DANIELA SCHMITT

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EDUCATION

Postdoctoral Research Fellow at *The Wharton School at the University of Pennsylvania*, Philadelphia, PA, USA, January 2020 - Present

Ph.D. in Marketing (summa cum laude), Advisor: Florian Stahl, *University of Mannheim*, Mannheim, Germany, October 2019

Visiting Scholar at *The Wharton School at the University of Pennsylvania*, Philadelphia, PA, USA, Spring & Fall 2016, Spring & Fall 2018, Spring 2019

Master of Science in Business Administration esp. Marketing, *University of Mannheim*, Mannheim, Germany, October 2013; Visiting Student at *HEC Montréal*, Montréal, Canada, Fall 2011

Bachelor of Science in Business Administration, *University of Mannheim*, Mannheim, Germany, June 2010; Erasmus Program at *EDHEC Nice*, Nice, France, Fall 2009

RESEARCH INTERESTS

Digital Marketing, Media Consumption, Pricing, Customer Value Management, Big Data Analytics, Natural Language Processing, Machine Learning

CURRENT RESEARCH PROJECTS

Schmitt, Daniela (2020), "How Much Content Should Be Paid? Managing Freemium Along the Customer Journey", job market paper

Schmitt, Daniela, Schrift, Rom Y., Iyengar, Raghuram, & Stahl, Florian (2020), "The Effect of Price Promotions on New Customer Acquisition for Information Goods"

Schmitt, Daniela, & Draganska, Michaela (2020), "The Role of Social Media in the Monetization of News Content"

Schmitt, Daniela, & Berman, Ron (2020), "Suspenseful and Surprising Content"

CONFERENCE PRESENTATIONS

INFORMS Marketing Science Conference 2019, Rome, Italy: "Optimizing the Composition of Digital Content along the Customer Journey", June 2019

INFORMS Marketing Science Conference 2018, Philadelphia, PA, USA: "Optimizing the Composition of Paid Content in a Freemium Model", June 2018

INFORMS Marketing Science Conference 2017, Los Angeles, CA, USA: "Short- and Long-term Effects of Price Promotions on Consumption", June 2017

HONORS AND RESEARCH GRANTS

AMA-Sheth Foundation Doctoral Consortium Fellow 2019, New York University, USA

acadeMIA Fellow 2019/20, leadership and career enhancement program for women in academia, University of Mannheim, Germany

ForDigital Research Alliance, grant for realizing the project "Understanding the Impact of AI-Powered Recommendation Systems on the Loyalty of Digital Customers" with F. Stahl (University of Mannheim) and A. Maedche (Karlsruhe Institute of Technology), Fall 2018, total award: €11,270

International promovieren in Deutschland – 4all (IPID4all) by the German Academic Exchange Service (DAAD), grant for research visit at The Wharton School at the University of Pennsylvania, USA, Fall 2016 and Fall 2018 - Spring 2019, total award: €10,520

Women Go Abroad – Mobility grants for young female researchers, grant for Postdoctoral research at The Wharton School at the University of Pennsylvania, USA, Spring 2020, total award: €5,000

Julius Paul Stiegler Memorial Foundation, grant for research visit at The Wharton School at the University of Pennsylvania, USA, Spring 2018, total award: €1,200

IDEUM – Internationalization of Doctoral Education @ the University of Mannheim, grant for the Quantitative Marketing and Structural Econometrics Workshop participation, held at the Kellogg School of Management at Northwestern University, IL, USA, Summer 2019, total award: €1,000

Karin Islinger Foundation, grant for research visit at The Wharton School at the University of Pennsylvania, USA, Spring 2018, total award: €1,000

Communication and Media Studies Foundation, dissertation award for outstanding scientific work at the University of Mannheim, Germany, Spring 2020, total award: €500

Julius Paul Stiegler Memorial Foundation, grant for the 2019 AMA-Sheth Doctoral Consortium participation at Stern School of Business, New York University, USA, Spring 2019, total award: €400

PROFESSIONAL EXPERIENCE

December 2013 – December 2019	**Research and Teaching Assistant** at the Chair of Quantitative Marketing and Customer Analytics of Prof. Dr. Florian Stahl, *University of Mannheim*
September 2010 – July 2011	**Research Assistant** at the Chair of Business-to-Business Marketing, Sales, and Pricing of Prof. Dr. Dr. h.c. mult. Christian Homburg, *University of Mannheim*

TEACHING AND ADVISING EXPERIENCE

Teaching (University of Mannheim)

Spring 2018, 2019, 2020 (online)	**Digital Marketing Analytics – Communication Management** (MKT 614), Master Course, Lecturer
Fall 2019	**Digital Marketing Analytics – Communication Management,** Executive MBA Course, Lecturer
Spring 2016, 2017, 2018	**Customers, Markets, and Firm Strategy** (MKT 545), Master Course, Tutor and Teaching Assistant
Spring 2016, 2017, 2018	**Interactive Marketing** (MKT 662), Master Course, Tutor and Teaching Assistant

Advising (University of Mannheim)

December 2013 – Present	**Marketing Seminar** (MKT 720), Master Course, Advisor
December 2013 – Present	**Masters Theses** in the Marketing Program, Advisor
December 2013 – Present	**Bachelors Theses** in the Marketing Program, Advisor

Other

November 2017 – Present	**German Language Class** for Female Refugees, Teacher
November 2017 – Present	**ArbeiterKind.de** for First Generation University Students, Advisor

INDUSTRY EXPERIENCE

October 2012 – December 2012	**Simon-Kucher & Partners, Strategy & Marketing Consultants**, Frankfurt, Germany: Consulting Intern (focus on pricing)

August 2012 – October 2012	**Procter & Gamble**, Schwalbach am Taunus, Germany: Marketing Communications & Market Research Intern
January 2012 – March 2012	**Porsche**, Weissach, Germany: Marketing & Development Intern
July 2009 – August 2009	**Heine (OTTO Group)**, Karlsruhe, Germany: Digital Marketing Intern
July 2008 – September 2008	**Coca-Cola**, Mannheim, Germany: Event Marketing Intern

Ph.D. COURSEWORK

University of Mannheim, Graduate School of Economics and Social Sciences (GESS)

Applied Econometrics I & II (Johannes Voget)

Advanced Econometrics I (Johannes Voget)

Advanced Business Econometrics (Florian Stahl)

Bayesian Statistics for Social Sciences I & II (Daniel Stegmüller)

Machine Learning in the Social Sciences (Christoph Kern)

Fundamentals of Marketing Research (Florian Kraus)

Advances in Marketing Research (Florian Kraus)

Marketing Theories (Sabine Kuester)

Consumer Behavior (Wayne Hoyer)

Designing Marketing Research Projects (Christian Homburg)

Audited: Computational Text Analysis (Frederico Nanni)

ICPSR Summer Program in Quantitative Methods of Social Research at the University of Michigan, Ann Arbor, MI, USA (June – August 2014)

Regression Analysis I (Saundra K. Schneider)

Regression Analysis II (Brian Pollins)

Audited: Time Series Analysis (Suzanna Linn and Sara Mitchell), Longitudinal Analysis (Michael Berbaum), R Computing (John Fox and David Armstrong)

The Wharton School at the University of Pennsylvania, Philadelphia, PA, USA (Fall 2016)

Audited: Research Methods in Marketing (Robert Meyer)

LANGUAGES

Computer: Stata, R, Python

Natural: German (native), English (fluent), French (intermediate)

REFERENCES

Raghuram Iyengar
Professor of Marketing

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Ron Berman
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Florian Stahl
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Department of Business Administration
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How Much Content Should Be Paid? Managing Freemium Along the Customer Journey,

job market paper

A primary challenge for providers of information goods (e.g., news websites) is to convert visitors into subscribers as well as to retain these subscribers beyond the initial subscription purchase decision. Subscriptions typically grant access to paid content which is otherwise locked behind a paywall. As such, the user's valuation of the subscription is highly influenced by the share of paid compared to free content on offer. However, this share of paid content might matter differently depending on both the user's subscription status and interest in different content categories. In this paper, we assess how much the share of paid content matters for subscription purchase and churn decisions and conduct a comprehensive analysis encompassing both the pre- and post-purchase stages of the customer journey. We use a novel dataset from a major news website which captures the entire individual customer journey for more than thirty thousand visitors and subscribers in July and August 2017. Our results reveal that in the pre-purchase stage, a higher share of paid content in categories that interest the user exhibits a positive relationship with initial purchase probability, but only up to a certain turning point. Meanwhile in the post-purchase stage, more paid content in categories of interest is negatively related to churn probability. We discuss the implications of these findings for uncovering important customer segments and for targeting them effectively.

The Effect of Price Promotions on New Customer Acquisition for Information Goods, co-authored

with Rom Y. Schrift, Raghuram Iyengar, and Florian Stahl

Can price promotions help firms acquire profitable customers? Extant research from consumer packaged goods suggests that promotionally-acquired customers have little long-term value. We examine whether the same answer holds for price promotions for information goods (e.g., digital newspapers). One notable feature of companies selling such goods is that they employ a dual revenue model - customers pay to access the service and advertisers pay based on customers' consumption. In this context, a promotion may still attract customers with low willingness to pay. These customers, however, can become profitable based on their consumption. We empirically assess the tradeoff between lower subscription and higher advertising revenue using individual-level data from a digital newspaper that implemented its first ever price promotion. We find that promotionally acquired customers can be more valuable than those who join at the regular price. The main driver of our result is self-selection - promotional customers appear to have a high product valuation, but face budget and time constraints. Furthermore, customers who missed the price promotion reduce their consumption. This effect is, however, short-lived. We discuss the implications for pricing of information goods and customer management.

The Role of Social Media in the Monetization of News Content, co-authored with Michaela Draganska

Customers' interactions with digital content offerings across different media platforms pose a new set of challenges for marketers aiming to convert users into paying customers. Especially the rise of social media over the last decade has tremendously influenced the way people consume news and entertainment. In a way, social media has taken over the function of a news provider for many. Additionally, advertising revenues have been continuously declining, so publishers face the issue of finding alternative ways to generate revenues, mainly through direct payments in the form of subscriptions. Our research aims to shed light on how social media facilitates - and interacts with - this monetization of news content. We have a very detailed data set combining social media posts with click-stream data on user behavior on the news website, including paid transactions. The rich data enable us to explore the influence of social media on subscriptions and to point to the type of posts that are effective in driving traffic and conversion. In addition, we investigate the usage behavior of subscribers acquired through the social media channel to determine their value to the company in the longer term.

Suspenseful and Surprising Content, co-authored with Ron Berman

Not much research has been done about the impact of content types on subscriber demand and long-term revenue. Answering this question empirically is hard because editors make an endogenous decision about the content they solicit and the allocation to the paid and free sections. One type of content, however, shows promise in answering this question - suspenseful and surprising content. Suspenseful events are events for which there is high variance in the uncertainty of their outcome. For example, a close match between two soccer teams. Surprising events are those where the realized outcome is very different than the expectation prior to the event. An example would be an upset victory by an underdog soccer team. Other important contexts where suspense and surprise are common include political debates, voting and elections. Because these events have inherent uncertainty, their realized outcome allows us to use randomness for empirical identification purposes when estimating demand and consumer preferences. Our research project focuses on empirically determining how content editors should treat surprising and suspenseful events - how much coverage should they allocate to them, and whether the content should be paid or free.