Kompas.id Study Case: Digital Subscription Business in Indonesia during Covid-19 Pandemic (2020)

[Asian Media Leaders e-Summit 2020]
Covid-19 Pandemic in Indonesia (2020)

On March 2nd, President of Indonesia announced the first case in Indonesia and claimed that the government was ready for Covid-19.

March-April, Covid-19 was spreading to other big cities in Indonesia. Turned out that we were not ready. Nobody was.

On April 10th, Jakarta (capital of Indonesia) implemented its first phase of regional lockdown, followed by other cities.

From April ‘till now, advertising and circulation revenue of printed newspaper continue to decline. Business is down so brands don’t advertise and some people are afraid that newspaper will carry Covid-19 on its surface. Kompas.id digital subscription becomes a perfect way to maintain existing audience and acquiring new ones.

Note: all news taken from Kompas.id
We need to convince our audience that the newspaper production process is always in accordance with the health protocol for Covid-19.
Brand Marketing Campaign:
Covid-19 Health Protocol for Newspaper Production
Brand Marketing Campaign via Social Media

2,047 views • Liked by ceciliagandes and raiskandar hariankompas


Anda begitu berarti bagi kami. Kepercayaan dari Anda menjadi penguat dan penyemangat bagi kami untuk terus berubah dan beradaptasi menjadi lebih baik lagi. Terima kasih telah menjadi #kawandalamperubahan hingga kini.
We need to give our audience trusted information about Covid-19, and at the same time, preparing ourselves for the worst: printed newspaper production and distribution is prohibited by the government as a way to reduce the spread of the virus.

Kompas.id digital subscription audience growth is a must!
Direct Marketing Campaign: Kompas.id Free Access - KOMPASWFH

Main Message: Kompas Daily recommends its readers to try and access Kompas.id for free using KOMPASWFH voucher code, suppose that there are complications in printed newspaper distribution due to the Covid-19 pandemic.

Features to Try: Some features and special contents readers can consume on Kompas.id platform.

Landing Page to Register: Readers can register here with a few profile data inputs and entering KOMPASWFH voucher code.

Kepada Pembaca Setia,
Mohon maaf layanan pengiriman koran Kompas Anda kemungkinan terganggu. Silakan baca informasi terkini melalui Kompas.id secara GRATIS selama 1 bulan dengan kode KOMPASWFH.

Nikmati beragam fitur pilihan seperti ePaper, Lensa Berita, Tutur Visual, dan lainnya.

Daftar segera di klik.kompas.id/kerjaDirumah

Informasi lebih lanjut mengenai layanan pengiriman koran & akses kompas.id, hubungi: WA Hotline Kompas 0812-900-50-800
KOMPASWFH Campaign (March 17th – May 31st)

12,089 users claim Kompas.id free access via KOMPASWFH Campaign

- **Sex**: 79% male
- **Age**: 63% under 44
- **Channels**: 68% Own Channels
- **Membership**: 44% New Users
Direct Marketing Campaign: Kompas.id Free Access – 1st Page QRCode

Snap QRCode to get free access to ePaper (and Kompas.id). Banner with dazzling color informing readers about QRCode on the upper left corner of newspaper (every Wednesday).

Membership

- 29% New Users
- 71% Existing Users

April 1st – June 30th
3,478 users claim their free access to ePaper (and Kompas.id) by snapping the 1st page QRCode.
Direct Marketing Campaign:
Kompas.id Special B2B Collaboration - Traveloka

April 27th – June 30th
8,649 users claim their Kompas.id free access

Membership

- Existing Users
- New Users

- <20
- 21-44
- >44

- 71% new users
- 72% under 44

Traveloka sends email to their selected audience offering Kompas.id free access.

Kompas.id plans to send email marketing to Traveloka’s converted audience to renew their access, offering several discount programs.
University of Indonesia (West Java)
College students: 46,301

Christian University of Satya Wacana (Central Java)
College students: 18,586

University of Airlangga (East Java)
College students: 36,212

Universities use Kompas.id IP-based news service so their audiences can access Kompas.id for free as long as they are using registered university’s WiFi.

On June, after regional lockdowns are loosened, 3 universities renew their Kompas.id IP-based news service.
Direct Marketing Campaign:

**Kompas.id On-web Banner and Email Marketing**

Offering Discounts on Subscription

**March 1st – June 30th**

319 months subscribed

Non-logged in visitors get on-boarding banner offerings discounts on **Kompas.id** subscription plans.

**March 1st – June 30th**

161 months subscribed

**Main Message:**

Don’t miss out! Here are 3 big and interesting news from previous week. Sent every Wednesday to non-paid users.

**Main Message:**

Several discount offerings on **Kompas.id** subscription plans.
Direct Marketing Campaign: Kompas 55th Anniversary Promo (3 days)

86% of DIRECT transaction comes from Kompas.id own communication channels.

Kompas.id On-web banner
Kompas.id Email Marketing
Kompas.id Push Notification

46% transaction is INDIRECT (latent): people are using SEMARAK55 discount voucher without following the predetermined promotion digital funnels.

1,295 month subscribed

Own channel
External channel

Print Ad
TV Running Text
Social Media (Organic & Ad)
Radio Ad
WhatsApp
Kompas.id Active Paid Users Index (2020)

Note: January 1st as base, paid users pay their access using cash, personal data, or special B2B collaboration.