



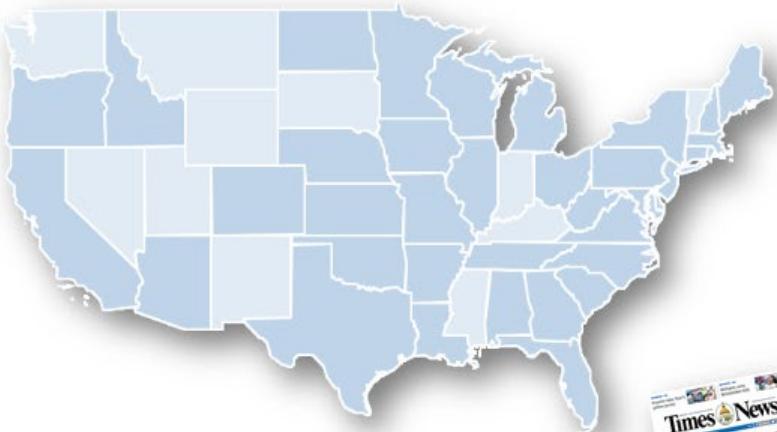
GateHouse Media<sup>®</sup>

# Revenue Opportunities

*leveraging 1<sup>st</sup> Party Data*

Local Media, National Scale - GateHouse Print Media

**555 Markets Served**



**in 37 States**

**Largest Daily Newspaper Publisher in the US**

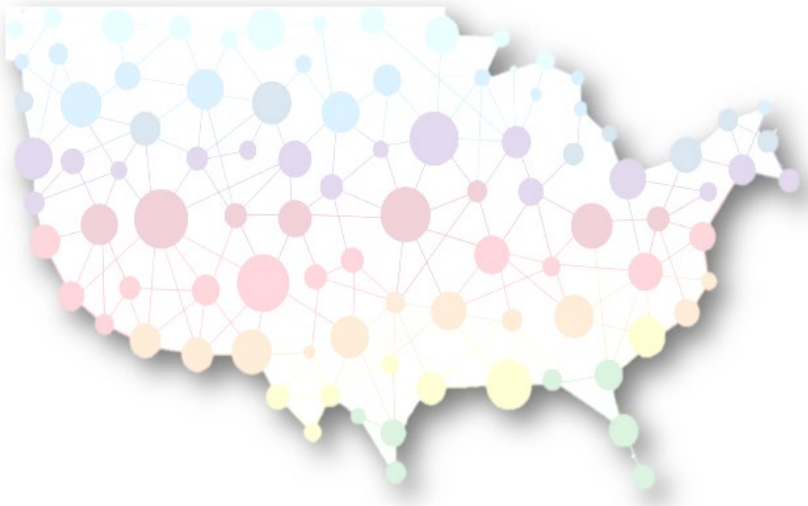
**674 Publications  
145 Dailies**



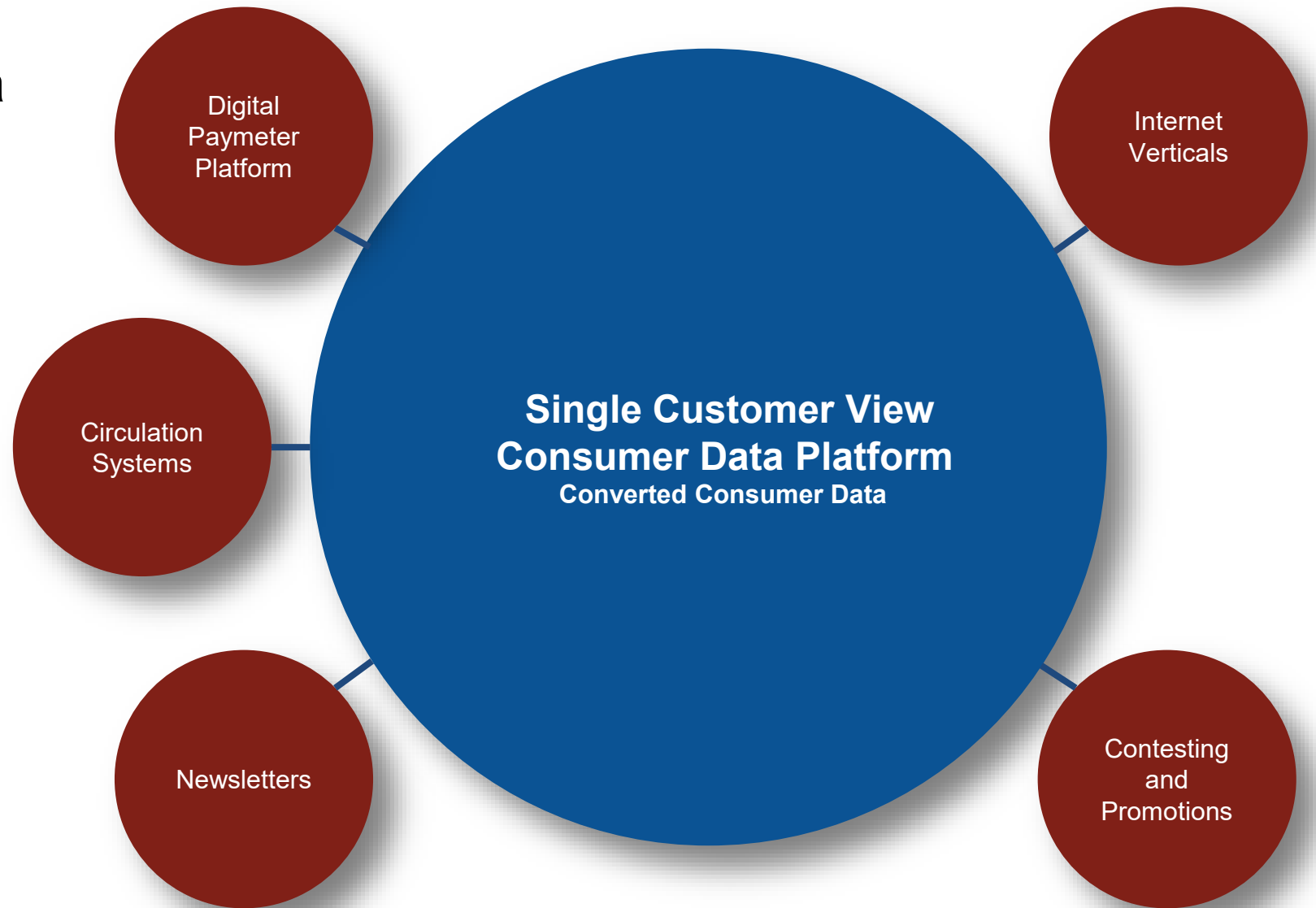
Source: GateHouseMedia.com as of December 3, 2018

GateHouse Digital – Attracting Millions with Hyper-Local Content

**555 websites reaching 23 million people each week**



- Bringing 1st party data together for analysis, segmentation and omni-channel marketing at the individual level



## Why Identity Resolution?

- We have the 1<sup>st</sup> Party Data
- Persistent ID Matching
  - Associate Offline 1st Party Data with Identity Resolution Graph for Online Presence at the individual level



## Why Identity Resolution?

- Goal: Use offline 1<sup>st</sup> Party Data to improve targeting on O&O for Advertising and Subscriber Reacquisition
- Offline to Online Deterministic Match
  - SCV CRM ID match with Identity Resolution Graph
    - Match rate of 57%
- Identity Resolution Partner Cookie Synchronizations with DMP on O&O sites
  - Match Rate of 37% of traffic\*
- Matched pairs returned to SCV for analysis allowing the SCV to onboard audience to DMP
- Up to 20 Demographic/Interest Reverse Appends on CRM match



**Direct Match**



### Offline Consumer Data

Name: Jim Jones  
Gender: Male  
Geography: Austin, TX  
Email: [jjones@gmail.com](mailto:jjones@gmail.com)

Intelligence:

- Subscriber Status
- HH Data
- Newsletter
- Contest

### Online Consumer Data

Age: 33  
Gender: Male  
Geography: Austin, TX  
Email 1: [jjones@gmail.com](mailto:jjones@gmail.com)  
Email 2: [jim.jones@gmail.com](mailto:jim.jones@gmail.com)  
Devices: iPhone 7, iPad Mini, Macbook Pro

Offline Behavior:

- Auto
- Travel
- Income

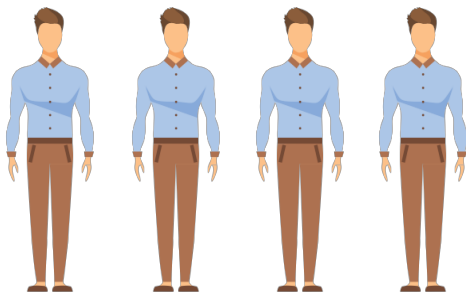
- **Product Development**

- Identity Resolution for Digital Targeting

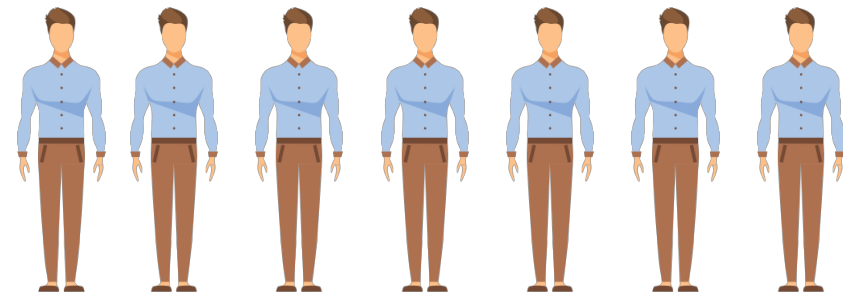
- Use online presence to build segments of former subscribers to make active in DMP for campaigns on O&O sites
- Use demographic/interest data in SCV to build audience segments using CRM match and *known anonymous website users matched* to Identity Resolution Graph for better scale and make active on DMP (Ex. Interest in pets made active online)
- Enhance DMP audience segments (loaded into SCV) with demographics/interests from various sources. (Ex. Interest in pets in DMP and SCV)

- Benefit of Identity Resolution allows for stacking of deterministic matched audiences beyond the CRM for audience segments

CRM Match to Identity Resolution Graph plus  
Cookie Sync and (Interest in Pets)



Anonymous Known to Identity Resolution Graph plus  
Cookie Sync and (Interest in Pets)



- **Why Identity Resolution?**

- Triple validated Identity Graph

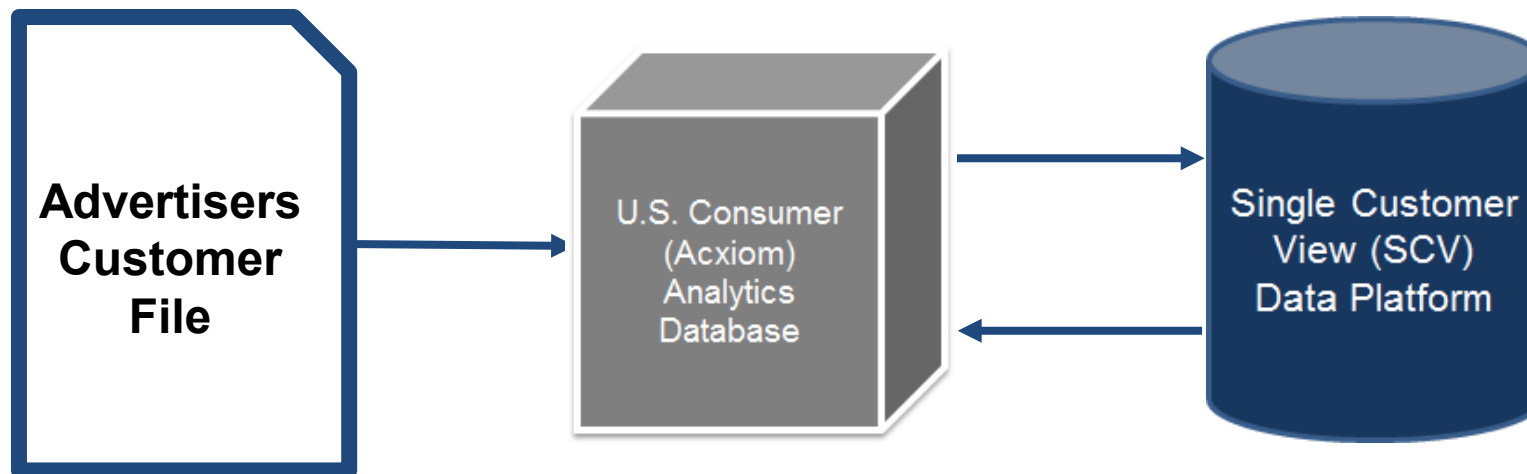
- 280mm US adults (nearly 100% of addressable adults)
- Match Keys - Postal address (past-present), phone numbers (past-present), email (deliverable and undeliverable), social handles (Twitter and FB)
- Each individual person has a unique individual ID, and if part of a household, a unique to the household ID
- 1 billion email addresses, multiple per individual
- 150 triple validated consumer intelligence attributes for offline segmentation
- Final accuracy validation checked against TransUnion's gold-standard credit bureau data



- **Why Identity Resolution?**

- Over 2 billion pixel calls per month, from publisher network
- Over 450mm deterministic cookies- all cookies are 1-1 matched to an individual in offline graph
- Over 350mm deterministic Mobile Devices- all mobile devices are 1-1 matched to an individual in offline graph
- 150mm daily unique cookies synced with Lotame. About 220mm monthly

- Advertiser Analysis
  - Access to Acxiom U.S. HH Demographic/Interest Data - 250 Million Addressable Consumers
  - Onboard advertiser customers and matched to active and non-subscriber HH
  - Lookalike modeling used to show prospects for advertiser based on modeling their own customers
  - Omni-Channel Marketing Plan developed from the Modeling



- Partners
  - BlueVenn and Leap Media Solutions
    - [www.bluevenn.com](http://www.bluevenn.com)
    - [www.leapmediasolutions.com](http://www.leapmediasolutions.com)
  - Throtle
    - [Throtle.io](http://Throtle.io)
  - Lotame
    - [Lotame.com](http://Lotame.com)

# Thank You

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