

Clíona Mooney
Head of Subscriptions and Reader Insights

How The Irish Times is using
MPP Global eSuite to maximise
subscriber revenues

7th March 2019







Living the high life
LUXURY Howth homes for €1.5m

Which wins
Microsoft
muscle or
Apple agility?

Fashion
festivals
and
fitness

THE IRISH TIMES

Monday, April 22nd
11°C

Voters go to the polls as Britain faces hung parliament

Public service workers set for €800 windfall

God O'Riada acquitted on two of the three charges against her

What happened from Joe Siter's sale

Doel Whelan: No side posters keep press unrepresentative

Don't whip out the identity post yet

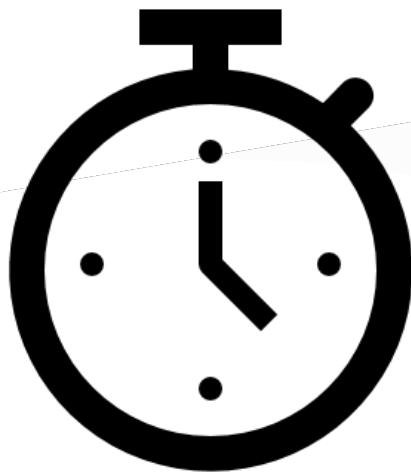
DTP executive apologises over abuse messages

300m users via Ireland

MEGA EVENT
UNTIL SUNDAY 10PM MAY
20% OFF
ALMOST EVERYTHING
MUST END SUNDAY
ARNOTT'S

THE IRISH TIMES

Then ...



Reader Focus

Analytics

Who and where are our readers?

What do they read?

When?

On which devices?

How do they consume?

Research

What do you want?

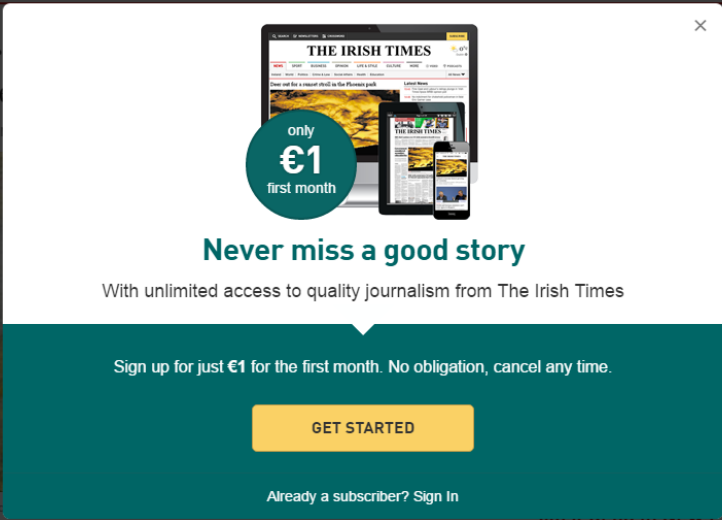
What would delight you?

How are we doing?

Will you try out our prototypes?

Meter model to start ...

Water Charges | COP21 | Floods



only
€1
first month

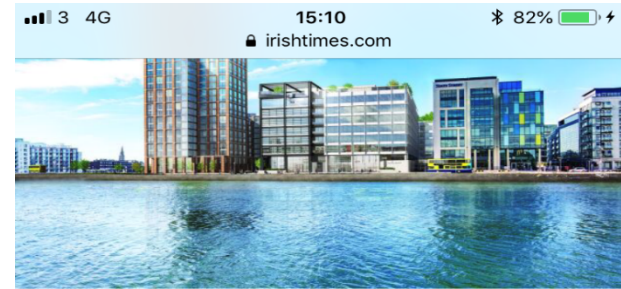
Never miss a good story

With unlimited access to quality journalism from The Irish Times

Sign up for just €1 for the first month. No obligation, cancel any time.

GET STARTED

Already a subscriber? Sign In



Kennedy Wilson's Capital Docks development in Dublin's south docklands.

Peter Hamilton

44 minutes ago

Move in dates for prospective tenants of the Kennedy Wilson Capital Docks development remain unchanged after a burst valve caused water to flow through the building.

Insightful opinion is just a touch away.

Sign up for just €1 for the first month.
No obligation, cancel any time.

GET STARTED

Already a subscriber? Sign In

Now + Subscriber Only content

SELECTED FOR YOU

Specially selected articles available exclusively to our subscribers

Government not out of the woods on broadband issue

Inside Politics: Report finds tender process not tainted, but achieving full broadband rollout by target of 2020 looks unlikely



SPORT Exaggerated rumours of death in Ballybrack; D'Arcy says Schmidt's standards are here to stay



RUGBY Gordon D'Arcy: Farrell's way of playing will bring Ireland in a new direction



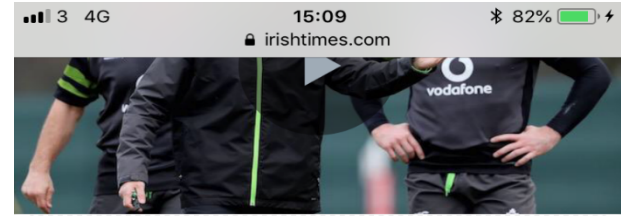
PERSONAL FINANCE Why a cash buyer ends up paying up to 50% less for their home



POLITICS Smyth report set to clear way for rural broadband scheme



SPORT Is Schmidt really finishing coaching?; Kenny looking for expansive football



Clarity is Joe Schmidt's greatest gift to Irish rugby.

Subscriber Only

An index of selected articles available exclusively to our readers with an Irish Times digital subscription

You have reached a subscriber only article.

How can I keep reading?

Subscribe today and get the full picture for just €1 for the first month.

GET STARTED

Already a subscriber? Sign In

Modals lead potential subscribers to storefront ...



THE IRISH TIMES

Live Chat FAQs Why Subscribe? Sign in

Explore the world

Receive 12 months access to National Geographic online absolutely free with an Irish Times Premium subscription. That's two great subscriptions for the price of one.

Terms & conditions apply; subject to contract




THE IRISH TIMES

With any subscription you'll get unlimited access to the very best in unique quality journalism from The Irish Times.

Choose the package that's right for you.

Standard	Premium	Weekend	Complete
€1 first month	€1 first month		
Unlimited Website + News App Access	All Digital Access + ePaper + 12 months online access to	All Digital Access + ePaper + Weekend Newspaper	All Digital Access + ePaper + All Newspapers
€3 per week	€4 per week	€5 per week	€13.75 per week
GET STANDARD	GET PREMIUM	GET WEEKEND	GET COMPLETE



Product Setup Example

The screenshot shows the eSuite product setup interface for a service named "PRINT & DIGITAL". The top navigation bar includes "Dashboard", "Customers", "Orders", "Products", "Services", "Offers", "Metering", "Reports", and a user profile for "James Vallance". The main content area is divided into several sections:

- Service Overview:** Shows "Service Id: 16262", "Service Group: World News", and "Service Description: Print & digital bundle".
- Service Type:** "Recurring Payment".
- Pricing Mode:** "Fixed".
- Contract Length:** "1 Months".
- Grace Period:** "0 days".
- Auto-Renew:** "Forever".
- Initial Pricing Enabled:** "No".
- Lock In Periods:** "0".
- Lock In Delay Days:** "0".
- Initial Trial Period:** "1 Minutes".
- Trial Discount:** "0%".
- Non-payment trial permitted:** "No".
- Subscription Holiday Configuration:** "Inactive".
- Product Type:** "Product".
- Product Parameters:** (Empty section).
- Service Images:** Shows a stack of newspapers and a tablet displaying a news app. The image ID is "321_9addfd14-0ad9-40a9-a9a6-9tbfbd183a2d8".
- Service Update Handler:** "None".
- Pricing Update Handler:** "None".
- Fail Transaction on Service Update Handler failure?:** "No".
- Retry Rule Scheme:** "eSuite Standard Retry Scheme".

This is a modal window for configuring pricing. It has two tabs: "Roles" and "Default". The "Default" tab is active, showing a table of currency rates:

Role	Amount
EUR	11.99
GBP	11.99
USD	

Below the table, there are input fields for "Amount" (12.99), "Tax Category" (Standard), "Price Id" (19316), and checkboxes for "Amount Is Gross" (checked) and "Active" (checked). "Save" and "Cancel" buttons are at the bottom.

UK storefront ...

THE IRISH TIMES


Live Chat FAQs Why Subscribe? Sign in

Quality journalism, wherever you are, on any device.

Get the ePaper with our Premium subscription, an exact digital replica of our print edition.



£1 first month



Standard

Unlimited Website + News App Access

£2.50
per week

GET STANDARD

- ✓ Unlimited access to IrishTimes.com + IOS & Android news apps
- ✓ Exclusive subscriber only articles, emails & online comment *
- ✓ Subscriber rewards, events & offers including 10%

£1 first month



Premium

All Digital Access + ePaper digital replica

£3
per week

GET PREMIUM

- ✓ **The ePaper:** Read The Irish Times exactly as it appears in print wherever you are
- ✓ Unlimited access to IrishTimes.com + IOS & Android news apps
- ✓ Exclusive subscriber only articles, emails & online comment *
- ✓ Subscriber rewards, events & offers including 10%

THE IRISH TIMES

[Allen] Hi, what can I help you with today?


START CHAT

US storefront ...

THE IRISH TIMES


Quality journalism from an Irish perspective.

Unlimited access wherever you are, on any device.



Live Chat FAQs Why Subscribe? Sign in

\$1
first month



Standard


Unlimited Website + News App Access

\$3
per week

GET STANDARD

- ✓ Unlimited access to IrishTimes.com + iOS & Android news apps
- ✓ Exclusive subscriber only articles, emails & online comment *

\$1
first month



Premium

All Digital Access + ePaper digital replica

\$4.50
per week

GET PREMIUM

- ✓ **The ePaper:** Read The Irish Times exactly as it appears in print wherever you are
- ✓ Unlimited access to IrishTimes.com + iOS & Android news apps
- ✓ Exclusive subscriber only articles, emails & online comment *

Gift subscriptions ...



THE IRISH TIMES

With any subscription you'll get unlimited access to the very best in unique quality journalism from The Irish Times.

- ✓ Unlimited access to IrishTimes.com + iOS & Android news apps
- ✓ Exclusive subscriber only articles, emails & online comment
- ✓ Subscriber rewards, events & offers including 10% extra off Rewarding Times
- ✓ Over 150 years of Irish Times archives
- ✓ The Irish Times Crossword Club



Standard

Unlimited access to all Irish Times digital offerings on mobile, desktop and app

€36
3 months

€72
6 months

€144
12 months

GET STANDARD



Premium

All of the great features that come with as part of The Irish Times Standard subscription as well as

ePaper replica edition, available from 3am

€192
12 months

GET PREMIUM

Gift subscriptions ...

THE IRISH TIMES

Digital subscription voucher redemption



Please enter the voucher code you have received:

Benefits of an Irish Times subscription

- ✓ Unlimited access to The Irish Times on all devices
- ✓ Access to exclusive subscriber only articles
- ✓ Full access to over 150 years of archives
- ✓ Simplex and Crosaire Crosswords
- ✓ IT Sunday: your weekly online read
- ✓ Extra benefits including free eBooks and special offers
- ✓ No obligation — cancel any time
- ✓ ePaper — a digital replica of the newspaper (**PREMIUM ONLY**)

[Terms and Conditions](#)

THE IRISH TIMES

Free student subscriptions ...


THE IRISH TIMES

FAQs Why Subscribe? Sign in

Prepare for success

Bring a real-world perspective to your education with 12 months access to our unrivaled coverage and in-depth analysis, absolutely free.

THE IRISH TIMES Student Hub




100% OFF

Student

Unlimited Website + News App Access

~~€144~~ **FREE**
for 12 months

Select your college 

You'll need to confirm your college I.D.

GET STARTED

- ✓ Unlimited access to The Irish Times + iOS & Android Apps
- ✓ Expert advice, competitions & features from Student Hub
- ✓ Contribute to Student Hub articles
- ✓ Subscriber only articles, emails* & online comment
- ✓ Informative podcasts on politics, culture and sport
- ✓ Over 150 years of Irish Times archives
- ✓ The Irish Times Crossword Club

* All subscriptions include the following exclusive emails: Morning Digest, Lunchtime Digest, Inside Politics, The Morning Sports Briefing, IT Sunday

Price promotions

THE IRISH TIMES [Email Us](#) [FAQs](#) [Why Subscribe?](#) [Sign in](#)

50% OFF FOR OVERSEAS READERS

Get three months half price with this exclusive offer. Subscribe today for less.

THE IRISH TIMES
ABROAD

50% OFF

Standard

Unlimited Website + News App Access

~~\$12~~ **\$6**
per month for 3 months

GET STANDARD

50% OFF

Premium

All Digital Access + ePaper digital replica

~~\$18~~ **\$9**
per month for 3 months

GET PREMIUM

Campaign promotions

THE IRISH TIMES

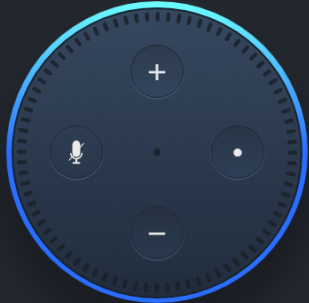
Email Us FAQs Why Subscribe? Sign in

Subscribe to The Irish Times and get a free Amazon Echo Dot.

We enrich your world, Alexa enlivens it.

Terms & conditions apply, subject to contract





echo dot



THE IRISH TIMES

With any subscription you'll get unlimited access to the very best in unique quality journalism from The Irish Times.

Choose the package that's right for you.

<p>€1 first month</p> 	<p>€1 first month</p> 		
<h3>Standard</h3> <p>Unlimited Website + News App Access</p>	<h3>Premium</h3> <p>All Digital Access + ePaper digital replica + Amazon Echo Dot</p>	<h3>Weekend</h3> <p>All Digital Access + ePaper + Weekend Newspaper + Amazon Echo Dot</p>	<h3>Complete</h3> <p>All Digital Access + ePaper + All Newspapers + Amazon Echo Dot</p>
<p>echo dot</p>	<p>echo dot</p>	<p>echo dot</p>	<p>echo dot</p>
<p>€3 per week</p>	<p>€4 per week</p>	<p>€5 per week</p>	<p>€13.75 per week</p>
<p>GET STANDARD</p>	<p>GET PREMIUM</p>	<p>GET WEEKEND</p>	<p>GET COMPLETE</p>

Campaign promotions

THE IRISH TIMES [Email Us](#) [FAQs](#) [Why Subscribe?](#) [Sign In](#)

TIMES²







The Irish Times & The New York Times. Twice the insight.

Terms & conditions apply; subject to contract

THE IRISH TIMES

With any subscription you'll get unlimited access to the very best in unique quality journalism from The Irish Times.

Choose the package that's right for you.

 	 		
Standard	Premium	Weekend	Complete
Unlimited Website + News App Access	All Digital Access + ePaper + Unlimited Digital Access to The New York Times	All Digital Access + ePaper + Weekend Newspaper + Unlimited Digital Access to The New York Times	All Digital Access + ePaper + All Newspapers + Unlimited Digital Access to The New York Times
€3 per week	€4 per week	€5 per week	€14.75 per week
GET STANDARD	GET PREMIUM	GET WEEKEND	GET COMPLETE

90,000

0

Key learnings



Sharing of data
within
organisation



KPIs related to
subscriptions



Data-informed not
data-led



Writers and
topics

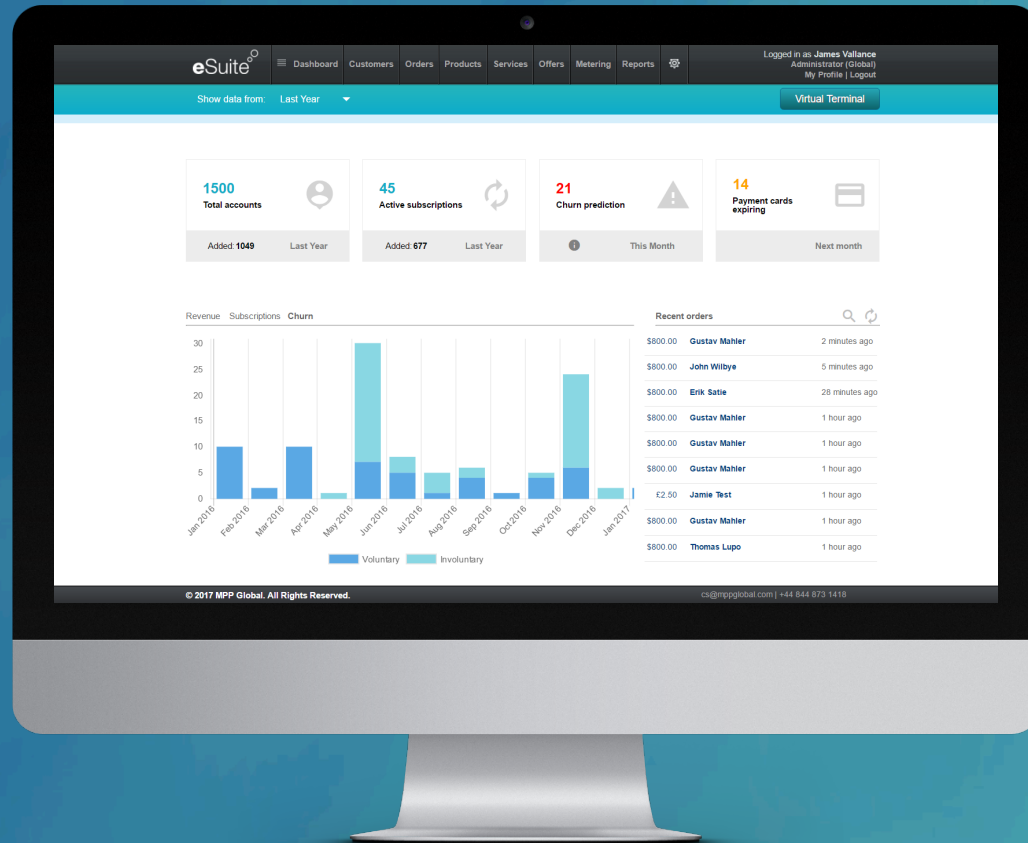


Functional,
life guides



Managing
churn

Churn statistics on eSuite Dashboard



Subscriber retention is key ...

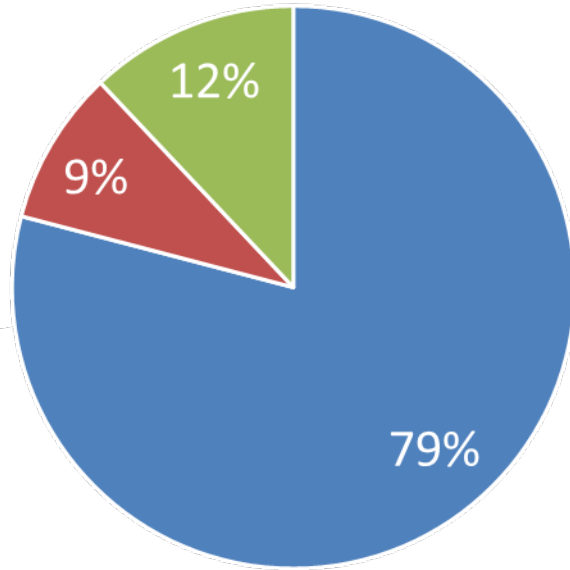


Retention & Recovery

Card updater

Payment
failure retry

Card Updater – sample month

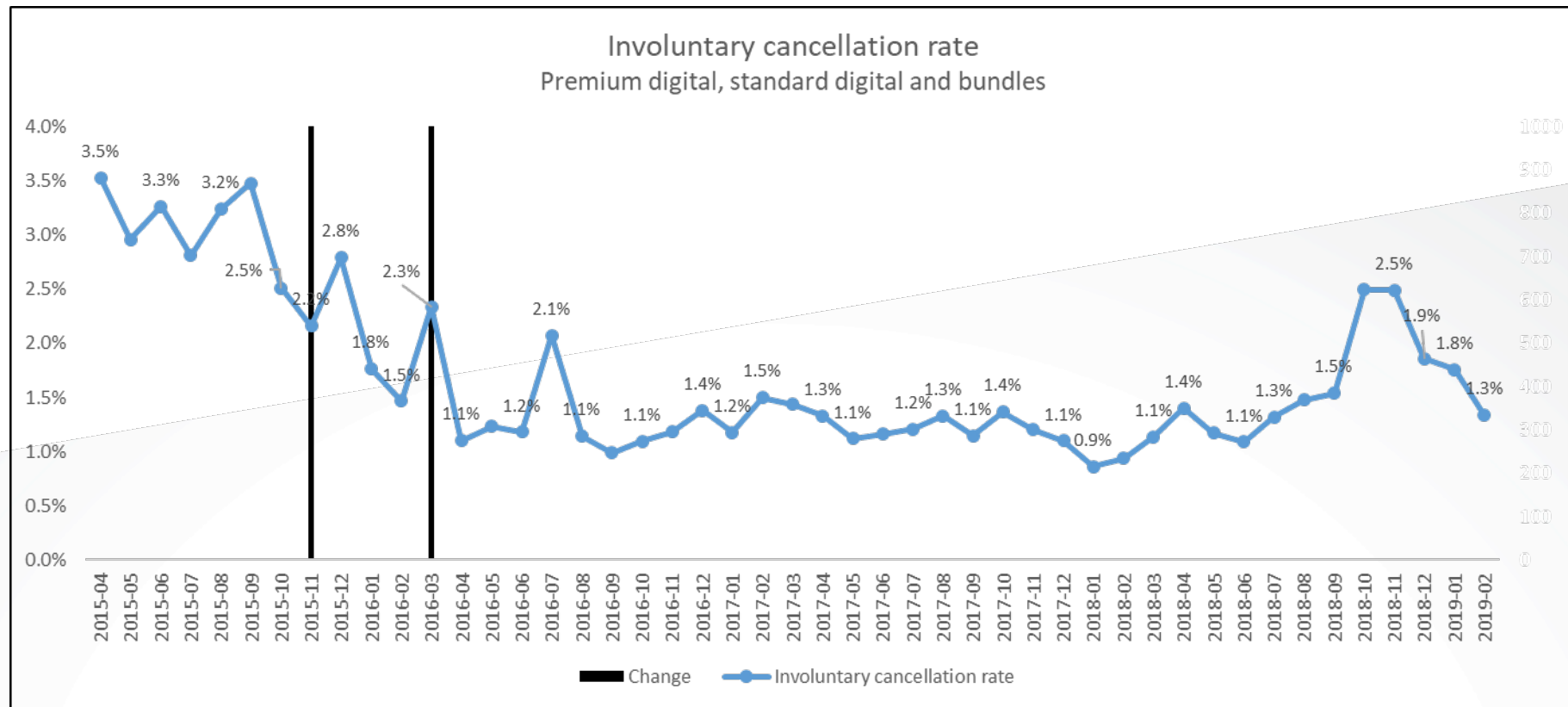


■ Successfully updated ■ Remained the same ■ Failed

Payment failure retry

- First introduced in November 2015
 - Retry over a 5 day period
 - No entitlements extended
 - Emails sent on days 1, 3 and 5 informing customer of renewal issue
- Phase II implemented in March 2016
 - Retry over a 12 day period
 - Entitlements extended to cover retry window
 - Emails sent on days 8, 11 and 12 informing customer of renewal issue

Results – decline in involuntary cancellations



Next steps for us alongside MPP

- Optimised eCommerce funnel, particularly for mobile
- New payment methods for subscribers
- Upgrade/downgrade functionality
- Self-service cancellation
- Explore new MyAccount functionality
- Experimenting with intro pricing, free trial



Enda and after...

★ Pat Leahy, Stephen Collins and Cliff Taylor assess the political career of the outgoing Taoiseach and FG leader
★ Miriam Lord on the end of an era and yesterday's events at Leinster House

Simon v Leo
Profiles of the two men battling to succeed Enda Kenny

THE IRISH TIMES

Thursday, May 10, 2012
€12.50 (incl. VAT)
€3.30 (Net price)

Special counsel to lead FBI inquiry

Special counsel to lead FBI inquiry
The US justice department has appointed a special counsel to lead an inquiry into the handling of the 9/11 attacks...



Varadkar in lead as Kenny steps down

Leadership contest begins in earnest as Taoiseach resigns as leader of Fine Gael
Survey shows 28% backing for Meekes for Social Protection, with Cowley on 14%

Paved design
Leahy's new role as special counsel...

Oliver Callan: I won't miss accidental Taoiseach

Stephen Collins: Kenny underestimated

Contest gets under way

66 I wonder if a specialist could lead the job...

2012
The Taoiseach's resignation...

Big-name developers bid for RTÉ site

Other bidders are Cable News Network and Virgin Media
The RTÉ site in Dublin is being sold by the state broadcaster...

Weather, Home News, World News, Business & Technology, Sports Thursday

Share dealing success stories for your morning commute

DIS YOU KNOW? Morning office, Breakfast news, Taking to the road

Mobile app interface for The Irish Times. Includes navigation and article preview for 'Miriam Lord: Enda's final day was a work of genius'.

Web interface for 'Inside Politics' section. Includes article preview for 'Battle begins for Enda's crown'.

Large graphic for 'POLITICS' section. Includes sub-headline 'There is a vacancy: Varadkar holds early lead in race to succeed Kenny'.

Article preview for 'The Irish Times' leadership tracker. Includes sub-headline 'The success of Simon Cowley's supporters cast ideological successor to Garrett FitzGerard...'.

Article preview for 'The Irish Times' leadership tracker. Includes sub-headline 'The success of Simon Cowley's supporters cast ideological successor to Garrett FitzGerard...'.

Article preview for 'The Irish Times' leadership tracker. Includes sub-headline 'The success of Simon Cowley's supporters cast ideological successor to Garrett FitzGerard...'.

Large graphic for 'THE IRISH TIMES' leadership tracker. Includes sub-headline 'The success of Simon Cowley's supporters cast ideological successor to Garrett FitzGerard...'.

Clíona Mooney
Head of Subscriptions and Reader Insights
The Irish Times

Twitter: [@clionamooney](https://twitter.com/clionamooney)
Email: cliona.mooney@irishtimes.com