

TownNews.com iQ

Where data and content meet



TownNews.com iQ

Fusion of CMS & DMP

- Cross-device data collection
- Publishers control interaction with readers & subscribers
- Increased reader engagement
- Higher local & programmatic CPMs
- Understand reader preferences

Big thanks to our industry partners!



Cost savings

Save money with first-party data

- Circulation
- Polls
- Contests
- Demographic info
- Browsing habits
- User behavior & interests
- ... and more!

Make your data work for you!



Analytics

Optimize campaigns in real-time for top-performing segments

Adjust the targeted audience segments for highest engagement

Sample retargeting campaign
for home improvement store

Name	Affinity	Uniques (30 days) ▾	Est. Impressions	Est. Clicks	Est. Click Rate	Est. Click Rate vs Campaign
Travelers	96% <div></div>	3,709,515	59,762	1,699	2.844%	119% <div></div>
TestCampaign_APR Report	26% <div></div>	3,430,431	18,797	472	2.512%	94% <div></div>
New Moms	82% <div></div>	3,084,525	51,707	1,460	2.825%	118% <div></div>
Travel - Cruise Enthusiasts	74% <div></div>	2,926,345	45,651	1,316	2.884%	122% <div></div>
Household Income - 150k plus	73% <div></div>	2,888,431	44,925	1,304	2.903%	124% <div></div>
Hispanic	55% <div></div>	2,140,658	34,404	976	2.840%	119% <div></div>
Lee_tucson_Auto Intenders Mixed Data	92% <div></div>	1,950,197	67,165	1,638	2.439%	88% <div></div>
Auto Shoppers - Midsize Car	39% <div></div>	1,471,518	26,344	699	2.657%	105% <div></div>
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CNHI programmatic: “Instant gratification.”

iQ more than paid for itself in the first month with targeting

- **20%** increase in total eCPM on all inventory
- **71%** increase on ads served through AdX with targeting
- **6%** revenue boost
- Targeting lifts all remnant inventory

We're just getting started!





CNHI: Potent segments

Politics, news junky, lifestyle, entertainment, auto intender, employment, healthcare

- Gov't & politics—small segment, big revenue!
- Better insights into advertiser trends
- Instant gratification—see immediate lift when you launch new segments

**Find what works—
quickly and efficiently!**

Not just for enterprise programmatic



Deliver results for Main Street

Audience targeting for local advertisers

- Reach higher-value visitors
- Audience extension

Create local packages for high performing segments

Higher CPMs for local ads

**Better audience targeting =
BIG ROI for local advertisers**

TownNews.com iQ: Standard

Accessible data management
for smaller publishers

One-stop digital ad ops

Just launched—3 months old

- 200% month-over-month growth
- 40% increase targeted
vs. untargeted

We're just getting started!



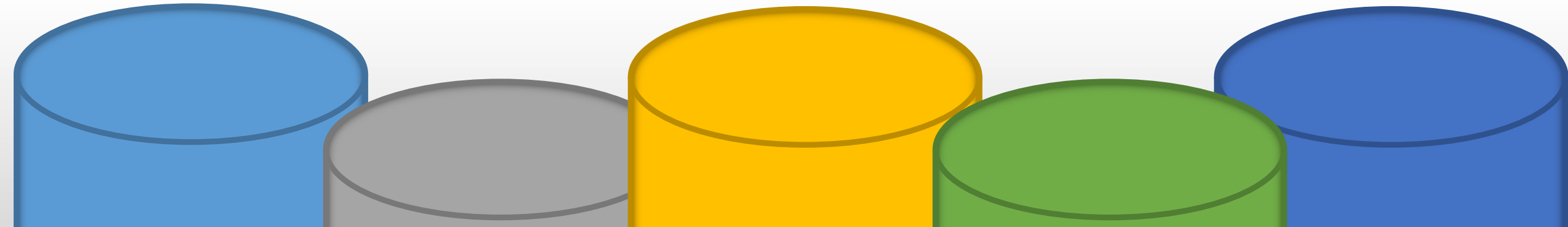
TownNews.com iQ: Standard

High-volume segments

- Subscribers
- Gov't & politics
- News junky
- Sports lovers
- . . . and more!

Niche segments

- Agriculture
- Healthcare
- Employment
- Logged-in users (*not* bots)
- . . . and more!



Instant money

10m impressions x \$1 lift = \$10,000

How many impressions do you have?

