7 UNAVOIDABLE SUBSCRIPTION TRENDS
You Need to Follow in 2021
Speaking Today

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Zephr
The world leader in advertising sales solutions

- 6,800+ media brands selling with Adpoint
- $31bn+ in billed ad revenue
- 310+ Digital media businesses
- 51 Multichannel conglomerates

7 languages
32 countries
21.5k+ users

557x135
310+
Digital media businesses

625x324
The world leader
in advertising sales
solutions

35x292
6,800+
media brands selling with Adpoint

538x196
$31bn+
in billed ad revenue

505x277
310+
Digital media businesses

528x211
557x135
310+
Digital media businesses
Zephr is the **Subscription Experience Product** focused on accelerating digital revenue growth.

We combine intuitive UI and plug-&-play integration architecture to let commercial and technical teams develop **powerful subscription relationships and deliver personalized experiences for every customer.**

- **140%**
  - Increase in click-through rates
- **23%**
  - Increase subscription revenue in the first year
- **30%**
  - Revenue uplift at point-of-renewal
- **$612K**
  - Extra revenue generated in first year
Combined Revenue Models are Proving Essential

The Pew Research Center reported ad revenue dipped 62% between 2008-2018.

Against this backdrop, combined revenue models offer publishers a way to reinvent aspects of company structure for more resilient, lucrative revenue potential.

The model offers greater assurance of brand safety for ad buyers and requires quality published content to retain readers--a win-win for everyone.

Sync up your advertising and subscription strategies.

It’s no longer possible to separate the impact these revenue streams have on one another.

If you’re not already, work to align these areas as soon as possible.
Reader experience isn’t just about reducing churn, it’s a critical element for any publisher’s success across each revenue model.

"As the media industry continues to shift from advertising revenue - which is increasingly less viable as a sole source of income - to digital subscriptions, the level of competition between subscription businesses is really heating up. Those who are on older tech stacks have found it hard to keep business agility, which is essential to react to change in these unpredictable times. The most exciting developments have been around dynamic product offers and bundles, combined with no-code solutions to test, learn and iterate on subscription strategies."

*Chris Scott, CPTO*
*Zephr*
Tap into the talent in your newsroom.

You may be able to leverage “micro influencer marketing” trends easier than you’d think. If there are standout personalities on your editorial team, don’t sleep on their revenue potential!

“Not every writer has the personal brand to be able to facilitate this but it highlights a really interesting trend of what I would call atomic monetization...Put simply, innovative media organizations are looking at their roster of editorial talent and ascribing significant value to the relationships that talent is cultivating with their audience.”

Mike Donoghue, co-founder and CEO
Subtext
Local publishers know their audiences more intimately and create content that impact that audience in immediate and relevant ways. While not exclusive to local publishers, the ability to be a part of the local community is a strength that made a big difference in 2020.

Don’t let up as the pandemic ends.

Local media got a significant boost from the pandemic, as readers became eager to stay connected to local news. Trends show this presents huge ongoing opportunities, so as the pandemic ends (knock on wood), don’t let up! Keep emphasizing the power of local media, invest in strong marketing, and enjoy the boost.
Streaming Successes and Failures Reveal Important Subscriptions Lessons

Understanding the Fall of Quibi...

• Content wasn’t enough to attract a seed audience of paid subscribers

• Assumptions about the potential audience proved wrong

“Had Quibi better understood its nuanced value proposition for users, perhaps other risks would have been mitigated for the company to see higher subscriber acquisition and retention…”

Don’t assume you know your audience!
Artificial Intelligence Will Reduce Subscription Churn

AI can help organizations learn the underlying motivations behind subscriber retention vs. churn by analyzing large amounts of data quickly and suggesting changes to proactively keep readers engaged with their content.

Is it Really ‘AI’?
Artificial Intelligence and Machine Learning have become buzzphrases in the marketing and audience technology sectors. Be sure to ask your vendor(s) what they mean by AI - the answer could range from advanced task automation to predictive modeling.
Publishers Bundle Subscriptions With Brands to Broaden Audience Base

Build strong partnerships with brands and other publishers to bundle possibilities.

The potential for subscription bundles is clear - start building relationships with others in the subscription economy if you want to leverage this trend.

“The goal is to bring in subscribers that publications have identified as crossover target audiences beyond their traditional reach...The benefit of connecting publisher and non-publishers together through this subscription bundling model goes beyond the top-line subscription revenue grab...People often think it’s just about driving subscriptions, but it’s not. It’s about driving to a connected relationship where you continue to earn the right to be connected, but you are the business that can leverage the first-party data relationship...”

James Henderson, co-founder and CEO
Zephr
7 Key Takeaways

01 | Sync up your advertising and subscription strategies.

02 | Modernize your tech stack.

03 | Tap into the talent in your newsroom.

04 | Don’t let up as the pandemic ends.

05 | Validate the assumptions you’ve made about your audience with data.

06 | Ask your vendors the right questions about artificial intelligence.

07 | Build strong partnerships with brands and other publishers to open up bundling possibilities.