

# SUCCESS STORY

**How BNP Media Preserved  
Revenue With Its Paid  
Expirations Win-Back Campaign**



**Brandon Decker**  
HEAD OF GROWTH  
MARKETING  
BNP Media

# The Goal

Win-back former paid subscribers who are 6-24 months post expire through an Odyssey Voyage with multiple touchpoints including:

- Email
- Direct Mail
- Telemarketing
- On Site Personalizations
- Social Media Campaigns (Facebook)

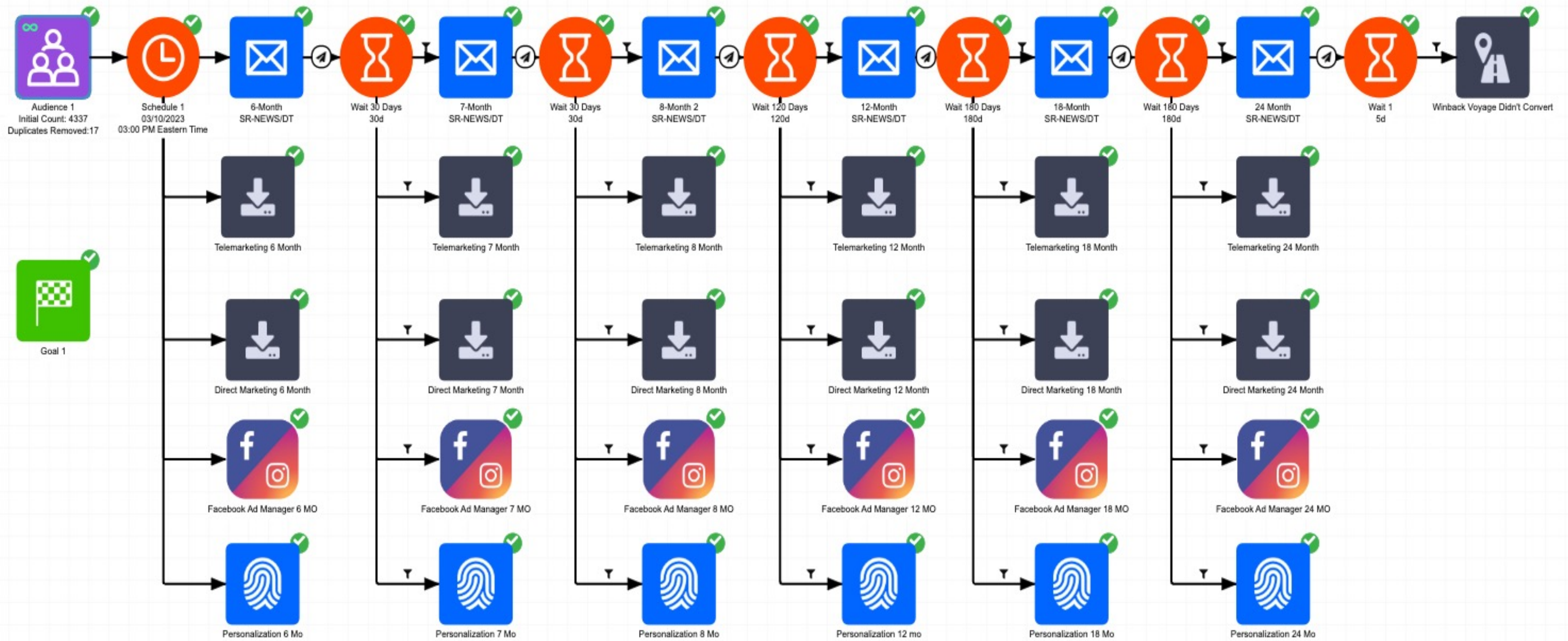


# The Strategy

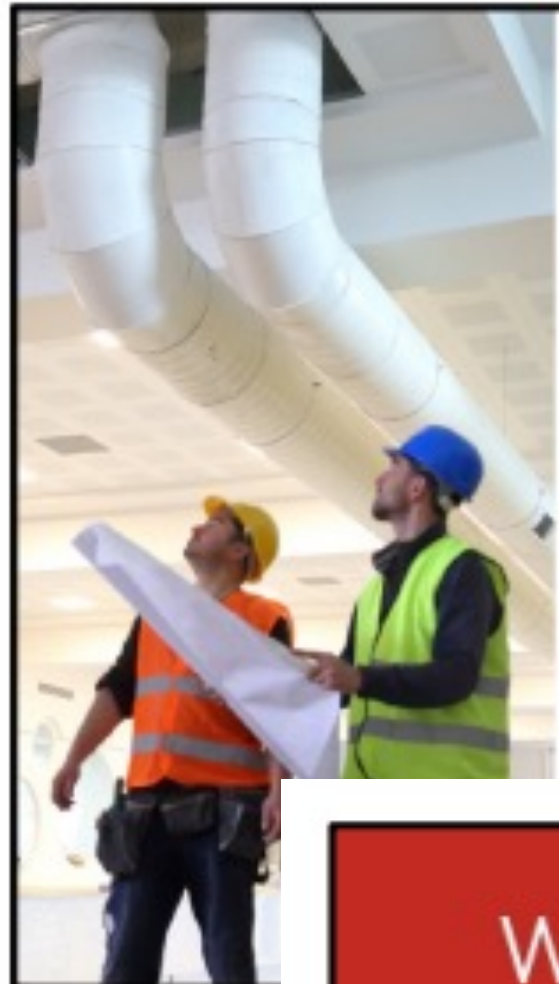
Through an extended Odyssey voyage, expired subscribers receive special offers based on how many months they have been expired.

- 6 months - 10% off
- 7 months - 10% off
- 8 months - 10% off
- 12 months - 20% off
- 18 months - 25% off
- 24 months - 30% off

# The Details



# Personalization



Air Conditioning | Heating | Refrigeration  
the **NEWS**  
We have a lot to share – come back now and **GET 10% OFF**  
THE HVACR INDUSTRIES

Welcome back offer – **GET 10% OFF.**

That's **\$3.59 a month** for the most trusted source in the HVAC industry.

Air Conditioning | Heating | Refrigeration  
the **NEWS**



# Social Media



**20% OFF**  
Welcome Back Offer

Air Conditioning | Heating | Refrigeration  
the **NEWS**  
The **ACHR NEWS** posts over **100 articles** a month covering:

- Breaking industry news
- The latest industry trends
- Supply chain issues, workforce development, and refrigerant legislation
- *And much more!*



Air Conditioning | Heating | Refrigeration  
the **NEWS**  
**LAST CHANCE –**  
**We really miss you!**

As low as  
**\$2.79 a month.**

# Email

Air Conditioning | Heating | Refrigeration  
the **NEWS**

**We have a lot to share-  
come back now and  
GET 10% OFF!**



**SUBSCRIBE NOW!**

Dear @**{first\_name}**@,

So much can happen in the HVAC industry!  
Get the latest industry trends, breaking news  
and innovative products with *The ACHR  
NEWS!* Keeping you connected and informed  
is a big part of why we'd like you to consider  
coming back.

**Don't miss this special offer!**

**Come back today  
for as low as  
\$3.59 A MONTH!**

the **NEWS**     



# Direct Mail

Direct Mail


**ENR**  
Engineering News-Record

<FNAME> <LNAME>  
<ADDR>  
<CITYSTATE> <POZIP><POZIP>

**20% OFF**  
with ENR *UNLIMITED*

Come back and save with  
ENR *UNLIMITED!* Get more with  
unlimited access to enr.com, plus:

- The first to access our Top Lists on ENR.com
- Member-only Newsletters: ENR Daily News Alert and Weekly Insider
- Free Continuing Education Credits
- 70+ Webinars
- *And much more!*



**3 Ways to join for as low as \$86/year!**

**VISIT** - enr.com/winback12 **CALL** - (844) 652-8994 and ask for offer code **ENRWinback2DM12S4** **MAIL** - completed form

\*Detach and return in the postage-paid envelope provided

**YES!** I want to join ENR *UNLIMITED* for full access to the latest construction and engineering news.

**CHOOSE YOUR MEMBERSHIP:**

- 24/7 Unlimited Digital Access **\$86/year**
- Print + 24/7 Unlimited Digital Access **\$115/year**

**SELECT YOUR PAYMENT OPTION:**

- Check enclosed (payable to Engineering News-Record)

Charge my:  Mastercard  VISA  AMEX

Card Number \_\_\_\_\_ / Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_ / Date \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ / State \_\_\_\_\_ / Zip \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_  
Phone Number \_\_\_\_\_  
E-mail (E-mail required for full member benefits) \_\_\_\_\_

Promo Code: ENRWinback2DM12S4  
CID <CUSTOMERID>

Not valid with any other offer or to current active members. Your membership may be tax deductible. This information will be used to verify your identity and may be shared with our advertising partners in order to facilitate the delivery of ENR. If you would like, you can receive a copy of the applicable privacy policy through email or you can read it online at www.enr.com/privacy. You may cancel your membership at any time and receive a refund on all unexpired issues. If you have any questions regarding memberships, please go to www.enr.com/help.

# Results



ACHR has sent to 6, 7 and 8 month groups to date for a total of 395 conversions.

509 conversions came from the telemarketing campaigns.

AR has sent to 6 & 7 month groups to date for a total of 388 conversions.

Revising ACHR & AR voyages in Q4 with updated pricing.

# Next Steps

BNP will be evaluating the performance of each effort at the 12 month mark for ACHR and AR.

BNP will also be launching the voyage for ENR's win-back campaign in Q4.

- Removing paid channels from months 6-8
- Focusing on digital efforts for month 6-8 to minimize expenses

**Questions?**