

Renewd Monthly Pulse Survey for September 2020

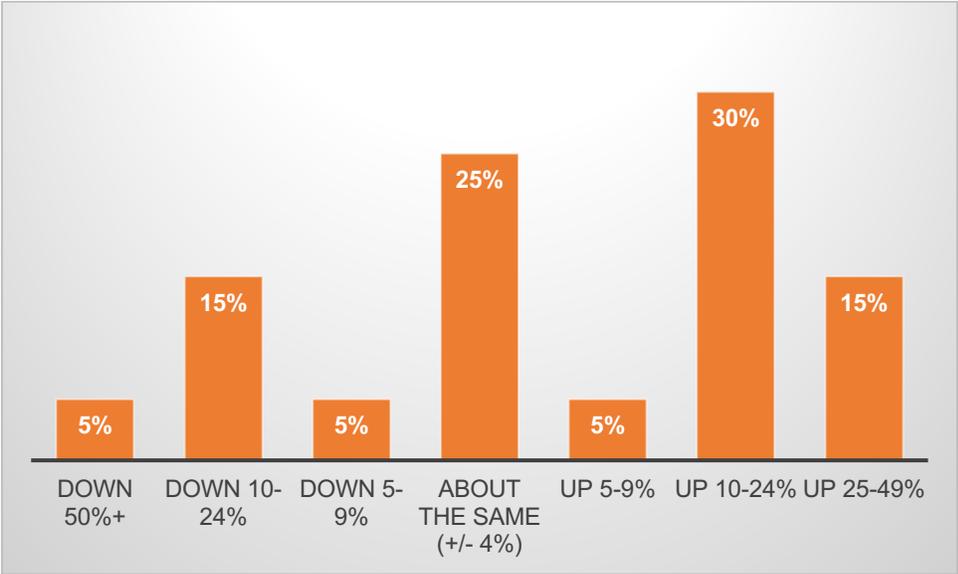
Executive Summary

- Revenue and optimism trends
 - As would be expected, event revenues are still down (67% reported a decline) while many have experienced a bump in subscription lines of business (50% reported an increase)
 - Compared to the July pulse survey, our outlook for subscription businesses remains relatively positive (+10 Net Optimism Score*). Our outlook on events is still negative, but to a lesser degree (-13 vs. -30 last time).
- Business development levers
 - As for sales and marketing strategies that have become *more* effective over the past six months, the most frequently cited channels are: email marketing, SEO, and telemarketing/telesales
- Benchmarking
 - The average open rate on promotional (non-editorial) emails was 10% and click through rate 3%
 - As for cart abandonment, the average was 42%, although there was a large range
- Virtual vs. In Person work environment
 - 64% of respondents said they will move to a hybrid working model when the pandemic ends, while 36% said they will go mostly or fully virtual. No one said they would go back to fully in person
 - 72% of respondents noted that in the remote work environment, productivity has stayed the same or actually improved
- The biggest successes over the past month were mainly around
 - Virtual event performance (typically more profitable than expected)
 - Launching new products
 - Hiring new talent
- The biggest bottlenecks include
 - Getting the tech right
 - Having enough time/resources
 - Keeping the teams motivated and focused in a virtual work

Detailed charts follow. We're always looking to improve. Send questions and comments – including ideas for future survey questions – to Rob Ristagno at rob.ristagno@sterlingwoods.com

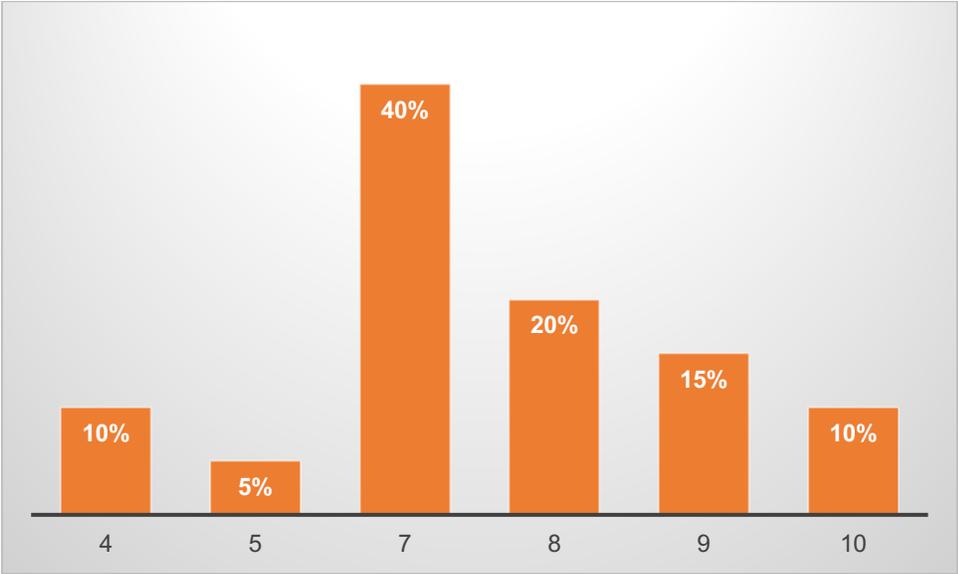
Detailed Charts

For paid subscription and membership revenue streams of your business, how were September 2020 revenues compared to September 2019 (percentage change)?

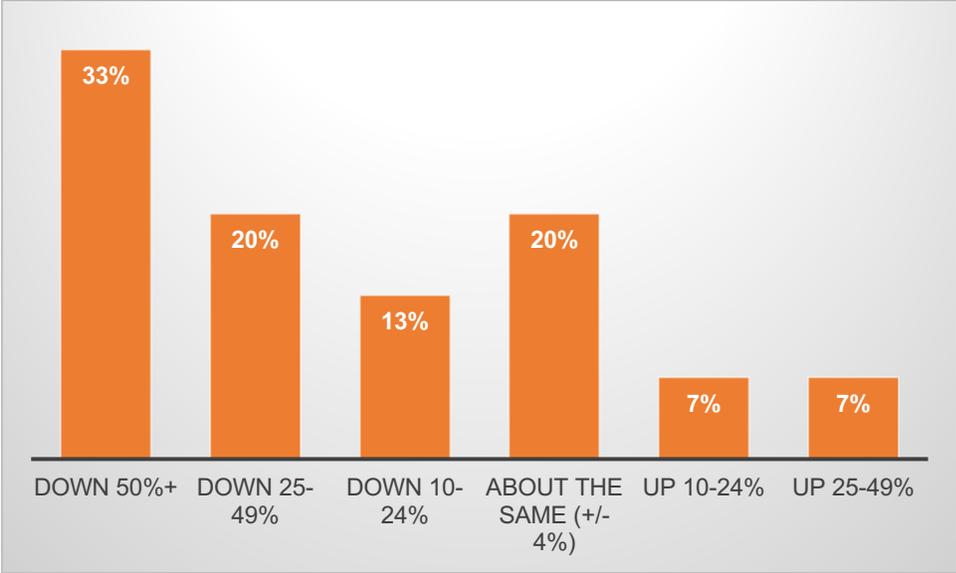


Executives are slightly optimistic about the next 12 months for Subscriptions and Memberships. Net Optimism Score* is +10 (plus ten).

On a scale of 1-10, how optimistic are you about your paid subscription and membership lines of business over the next 12 months.

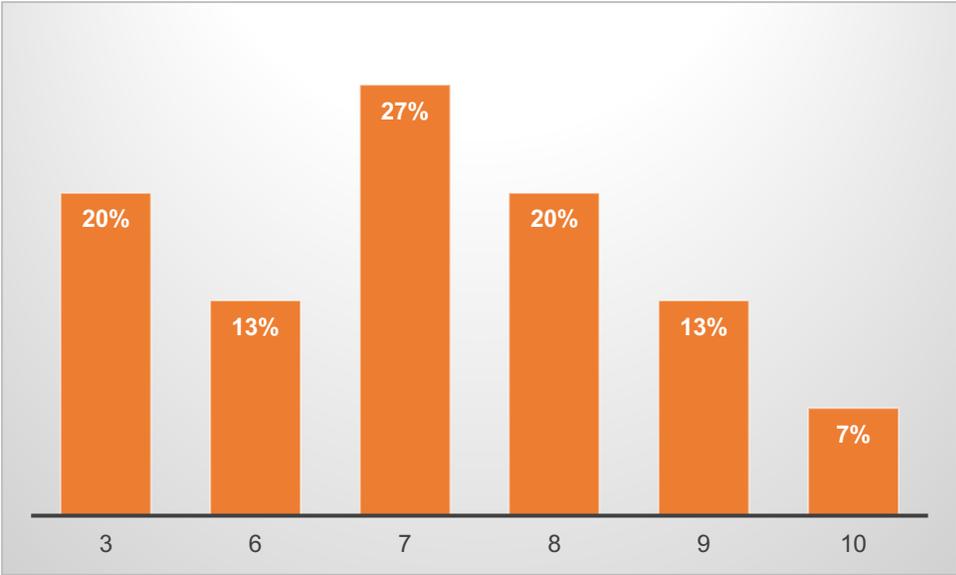


For event revenue streams of your business, how were September 2020 revenues compared to September 2019 (percentage change)?

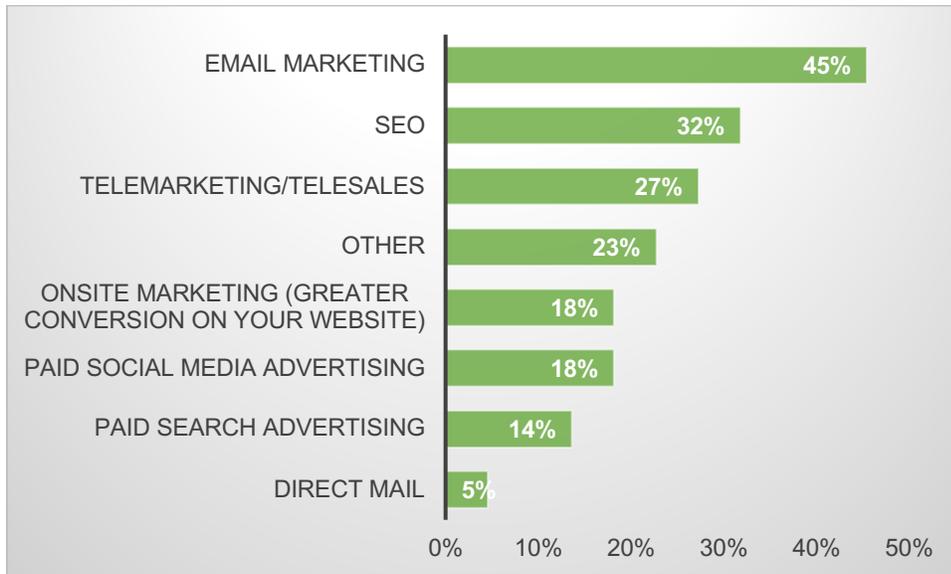


Executives are less optimistic about the next 12 months for the Events business. Net Optimism Score* is -13 (negative thirteen).

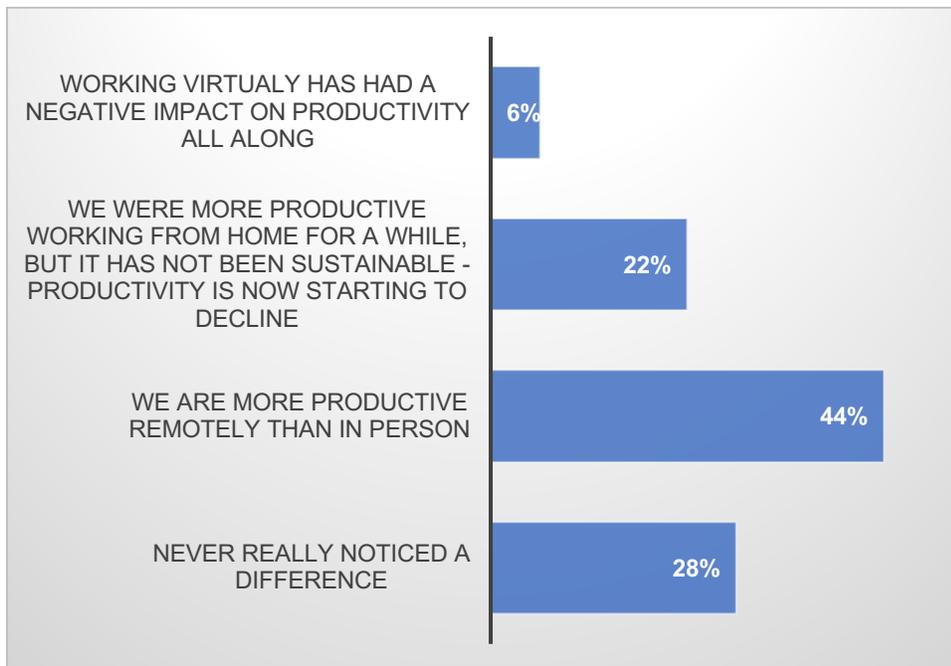
On a scale of 1-10, how optimistic are you about your event lines of business, whether in person or virtual, over the next 12 months (1=extremely pessimistic, 10=extremely optimistic).



Which of the following channels, if any, have become more productive for you over the past six months?



As a result of your experience with working from home, what is your outlook for the future, once the pandemic is under control?



*Net Optimism Score = percentage who selected 9 or 10 minus percentage who selected 6 or lower