Frankfurter Allgemeine

Target Audience Management

Tim Rieber & Fabian Wörz, 19.02.2025

Outline

1. Introduction

2. Scorings and Segmentation Approaches
   — Past Ventures at FAZ
   — A Realm of Issues

3. Collaborative Approach
   — Relevant Elements
   — Pipeline
   — Outlook

4. Discussion
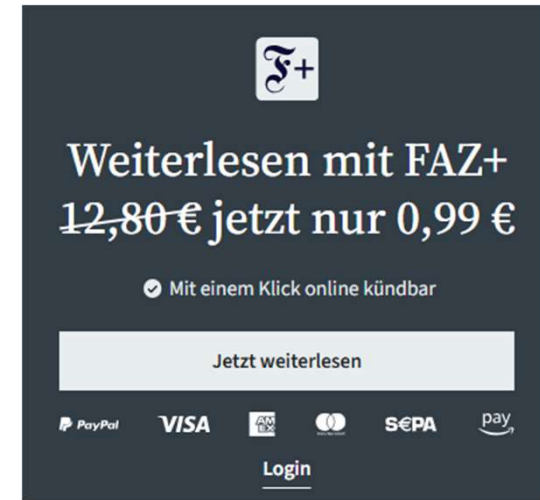   — Breakout groups: Experiences and challenges in your field

Introduction

FAZ & Data Science

Frankfurter Allgemeine Zeitung:

- Founded 1949: German daily newspaper based in Frankfurt.

- Digital Expansion: FAZ.net launched in 2001, ePaper launched in 2004, digital subscription FAZ+ launched in 2018.
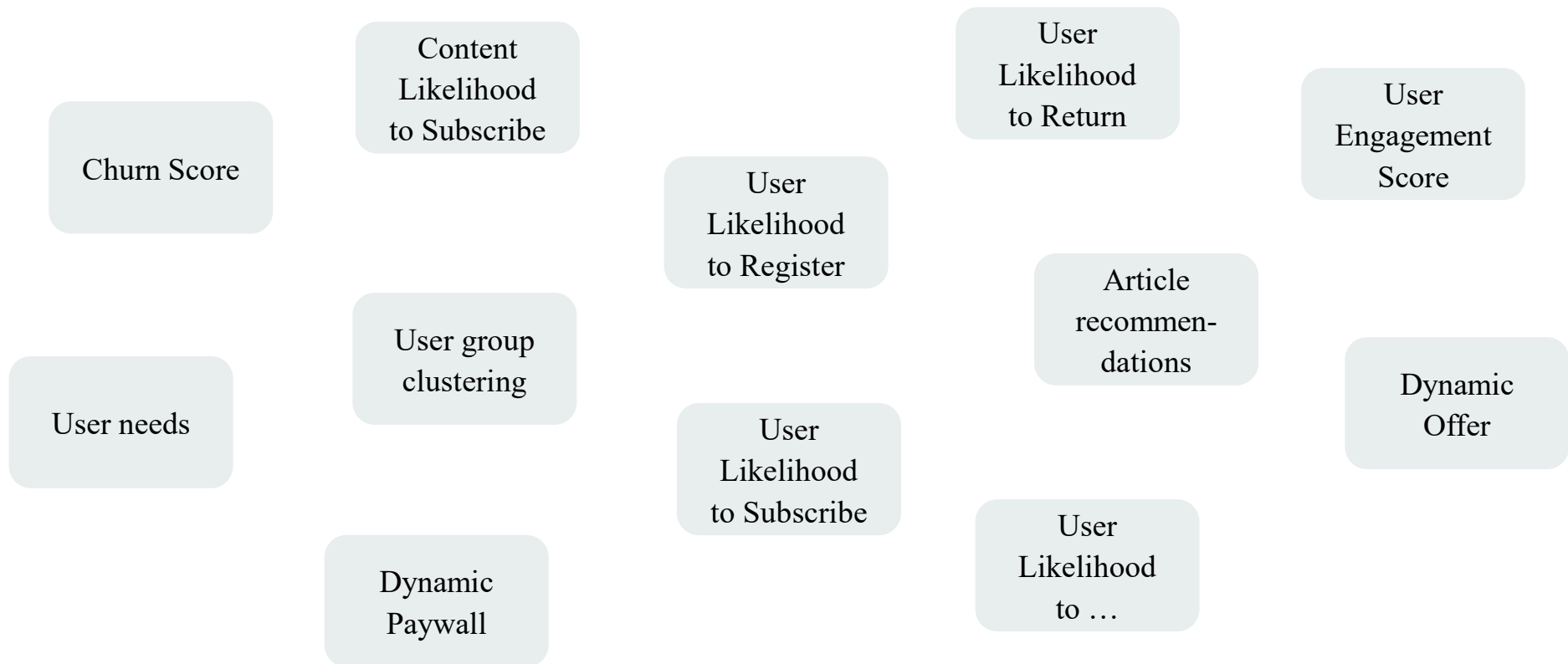

Data Science at FAZ:

- Four colleagues as part of data team in Product & Sales department.

- Tim Rieber, Data Scientist

- Fabian Wörz, Lead Data Science

Scoring and Segmentation Concepts

Past Ventures at FAZ

Content Likelihood to Subscribe

Churn Score

User needs

User group clustering

Dynamic Paywall

User Likelihood to Register

User Likelihood to Subscribe

User Likelihood to Return

Article recommen-dations

User Likelihood to …

User Engagement Score

Dynamic Offer

A Realm of Issues

Uncoordinated user approach

Incentive for switching off Paypal

New newsletter for all subscribers

Updated Customer Onboarding Mail

Measures based on churn score
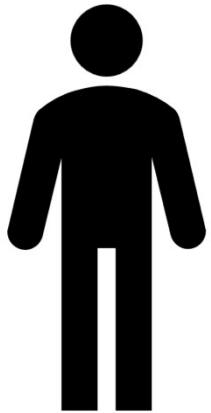
User with new subscription

A Realm of Issues

Correct evaluation of actions rendered impossible

Incentive for switching off Paypal	Updates to Dynamic Paywall
New newsletter for all subscribers	AB Test on Sticky Footer
Updated Customer Onboarding Mail	First dynamic offer venture
Measures based on churn score	Likelihood to subscribe segmentation
Customer Email communication	*Website subscription marketing*

A Realm of Issues

Conflicting goals of different stakeholders

No wall!

SEO

Registration wall!

Lead Development

Paywall!

Subscription

We keep control!

Newsroom

Collaborative Approach

Cross-Team Initiative

Onsite&InApp Marketing + Segmentation

- Marketing Management
  - Subscription
  - Audience Development (Registrations)
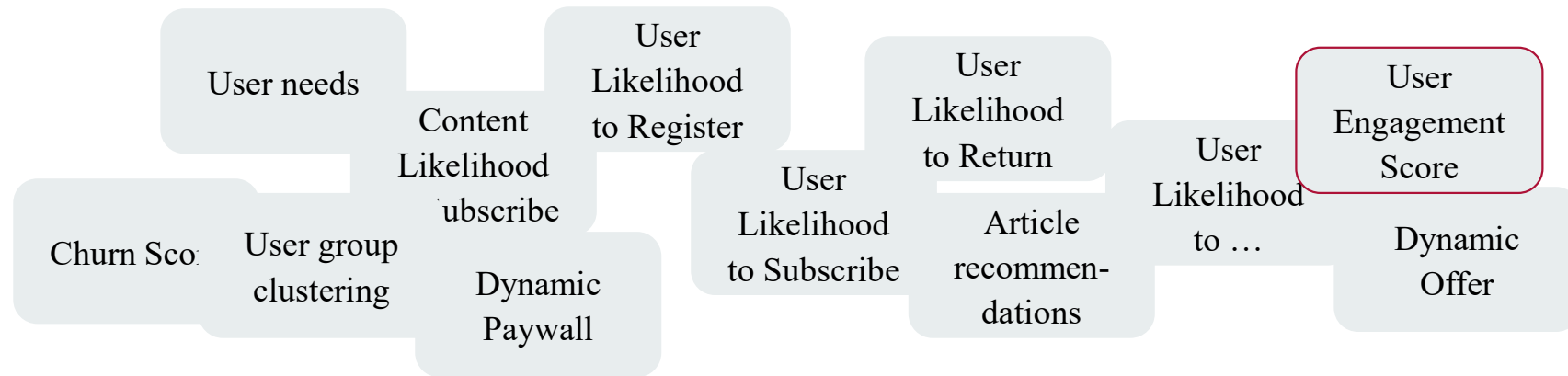 - Engagement of subscribers
  - SEO
- Newsroom
- Data

Optimize + Unify
User Engagement
& Development

Benefit to all
stakeholders

Unified User Segmentation

User needs

Content Likelihood Subscribe

User Likelihood to Register

User Likelihood to Return

User Likelihood to …

User Engagement Score

Churn Score

User group clustering

Dynamic Paywall

User Likelihood to Subscribe

Article recommen-dations

Dynamic Offer

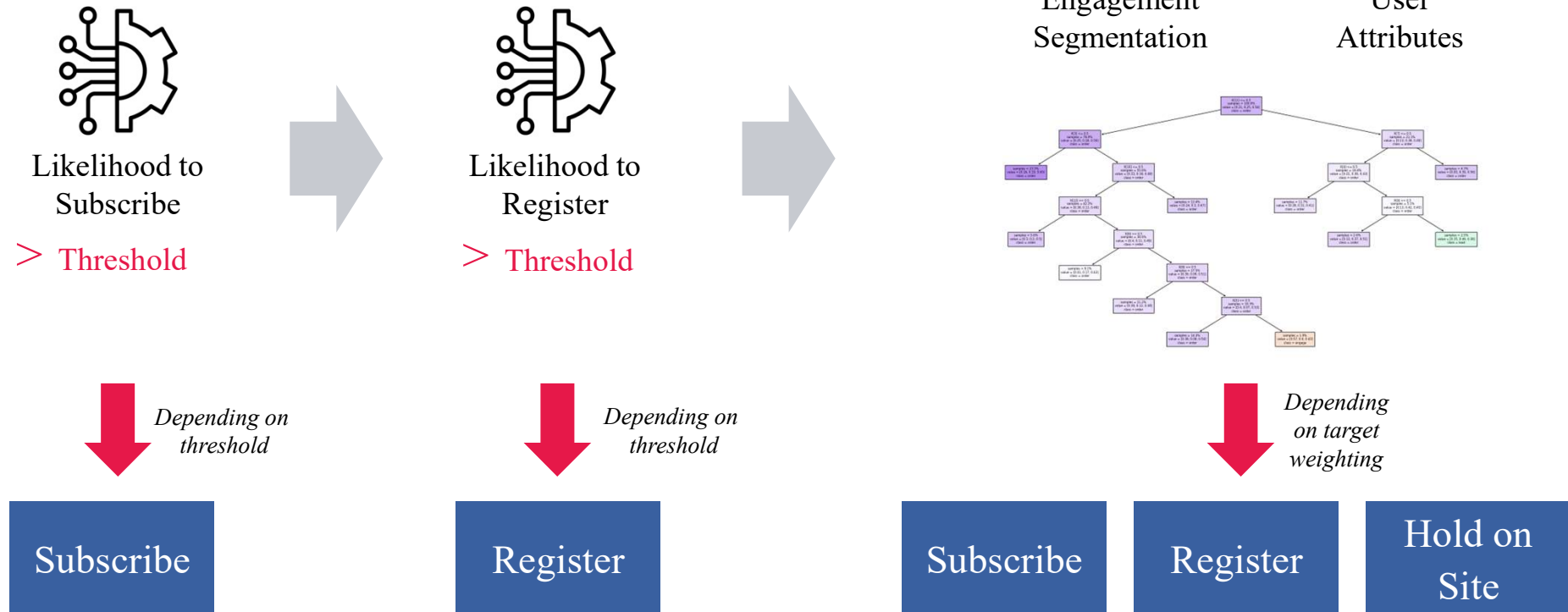# Unified User Segmentation

Likelihood to Subscribe	Likelihood to Register	Likelihood to Churn	User Attributes	Engagement Segmentation

User Attributes
- Operating System
- Marketing Channel
- …

Subscribe	Register	Hold on Site	Upsell	Activate user	Prevent Churn

Paywall on article

Subscription offer on Sticky Footer

12

Pipeline

Non-subscriber segmentation

Likelihood to
Subscribe

> Threshold

*Depending on
threshold*

Subscribe

Likelihood to
Register

> Threshold

*Depending on
threshold*

Register

Engagement
Segmentation

User
Attributes

*Depending
on target
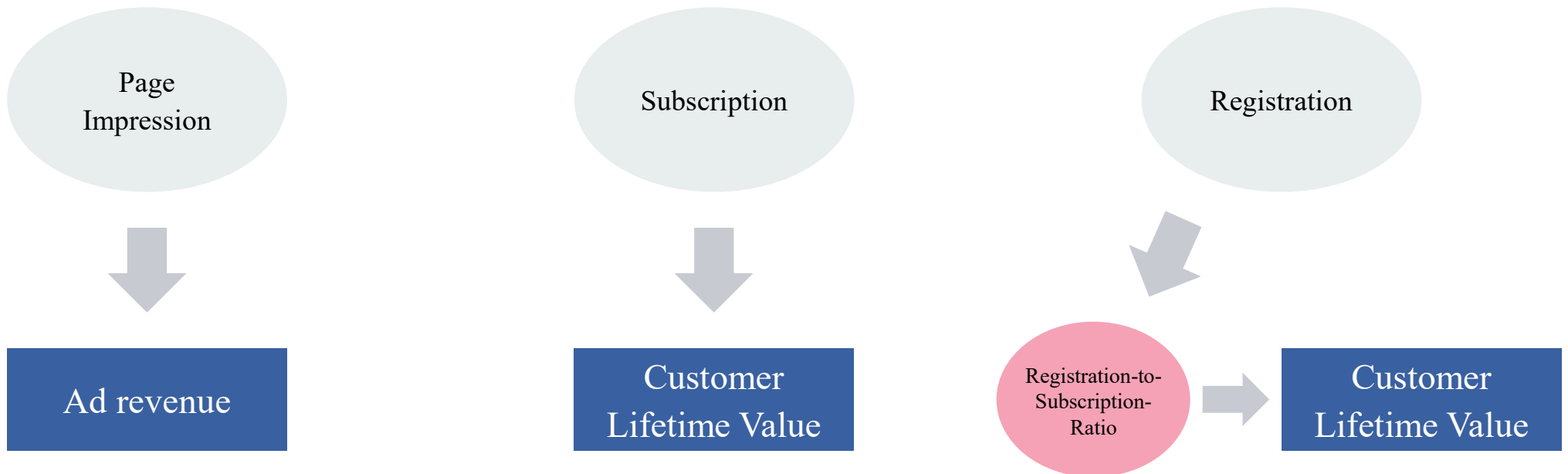weighting*

Subscribe

Register

Hold on
Site

Cross-Team Alignment

Formalization of the unified goal

How to find common ground when arguing about Website Impressions vs. subscriptions, subscriptions vs. registrations, etc.?

➔ Revenue!

Cross-Team Alignment

Success Metric

$$score_{anon} = PI_{anon} * \frac{ADrevenue}{PI} + registrations * CR_{lead \rightarrow order} * LTV_{order} + orders * LTV_{order}$$

$$score_{registered} = PI_{registered} * \frac{ADrevenue}{PI} + orders * LTV_{order}$$

$$score_{subscribers} = PI_{subscribers} * \frac{ADrevenue}{PI} + upsells * LTV_{upsell}$$

$$score_{total} = score_{anon} + score_{registered} + score_{subscribers}$$

$PI : Page\ Impressions$
$CR : Conversion\ Rate$
$LTV : Lifetime\ Value$

Outlook

- In progress to explore which marketing elements should be unified under this segmentation

- Implementation of Customer Data Platform

- Combine App and Web segmentations

- Collaboration with newsroom to establish new dynamic areas on digital platforms