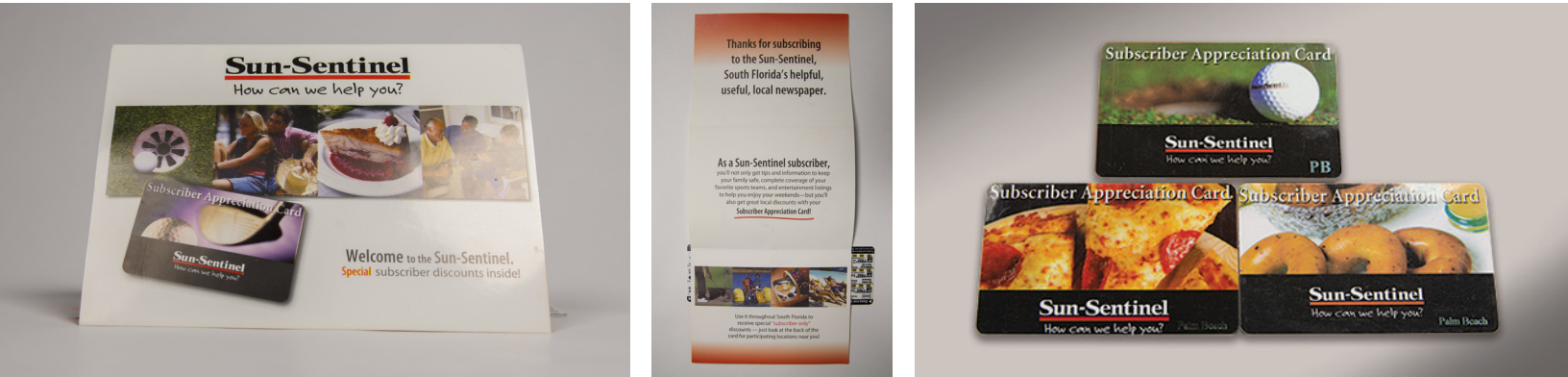


Three Audiences. Three Unique Rewards Cards.



When the Sun-Sentinel in South Florida told us about their challenge of building subscriptions for three very different target audiences, we assured them we could help.

THE TARGET AUDIENCE

To equip the Sun-Sentinel with a gift that would excite new subscribers about renewing their subscription at the end of the trial period, we created three Rewards Cards as incentives – one for each audience.

- #1 – Snowbirds who spend 1-3 months in the region
- #2 – Year-round, affluent residents
- #3 – Year-round, less-affluent residents

THE REWARDS

Each card featured free offers from local businesses. All of the offers were valid for 14 months.

Audience #1 – We enticed golf courses to collectively contribute 36 free rounds of golf – a \$1,000+ value. The moment the Snowbirds landed in the area, they were able to begin redeeming the offers.

Audience #2 - We provided offers that existing subscribers could enjoy year-round at fine-dining restaurants, salons, theaters and other high-quality establishments.

Audience #3 - We provided free offers specifically for discounts at a variety of restaurants that specialize in or offer pizza as a main menu item.

THE RESULTS

The newspaper reported **renewal subscriptions of 15-25%** between the three different markets.

This is the typical success rate publications see when their trial subscription includes a **Subscriber Appreciation Card** developed and produced by GoalGetters. When a newspaper is seeking renewals, their subscribers are still enjoying the offers on their Rewards Card. Whether they received the Rewards Card for signing up at their front door, at an event, in the supermarket, or over the phone, it's a gift so meaningful it makes it a no-brainer for many of them to say yes to the renewal.

If you'd like more examples of how we help publications boost revenues with Rewards Cards, please contact us.