



# Regaining the Advantage in Digital Media



## How Gated, Personalized Offers Can Drive Sustainable Growth for News and Media Publishers

News and media organizations have undergone major upheaval over the last decade, and 2020 only exacerbated their challenges. Despite no shortage of news to report, publications around the world have had to resort to [furloughs, pay cuts, and layoffs](#). Newspaper companies reported a [42% decline in advertising revenue](#) in Q2 2020. And while the economic forecast for 2021 looks much brighter, traditional publishers and digital natives alike continue to struggle to attract and retain readers, subscribers, and advertisers in a competitive landscape.

However, there is plenty to feel hopeful about. Today, over [nine in ten American adults](#) consume at least some news online, offering a wealth of data on audience engagement, as well opportunities to attract new readers. The potential is enormous: [Deloitte reports](#) that when publishers embrace this kind of data to improve and tailor content experiences, they see subscriptions increase by up to 20% and click-through rates improve by 40%.

Achieving this kind of data-driven, digital transformation is no small feat. But for publishers looking to drive new subscriptions while managing costs, one emerging opportunity stands out from the rest: **identity marketing**.

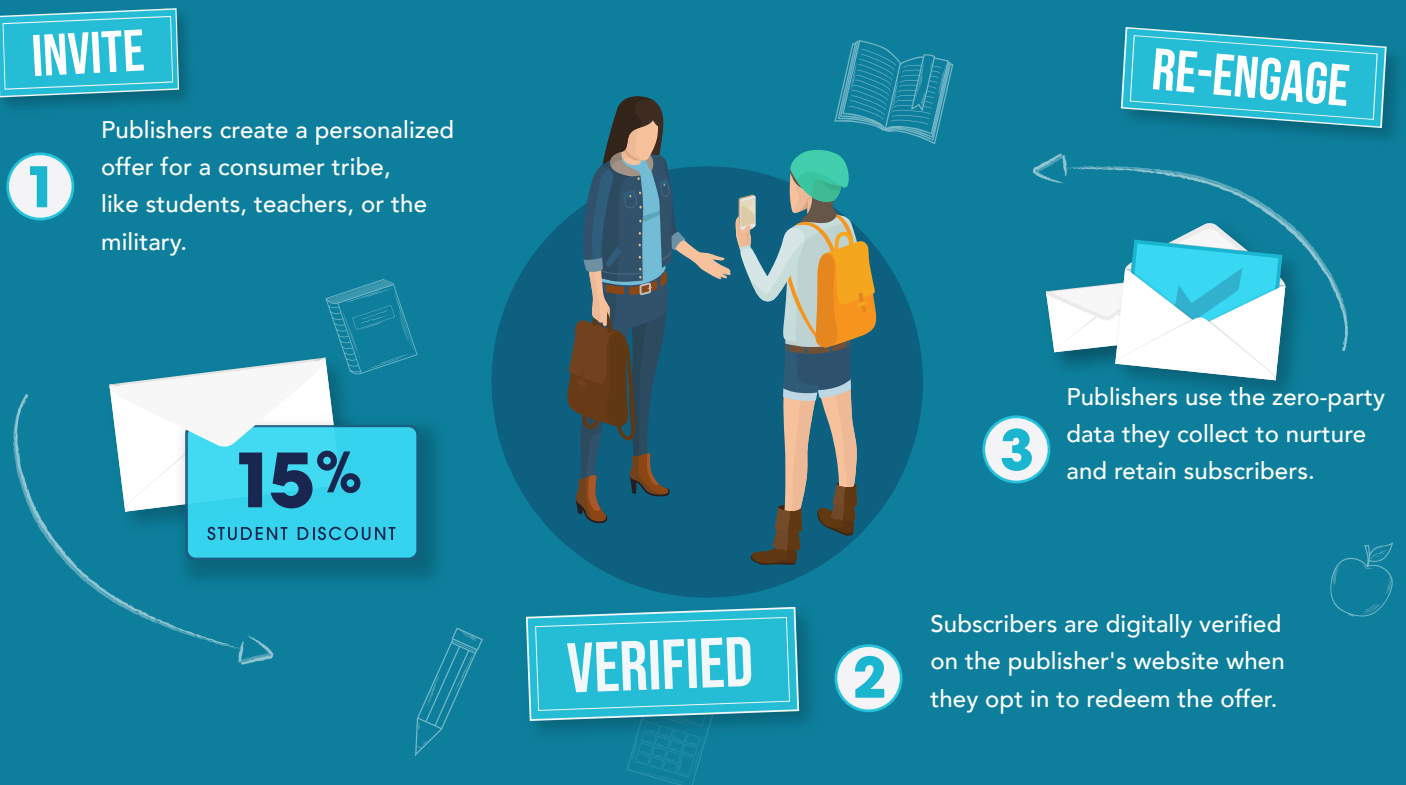


# The Promise of Identity Marketing

Identity marketing offers news and media publishers a powerful way to attract and retain new customers by using SheerID to deliver gated, personalized offers.

With identity marketing, you can target high-value [consumer tribes](#)—such as students, teachers, or the military—and invite them to enjoy an exclusive offer. When customers redeem your offer, you verify their eligibility with minimal tech lift using [SheerID's Identity Marketing Platform](#). Securing your offer with SheerID prevents discount abuse and gives you zero-party data you can use to nurture a lasting brand relationship.

## How Identity Marketing Works



*If providers can treat their subscribers more like valued members of a club, they may be able to deliver more value and create more loyalty with privileges and personalization.*

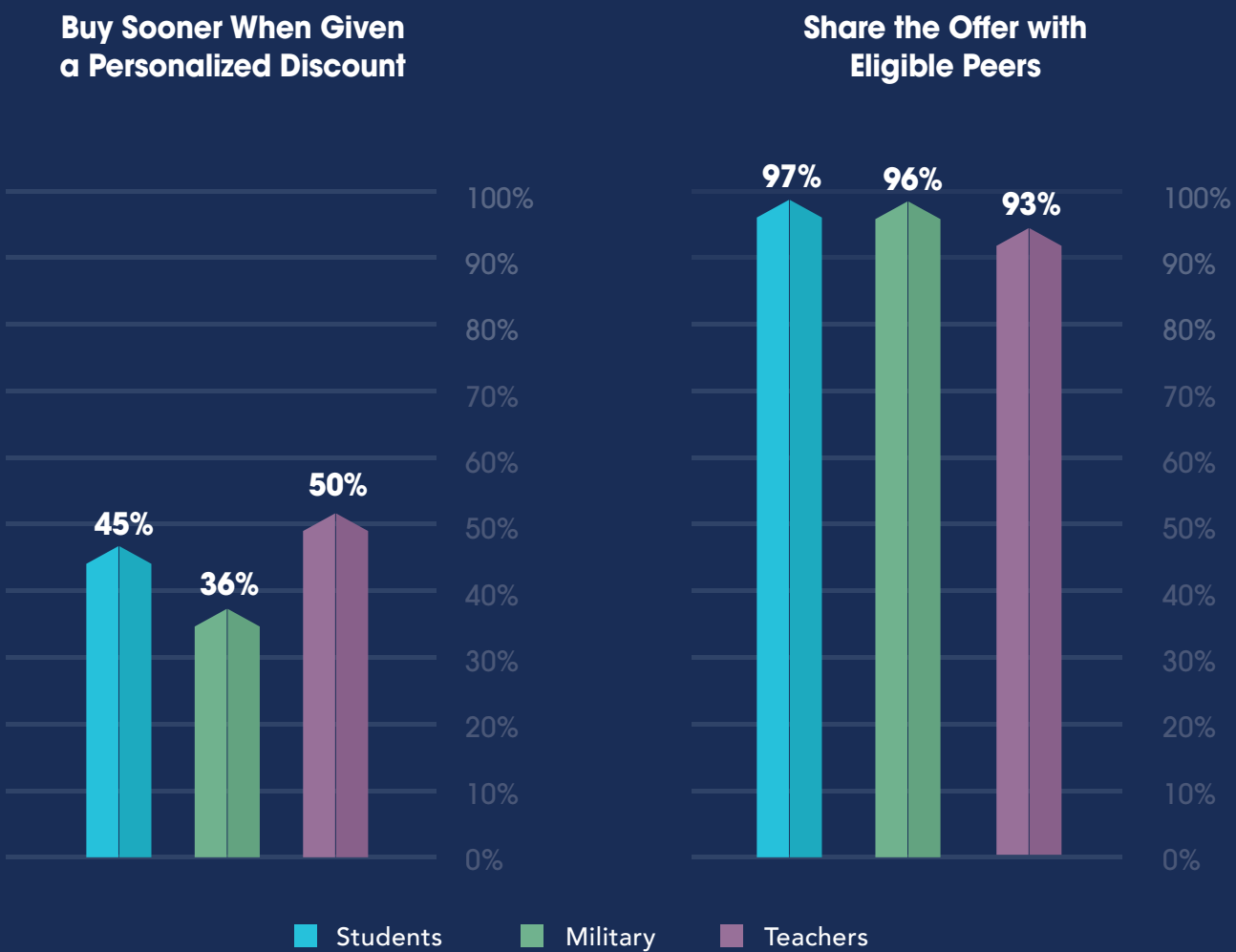
**Deloitte.**  
Insights



# Capture New Subscribers Through Identity Marketing

Personalized offers drive new subscriptions while keeping acquisition costs down. Our research shows that identity-based offers compel customers to try new services ***and*** spread the word within their consumer tribe.

## How Consumer Tribes Respond to Personalized Offers



*"SheerID increased our subscription conversion rate by 30% in 6 months."*

Marketing Executive  
Top 5 US Media Publisher

# Build Brand Trust With Personalized Offers

Publishers can use personalized offers to launch deeper, longer-lasting connections with subscribers.

Our research shows that consumers feel appreciated and valued when brands give them a personalized offer. These positive emotions create an immediate brand affinity that leads to greater customer loyalty. This is particularly valuable when engaging young subscribers. Giving students easy access to valuable information builds brand trust and encourages them to subscribe at full price when they graduate.

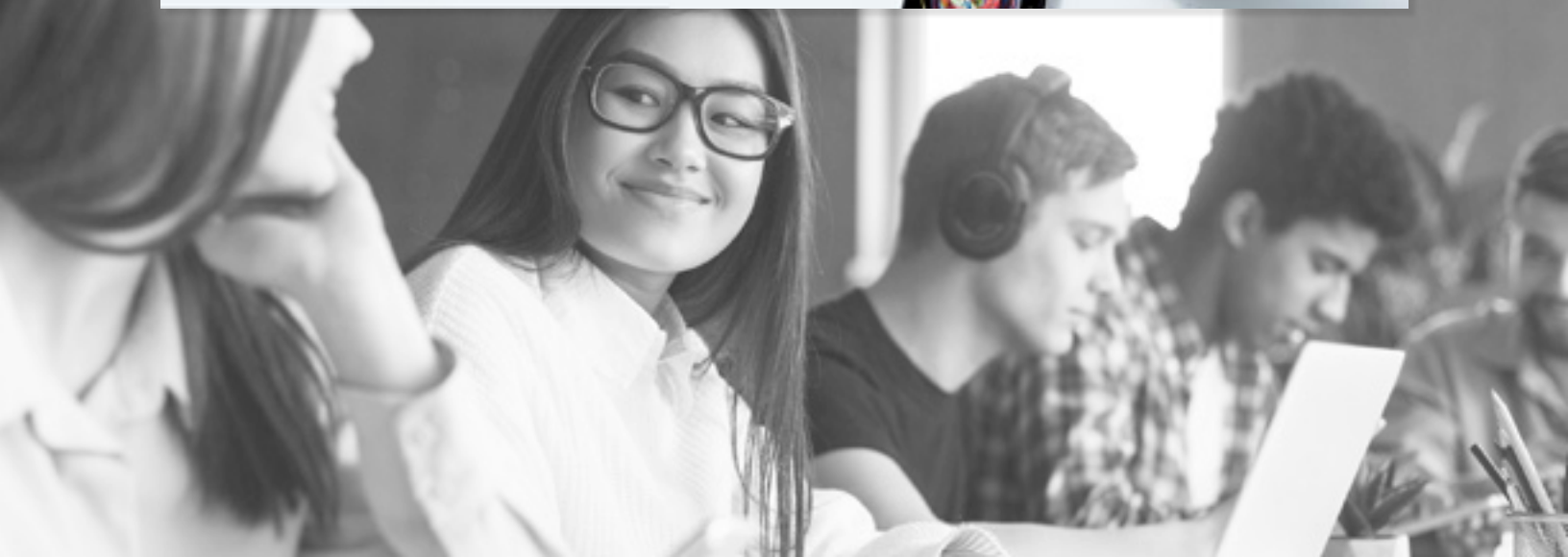
## WINNING Student and Teacher Loyalty

When the pandemic disrupted traditional education systems, The New York Times and Verizon responded by giving high school students and teachers free subscriptions through September 2021.

The move won the hearts and minds of schools everywhere by enhancing virtual learning experiences and making it easy for students to explore and understand the world around them.

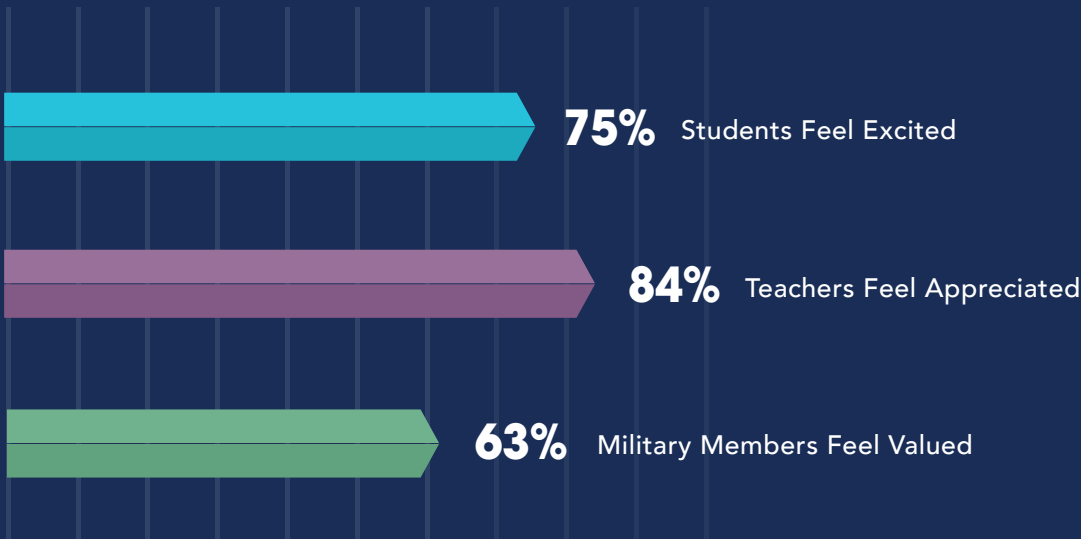
**The New York Times** | **verizon**✓

The New York Times is available to high school students and teachers across the United States — free.

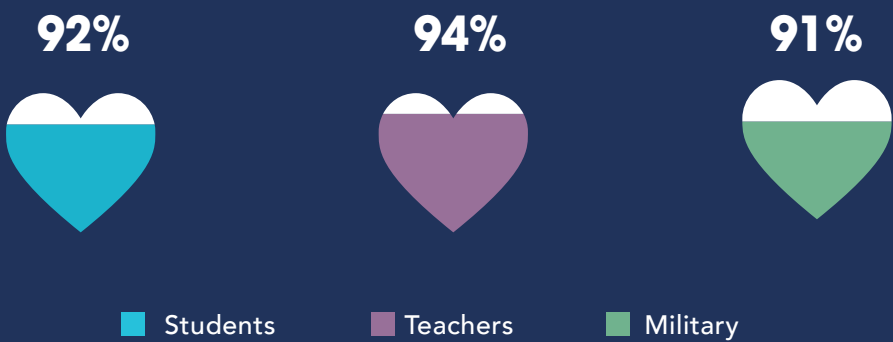


# How Personalized Offers Increase Loyalty

## Make Subscribers Feel Good



## Positively Impact the Brand Relationship



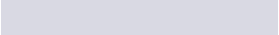
*"Using SheerID not only protects our margins, it keeps the offer truly exclusive, which underscores our commitment to teachers and makes the offer even more valuable in their eyes."*

Lino Reveles Trujillo, Social Impact Lead



With SheerID, our white-label customer experience gives you complete control over your customers' interactions and data.





# Now Is the Time to Try Something New

Leading news and media publishers are already leveraging identity marketing to reach students, educators, and other consumer tribes around the globe. And with SheerID's Identity Marketing Platform, you can launch a program in just seven days.

Learn how we can help you create impactful, long-lasting connections with new subscribers from the demographic groups that matter most to your brand.

GET A DEMO

—Leading Publishers Powered by SheerID—

The New York Times

Bloomberg

BUSINESS INSIDER

THE WALL STREET JOURNAL.

FOX

The Washington Post

