









Monthly Users Growth 2008-2018: 188% (Edison Research, 2018)



Projected revenue growth 2017-2020: 111% (IAB, 2018)





























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Projected revenue growth 2017-2020: 111%















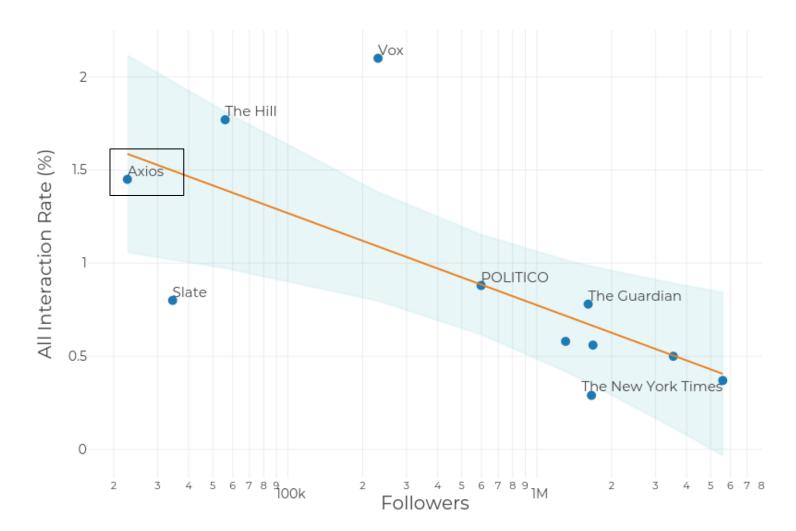
71% of Instagram users are under the age of 35 (Pew Research Center, 2018)



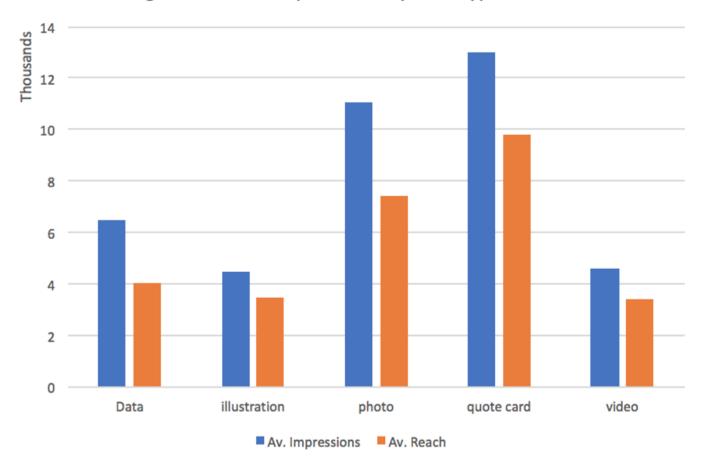


# What does Smart Brevity look like on Instagram?

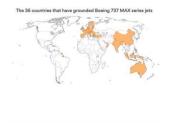
	Accour Name	nt	Total Interactions	Interaction Rate	Avg. Posts Per Day	Video Views	Account Followers	Growth % and #
	Avera	ge Total	7.80M	0.820%	3	10.45M	1.62M	+96.59%
1	$\epsilon$	The New York Times	26.14M	0.346%	4.58	20.34M	5,573,631	+61.28% +2,117,674
	$\mathbf{F}$	Forbes	22.24M	0.596%	3.28	3.53M	3,534,836	+30.78% +831,992
	łvp	The Washington Post	11.43M	0.495%	5.04	28.81M	1,677,050	+101.35% +844,149
4	•	The Guardian	7.00M	0.715%	2.17	26.28M	1,602,868	+84.66% +734,858
	POLITICO	POLITICO	4.87M	0.695%	4.54	15.69M	595,706	+137.44% +344,824
	FT	Financial Times	3.58M	0.47%	2.17	1.21M	1,300,664	+107.60% +674,155
7	löx	Vox	1.46M	2.011%	1.28	6.89M	229,288	+181.05% +147,704
8	WSJ	The Wall Street Journal	1.14M	0.279%	0.81	1.47M	1,656,029	+50.34% +554,475
9	THE.	The Hill	104,530	1.388%	0.56	173,258	55,751	+211.42% +37,849
10	۸	Axios	60,212	1.201%	1.17	110,597	22,375	_



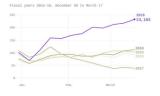
#### Average Reach and Impressions by Post Type - ALL TIME

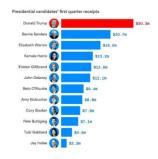


#### Finding pain points on Axios' IG account

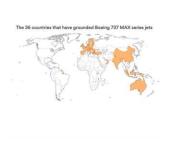


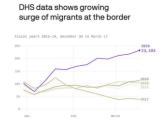
#### DHS data shows growing surge of migrants at the border

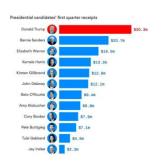




# Finding pain points on Axios' IG account





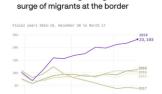


"The graphic is small." "The text is small."

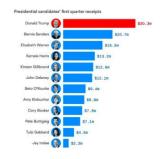
"Too small for my sight." "Hard to read."

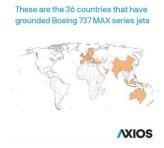
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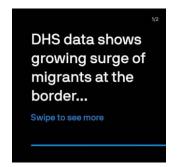


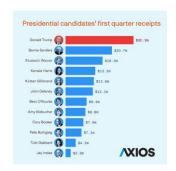


DHS data shows growing







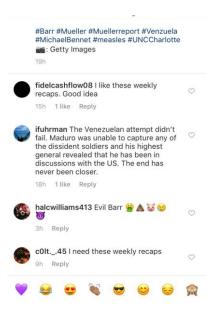


#### Other ideas for Instagram posts



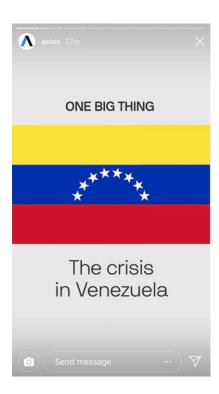
answer questions about his previous... more





#### **Our ideas for Instagram Stories**





# This is what Smart Brevity looks like on IG

#### **POSTS**

- Large headlines.
- Powerful images.
- Distinctive color.
- Call to action: slide to see.

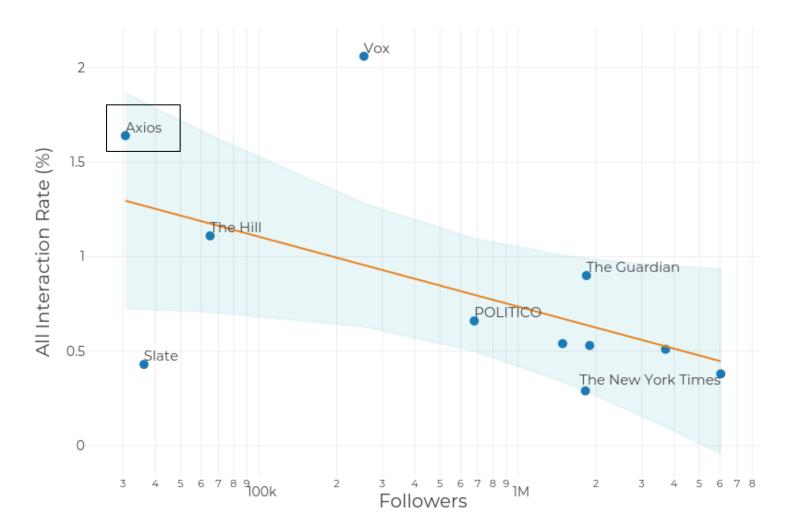
#### **STORIES**

- Native IG tools.
- Little text: agile!
- Videos.
- Call to action: swipe up to...









# How does Smart Brevity translate into Audio?

**Keep Axios core** 

Native audiences (B)

No openers (C)

**Existing content** archive

# What is Axios doing in audio?

PRO
RATA
DAN
PRIMACK

AXIOS

#### By the numbers:

- 22% download increase in 7 months
- **38k** newsletter reach
- **13k** podcast downloads
- End-of-week listening

**Yes, but...** No link back to the newsletter Requires some knowledge

# Findings from our user interviews

- 65% of users preferred a personality-driven audio experience.
- 84% appreciated being linked back to Axios content.
- 100% wanted a friendlier, more conversational host.
- 77% found audio cues useful.
- 80% listened to podcasts while commuting.
- 5-15 min listening time.

AUDIO
NEWSLETTER
SARA
FISCHER
AXIOS

HOW WE GOT HERE

**/XIOS** 

HOW WE GOT HERE

**/XIOS** 

Audience: News audio audiences

Don't consume Axios (yet)

Pain point: How to catch up with news



HOW WE GOT HERE

**/XIOS** 

Audience: News audio audiences

Don't consume Axios (yet)

✓ Introductory product

√ IG possibilities

√ Conversational

√ Commute friendly

✓ Personality driven

√ Scalable



**Audience:** 62.4% no openers

Native audio audiences

"If I don't open the newsletter in the morning, the day takes over," Michael.

"I don't want to subscribe to newsletters, because my inbox is already full," Banna.





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Native audio audiences

"If I don't open the newsletter in the morning, the day takes over," Michael.

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- ✓ Second chance for no openers
- ✓ Personality driven

- √ No cannibal
- √ Go deeper possibilities

- √ Commute friendly
- √ Scalable

#### Expandable:

AUDIO NEWSLETTER SARA FISCHER AXIOS

**More** Newsletters Presidential
Breaking
News
Deep Dives
Smart
Speakers

HOW WE GOT HERE







