

Innovate now to thrive in the future

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A short introduction to FT Strategies

We enable companies to build revenue-generating digital relationships with their audiences, in order to future-proof their businesses and thrive in the digital economy.



Our capabilities

We offer clients expertise in five key areas - directly from our consulting team and also in partnership with FT practitioners

Customer Engagement

Put customer centricity at the heart of your product by identifying what your customers truly value.

Membership & Subscription

Utilise industry leading data science to drive loyalty, reduce churn & serve customers better.

Culture Change

Build a data-first organisation & unify your people around a single metric of success.

Digital Innovation

Experiment, innovate and rapidly prototype new customer models, building a strategy for change.

Advanced Analytics

Diagnose issues, find the drivers of value, and identify key metrics for improvement.

Some of our clients



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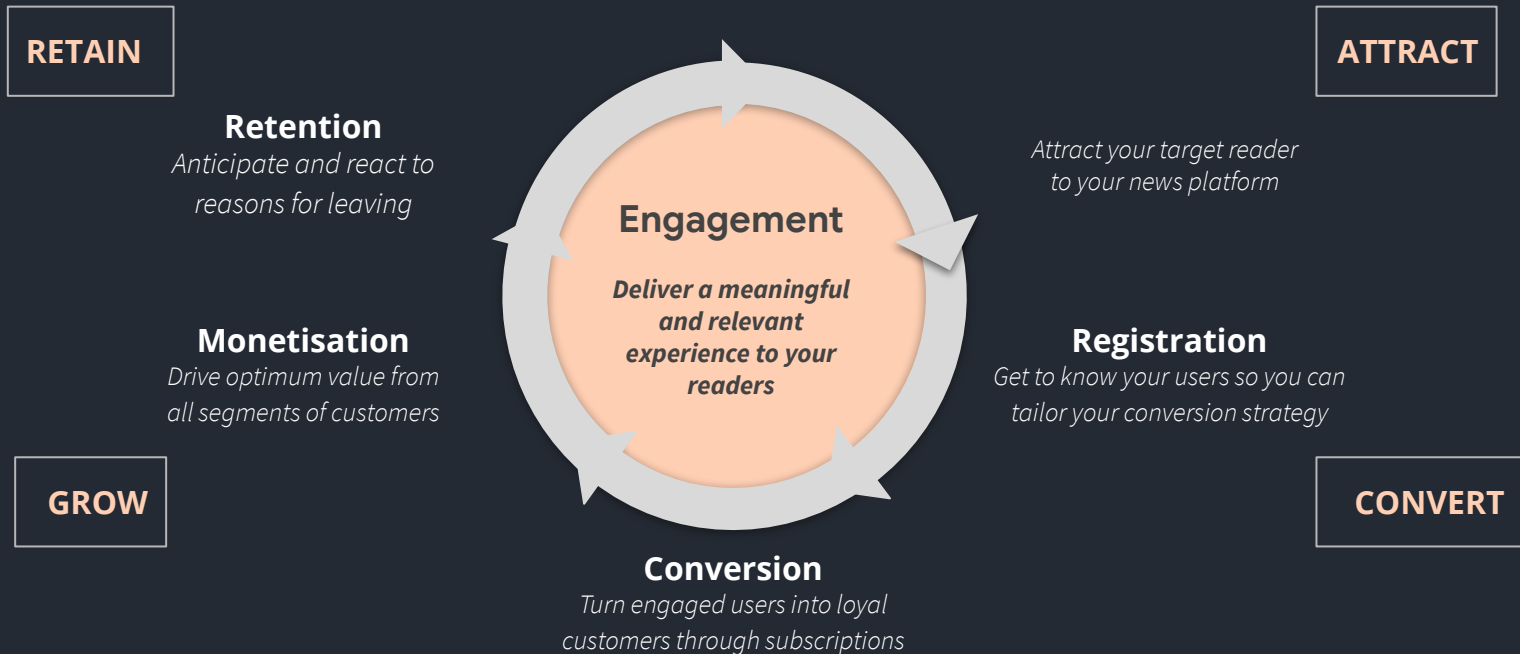
1. What: Solving for what really matters
2. How: Galvanising the organisation with a powerful vision
3. Who: Activating and accelerating performance



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Solving for what
really matters

WHAT

For us, focusing on engagement is central to building a successful subscriptions model



At the FT, we use RFV as an engagement metric

A measure of a reader's habit and loyalty comprised of three variables:

- time since last visit (**recency**)
- number of visits in the last 90 days (**frequency**)
- amount of counted content read in the past 90 days (**volume**)

It is the most powerful and predictive metric regarding subscriber lifetime value

- Pushing a subscriber over the 18.2 threshold has a **huge impact on their cancellation rate**, and any increase in engagement has a positive impact on a user's **lifetime value**.

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Aligning behind
your North Star

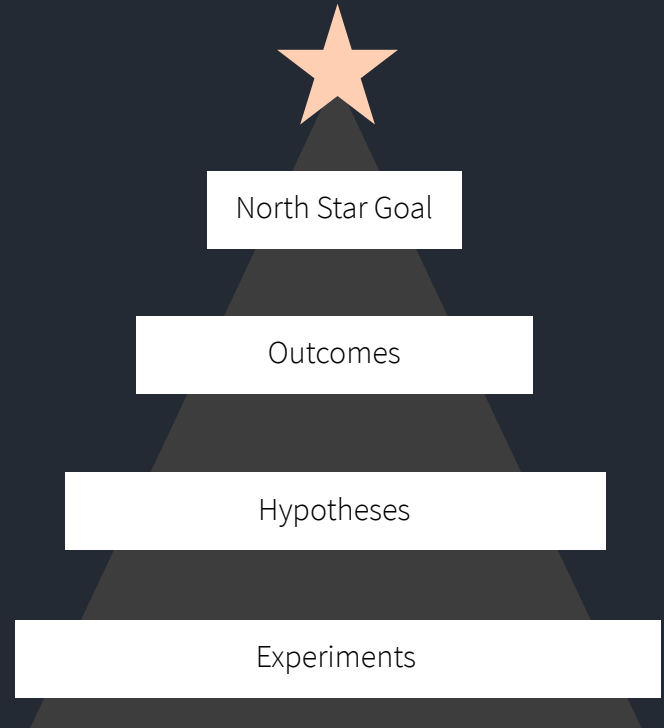
HOW

Our proven North Star methodology has delivered outstanding results for the FT and clients

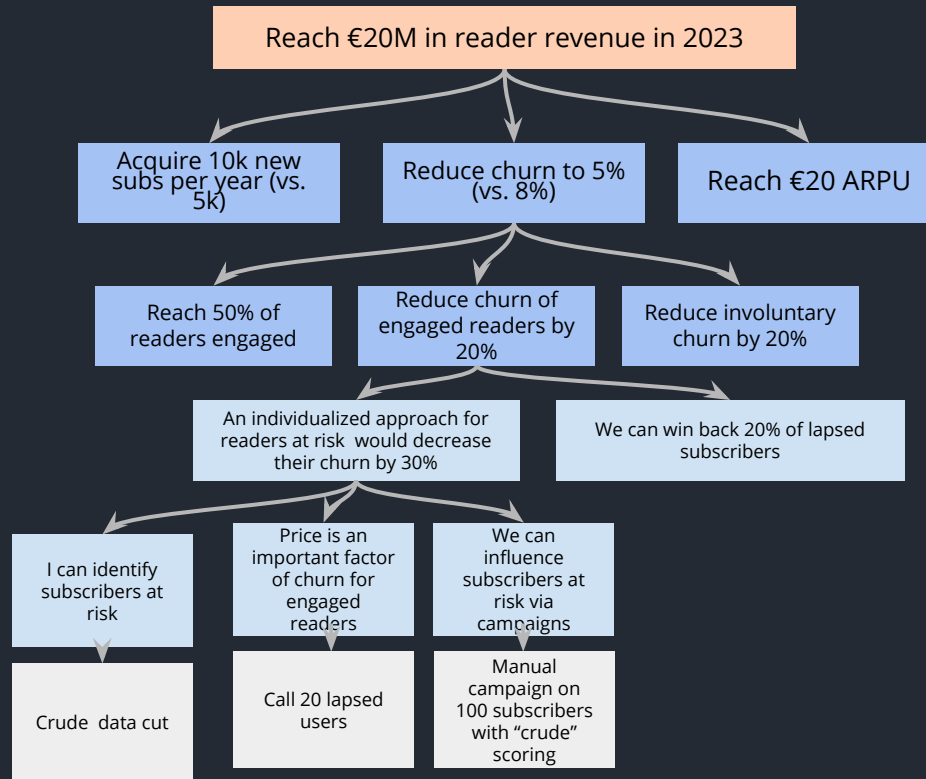
North Star is the model used by the Financial Times that helped to achieve the goal of 1M paying subscribers in 2019.

It brings clear, unambiguous focus to the destination you are aiming for.

It combines strategic design with innovation practice to provide a framework that every individual in the organisation can work within, connecting operational activities (and metrics) to the wider strategic context



How North Star creates tangible outcomes and organisational alignment



What do you want to achieve in 3-5 years?

What does success look like? What business outcomes must be reached to make my goal possible?

What activities do we believe will generate the outcomes? What are the underlying assumptions?

What is the shortest and lowest cost route to test those hypothesis? How can we de-risk those assumptions?



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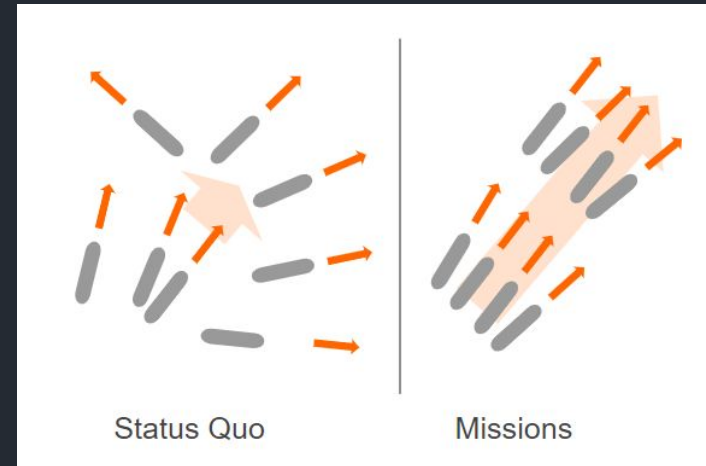
Activating and
accelerating
performance

WHO

Missions align multiple people in different departments to a single fairly narrow purpose

Multi disciplinary teams with a common identity and goals, even though individuals are drawn from B2B, B2C, Editorial, Data, Finance and Product & Technology.

They consider all the activity across the departments that support the mission and and the Mission **Objectives and Key Results (OKRs)**.



1.5M subscribers by 2023
+
and a focus on lifetime value

Acquire

Acquire customers who stick with us.

As measured by:

- Revenue achieved from Acquired Customers is £XM (up from Zk)
- X% of acquired readers are engaged
- ...

Retain

Keep customers with a subscription to journalism that they value

As measured by:

- We have Xk Retained Engaged Subscribers (up from Yk)
- Improve our Engaged Subscriber Retention Rate to X% (up from X%)
- ...

Transform

Deliver the right tools and capabilities to accelerate subscription growth.

As measured by:

- Identify the five biggest blockers in our ways of working that would have the largest impact
- Lifetime value is our North Star