eg: KC uses Murvey)

P2 - Convert to EZ Pay (recurring payments in NCS)

P2 - Accessing podcasts - Need to determine a % completion to qualify

P2 - Using member services - Wil be tracked in NCS

P2-Enrolling in Dealsaver program

P2-Purchasing a Dealsaver

P3-Subscribing to optional paid products such as TV Book

P3-Accessing ancillary MCC sites such as inkkc.com, spaceskc.com

P3-Accessing an article nested in an area not accessed for a period of time. For example, heavy Sports users finally accessing a movie or music review in Lifestyle

<u>NextBee Dev/Provided</u>
Daily Quiz - NextBee
Reader Quest - NextBee
Refer A Friend - NextBee
Take A Survey - NextBee
Submit a Code - NextBee
Like on FB - NextBee