

A LOOK BACK IN TIME PRODUCED SOME HISTORICAL RESULTS

Background

89% of new Times subscribers dropped their subscriptions after the initial three-month (over generous) promotional offer ended.

The goal: to increase retention by 10%

Solution

Mining their archives - which contain eyewitness accounts of some of the most memorable moments of the last 200 years – The Times showed its subscriber audience of committed broadsheet readers (50+, rarely looked at the papers online).how it was a great daily newspaper and so much more.

The antique looking mail pack with the intriguing line: ‘Your Times Membership has been backdated to 1 January 1785’ showed the full value of a Times subscription.

Results

Churn dropped from 89% to 68% - meaning an extra 2108 people went on to pay the full subscription price (£7 a week for 12 months) leading to £767,312 incremental annual revenue.

