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Getting to know your readers
Making D2C work

Aims and scope



Why D2C matters



The Guardian's approach to D2C book retailing



Experimentation and results



The importance of customer profiling



Some challenges and suggestions

Why D2C?



Own relationship with readers



Gather data



Data-driven publishing



Drive backlist sales



Improve margins



Owning the relationship



Aims of the Bookshop relaunch



Merge together two websites



Increase traffic



Deliver better customer experience



Grow our database



Better reflect our editorial content

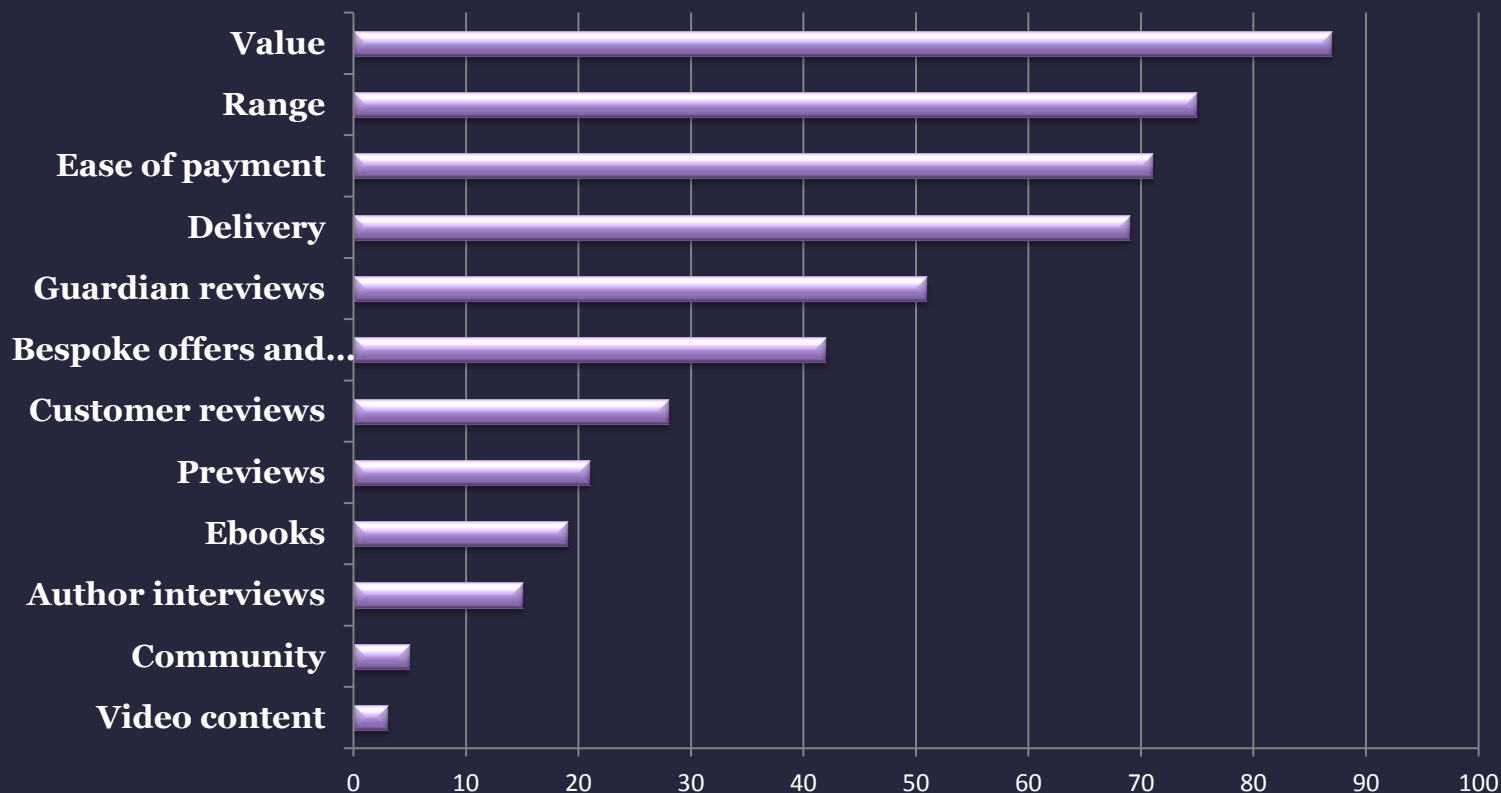


Significantly grow revenues



Find out what our customers want

What do people want from a Guardian book service?



What can we deliver?



the guardian



The results – as a general retailer



150% YOY growth in Y1



25-30% YOY growth each year since



Increased marketable database to 150k



Good response to our tailored offers



ARPU increased 35% YOY

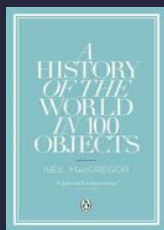
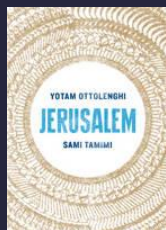
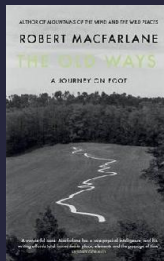
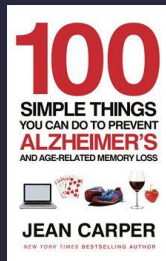
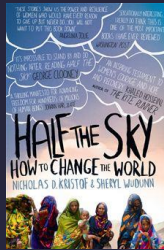
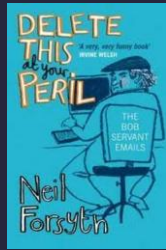


Basket size increased from 1 to 1.4 books



Our sales and audience were unique

Celebrating our difference



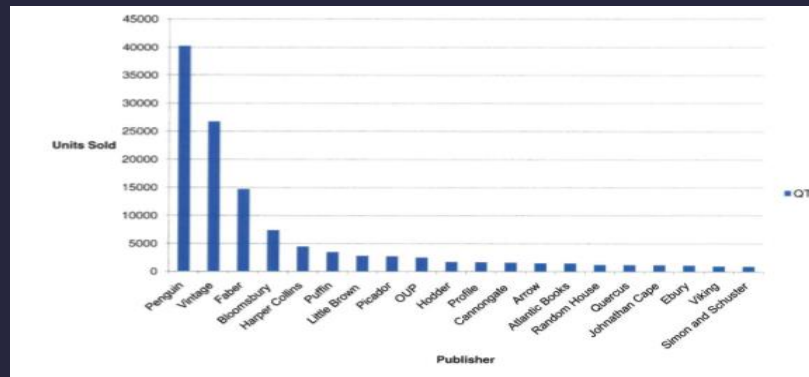
Compared to general trade top 100

Only 3 titles crossover

60% hardback compared to 21% trade

Average price of £18.37 Vs £9.89

21% fiction compared to 78% trade



The impact as a publisher



Increased range = increased traffic

Improved margins

Marketing and communication

Retain data

Average D2C sales

24%



20%



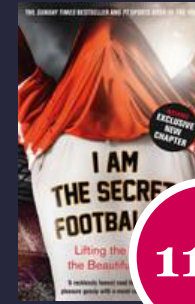
17%



21%



33%



11%



40%



Who are they?

Demographics

Profiling our customers



48%



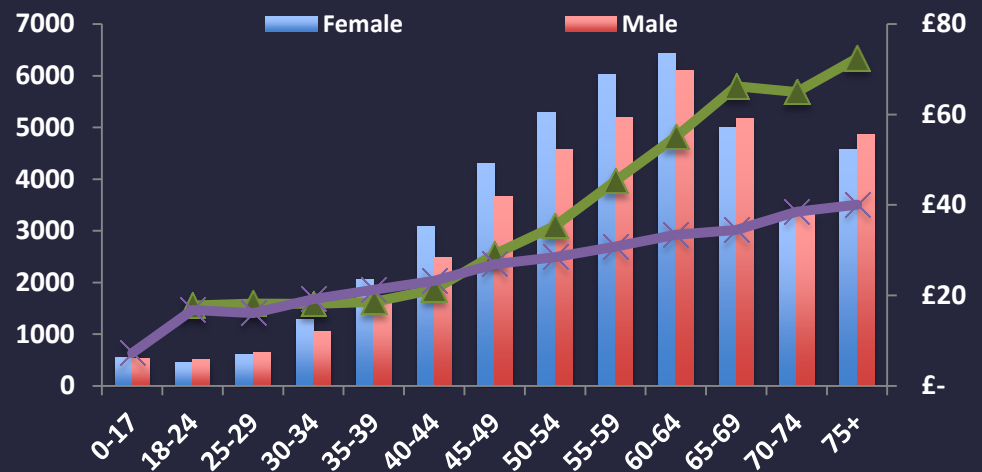
52%

Demographic profile: 50+, retired

Household profile: Affluent, Volvo owner, grown up children

Geographical profile: SE England, some rural isolation

Interests: Gardening, wine, books!



The propensity model

Cross-section of Guardian database – 300k



Propensity analytics – 70k matches

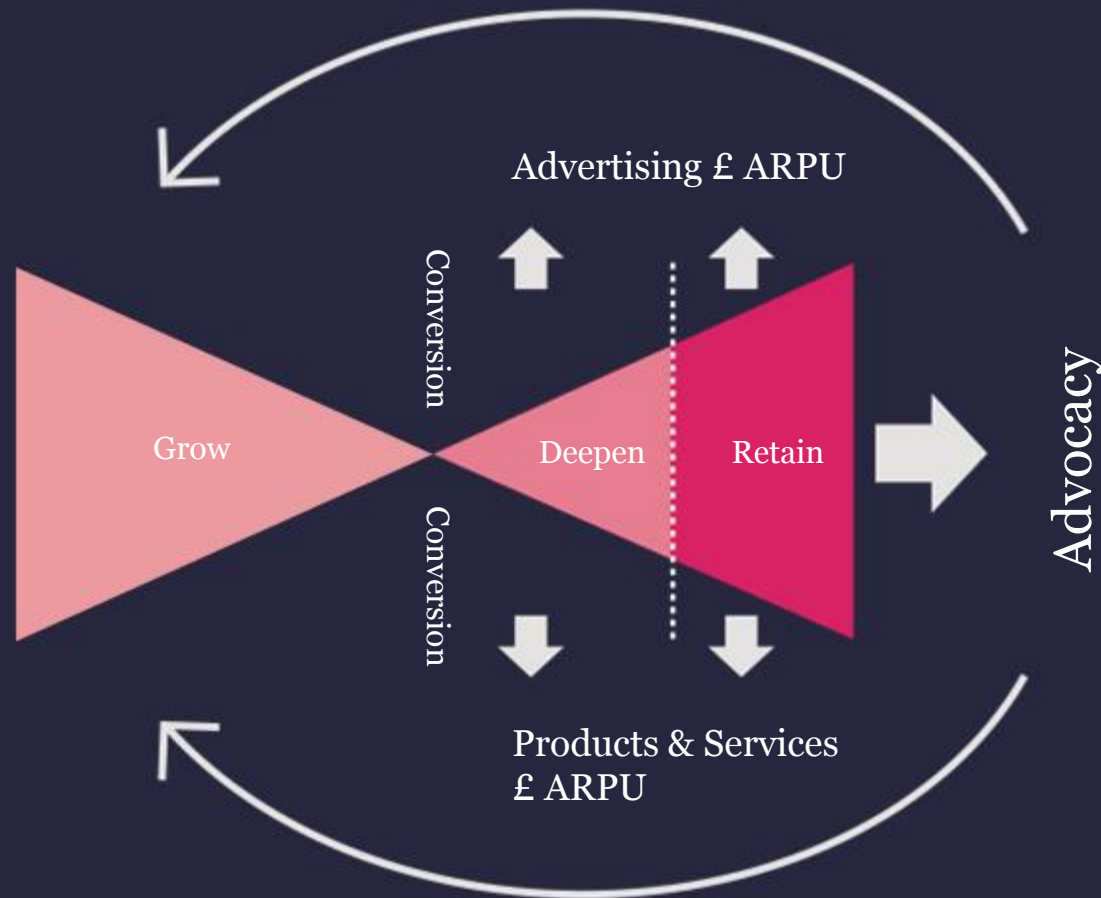
The Guardian bookshop newsletter



0.7% response
– £10k rev



The customer journey



The Challenges



- 1 The bar keeps getting higher
- 2 Delivery
- 3 Potential brand damage
- 4 Ebooks
- 5 International opportunities limited
- 6 Multi-platform channels
- 7 Appealing to readers of the future

Suggestions



- 1** Don't forget the basics: Value & Service
- 2** Work out where your brand strengths are
- 3** Add value – but the right value
- 4** Understand your customer profile
- 5** Have a clear marketing strategy
- 6** Consider more collaboration
- 7** It's time to invest



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Thank you

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