USA TODAY NETWORK

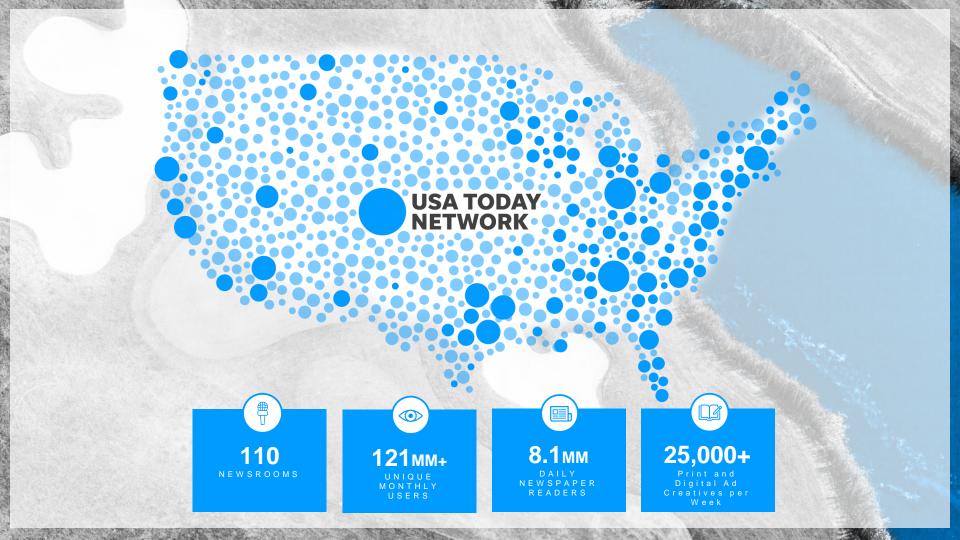# Using Data to Improve Ad Performance

Mega Conference 2018

Presented by Jeff Burkett, VP of Ad Innovations, USA TODAY NETWORK

USA TODAY NETWORK

110
NEWSROOMS

121MM+
UNIQUE
MONTHLY
USERS

8.1MM
DAILY
NEWSPAPER
READERS

25,000+
Print and
Digital Ad
Creatives per
Week

Centralized Ad Design

Developed sophisticated workflow platform focused on scale and efficiency

Transition in 2017 from **subjective** to **analytical**

Hypothesis: Big Data can inform us how to design the **highest performing** ads

Grandstand

Ads are submitted

Each ad is scored based on clarity of message, design and typography, call to action, and many other characteristics.

Graded

things: CTR tracking (done by machine) + engagement tracking (done by machine) + creative meta-data (done by humans) = GRANDSTAND

Analyzed

analyze all this data for trends and insights.
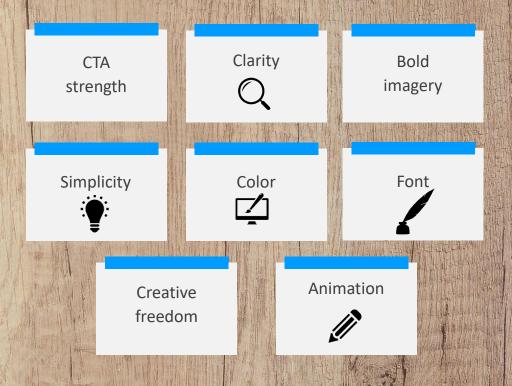Now comes the magic.

Implemented

implementing steps
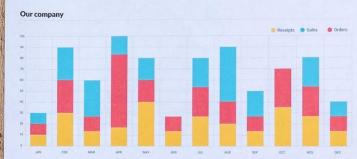1-3 mean that future ad creatives are more informed, smarter, and proven to perform better.

Grandstand consists of three

Our team of data scientists

The best practices we learn by

What the data tells us

CTA strength	Clarity	Bold imagery
Simplicity	Color	Font
Creative freedom	Animation	

Testing the Data IRL

IndyStar.
PART OF THE USA TODAY NETWORK

Paramount Unit

Grandstand success

Carpenter Reality A/B Test:
Results in **33%** lift in CTR

Grandstand success

Bee Window A/B Test:
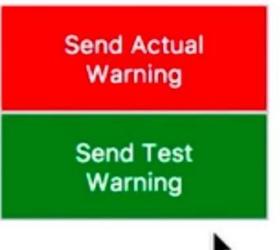Results in **17%** lift in CTR

Reader experience

Marketer performance

⌄
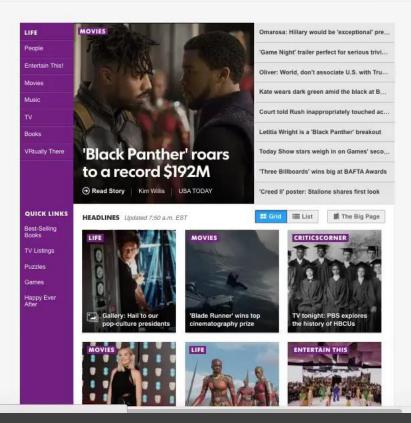
⌃

Reader experience

Missile Warning System

Send Actual
Warning

Send Test
Warning

Missile Warning System

Send Actual
Warning

Send Test
Warning

LIFE

- People
- Entertain This!
- Movies
- Music
- TV
- Books
- VRtually There

QUICK LINKS

- Best-Selling Books
- TV Listings
- Puzzles
- Games
- Happy Ever After

MOVIES

'Black Panther' roars to a record $192M

⊕ Read Story   Kim Willis   USA TODAY

Omarosa: Hillary would be 'exceptional' pre...

'Game Night' trailer perfect for serious trivi...

Oliver: World, don't associate U.S. with Tru...

Kate wears dark green amid the black at B...

Court told Rush inappropriately touched ac...

Letitia Wright is a 'Black Panther' breakout

Today Show stars weigh in on Games' seco...

'Three Billboards' wins big at BAFTA Awards

'Creed II' poster: Stallone shares first look

HEADLINES *Updated 7:50 a.m. EST*

▦ Grid   ☰ List   📄 The Big Page

LIFE

Gallery: Hail to our pop-culture presidents

MOVIES

'Blade Runner' wins top cinematography prize

CRITICSCORNER

TV tonight: PBS explores the history of HBCUs

MOVIES

LIFE

ENTERTAIN THIS

Processing request...

Paramount Unit

Gravity V2 results

34%
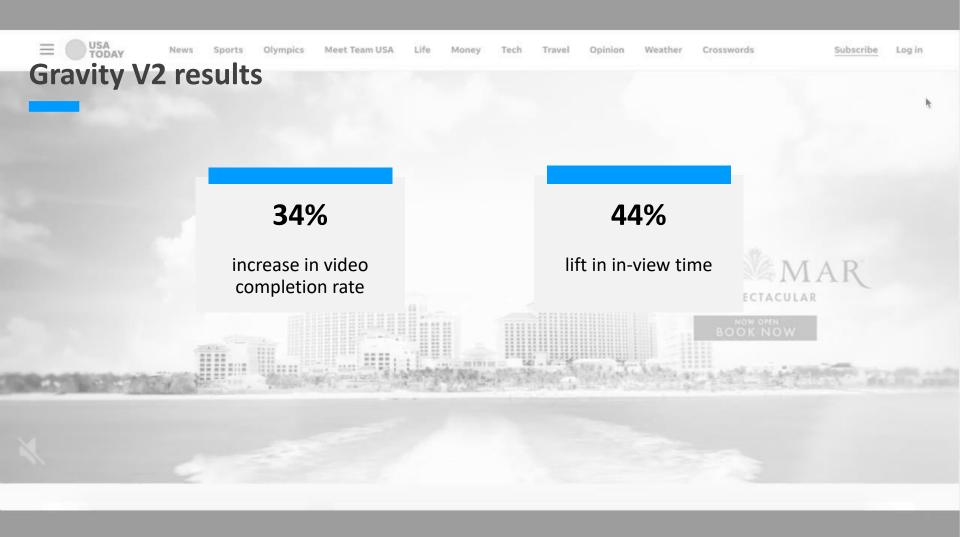
increase in video completion rate

44%

lift in in-view time

AMP A/B Test

The Challenge

Create a mobile ad with HTML and build the same ad in AMPHTML.

The Result

Up to 112% increase in viewability!!

THANK YOU

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