

Welcome in the Relationship Economy

How to build valuable relationships in times of algorithms

Paris, March 2019

Matthijs van de Peppel

Director Marketing, Data and Customer Care

NRC Media



The Netherlands

7.5 M households

2.7 M newspaper circulation

NRC

1828 | Mediahuis 2015

NRC Handelsblad | nrc.next | nrc.nl

0.27 M subscribers

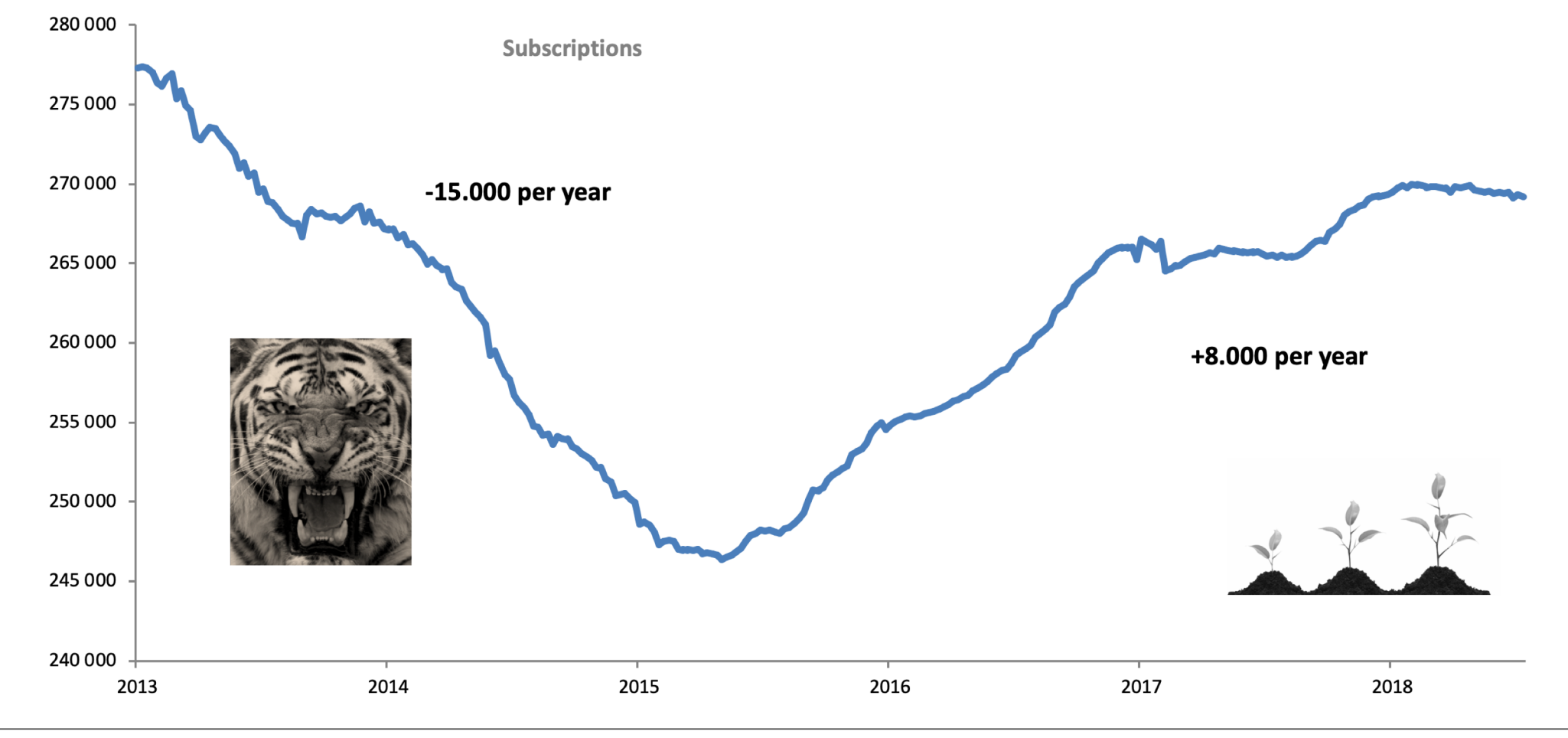
25 M monthly page views

360 employees | 11 marketing

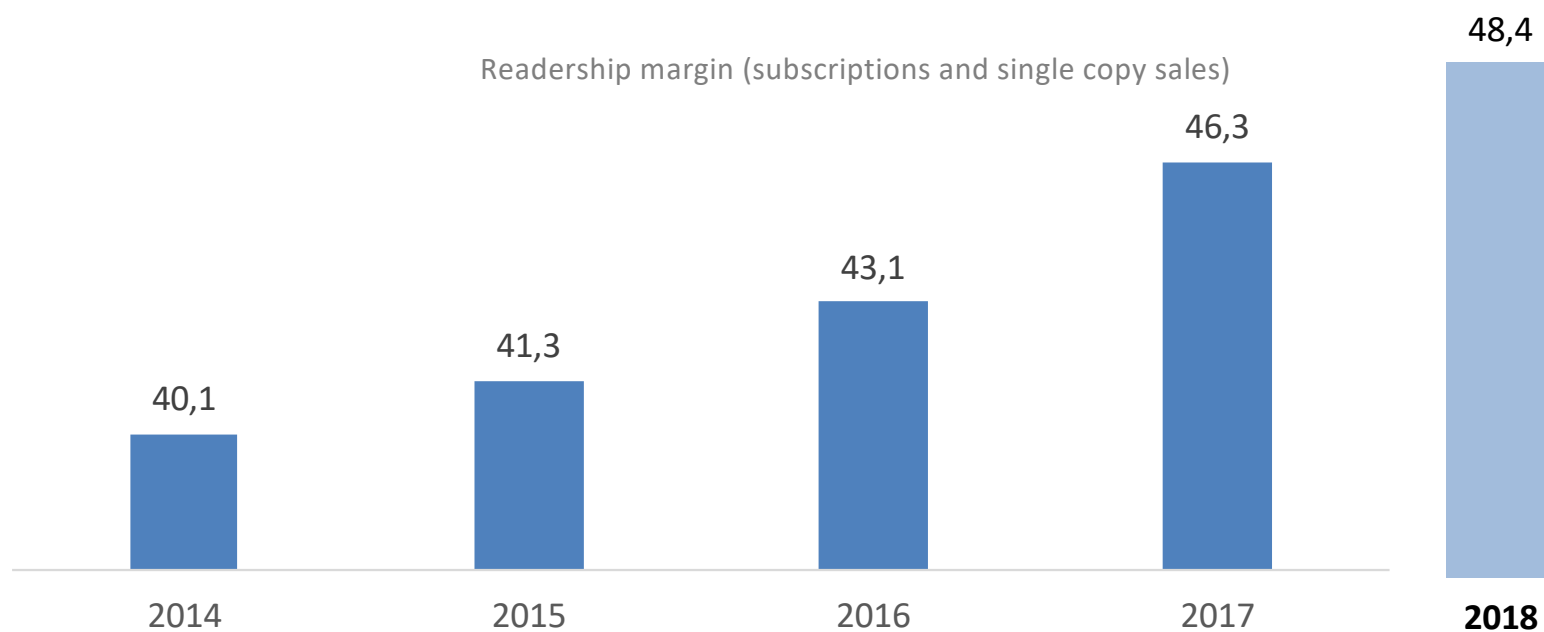
Readers/advertisers | 81/19

From hunting for short term circulation

to growing valuable relationships



Accelerated financial growth from readers



The success formula

Long-term relationships with two-way value

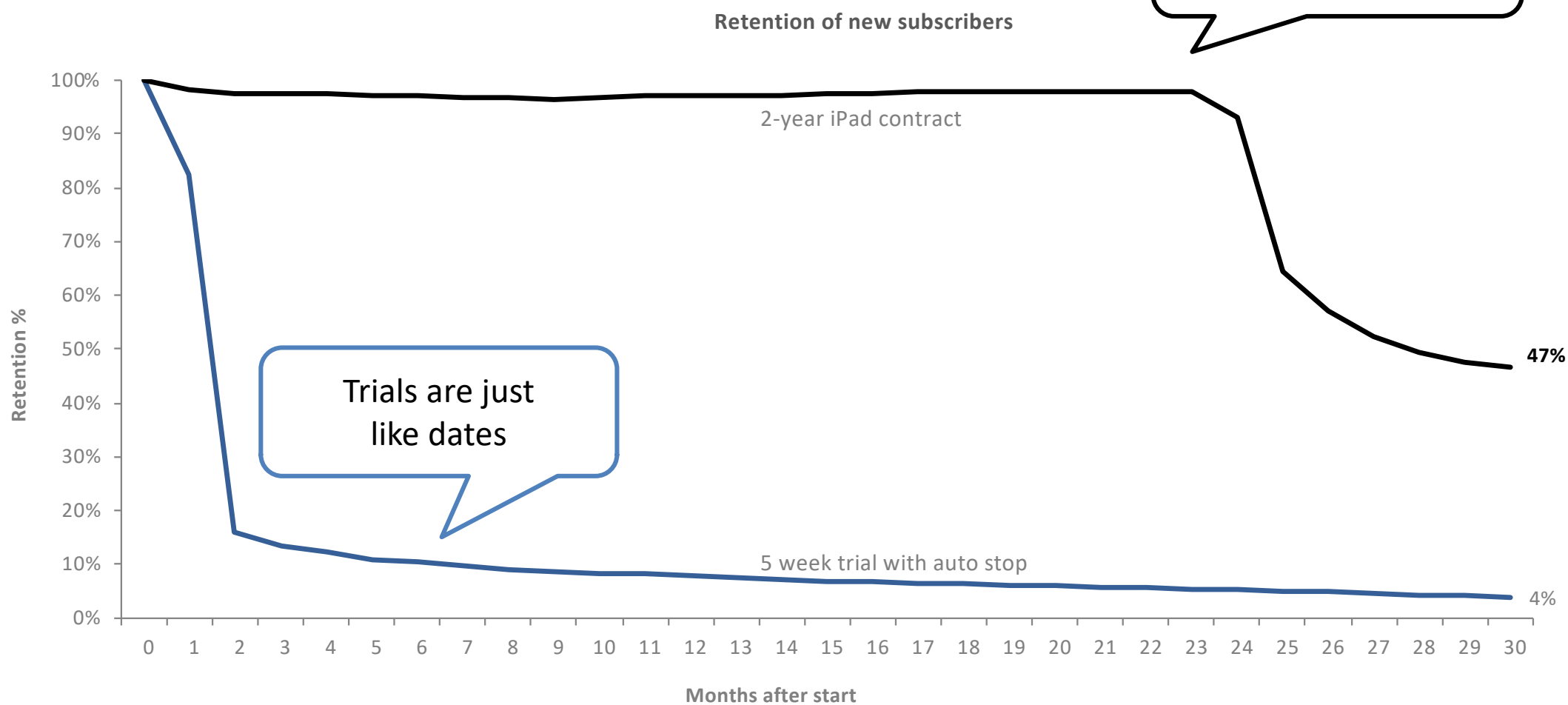
Optimize value for customers *and* for the company

With a 3 year horizon at least

Stop dating, get engaged




Longer contracts build stronger relationships



Only 1, 2 and 3 year discount contracts. No trials.

nrcabbonnementen > < Meer over NRC Handelsblad


Digitale toegangNRC met iPadNRC met iPhoneVeelgestelde vragenContactVergelijk onze abonnementen



Donderdag t/m zaterdag

Een langweekend de krant lezen en ma t/m za digitaal.

van €35 voor
€ 19,⁵⁰ /mnd



Zaterdag

De hele week digitaal en op zaterdag een extra dikke weekendkrant.

van €28,50 voor
€ 14,⁵⁰ /mnd

Hoe lang wilt u deze korting?

Meer informatie

☒

3 jaar

POPULAIRE KEUZE

3 jaar lang deze korting

van €28,50 voor
€ 14,⁵⁰ /mnd

☐

2 jaar

2 jaar lang deze korting

van €28,50 voor
€ 14,⁵⁰ /mnd

☐

1 jaar

1 jaar lang deze korting


van €28,50 voor
€ 14,⁵⁰ /mnd

Welke ingangsdatum zou u willen?

Uw selectie


Titel

NRC Handelsblad




Vorm

Krant en digitaal



Papieren NRC op Zaterdag



Betaaltermijn

Maandelijks

Looptijd met actietarief

3 jaar

Ingangsdatum abonnement

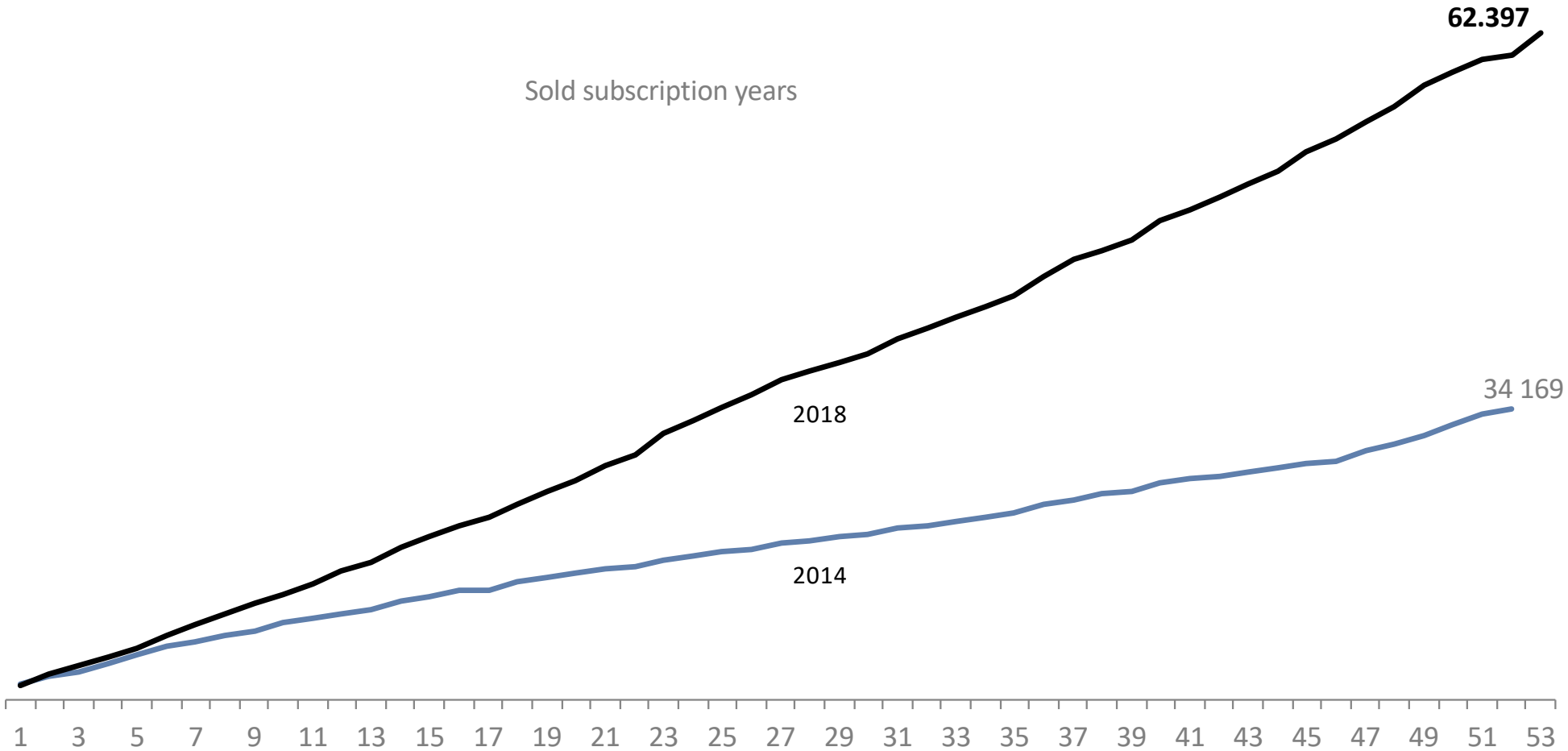
15 augustus 2016

Maandbedrag

€ 14,⁵⁰

Ga naar uw gegevens >

+83% growth in sold contract volume

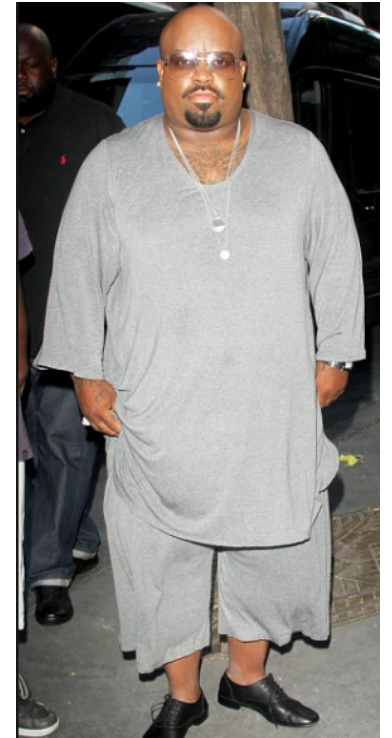


Understand the impact of price

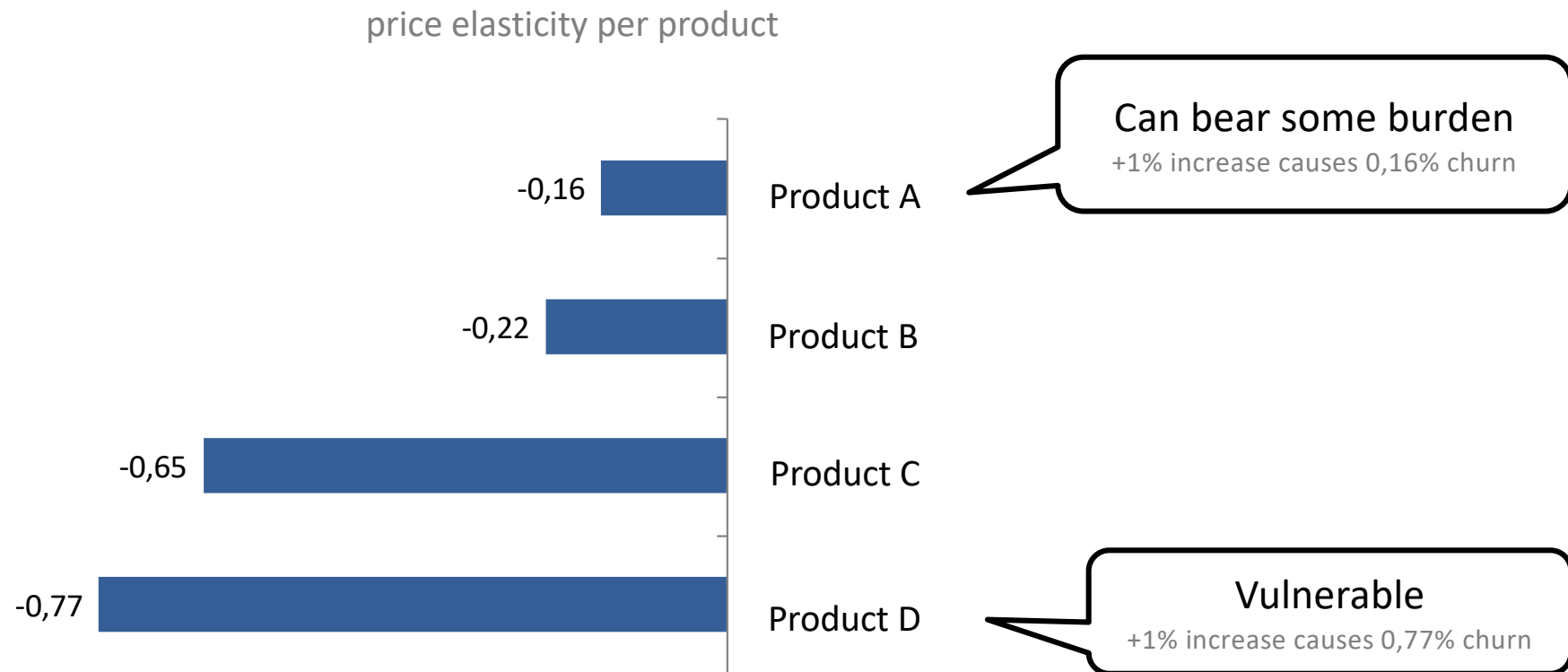


One size doesn't fit all

- Pricing too high causes churn
- Pricing too low leaves money on the table



Increase prices with minimal strain



Listen to real customers



Sit down at the kitchen table



Just say “Thank you” once in a while

*You are our favourite
subscriber!*

*And we only met
four months ago*



RGvT

Customer Service is core business



The tremendous impact of customer service

Decisive for customer experience

- Personal conversations with 1/3rd of our customers. Each year.

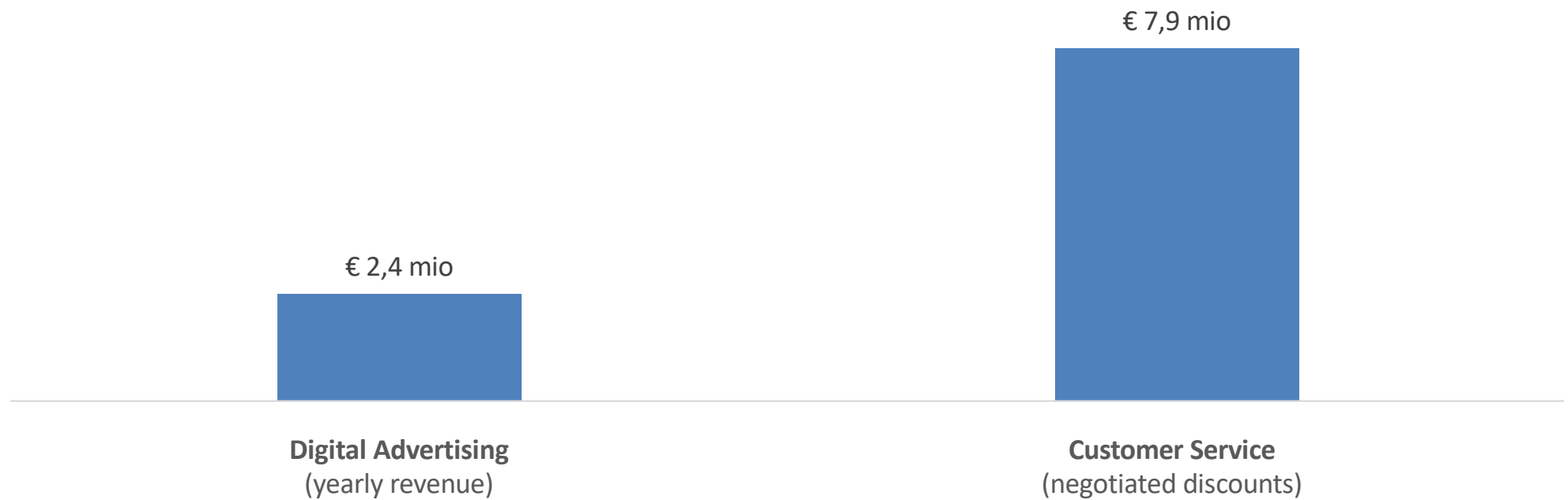
Primary research agency

- the first to know what goes right and wrong

Your biggest sales channel

- Acquires 5.000, retains 15.000 and changes 19.000 subscribers per year
- Processing 14% of customer base

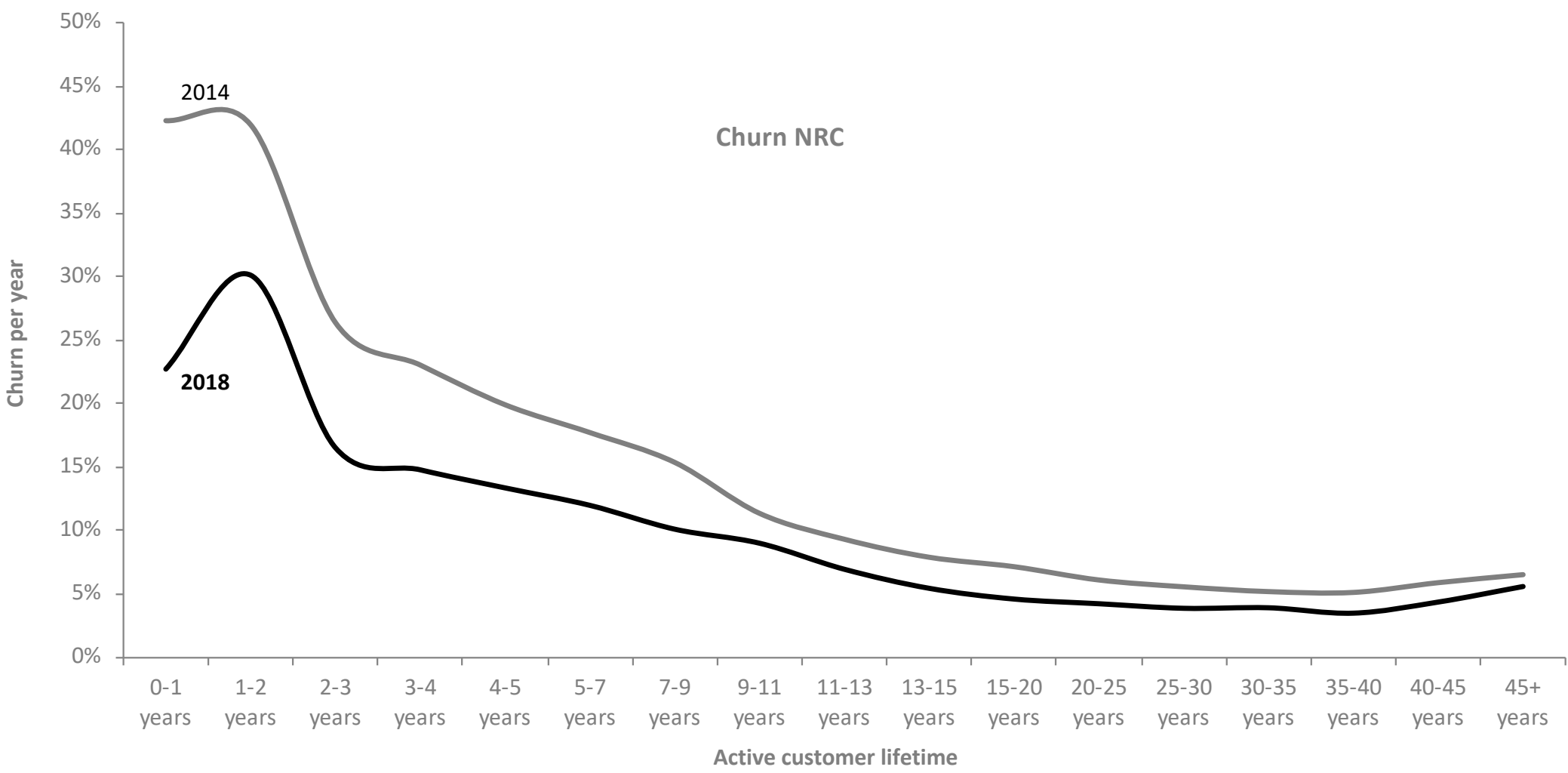
Customer Service Financial Impact is 3 times higher than digital advertising



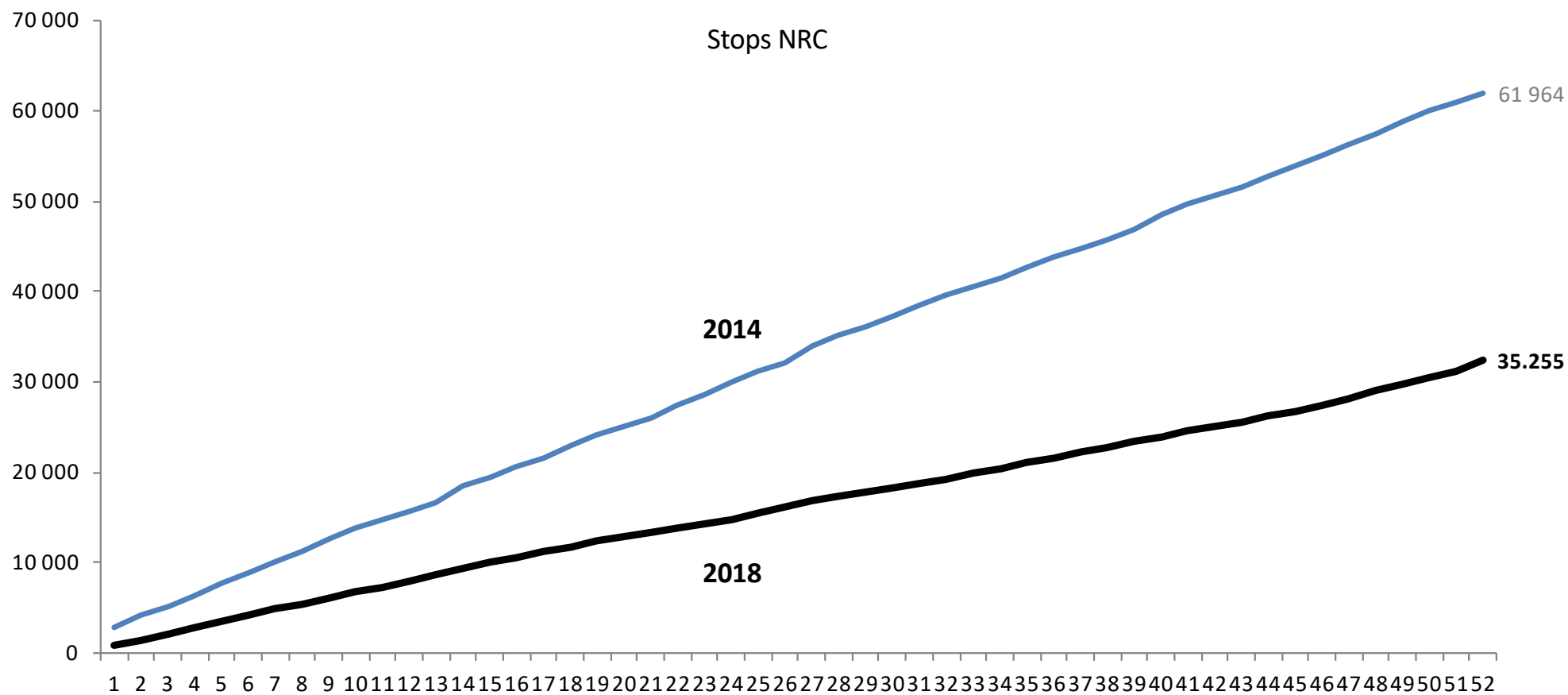
How to build long-term relationships with two-way value

1. Stop dating get engaged. Offer long-term contracts. Stop trials.
2. Understand the impact of price
3. Listen through data and to real customers
4. Realize that Customer Service is core business

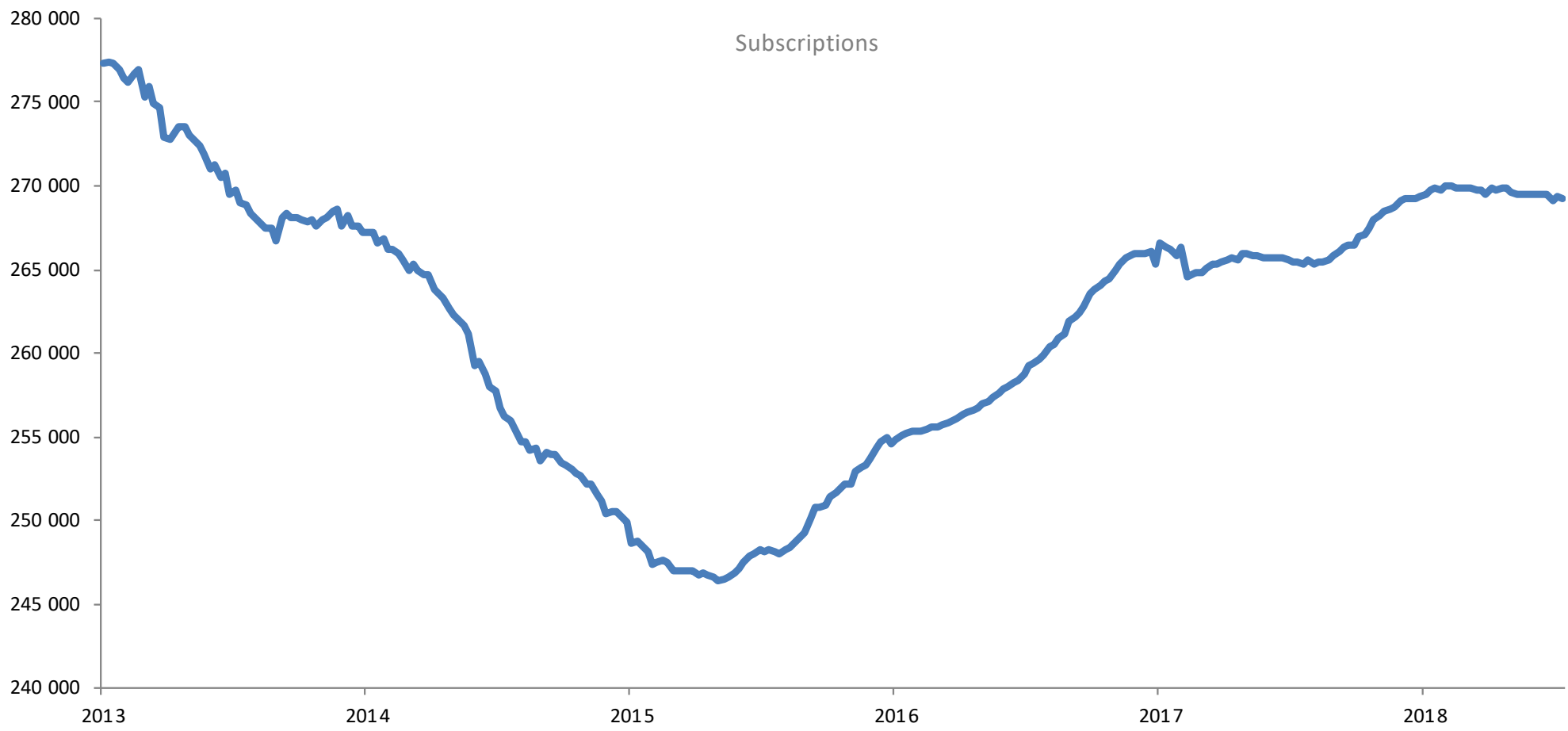
Lower churn in every tenure category



43% decrease in stops

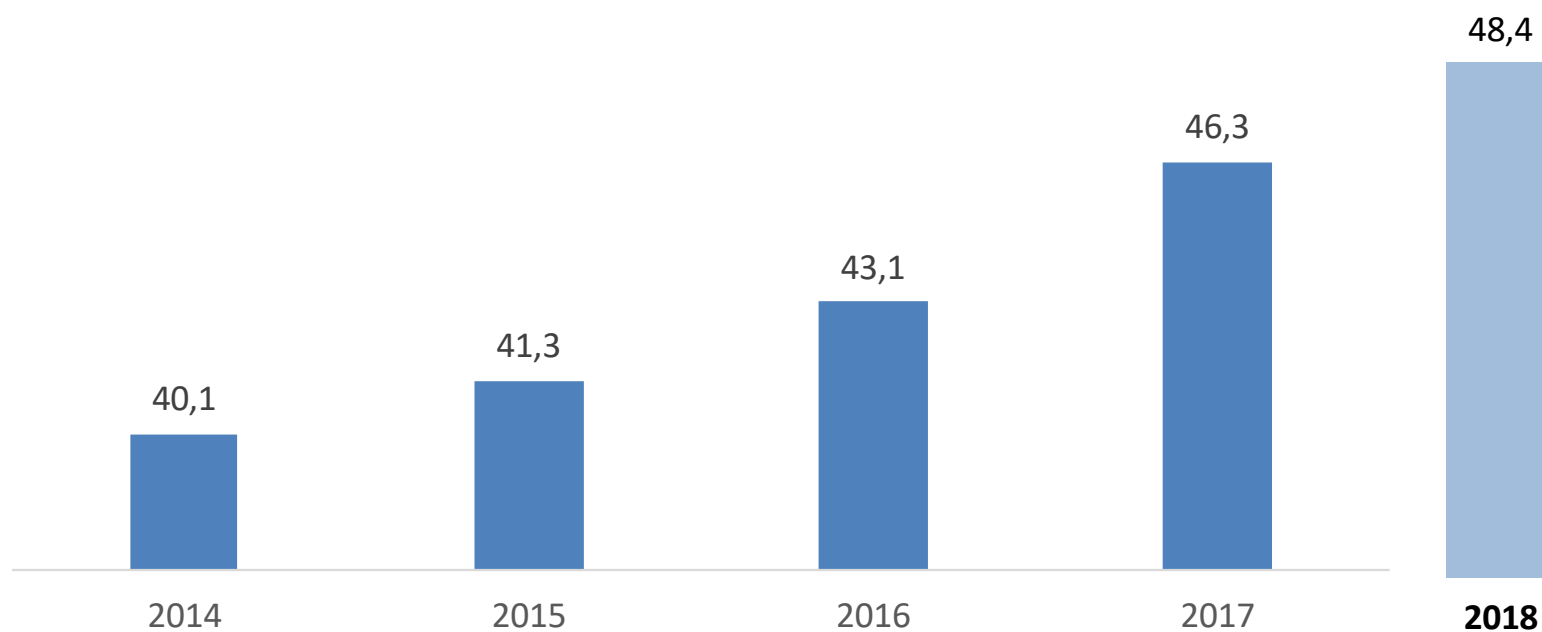


Shift from decline to growth

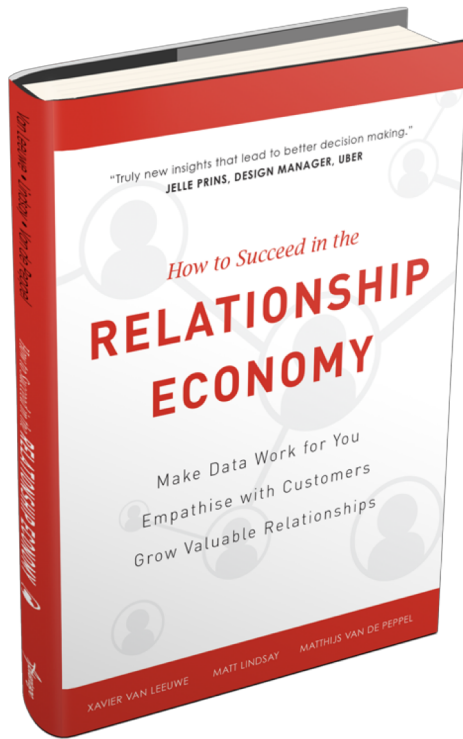


Accelerated financial growth from readers

Readership margin (subscriptions and single copy sales)



Much more in our book



How to Succeed in the Relationship Economy

Xavier van Leeuwe

Matthijs van de Peppel

Matt Lindsay

Available on Amazon.com

Thanks!

Matthijs van de Peppel

NRC Media

Director Marketing, Data & Customer Care

m.vandepeppel@nrc.nl

+31 616 799 737

