

How Canadian Marketers Can Leverage Data for Greater Profitability

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Presented by



CC2

Overview

- **Understanding your data**
- **Managing and segmenting your data**
- **Monetizing your data**
- **Setting expectations for GDPR**
- **Looking to the future: using AI & Blockchain to augment your data strategy**

**are you
maximizing the
value of your
data?**

How Can Magazine Publishers Use Data?

- **Print Circulation**
- **Digital Audience Development**
- **App Downloads**
- **Events**
- **Content Creation**
- **Community Management**
- **And More**



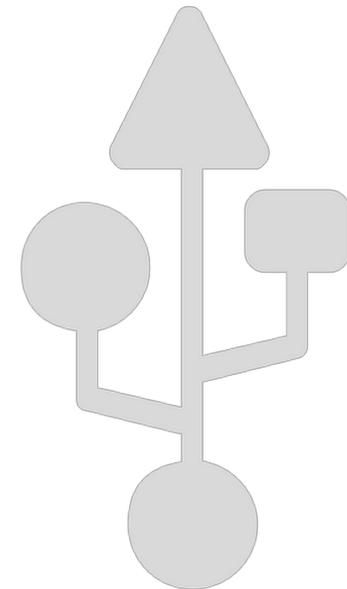
Building A First-Party Business

**Developing a successful data-focused business
requires establishing a leadership role
to guide, manage, educate, evolve, and capitalize
on all data-related initiatives.**

**are you
effectively using
data?**

First-Party Data

- **Proprietary**
- **Cross-Platform**
- **Credible**



Sample First-Party Data Goals

- **Increase the volume of your first-party data**
- **Capture user interactions to increase the observations and value of data**
- **Create experiences that offer some user-input to increase data capture**
- **Track mobile users (device ID) to build cross-platform user device graphs**

Example Sources Of First-Party Data

Email Addresses

Capturing email from registrations and newsletters

App Traffic

Monitoring user behaviors on mobile apps

App Users

User records of app subscribers

Off-line Records

Incorporating offline subscriber's user and credit card data

Content Partners

Tracking content on partner sites

Track Cross-Platform

Understand unique interactions

Second-Party Data Goals

Second-party data: Another publisher's first-party data.

- **Establish relationships with other publishers and partners to share each other's data.**
- **Creates ability to have a trusted data source to fill-in data gaps and provide greater observations.**

More Efficient And More Effective Usage

- **Marketers will seek partners who can meet their needs and enhance their expertise**
- **Demand for 1st party data will grow and effective use of 2nd and 3rd party data**

**are you maximizing the value of
your data: data for advertising
sales, audience extension and
more?**

Monetizing Your Data

There are multiple complementary strategies that can be utilized to monetize the value of data.

Direct Sales

Utilization of enhanced segments & personas

Audience Extensions

Extending buys with data to external sites

Private Marketplaces

Enabling data-focused opportunities within PMP

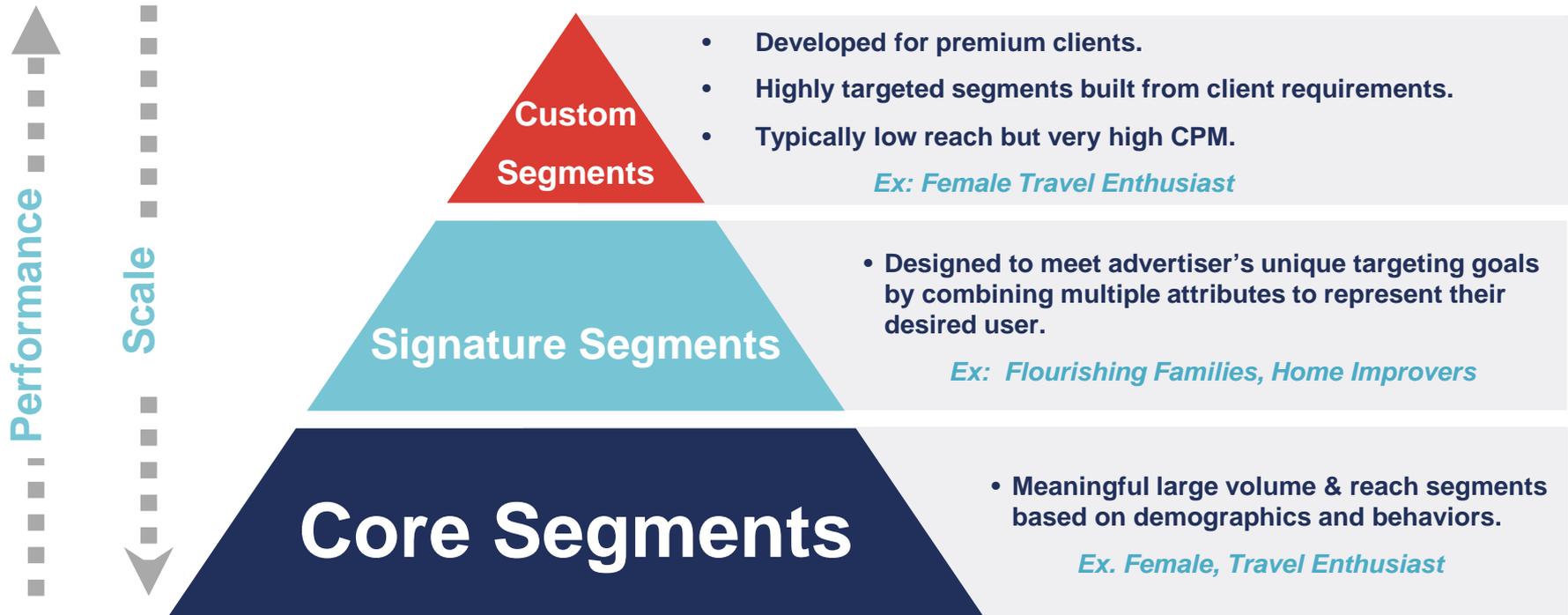
Data Exchanges

Enabling other publishers to purchase data

Data Sales

Developing partnerships with data aggregators

Segmenting Your Data



Data Segmentation Strategies

Identifiable

Easily measurable characteristics

Substantial

There needs to be scale

Accessible

Ability to find members

Stable

Ongoing segments which have time to be marketable

Differentiable

Providing a unique and valued offering

Actionable

Ability to resonate with a product or service offering

Data Personas

**The aggregation of multiple segments to
create a specific profile aligning to
advertiser needs**

Example *Personas*



Eater Outers



Kids Shopper



Home Accessorizer



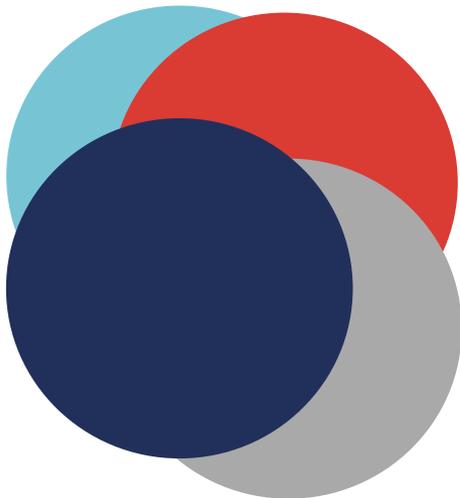
Healthy Eater



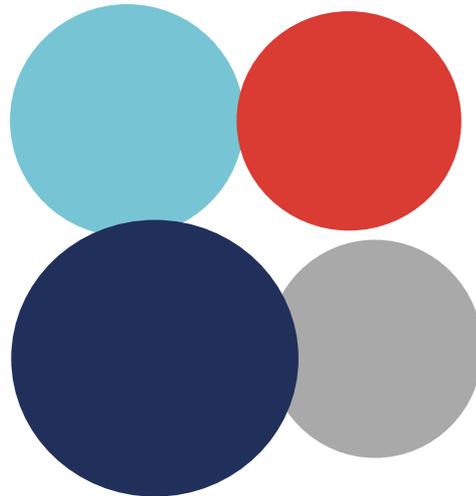
Holiday Fanatic

Setting Up Quality Audience Segments

Audiences not differentiated enough (large overlaps):



Audiences differentiated (minimal overlaps):



Recommendations:

- **The number of personas should be no greater than 30-50 to create uniqueness and differentiation.**
- **Incremental custom opportunities can be created by using AND / OR / NOT against specific attributes.**

Sites and Audience

External Sites	<p>Focus: Retargeting existing audience</p> <p>Data: 1st and 2nd party (and 3rd party as needed)</p>	<p>Focus: New Audiences</p> <p>Data: 3rd Party only and potential for lookalike modeling</p>
Sites	<p>Focus: Ideal audience to target</p> <p>Data: 1st and 2nd party (and 3rd party as needed)</p>	<p>Focus: Opportunity to engage new audience</p> <p>Data: 3rd party only</p>
Known Audience		Unknown Audience

Key Takeaway

Develop a segmentation strategy that can effectively monetize your data.

Data Sales— The Process

Opportunity	Model	Costs
Data Exchanges	Variable revenue based on buyers looking and selecting data for their uses.	No cost to setup.
Data Brokers	Fixed or variable revenue stream based on volume and quality of data. Could be utilization dependent.	No cost to setup, unless cookie sync (ex. Liveramp) costs are incurred.
Agencies & Advertisers	Variable based on providing audience attributes or personas for them to design their campaign around.	No cost to setup, unless cookie sync costs are incurred.
Other Publishers	Sales to publishers (Twitter, Pinterest, Conde Nast) to utilize data to enhance their customer interaction	No cost to setup.

Key Takeaways

- **Increase your 1st party data volume and richness**
- **Expand your 2nd party data partnerships with formidable publishers**
- **Create a data strategy across the organization**

**Does your staff know how
to sell data and audiences?**

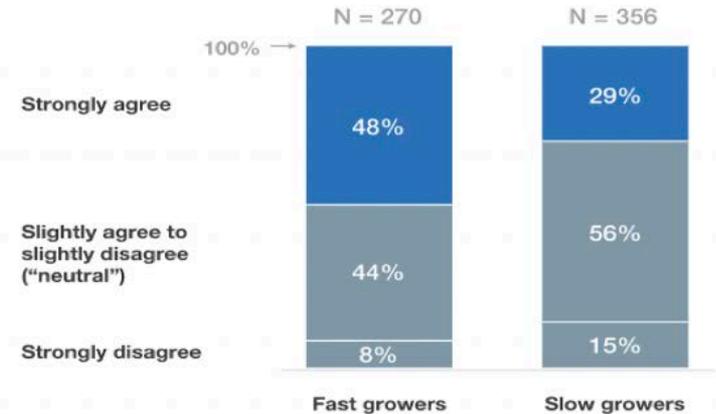
More Efficient And More Effective Usage

- Publishers need to rethink how they staff sales teams
- Bringing in new talent, forming partnerships, and training are required

Fast-growing companies invest significant time and resources in training their sales talent

"We spend significant time and money on sales force training"

Unit: % of companies



1 Based on the question "Please indicate how much you agree or disagree with the following statement: "We spend significant time and money on sales force training."

Source: McKinsey sales growth survey 2016

McKinsey&Company

Demand For Quality Data Heating Up

- **Ensuring data quality requires a long-term approach**
- **Growing concerns over 3rd party data give Publishers advantage**



Key Takeaway

Develop a segmentation strategy that can effectively monetize your data.

**are you ready
for GDPR?**

The GDPR Ripple Effect

“There is misunderstanding that it doesn’t apply to them, and Canadian laws are just fine... It may even apply to companies that track the online activity of EU citizens.”



-Kirsten Thompson, McCarthy Tétrault LLP

The GDPR Ripple Effect

**Applies to ANY
company providing
goods/services
to the EU**



The GDPR Ripple Effect

- **Impact on PIPEDA**
- **New expectations from marketers and vendors**
- **Impact on other countries' laws and regulations**



Steps Toward Compliance

- **Review and Audit your tech stack to ensure it is compliant with GDPR standards.**
- **Build a flexible and adaptive data management strategy**
- **Don't wait until May 25th or after to start the conversation**
- **GDPR requires a longterm, cultural shift— not a one-off overhaul.**
- **Check how your partners access your data**
- **Give EU users ability (at minimum) to opt out of collection**

Key Takeaway

Don't wait! Take steps now to be ready for compliance.

**does your data
strategy ‘look
ahead’?**

Understanding The Customer Data Platform

CDP - an expert system to harness all data.

- **Scalable**
- **Actionable**
- **Automated**



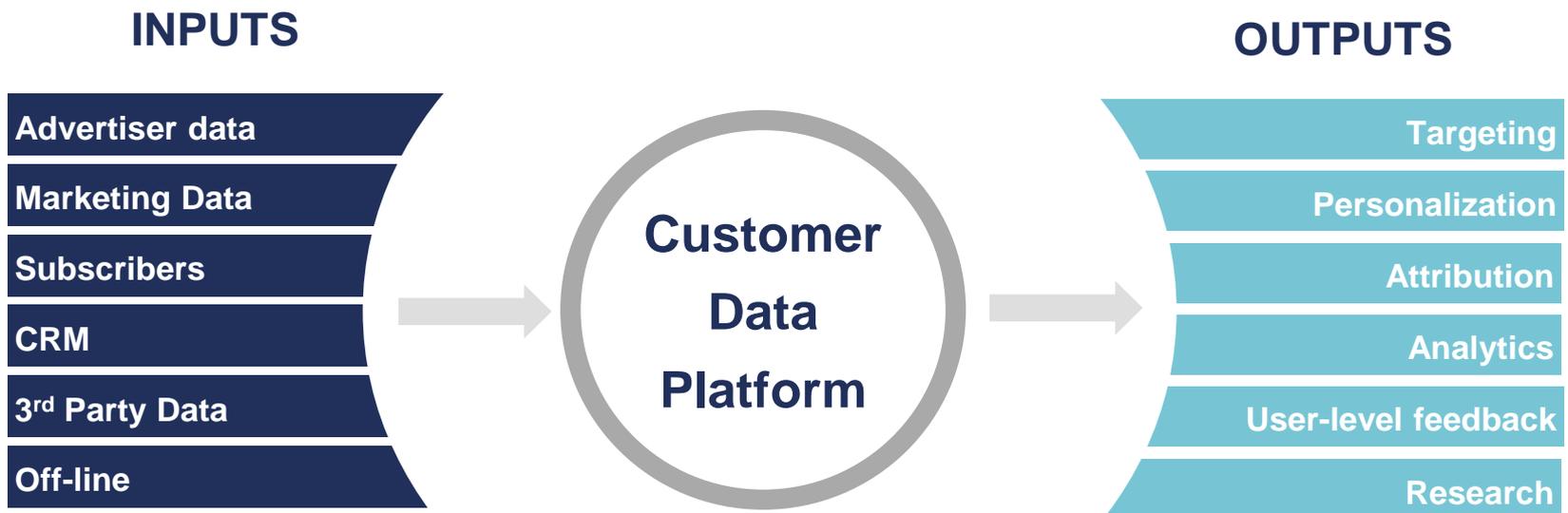
Understanding The Customer Data Platform

(CDP)
“A CDP is a marketer-managed system that creates a persistent, enterprise-level , machine-learning-based customer database that is accessible to other systems”

The Customer Data Platform (CDP)

- **AI-Driven**
- **Custom Marketing Solutions**
- **Audience Identification**
- **Advertising Ecosystem**
- **Online and Offline Connection**

Role Of The CDP



Understanding The CDP

Data Management Platform

Easy-to-use platform with pre-built connections to manage workflows that organize and aggregate data.

Provide brands with the ability to segment 1st and 3rd part data to create actionable audiences.



Data Warehouse

Enable companies to make sense of structured data from multiple sources including point-of-sale, website, help desk, call center and marketing initiatives.



CDP

Capable of ingesting and processing massive amounts of structured and unstructured data through a flexible, cloud-based platform.

Understanding CDP

	DATA MANAGEMENT PLATFORM	DATA WAREHOUSE	CDP
DATA	Structured	Structured	CDP & Users
FLEXIBILITY	Limited Flexibility	Fixed configuration, requires data engineering for large changes	Highly flexible, configure data, as needed
COST	Designed for low cost, but fees can drive costs up	Can be expensive	Designed for low cost
USERS	Advertising Professionals	Data Professionals	CDP & Users
PERSISTENCE	Cookie-based, not very persistent	Highly persistent	Highly persistent

Growth Of The CDP

- **Reasons for growth**
 - Ability to measure across multiple platforms and partners
 - Ability to reach and measure consumers across devices
 - Ability to bridge online and offline data
 - Greater transparency and more insights
- **Marketers will lead the way**
 - Starting with retail
- **Publisher adoption will follow**
 - Driven by pressure to compete and lower costs
 - May spur interest in collectives

Benefits

- New insights
- Predictive accuracy
- Speed
- Improved ROI

Challenges

- Knowing when to invest
- Predicting most important applications and technology
- Cost relative to return

Implications

- Monitor growth
- Don't be complacent and let customers get too far ahead
- Consider partnerships

The Emergence Of AI

\$42B

In AI-driven ad spend
by 2020

(Source: Juniper)

Key Takeaways

- **Always monitor trends in data strategy and management**
- **Be prepared to adapt and evolve**

Thank You!

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