



About WRAL:

WRAL-TV is an NBC-affiliated television station licensed to Raleigh, North Carolina, United States and serving the Triangle region (Raleigh–Durham–Chapel Hill–Fayetteville). It is the flagship station of the Capitol Broadcasting Company.

RESULTS

In partnership with News Consumer Insights, WRAL.com drove **+15% newsletter subscribers over the past 12 months.**

News Consumer Insights and WRAL: Boosting Newsletter signups to build customer loyalty

While engaging readers is challenging in a fragmented media environment, publishers are rediscovering email newsletters as a reliable way to reach and deepen their relationships with readers.

Like many news publishers, WRAL.com offered newsletters to their readers but did not view them as a way to grow their overall audience. After analyzing their audience data using the News Consumer Insights framework, WRAL discovered that newsletter subscribers were their most engaged readers. In addition to subscribing, newsletter subscribers visited the site more frequently and read more articles per visit, which meant that they also generated more potential advertising revenue than other readers. This trend is not unique to WRAL. Publishers with subscription businesses also find that newsletter users have the highest conversion rates. Beyond subscriptions, newsletter users are a crucial audience for publishers with affiliation and contribution revenue models, as well.

With the key insight around the importance of newsletter readers, WRAL applied the News Consumer Insights framework and recommendations help to drive readers to subscribe to their newsletter offerings.

Applying News Consumer Insights recommendations

WRAL teams were able to confirm their initial assumptions by leveraging their personalized [News Consumer Insights report](#). They used the [newsletter best practices](#) from the News Consumer Insights playbook to grow this specific channel.

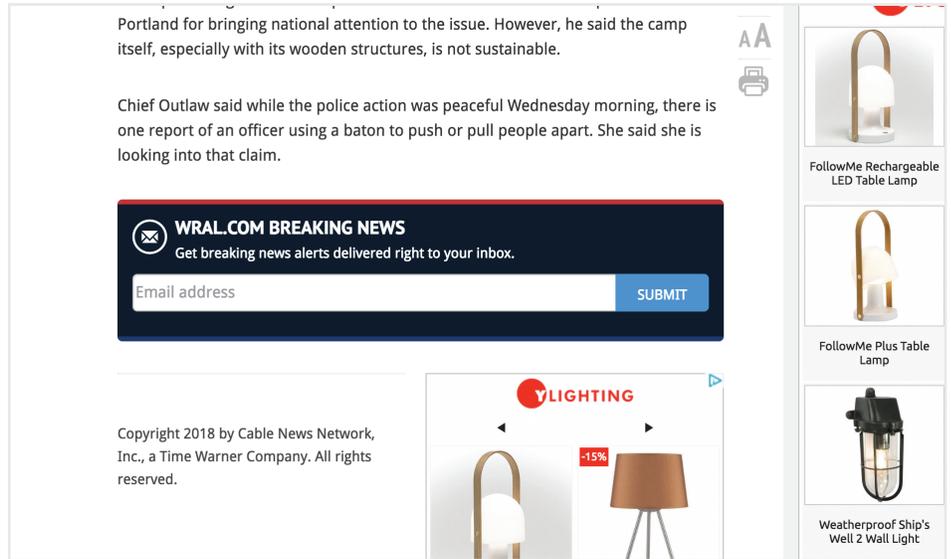
Here are the main best practices that they used:

- 1) Adjusting the newsletter sign-up location:** WRAL added a sign-up box on key interaction areas on their pages including at the end of their articles. They also added a “box” that displayed over the content with simple email capture forms on sections of the site with highly loyal users.
- 2) Updating the sign-up process:** Through simplifying the newsletter sign-up process with a one click box and applying a clear call to action, WRAL made it easier and simpler for their readers to subscribe.
- 3) Customizing Newsletter prompt messaging:** WRAL created prompts for different readers based on their interests, to tailor their newsletter subscriptions offers to meet individual readers’ interests. Readers of local news articles are prompted to get breaking news alerts, while readers of entertainment and family content get prompted to sign up for emails specific to those topics.

Following the changes, WRAL.com saw a 15% increase in newsletter subscriptions which represented a significant increase in audience loyalty.

About News Consumer Insights:

The News Consumer Insights framework and dashboard emerged out of a series of findings from Project Fuse. Project Fuse was an initiative in 2017 to help publishers better understand their audience segments – and the value of individual users – to inform data-driven, decisions on audience growth.



WRAL's redesigned newsletter sign-up box

“By working with Google News Consumer Insights, we were better able to see that not all website visitors are created equally. Visitors arriving at our site from our emails were most likely to consume the most content. Given that we are predominantly advertising supported, we need to generate as many impressions as we can. And by focusing on newsletter subscription, we think we can move the needle and grow our loyal audience, which will substantially grow our traffic.

JOHN CONWAY,
GENERAL MANAGER AT WRAL.COM

Looking Ahead

Encouraged by the results, the WRAL team plans to further optimize their newsletter delivery strategy through the following steps:

- 1) Developing curated morning and weekend emails crafted for local, loyal visitors.
- 2) Creating a welcome message for each email list to introduce the purpose of the newsletter and the frequency at which it will be sent.
- 3) Delivering emails to users based on their level of engagement with each newsletter. Delivery will be suspended for users who have not recently opened emails and they will attempt to re-engage with those subscribers through other methods.
- 4) Adding dynamic subject lines to emails to help boost open rates.
- 5) Bolstering their acquisition strategy by creating a login-free newsletter subscription management center. The center will make it easier to join and leave lists and to expose subscribers to the wealth of email content offered.