

AMP Rewards Increases Print & Digital Retention

The Challenge

The Sacramento Bee, the flagship newspaper of the McClatchy Co. and the largest paper in the region, wanted to improve both their print and digital retention rates. With so much competition coming from free, online alternatives, it was critical that the Sacramento Bee find ways to engage readers and show them the value of a subscription, increasing their loyalty to the brand and improving retention.

The Solution

The Sacramento Bee turned to Triton Digital and AMP Rewards, a product within the audience management platform (AMP) that enables brands to extract more value from their online audience by creating deeper connections through digital interactions.

They built a loyalty club called BeeBuzzPoints, which enables them to communicate with members and reward them for connecting with the publication. Here are just a few of the benefits the Sacramento Bee has received from BeeBuzzPoints, all of which have ultimately led to increased loyalty and retention:

★ Drive Interest

Every Friday, BeeBuzzPoints members receive an email, which highlights what readers can expect to find in the Sunday edition of the paper, including news stories and coupon savings. This teaser drives interest in the Sunday paper, encouraging readers to check it out.

★ Show Appreciation

To thank their loyal members, the Sacramento Bee hosts an annual Audience Appreciation Month, during which BeeBuzzPoints members can enter to win a variety of promotions, including trips, tickets to concerts or sports events, and more. All of these great prizes encourage readers to start their membership or keep it going.

★ Uncover Value

The Sacramento Bee gives BeeBuzzPoints members 8 or 9 trivia questions per day, the answers to which are found within the publication, encouraging members to engage with the Sacramento Bee and discover new sections of the paper. Additional questions also direct subscribers to the paper's online and social media offerings.

★ Reward Positive Behavior

Through the help of points-based rewards, the Sacramento Bee offers incentives to their readers for activating their digital accounts and completing other desired actions.

★ Make it Fun

Sometimes, all it takes to build a connection with a reader is to provide some good, old-fashioned fun. The Sacramento Bee offers a variety of online games that its readers can partake in, making sure they enjoy visiting the site and stay there longer.

The Results

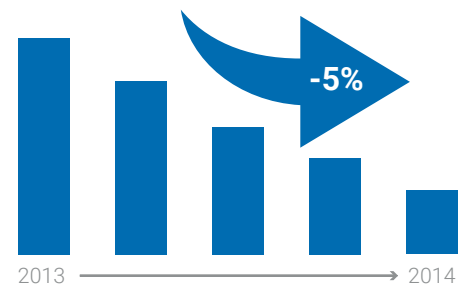
The Sacramento Bee found that the rate of retention for BeeBuzzPoints members is 10% higher than that of non-members over a 2-year period. What's more, between 2013 and 2014, churn decreased by 5% and subscription cancellations decreased by 11%, proving that points-based rewards programs increase loyalty to the brand and improve both print and digital retention.

Retention Rate

10% ↑

Higher Retention Rate for BuzzBeePoints Members Than Non-Members Over Two Years

Churn



Cancellations

