

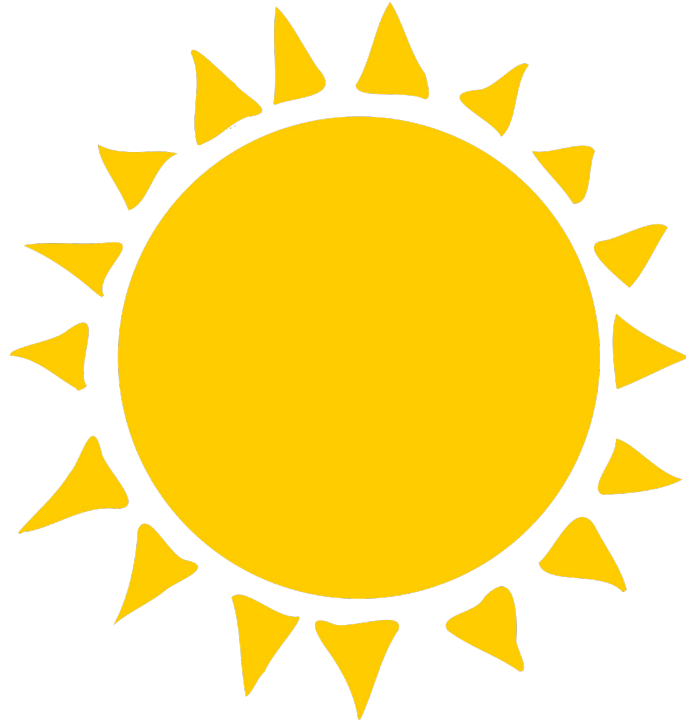
El Español: New ways of handling data in the newsroom














A Marfeel Story

June 2022
















I promise you Sun!



09	 11°	RealFeel® 9° <u>Chilly</u>	 22% ▾
10	 11°	RealFeel® 10° <u>Chilly</u>	 27% ▾
11	 11°	RealFeel® 10° <u>Chilly</u>	 60% ▾
12	 12°	RealFeel® 10° <u>Chilly</u>	 60% ▾
13	 12°	RealFeel® 11° <u>Cool</u>	 60% ▾
14	 13°	RealFeel® 12° <u>Cool</u>	 58% ▾
15	 13°	RealFeel® 13° <u>Cool</u>	 58% ▾



09		21°	RealFeel® 23° <u>Pleasant</u>	 0% ▾
10		23°	RealFeel® 24° <u>Pleasant</u>	 0% ▾
11		23°	RealFeel® 25° <u>Pleasant</u>	 0% ▾
12		24°	RealFeel® 26° <u>Pleasant</u>	 0% ▾
13		24°	RealFeel® 27° <u>Very Warm</u>	 0% ▾
14		24°	RealFeel® 27° <u>Very Warm</u>	 0% ▾
15		25°	RealFeel® 26° <u>Pleasant</u>	 0% ▾



How many of you?

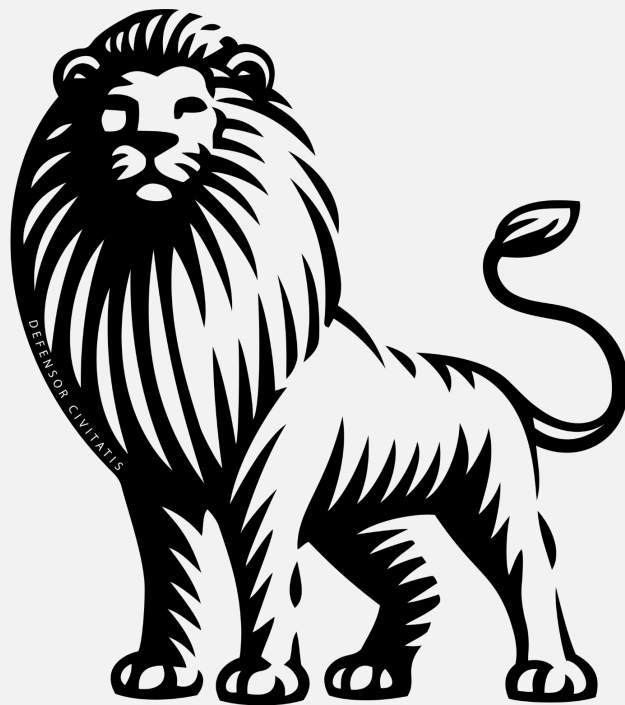


How many of you?









EL ESPAÑOL



About elespanol.es

- Leading native digital newspaper born in 2015
- Founded by Pedro J. Ramírez, top exec in the Spanish Media, through an innovative founding process
- Number 3 Spanish publisher
- Subscription business model running since its foundation



3 Key Challenges



Evaluate the success of content

Industry transition from paper to digital to content personalization



Build a new business model

Ad revenue over time has become less profitable and stable, still relevant.



Quality over quantity, more important than ever

Comscore created a war between publishers for unique users and pageviews as the only objective driving quality down



1. Introduction of qualitative KPIs

It was so complicated at the beginning because elespanol goals were fully focused on acquisition and the advertising model.

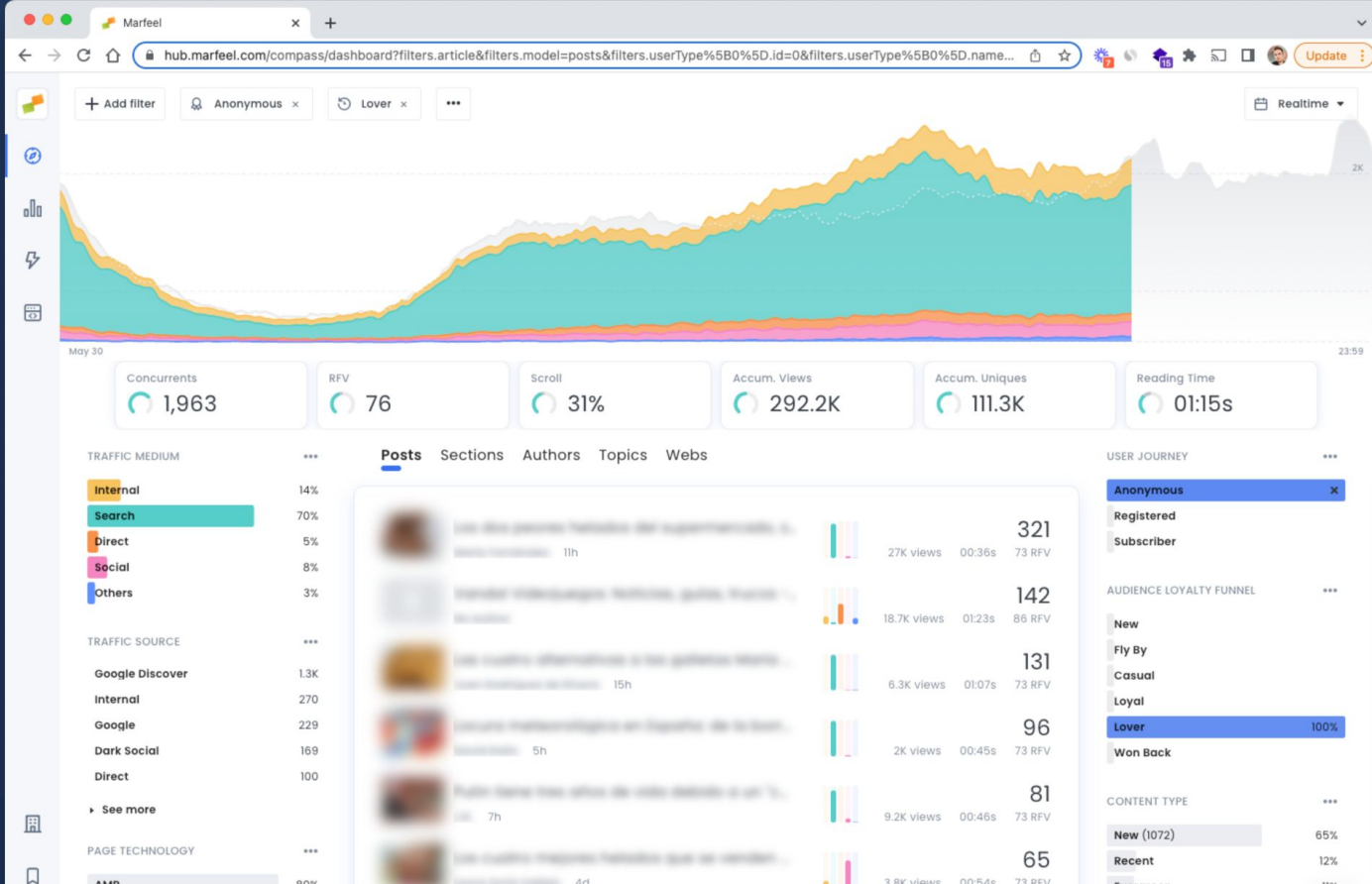
Additionally, the newsroom was frustrated because the most qualitative journalism seemed undervalued by the old model. They needed to evolve the mindset: “quality articles do not generate many new users”

So they introduced some new KPIs to the core sections (politics, economy, opinion).

They divide the sections in the newsroom into three different groups: acquisition sections, subscription-oriented sections, and some mixed ones.

And they set different goals for each group.

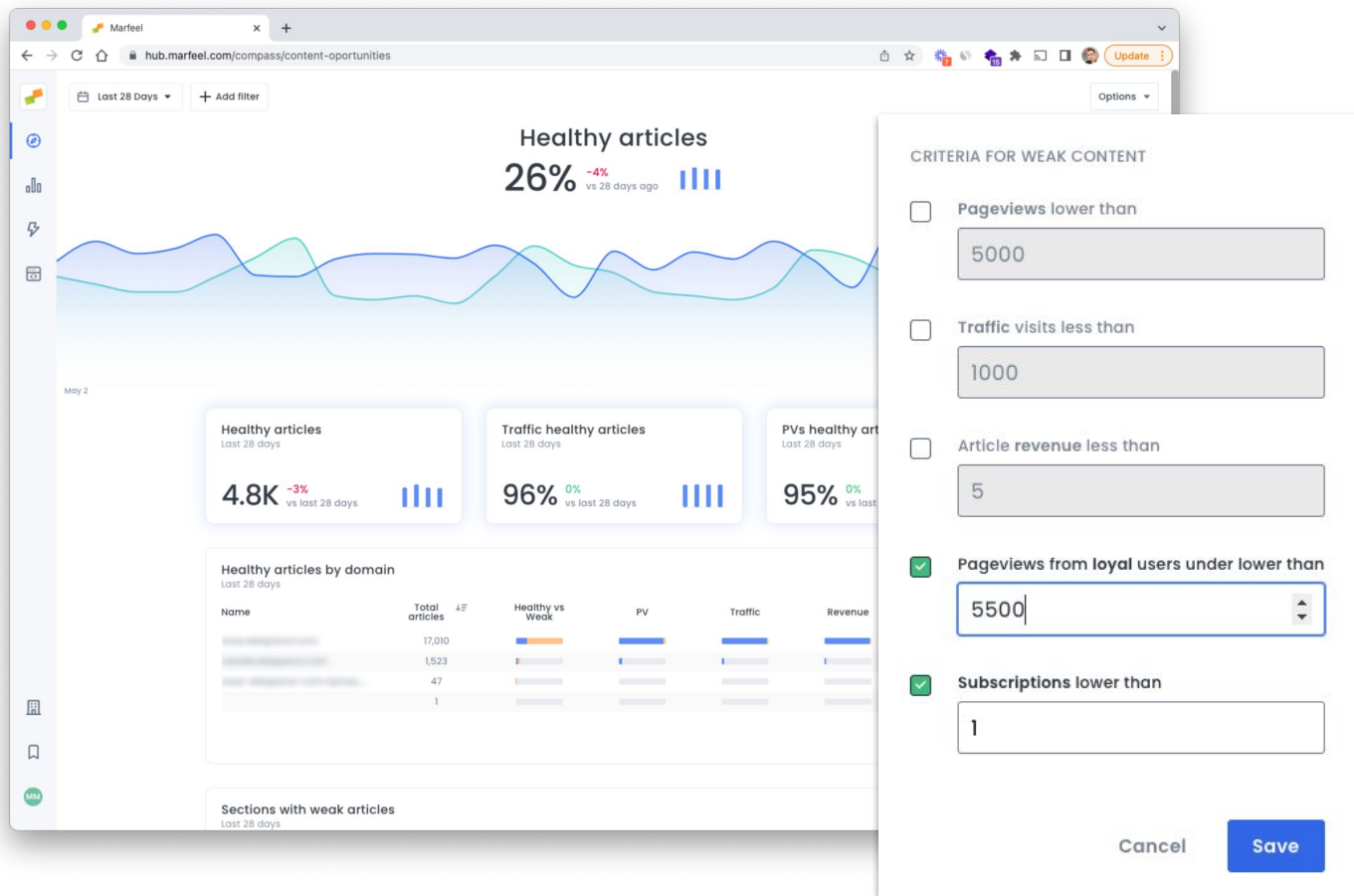




User journey

RFV

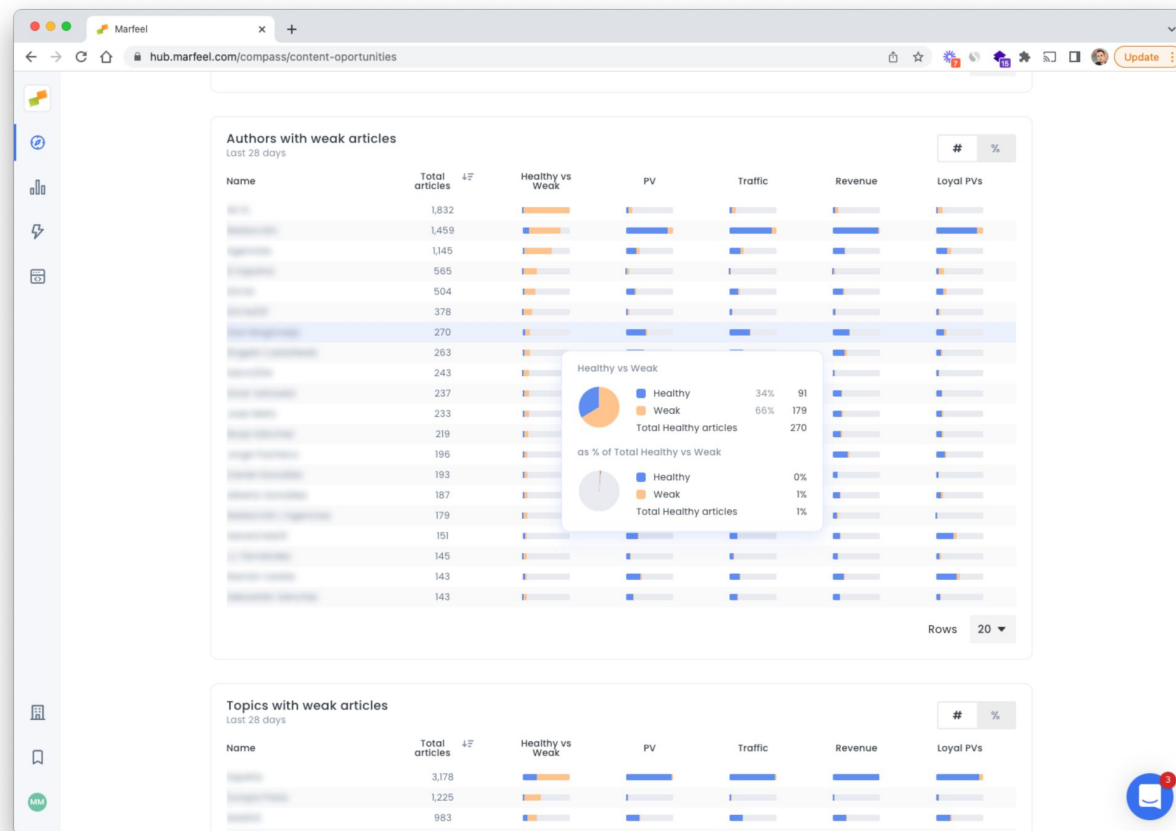
Recency, Frequency, Value



Content Opportunity

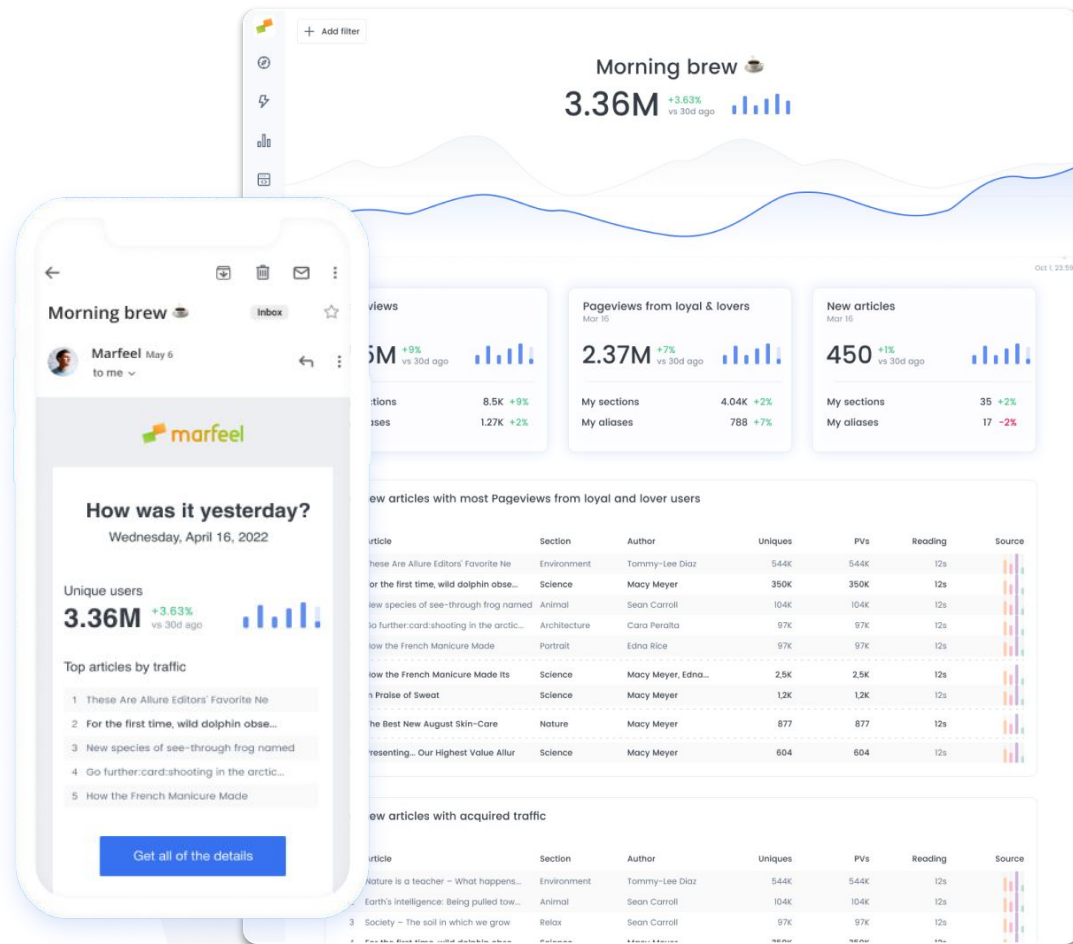
Iterative process to improve over time the production of meaningful content.





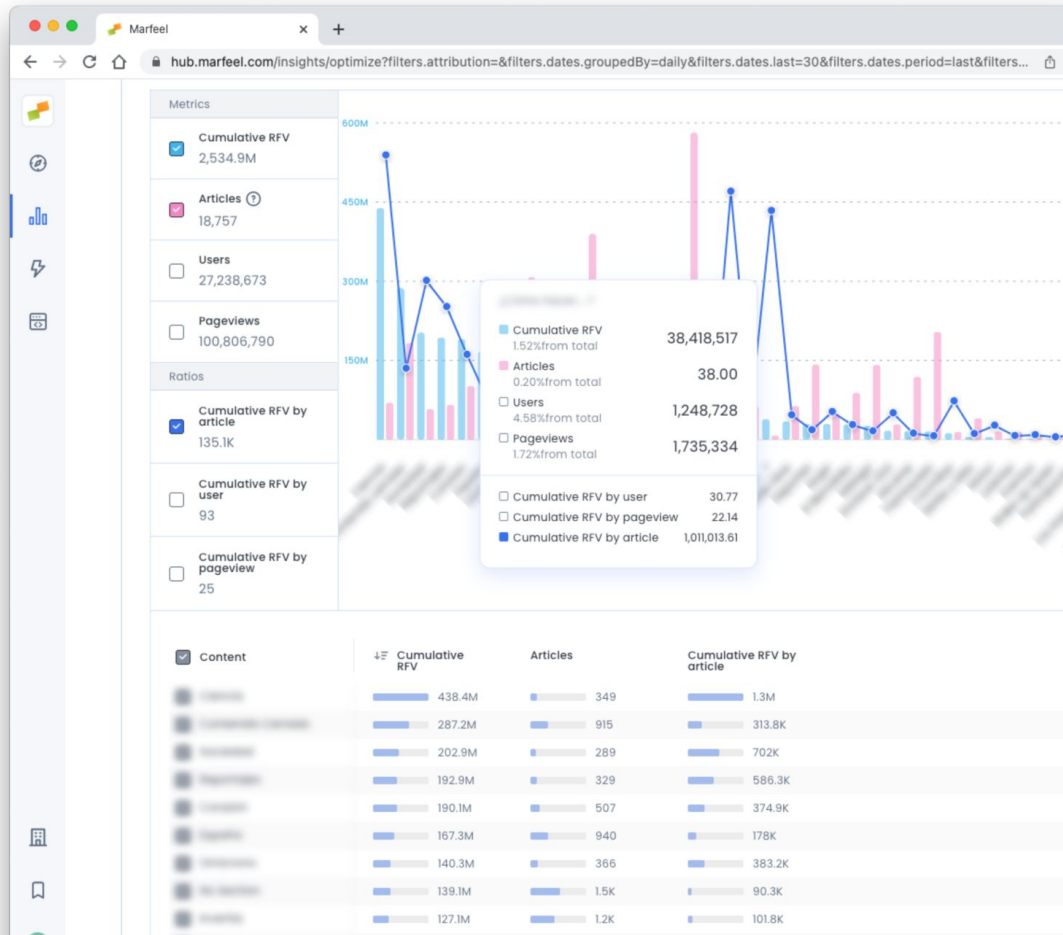
2. Implementation of new dynamics

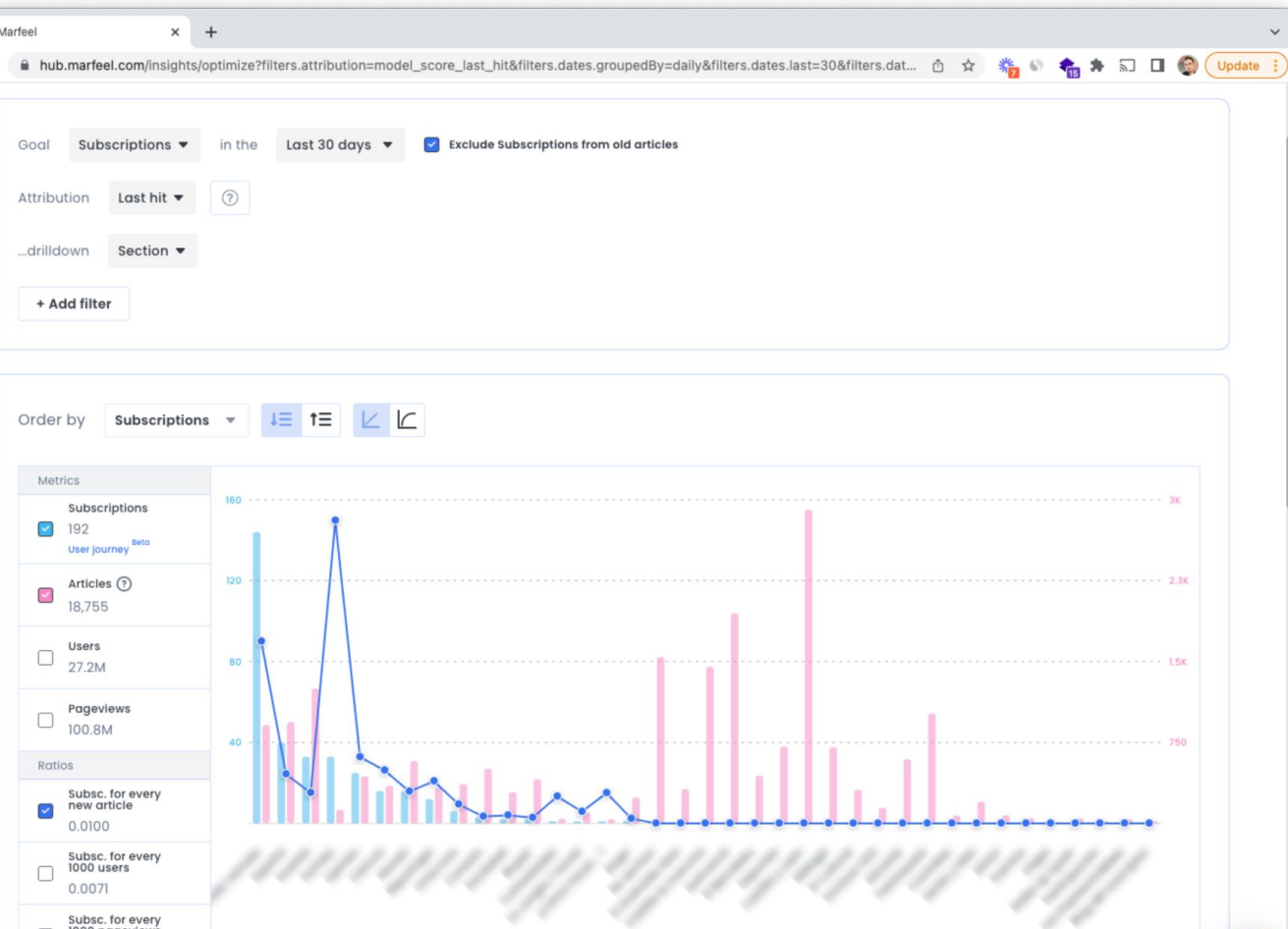
Daily email addressed to the section managers pointing top stories based on RFV, amount of loyal readers and total subscriptions.



2. Implementation of new dynamics

Weekly review of the sections performance in terms of subscription and loyalty evolution.





3. Evaluating different paywall models

They need to understand from where the subscription is coming from to where it is happening and everything in-between.



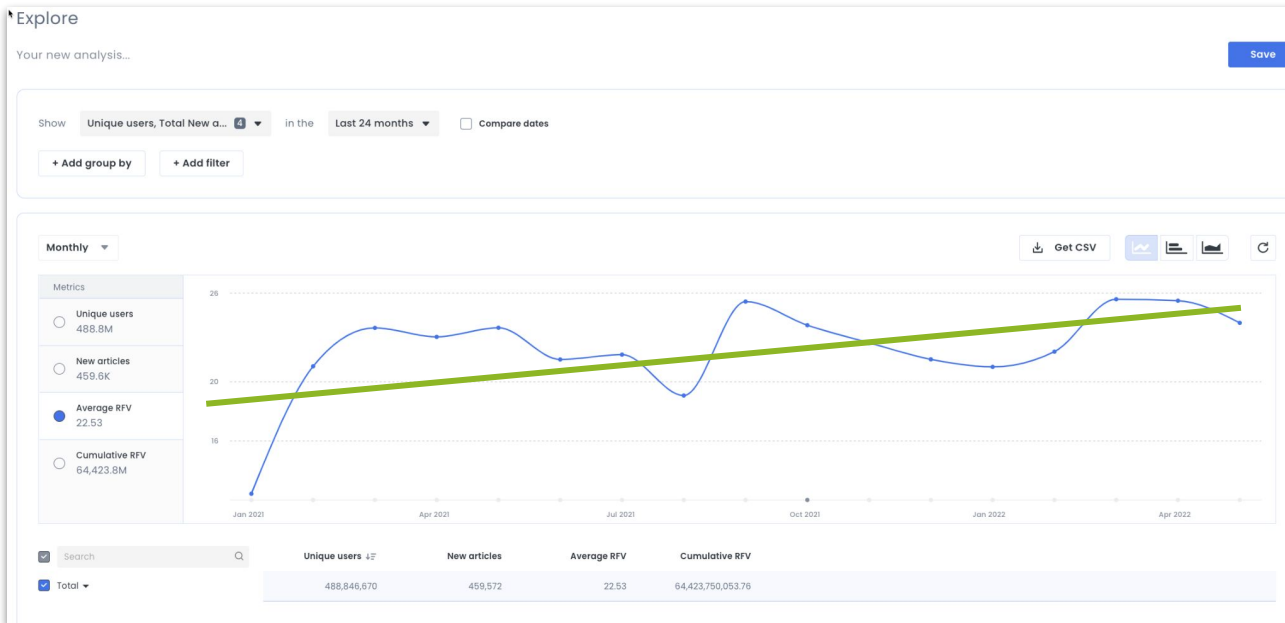
Use a smart combinaison of
propensity model and
freemium (Metered)



Impact



Increase the overall RFV

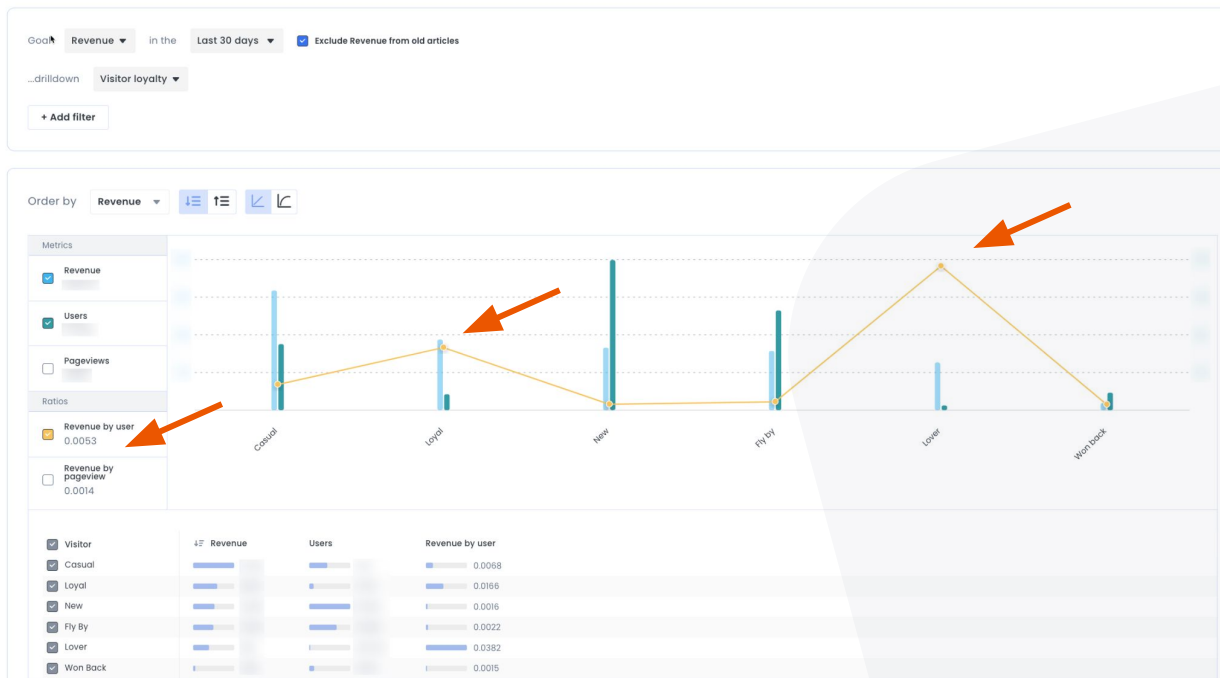


By focusing the topics with more focus on the RFV, we manage to raise the avg RFV and the Cumulative RFV (sum of the RFV of each user)

Increased by 30%.



Protect current Ad revenue



Since the behavior of users with high RFVs is to consume large amounts of page views, this number is not affected and advertising revenue does not suffer.

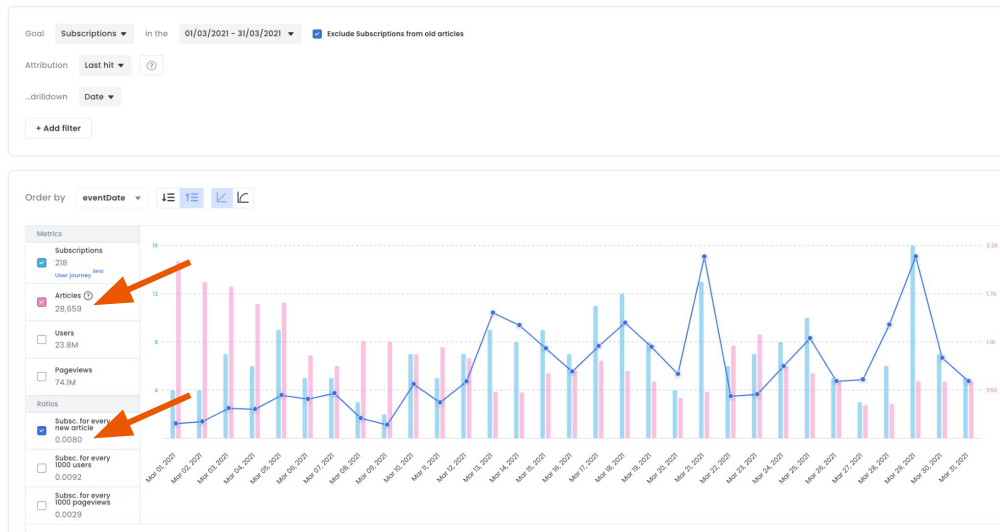
24 times more valuable.



More subscribers per article.

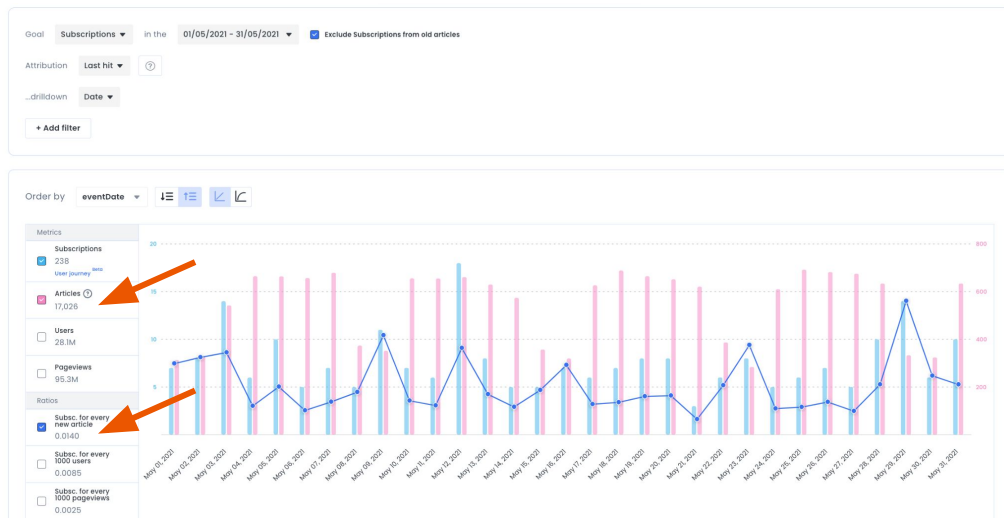
(First month using Marfeel)

Due to the propensity of users with high RFVs to subscribe, more daily subscriptions were achieved with less content



More subscribers per article.

(Third month using Marfeel)



Due to the propensity of users with high RFVs to subscribe, more daily subscriptions were achieved with less content

-40% of articles written

+9% subscriptions

Almost x2 subscriptions per article



Equation + - % x

More healthy content,

Better ranking,

Less users,

More loyal users,

15x more valuable users,

Yx more subscribers,

Happier newsroom.



Above and beyond



Content planner goal

- Use technologies and intelligence
- Help the entire newsroom
- Lay out the next pieces to write with topics - themes - article types - goals
- Reduce the paper or whiteboard need
- Needs to be remote-work friendly
- Remove spreadsheet hangover
- Remove broken pipes
- Be easy to use
- Makes editors happy

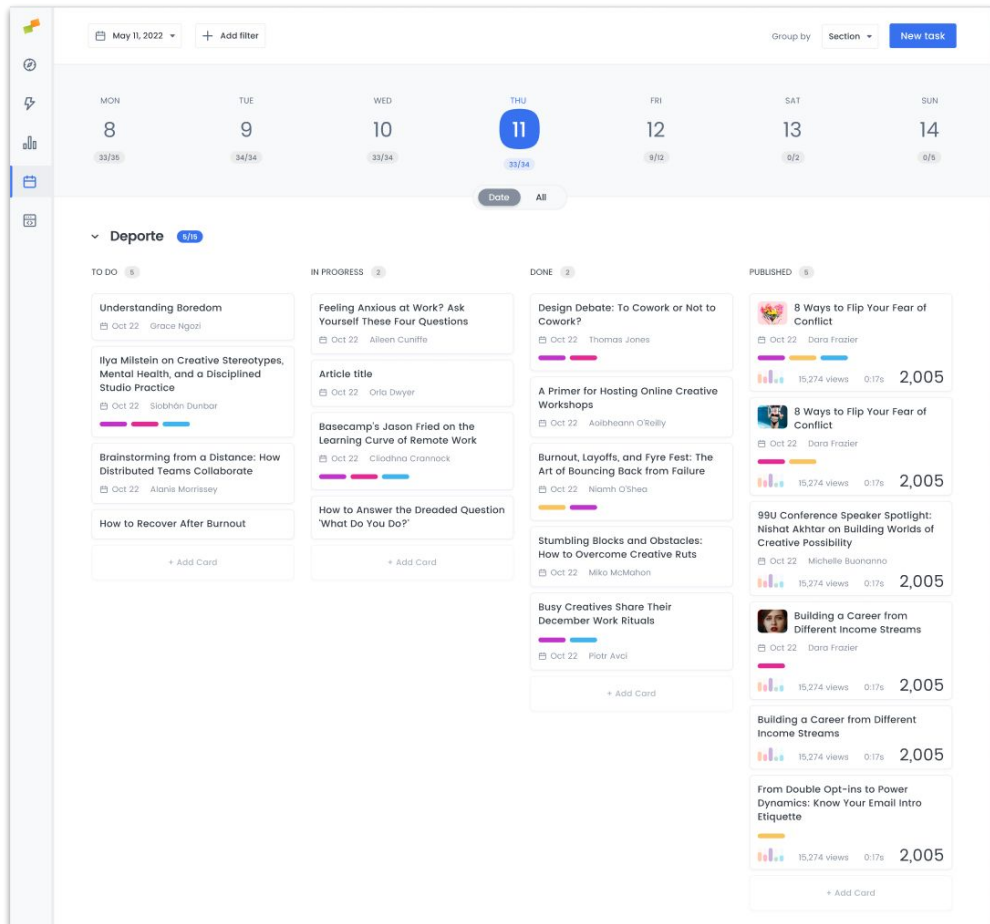


Content Planner

Mechanism to orchestrate more effective newsroom
based on the strategy set up by the editorial team



Marfeel Innovation Project



New Content Planner

- No need for Trello and spreadsheets
- Fast input
- ACLs can handle authors and
- Show real-time metrics bridging production world with distribution world
- Quotas can be set and automated with editorials rules (Mix quantitative and qualitative)
- Automatically clear out
- Free handshakes between team



Fast input

The screenshot displays a web application interface with a modal form titled "Untitled" in the foreground. The background shows a list of articles, including "102", "Oct 18, 2022", "Mur...", "Mass...", "Ferre...", "UEFA Champions League", and "Moto GP".

The modal form "Untitled" contains the following fields and options:

- Paste article URL here**: A text input field with a magnifying glass icon.
- Branded x**: A dropdown menu with a yellow "Branded" option selected.
- Due date**: A dropdown menu with the option "Choose a date" selected.
- Author**: A dropdown menu with the option "Choose an author" selected.
- Section**: A dropdown menu with the option "Choose an author" selected.
- Domain**: A dropdown menu with the option "Choose an author" selected.
- Topic**: A dropdown menu with the option "Choose an author" selected.
- Write a description...**: A large text area for writing a description.

At the bottom right of the modal, there is a blue button labeled "Save Article".



Fast input

The screenshot displays a web application interface with a modal form titled "Fast input". The form is used to input article metadata. The background shows a sidebar with a date filter set to "Oct 18, 2022" and a list of items including "102", "Oct 18, 2022", "Mur", "Mess", "Femo", "UEFA Champions League", and "Moto GP".

Modal Form Content:

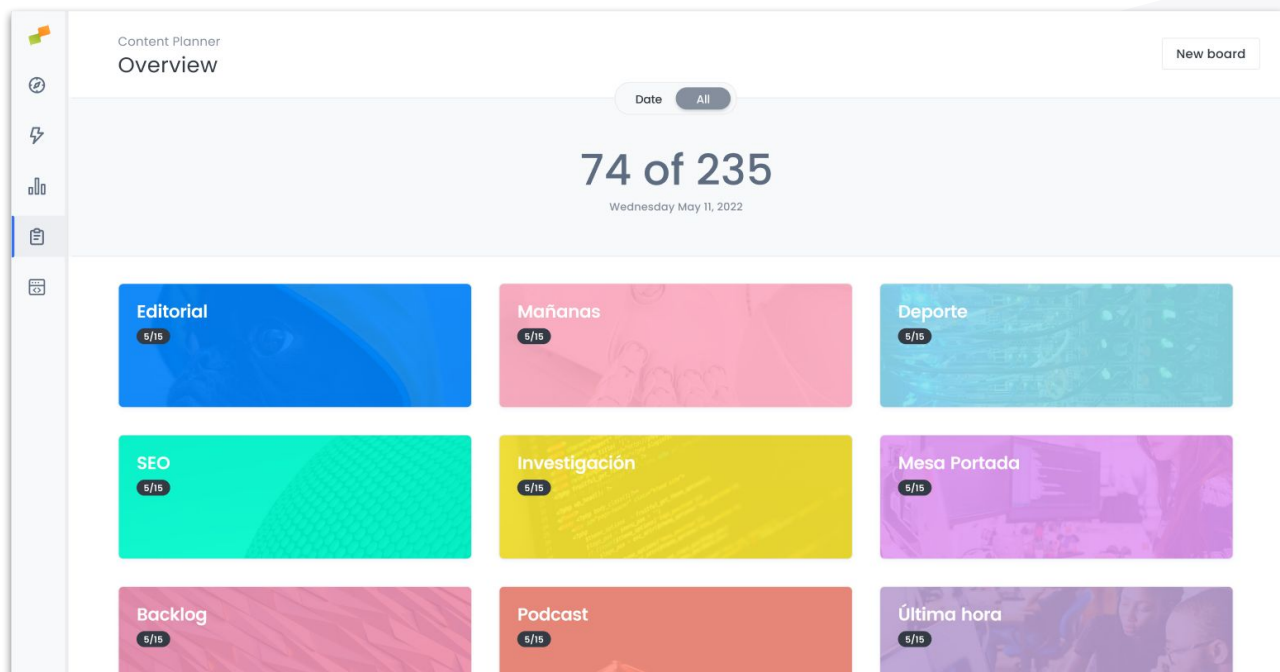
- Title:** Radiografía del empleo tecnológico en España: estos son los perfiles más demandados en 2022
- Input Field:** Paste article URL here
- Tags:** Editorial: Done, SEO: To Do, JJOO Tokyo, Medallistas 2020
- Due date:** May 26, 2022
- Author:** John Snow
- Section:** Empleo
- Description:** Write a description...

Buttons: A "New board" button is visible on the right side of the modal.





Content planner with your editors, agencies and contributors



Plan your day, week and weekend

The screenshot displays the Marfeel project management interface. At the top, a navigation bar includes a date selector set to 'May 11, 2022', an 'Add filter' button, and a 'Group by' dropdown menu currently set to 'Section'. A 'New task' button is located on the right. The main header area shows the project name 'Mesa Portada' and two tabs, 'Date' (selected) and 'All'. Below this is a calendar view for the week of May 8th to 14th, 2022. The calendar shows the number of tasks for each day: 8 (33/34), 9 (34/34), 10 (33/34), 11 (33/35), 12 (9/12), 13 (0/2), and 14 (0/5). The '8' is highlighted in a blue circle. Below the calendar, a section titled 'Deporte' (6/16) is expanded, showing a list of tasks categorized by status: 'HOVERS' (5), 'TO DO' (5), 'IN PROGRESS' (2), and 'DONE' (2). The tasks are displayed in a grid-like format with their titles, dates, and authors. For example, under 'TO DO', there are tasks like 'How to Recover After Burnout', 'Understanding Boredom', and 'Brainstorming from a Distance: How Distributed Teams Collaborate'. Under 'IN PROGRESS', there is 'Feeling Anxious at Work? Ask Yourself These Four Questions' and 'Article title'. Under 'DONE', there are two instances of '8 Ways to Flip Your Fear of Conflict'.

May 11, 2022 + Add filter

Group by Section New task

Mesa Portada

Date All

THU 8 33/34 FRI 9 34/34 SAT 10 33/34 SUN 11 33/35 MON 12 9/12 TUE 13 0/2 WED 14 0/5

▼ Deporte 6/16

HOVERS 5 TO DO 5 IN PROGRESS 2 DONE 2

How to Recover After Burnout

Understanding Boredom

Brainstorming from a Distance: How Distributed Teams Collaborate

Understanding Boredom

Ilya Milstein on Creative Stereotypes, Mental Health, and a Disciplined Studio Practice

Feeling Anxious at Work? Ask Yourself These Four Questions

Article title

Basecamp's Jason Fried on the

8 Ways to Flip Your Fear of Conflict

8 Ways to Flip Your Fear of Conflict

Questions and feedbacks



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