

What Audiences Value





New subscriber paths are a
measure of what people value
enough to pay for.

WHY DO WE WANT TO USE PATHS?

New subscriber paths are another tool to set a content strategy that aligns with what new audiences value.



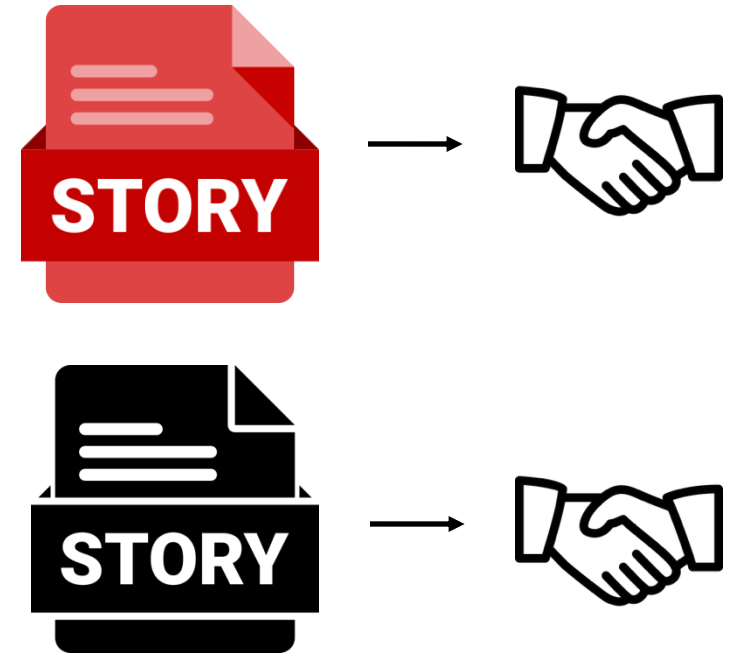
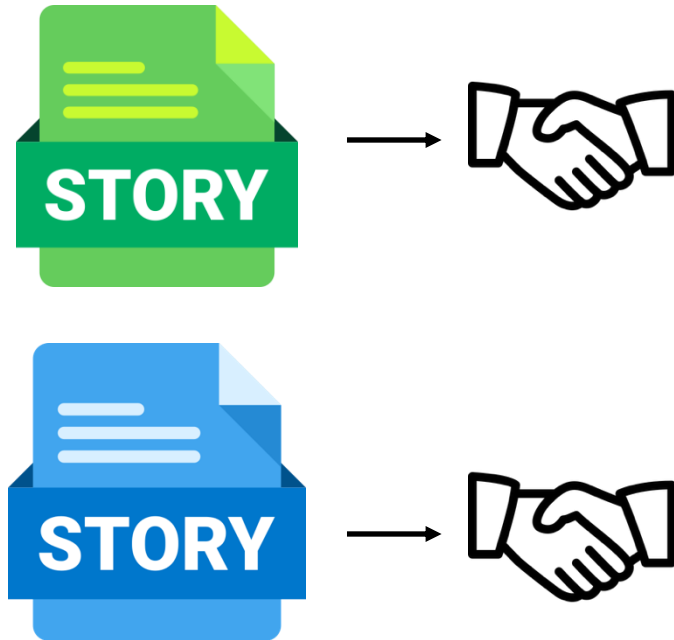


How do you find out which of these stories resonated with our audience?



WHAT IS A PATH?

Last article
viewed
gives a lot
of credit to
one article.



WHAT IS A PATH?

What specifically is a new subscriber path?

Stories viewed within 30 days before a reader's purchase

Person A's Path



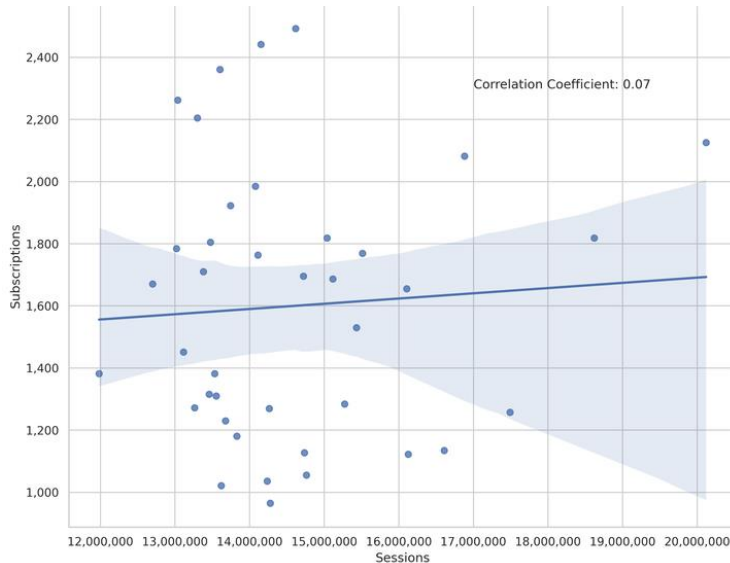
Person B's Path



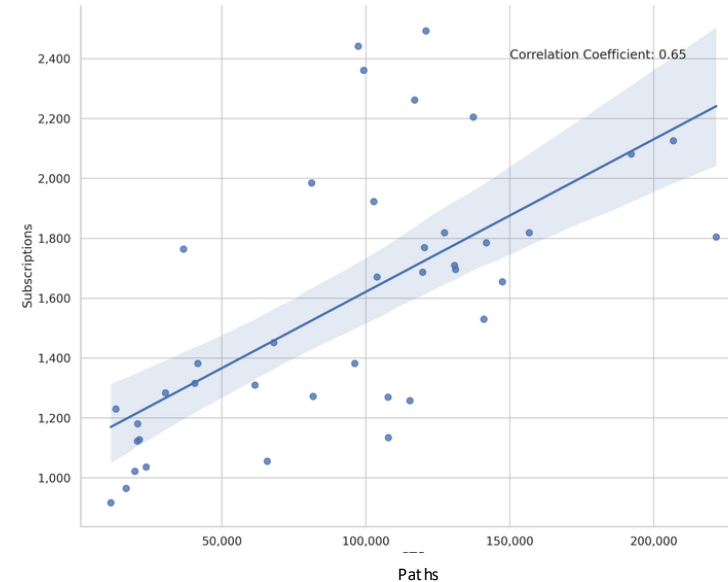


Paths have a closer relationship with subscriptions than sessions.

Sessions vs. New Subscribers Added



Paths vs. New Subscribers Added



March 2021 to May 2024

Each dot represents one month in this date range



What paths are great for measuring:

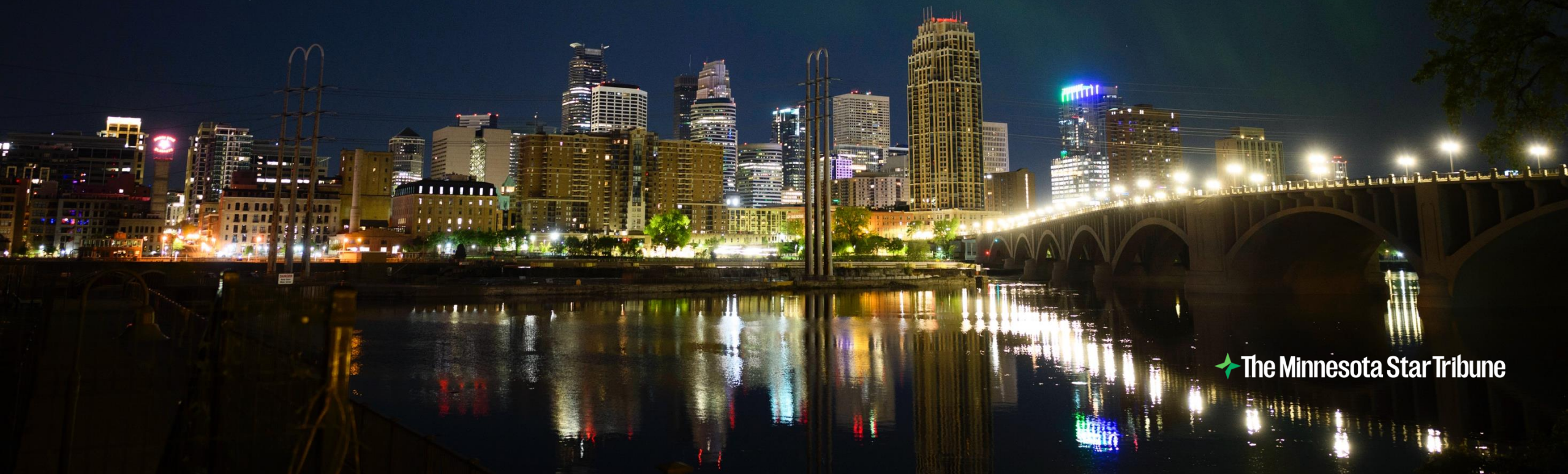
- What resonates with new audiences and what they are willing to pay for



What paths aren't great at measuring:

- Retention
- Engagement on a specific story
- Reach
- Impact
- Demographics
- Stories that don't end up in a path

We are here to help!



Paths Rollout

GOALS:

- Understand paths to set goals/strategy
- Explain paths to others





Talking points:

- New subscriber paths measure **what new audiences value**
- If you're willing to pay for something, it's likely a strong signal that you value it
- It looks at stories a new subscriber viewed in the 30 days before they subscribed and gives equal credit to stories
- Paths have a closer relationship with new subscribers than sessions
- We hope to have more data soon that measures other things important to the Strib
 - Reach, retention, impact, engagement