CASE STUDY

How The Washington Post Turns New Readers Into Brand Loyalists

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Key Takeaways

Find your next best readers and acquire 131% more customers by enhancing first-party data for anonymous users.

Keep readers engaged from new subscriber to brand loyalist to increase repeat visitors by up to 12% in the first 30 days. With tailored lead nurture journeys, brands deepen customer relationships and build trust across their lifecycle.

Bring readers back into the fold and increase resubscribe rate by 38%. With personalized communication based on each shoppers' preferences and lifecycle, you can keep readers coming back for more.

The news waits for no one, and at a 96% increase in speed, it doesn't have to. With pre-built personalized audiences from your customer 360, save time and use it to test, learn and optimize.

The News Gets Personal

The Washington Post has adhered to seven core principles for how a newspaper should operate since 1935. Each principle is rooted squarely in a dedication to delivering the truth to each reader, while establishing trust.

Those core principles haven't changed in nearly 100 years for The Post. What has changed since 1935 is the way that readers interact with their daily news — creating a new definition for trust, delivery and access.

Now, readers hold millions of bits and bytes of news in just five inches on a digital screen, with worlds of information under their thumbs. The print world needed to adapt to continue delivering breaking news — just curated much differently for digital readers who would rather scroll than leaf.

In this story, read all about how The Washington Post created new initiatives to meet each modern reader on their turf, terms and timeline across their lifecycle with a powerful customer 360 coupled with a CDP unlocking the core capabilities to get it done.
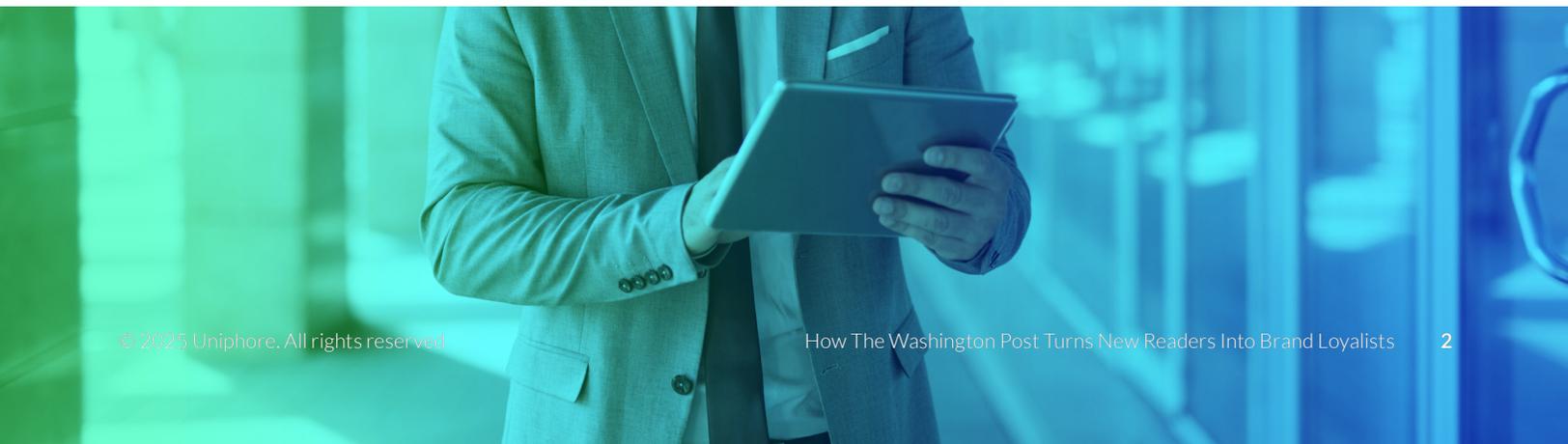
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The Hard News

Challenges and opportunities

The team at The Washington Post wanted to take their first-party data to deliver personalized experiences to readers across the lifecycle — but they lacked the speed and scale to execute and deliver the right story, to the right reader, at the right time, at any inflection in their lifecycle.

Rather than being able to tap directly into customer data to activate insights, they had to wait for piles of data requests to be delivered by their analyst team — and by the time they got them, it was too late to

deliver the right message. This lag translated into a shorter customer lifetime value and missed revenue opportunities.

For that reason, The Post started looking for a customer data platform (CDP) to harness all of the rich insights and information available in their first-party data to better understand their readers and deliver dynamic, meaningful experiences, to take readers from trialists to loyal subscribers.

" Previously the data analyst that was manually stitching together data from three different sources was waiting four hours for a large query to run and now it's minutes. Things like that demonstrate why Uniphore is highly valuable.You don't even need to go to that data analyst now — that data is in the CDP."

Jason Langsner
Product Management Lead,
The Washington Post

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Finding a CDP For Each Reader's Beat

To meet the opportunity and discover the best partner to help deliver lifecycle customer experiences, team members from ads and subscriptions to marketing, engineering and analytics, got together to develop four key success criteria.

Democratize access to insight activation
Faster analytics through self-service tools.

Deliver the right message at the right time
Improved segmentation and targeting to deliver the right news at the right time.

Deepen relationships with customers
Enhanced reader demographic and interest data.

Provide better insights than ever
Content insights with a new taxonomy system with more granularity to get even more personalized.

When The Post began their evaluations, they were searching for a CDP partner who could meet their key criteria and help bring their brand current to get the lead on readers in the digital world, while creating a tangible impact on both their business strategy and their people process.

" While we might have started later than some other companies, Uniphore helped us get up to speed efficiently and effectively. We were seeing value faster than we ever expected."

Michael Ribero
Chief Subscriptions Officer,
The Washington Post

Data Dies in Darkness

Data should be all about democracy — and it needs to be brought to light for the benefit of all team members. The more users who can tap into the most substantial set of data, the better. When the data is available for organizations to tap into with ease, they save tons of time not waiting for data teams to slice and dice data.

For The Post, giving each of their 200+ users personalized dashboards and access to the data they need to activate experiences in their role resulted in massive time savings and cohesive journeys across channels.

With different marketing functions managing subscriptions, retention and brand, they needed to be sure that their CDP partner provided capabilities for each.

From New Subscriber to Loyal Reader

The core mission of The Post when they launched with a CDP was to curate the customer experience across their lifecycle, from new subscriber to loyal reader — creating meaningful touchpoints designed to catch and keep reader interest before they even subscribe.

They discovered that with Uniphore the use cases they could activate based on their unified, persistent customer 360 would meet the needs of business team members.

The Post focuses on building trust with new readers by sharing hyper-relevant content to keep The Post top of mind with readers, while offering a consistent experience across channels for subscribers.

" When you're evaluating CDPs, don't look for a vendor, look for a partner. The individual Uniphore team that supports us – the engagement managers, the customer success managers, the engineering team – they are extensions of my team."

Jason Langsner
Product Management Lead,
The Washington Post

" With Uniphore, we were able to unlock personalization capabilities at the subscriber level. We can execute multiple email messages to not only educate and engage subscribers in their first few weeks, but also inspire them to act and build habits. Our goal is to ensure that the right combination of actions work together at the right time."

Anjali Iyer
Head of Lifecycle Marketing,
The Washington Post

The Washington Post

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Finding Their Next Best Readers

↑ 131%
Newly Acquired Customers

For The Post, loyalty begins before the first interaction. To create best-in-class experiences for readers, they started with enhancing first-party data for anonymous users to optimize their ad spend.

With personalized, real-time ad targeting on paid channels and continual retargeting, The Post could authenticate and collect customer data to deepen engagement and continue to create better experiences before readers even subscribe. They could also use paid media suppression to make sure each dollar went towards the right audience.

Welcoming New Subscribers

The Post wanted to engage new subscribers with all the benefits and features of reading, to build the foundation for a long relationship. To get there, they implemented a new, data-driven approach to personalizing each new subscriber's journey. Their goals for that journey were to do three things:

- Create a compelling experience
- Reduce churn
- Increase customer lifetime value

For their new subscriber program, they focused on the first 28 days of a new subscriber's experience. With a personalized welcome series, they increased incremental revenue, increased consumption for new subscribers, and increased customer lifetime value by demonstrating value early and often with new readers.

" Leaning into first-party data is our main strategy ahead of third-party cookie deprecation. We are leveraging our first-party data directly from Uniphore that has been compiled through customer 360 to help create new advertising opportunities through our DMP and then using machine learning to find individuals that are similar."

Jason Langsner
Product Management Lead,
The Washington Post

The Washington Post

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Nurturing Readers Across Their Lifecycle With Lead Nurture Automation

With their customer 360 built on Uniphore, they launched a strategic lead nurturing program in early 2023 designed to support their goals for the year, designed to engage visitors by instilling daily habits and presenting with offers at the right time to drive conversions.

Their strategy is to deliver relevant content into the hands of new subscribers, to build habits that keep The Post top of mind for readers — with the right offer, at the right time, with a cohesive message across owned channels.

> "Our focus has been to elevate the WaPo reader experience from a digital and omnichannel standpoint in order to strengthen The Post's relationship with individual readers and foster a deeper sense of loyalty. Uniphore has been a huge driver of that."

Michael Ribero
Chief Subscriptions Officer,
The Washington Post

For example, they promote geo-relevant content based on a reader's location to convert leads, while promoting diversified content to show readers content beyond politics and cross-sell stories.
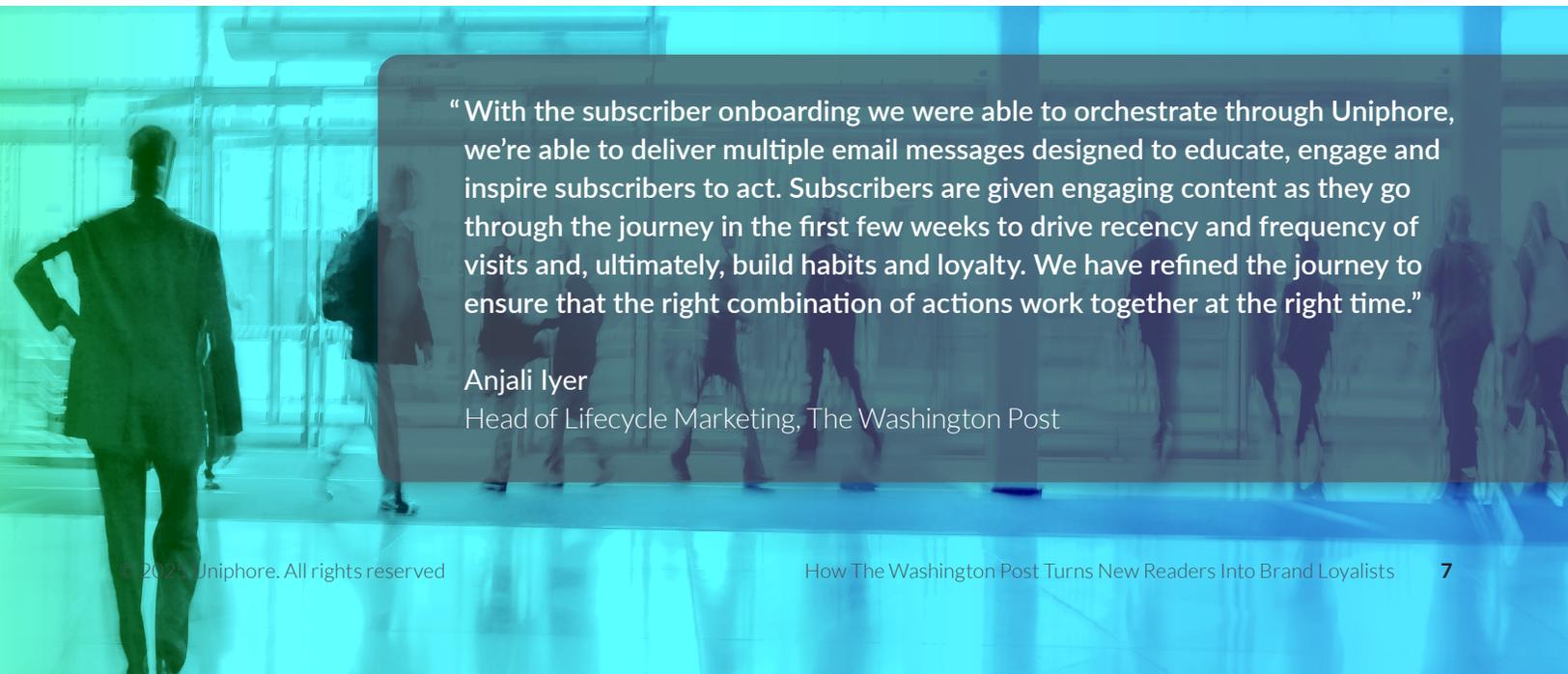
> " With the subscriber onboarding we were able to orchestrate through Uniphore, we're able to deliver multiple email messages designed to educate, engage and inspire subscribers to act. Subscribers are given engaging content as they go through the journey in the first few weeks to drive recency and frequency of visits and, ultimately, build habits and loyalty. We have refined the journey to ensure that the right combination of actions work together at the right time."

Anjali Iyer
Head of Lifecycle Marketing, The Washington Post

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Bringing Lost Readers Back Into the Fold

Rather than letting unsubscribed readers go, The Post designed a strategy to bring those readers back into the fold with seven touchpoints across thirty days, using their behavior and smart offers, powered by Uniphore. These offers are unique based on quintile, subscriber rate, geo-location and more so no reader is left behind — a journey that generated big results.

" Journeys like this also offer important data collection that enables us to better understand customer needs and preferences and make informed decisions to provide personalized experiences long-term."

Anjali Iyer
Head of Lifecycle Marketing,
The Washington Post

↑ 12%
Visitors return in the first 30 days

↑ 5%
Consumers that return in 7 days

↑ 5%
Consumers that return in the first 30 days

↑ 25x
Conversions compared to 2022 before-state campaigns

↑ 1.5x
Increase in new conversions

↑ 38%
Increase in new resubscribe rate

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Putting the Paper to Bed

Results, Outcomes and What's Next

In two years of partnering with Uniphore, team members across business and analytics have access to the CDP platform, with time savings that continue to have a massive impact on their team's ability to innovate, test, learn and optimize.

By designing a data-driven strategy with Uniphore, The Post was able to bring the news to the bleeding edge of the digital forefront, with personalized touch points designed to meet each shopper with the publication they trust and the news they care about, right under their fingertips.
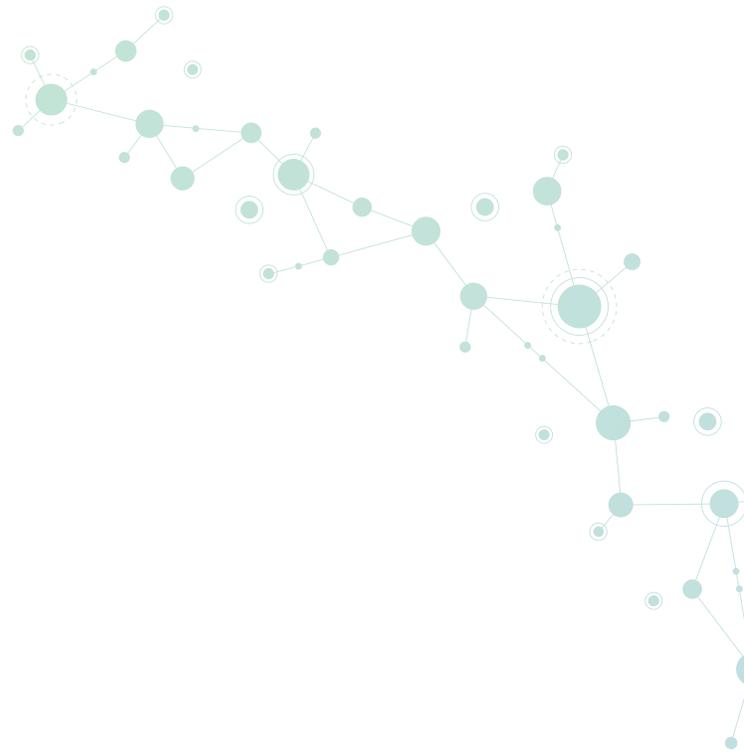
"Uniphore has been responsive to our feedback to evolve their product. This evolution is critical in helping us drive the outcomes critical to our business."

Michael Ribero
Chief Subscriptions Officer, The Washington Post

About Uniphore

Uniphore is the Business AI company. Our sovereign, composable, and secure AI platform connects enterprise data, fine-tunes AI models and deploys agentic AI across the enterprise. We empower every worker to boost productivity and help businesses grow faster, operate smarter and reduce costs. Trusted by more than 1,500 businesses globally, and recognized on the Deloitte Fast 500, Uniphore delivers on the promise of AI as a transformative force for business. Learn more about Uniphore's Business AI Cloud and enterprise AI solutions at www.uniphore.com.

Learn more about the AI-First Composable CDP Agent.

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