

Follow the money

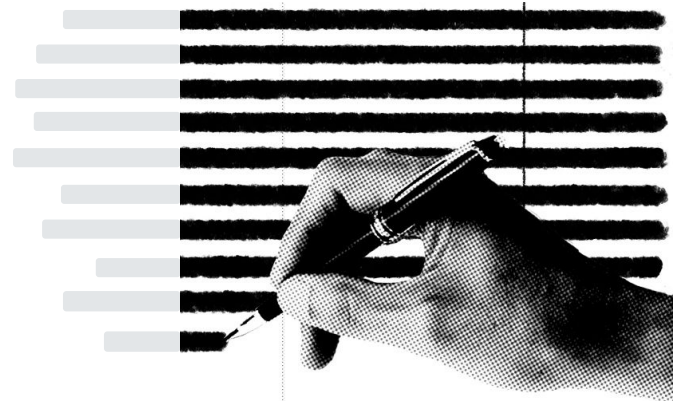


# Dataharvest

How distribution can help build loyalty,  
when your journalism doesn't build habit

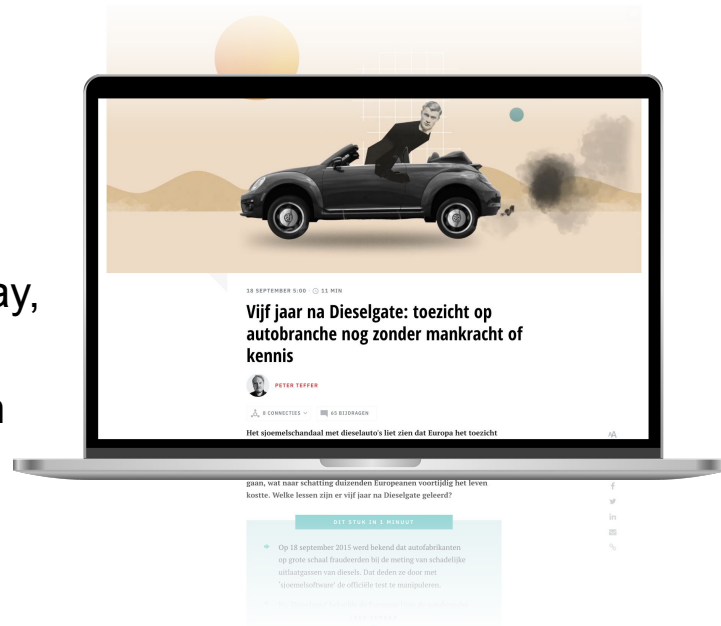
## Our business model is membership-driven and requires a loyal audience

- ➡ We don't allow ads
- ➡ 80% of our revenue comes from membership contributions (22.000 members paying €90 / year)
- ➡ Our vision on audience: we'd rather have 1 unique visitor who reads 10 articles a month, than 10 unique visitors who only read one article
- ➡ So: an editorial rhythm which builds loyalty would be nice...



We are not a newspaper or the eight o'clock news — our publication rhythm doesn't build habit

- ➡ We are a platform for investigative journalism
- ➡ We publish 1, sometimes 2 articles per day
- ➡ We don't serve the same audience every day
  - We publish only 1 article per day. On Monday, this can be a story about health care; on Tuesday an article about agriculture; and on Wednesday, an analysis of the policy of our central bank.



FOLLOW THE MONEY

## Our distribution strategy is based interest



**DOSSIER: JEUGDZORG IN HET ROOD**

In 2015 kregen gemeenten de taak jeugdzorg dichterbij, efficiënter en uiteindelijk ook goedkoper te regelen. Het tegenovergestelde gebeurde: het aantal aanbieders is explosief gestegen, net als het aantal kinderen in het systeem en de uitgaven. Follow the Money onderzoekt wat er misgaat.

Volg dit dossier en krijg een seintje bij een nieuw artikel.

**INSCHRIJVEN**

- ➡ We build many 'hooks' on our platform, to engage with our members
- ➡ Ex: readers can subscribe to an author, a topic, or a specific investigation like the Shell Papers
- ➡ We 'onboard' new members, to make sure they know how use these 'hooks' and persuade them to follow several topics



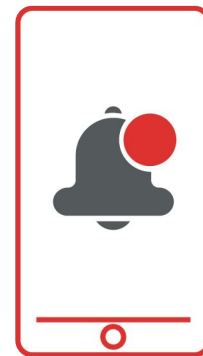
## Distribution

These hooks allow us to communicate with the relevant audience on a personal level.

We have two important distribution channels to proactively reach our members:

1. **Email newsletters**
2. **Our app (push notifications)**

We are able to send targeted emails and push notifications.  
55% of our members engage with us via our app.  
Both email and push notifications open the articles in app.



## Email guides on a specific topic

- ➡ A guide of 4-5 emails
- ➡ About one subject
- ➡ 1 article per day
- ➡ After the last email the guide stops



1. Welkomstmail + eerste artikel (Gids Feyenoord City)	82.1%	47.6%
Immediately after an api call is posted with a subscriber's email id	Opens	Clicks
<a href="#">View subscribers in queue</a>		
2. Tweede artikel (Gids Feyenoord City)	77.4%	52.4%
1 day after subscribers are sent previous email	Opens	Clicks
<a href="#">View subscribers in queue</a>		
3. Derde artikel (Gids Feyenoord City)	72.1%	39.8%
1 day after subscribers are sent previous email	Opens	Clicks
<a href="#">View subscribers in queue</a>		
4. Vierde artikel (Gids Feyenoord City)	72.4%	33.0%
1 day after subscribers are sent previous email	Opens	Clicks
<a href="#">View subscribers in queue</a>		
5. Vijfde artikel (Gids Feyenoord City)	75.0%	37.7%
1 day after subscribers are sent previous email	Opens	Clicks
<a href="#">View subscribers in queue</a>		

