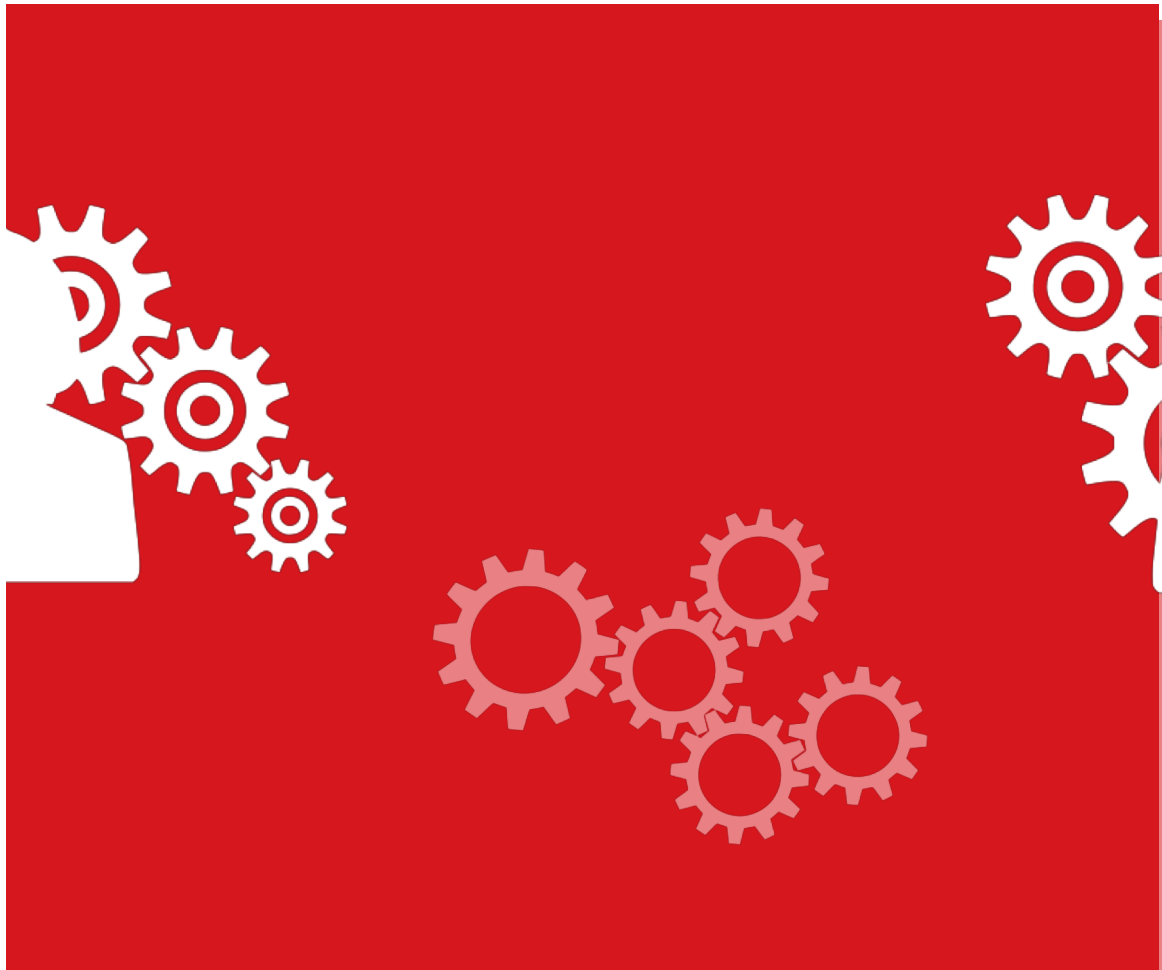




The New York Times The Seattle Times The Boston Globe NZZ

The digital subscriptions tech stack

Workflow and Tools | Vision | Challenges and Opportunities



The New York Times

INFRASTRUCTURE

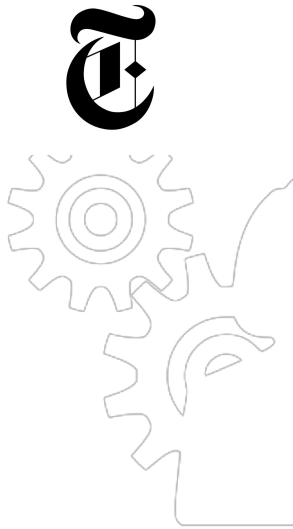
CUSTOMER DATA ACQUISITION

DATA STORAGE

**DATA ENRICHMENT | INSIGHTS AND
ANALYTICS**

DATA ACTIVATION

**RETENTION | RELATIONSHIP
MARKETING**



CMS

Proprietary NYT systems

CRM

Responsys for Email, backed by ActionIQ

Customer Service

Sugar for full CRM, LivePerson for Chat

Proprietary NYT systems for Online Cancel

Collaborative tools

Total Google suite (email, shared drives, conferencing), Slack

Project Management

Coda for Product/Growth, Workfront for Marketing

❖❖ customer data acquisition and retention



Systems for data capture:

Fully proprietary NYT systems

Data analysis and structuring

NYT infrastructure with layered 3rd party tools

BitQuery, NYT DS SOR, Chartio, Google Data Studio

❖❖ data storage



Provider(s) of analytics

Fully proprietary NYT systems

Eventracker (NYT product) as primary analytics tool, but supplemented with Google Analytics
Layered with Chartio and other visualization tools

❖❖ data enrichment | insights and analytics



Data Management Platform (DMP) that brings together every or most pieces of data you or others produce and which includes cookies, anonymous user data, third party data and more.

Formerly Krux, now BlueKai

Content optimization

Proprietary NYT systems (TAFI)

Recommendation tools (Personalization team)

Proprietary NYT algorithms and manual curation

Sales, Marketing and Financial Analytics

Tableau

❖❖ data activation



Proprietary NYT systems for:

- *Internal marketing assets and pages, including automation*
- *Testing allocation*
- *Integration of pricing and access rules with customer-facing assets*
- *Access model at large*

Marketing optimisation

Optimizely for some testing

Payment processing

Chase Paymentech

Vindicia

The Seattle Times

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The Seattle Times

CMS – WordPress



CRM – SalesForce



Customer service – VoicePort, SalesForce Service Cloud



Collaborative tools – Office365, Slack, Skype



❖❖ customer data acquisition

The Seattle Times

Systems for data capture – Custom-built proprietary solution for our payment funnel, meter and paywall that integrates with Salesforce, Mather and Google Analytics



mather:



Google
Analytics

Data analysis and structuring – Salesforce, Google BigQuery and custom-proprietary solutions.



Google BigQuery

❖❖ data storage

The Seattle Times

SAAS providers of analytics– Google Analytics, Google BigQuery, Mather, Salesforce, AWS and an enterprise data warehouse



❖❖ data enrichment | insights and analytics

The Seattle Times

Data Management Platform (DMP) that brings together every or most pieces of data you or others produce and which includes cookies, anonymous user data, third party data and more.

mather:  **LOTAME**

Content optimization - Mather

mather:

Recommendation tools - Outbrain

 **Outbrain**

Web Analytics - Google Analytics

 **Google**
Analytics

Sales, Marketing and Financial Analytics – Salesforce, Salesforce Marketing Cloud, Zuora

 **salesforce**

 **salesforce** marketing
cloud

zuora

Reporting – Tableau, Google Analytics, Mather, proprietary Analytics Hub


+ a b l e a u

 **Google**
Analytics

mather:

⚡ data activation

The Seattle Times

Single Sign-On – Custom-built proprietary system with Facebook and Google integrations

Paywall frontend – Custom-built proprietary solution integrated with WordPress

Marketing campaigns / offers – Salesforce Marketing Cloud and custom-built proprietary solutions

Marketing optimisation – Google Optimize (A/B testing platform)



Marketing automation – Salesforce Marketing Cloud



Transaction- Payment processing – Zuora integrated with Cybersource (credit cards and Apple Pay), PayPal and Amazon Pay

zuora

CyberSource®



Log in

or [create an account](#) if you don't have one



OR

Email

Password

[Forgot your password?](#)

☐ Keep me logged in on this device.

Log in

Already a print subscriber? Digital is included. [Link your print and digital subscriptions.](#)

⚡ retention | relationship marketing

The Seattle Times

Customer Data Platform – Salesforce, Zuora and custom-built proprietary solutions



zuora

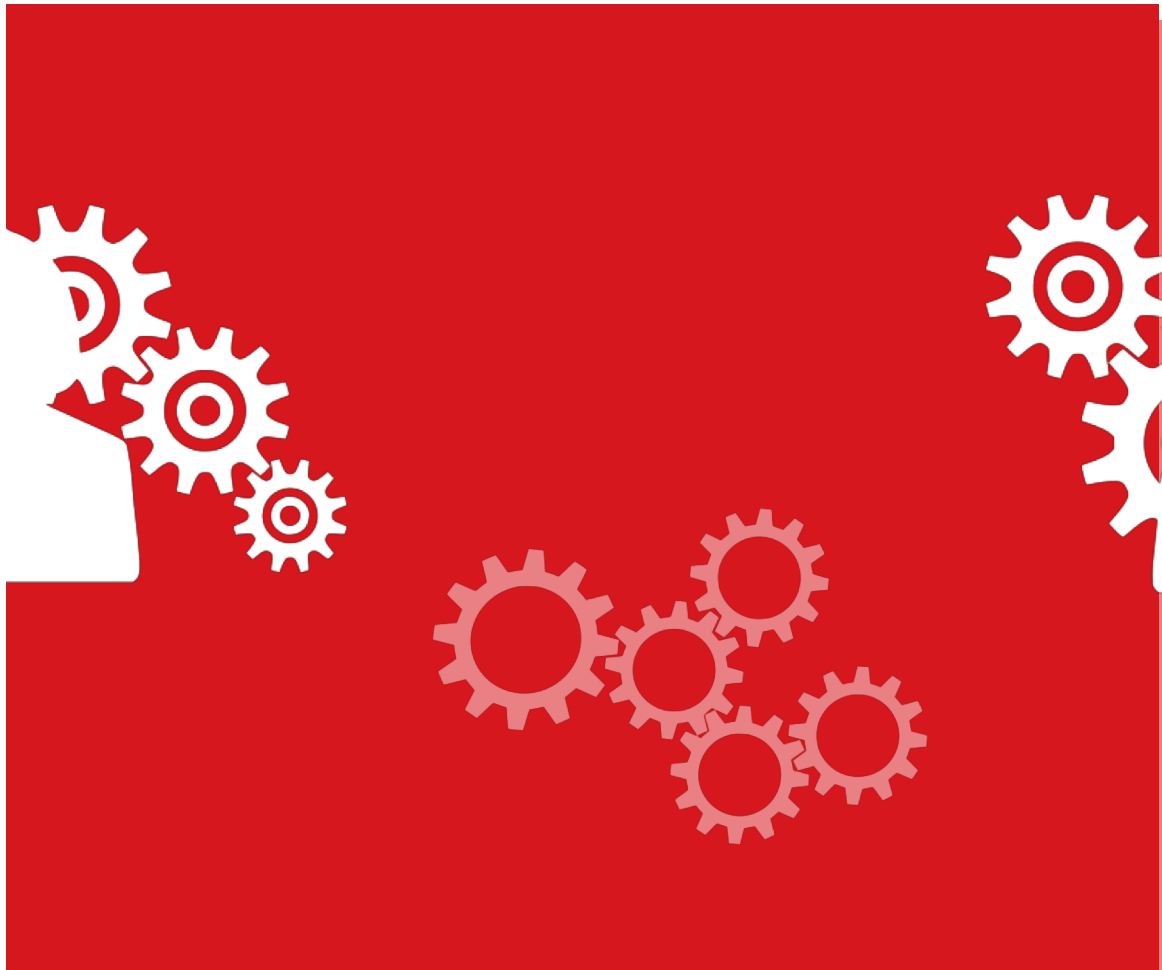
Marketing automation - Salesforce Marketing Cloud



marketing cloud

Subscriber management tools - Salesforce and custom-built proprietary solutions





The Boston Globe

INFRASTRUCTURE

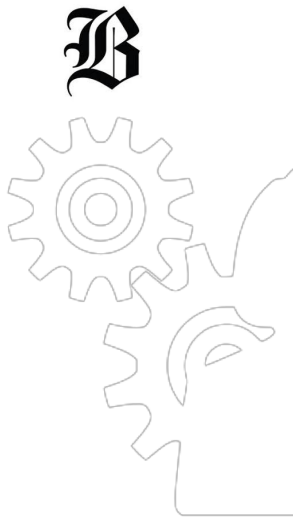
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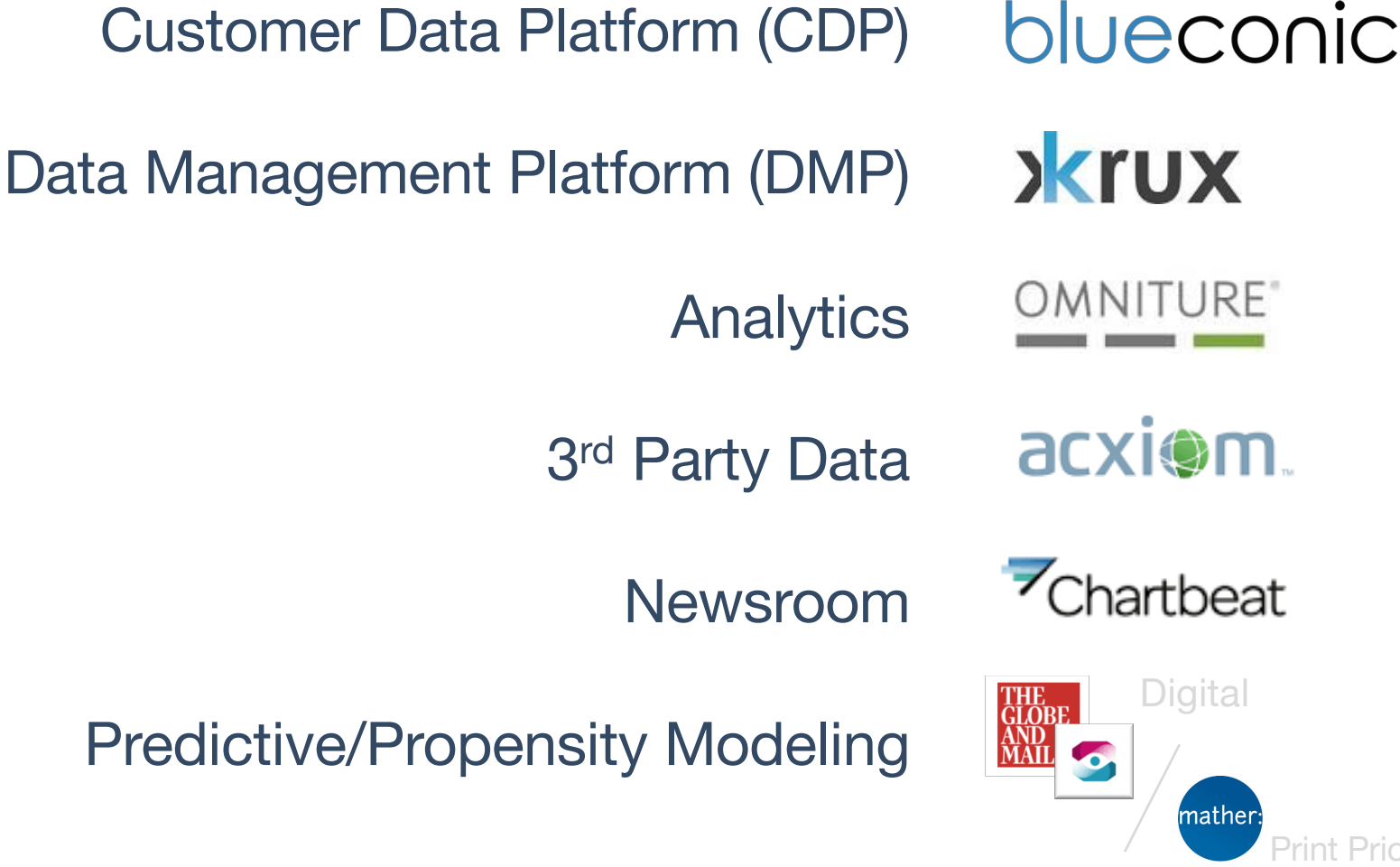
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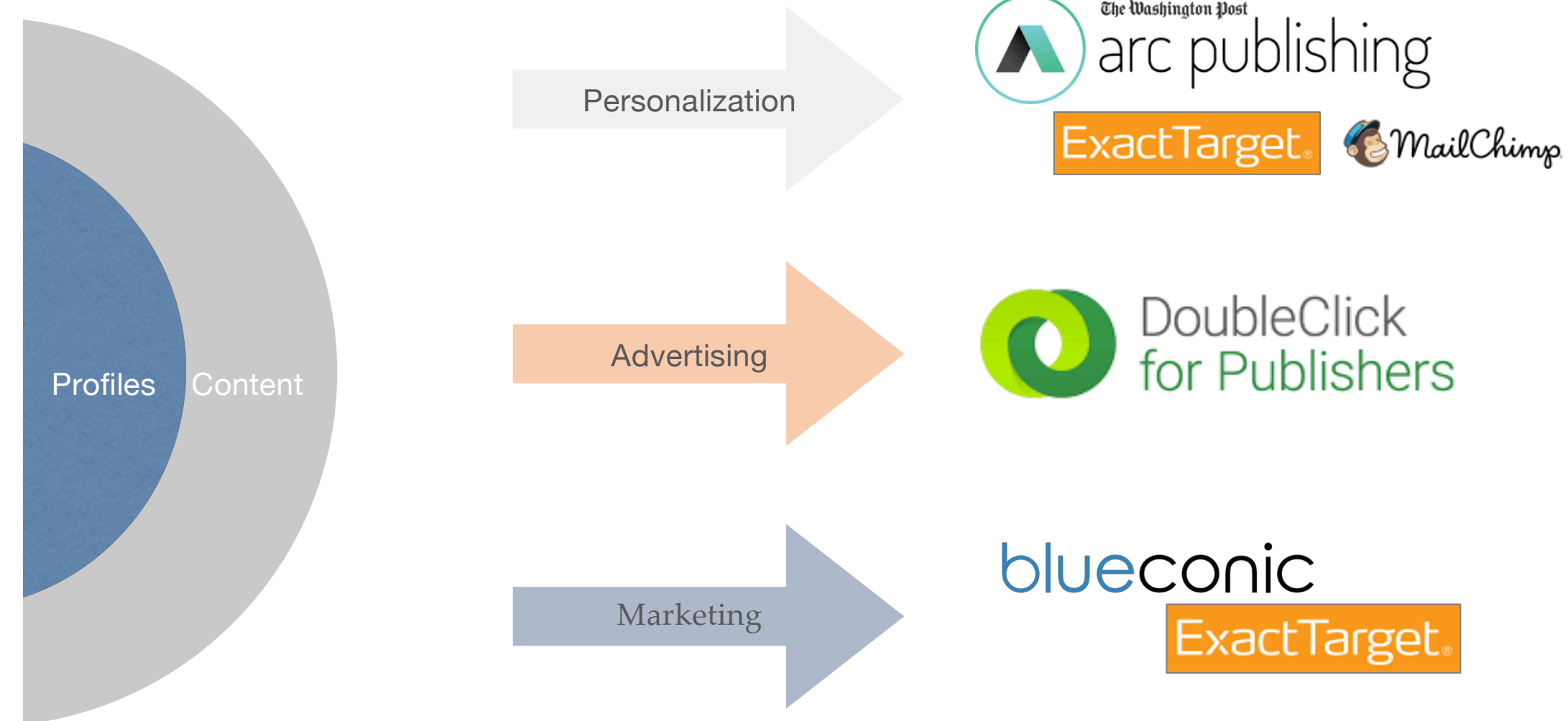
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technology



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Core Technology Platform

NZZ

