Next Digital publishes Hong Kong and Taiwan's most-popular and highly regarded newspapers and magazines, and operates its most-visited news portals. Apart from the popular print media, the group engages in web-commerce business through different platforms and portable devices. Now it is expanding the scope of operations to include animated news, mobile games and apps.

A New Biz Model enabled by Marketing & Service Cloud

Challenge

1. There was a change in readers' behaviour, more readers have been using free online portal.
2. Next Digital started to develop its online operation and looking for new ways to monetize its digital offering,
3. There was a lack of single view on membership data & billing.
4. As the pioneer of online paid subscription, Next Digital needed consultation before it could come up with a customer journey strategy.

Salesforce Solution

1. Marketing cloud generates welcome email for new subscribers, which facilitates member engagement and online paid acquisition.
2. Marketing cloud automates promotion workflow for different media platforms in Hong Kong, Taiwan and oversea regions, which enables more social connection and more income streams.
3. Service cloud integrates with existing membership and billing system, which provides a more comprehensive view of customer profile for call centers in different regions.

Laputa Service

1. Laputa conducted a paid study to learn what was needed and subsequently earned the 2nd contract to implement the Marketing & Service Cloud. Implementation was completed in mere 8 weeks in order to accommodate the urgent subscription program launch.
2. Post implementation, Next Digital initiated a free subscription model and generated more than 2 million subscribers. Next Digital then started charging its subscribers and 800,000 of them were converted to paid subscribers.

LAPUTA | Cloud Technologies

Marketing Cloud

Service Cloud

8 Weeks
Implementation

800,000
Paid Subscribers

salesforce

Industry: Media   **Segment: EBU**