Habit Forming News Products
How can newspapers be the kings of habit (again)?
Newspapers were the kings of habit...
Reinventing Digital Editions

Best Practices

Reader Insights

Habit Formation

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Habits can be formed through carefully designed habit loops

**ROUTINE**
The physical, mental or emotional behavior that follows the cue

**CRAVING**
This powers the habit loop

**CUE**
A trigger that tells your brain which routine to use

**REWARD**
A positive stimulus that tells your brain that the routine works well

**TRIGGER**
1. Internal trigger - What does the user really want?
2. External trigger - What gets the user to the product?

**ACTION**
3. What is the simplest behavior in anticipation of reward?

**INVESTMENT**
5. What is the “bit of work” done to increase the likelihood of returning?

**VARIABLE REWARD**
4. Is the reward fulfilling, yet leaves the user wanting more?

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CHARLES DUHIGG
CharlesDuhigg.com
@cduhigg

NIR EYAL
NirAndFar.com
@nireyal

@TwipeMobile
READING ACTIVITY 3 TIMES PER WEEK IS THE TIPPING POINT FOR HABIT FORMATION
1. Be where your readers are

- Evening digital-only edition to cater for a new audience
- Same time every day
- Quizzes and games
- Freemium model for discovery
2. Bring **the right content to the right readers**

49% reduction in churn with JAMES, Your Digital Butler

*Data source: Content experiment from 1-Feb-2019 to 12-Mar-2019*
3. Invest in good product experience

When the team reduced the load time from 9 seconds to 5.5 seconds, they saw a 49% increase in subscriber conversion on the homepage.

Mathias Douchet
Product Director at The Telegraph
4. Transform your organisation

“The one thing that I needed to foster and change is the culture of our organisation.”

Eugenie Van Wiechen
Managing Director at FD Mediagroep
5. Focus on the right metrics

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<tr>
<th>HORIZON</th>
<th>ACQUISITION</th>
<th>ONBOARDING</th>
<th>RETENTION</th>
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<tbody>
<tr>
<td>Goal</td>
<td>66 DAYS</td>
<td>FIRST WEEK</td>
<td>EVERY MONTH</td>
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<tr>
<td></td>
<td>Visit 3 times/week</td>
<td>Interact min. 3 times</td>
<td>Read 10 times/month</td>
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New tool: Habit Formation Canvas for News Media

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<th>BUSINESS GOAL</th>
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<td><strong>HABIT</strong></td>
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<tr>
<td>- Content:</td>
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<td>- Timing:</td>
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**BUSINESS IMPACT - KEY METRICS**

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