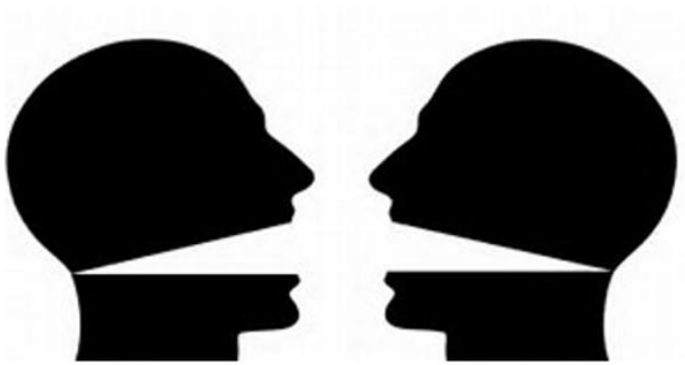
SNPA



P2P INITIATIVE

June 21, 2018 - Video Conference

Leveraging Data to Build Audience and Diversify Revenue

Leverage Your Data

To Build Audiences & Diversify Revenue

Tom Ratkovich, Managing Director
LEAP Media Solutions
tom.ratkovich@leapmediasolutions.com

WHAT HAS CHANGED?

- EVERYTHING!!!
- The Business Model
- The definition of “AUDIENCE”
- The processes by which Audience is developed & monetized

AXIOM #1: THE REVENUE IMPERATIVE

REVENUE DIVERSIFICATION is the prime path to prosperity

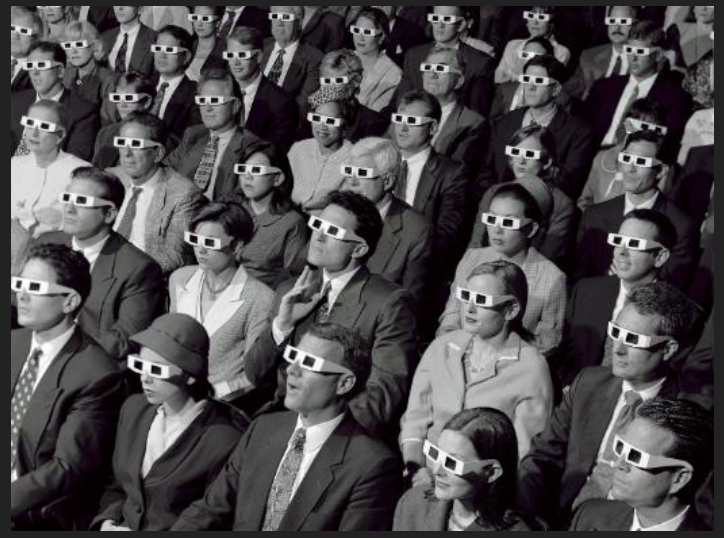
- Events
- Native Advertising
- Digital marketing services
- Affiliate marketing
- Programmatic
- Video/OTT
- Niche publishing
- Email marketing
- Direct mail
- E-commerce
- Content

AXIOM #2: THE AUDIENCE IMPERATIVE

“Revenue follows audiences”

WHAT IS AN “AUDIENCE?”

1. the group of spectators at a public event; listeners or viewers collectively, as in attendance at a theater or concert.



WHAT IS AN “AUDIENCE?”

1. the group of spectators at a public event; listeners or viewers collectively, as in attendance at a theater or concert.
2. the persons reached by a book, radio or television broadcast, etc.

THE VERTICAL DIMENSION

Cust ID
11111
11112
11113
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BUILDING AUDIENCES “MULTI-DIMENSIONALLY”

Cust ID
11111
11112
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11120
11121
11122
11123
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WHAT IS AN "AUDIENCE?"

1. the group of spectators at a public event; listeners or viewers collectively, as in attendance at a theater or concert.
2. the persons reached by a book, radio or television broadcast, etc.
3. **a regular public that manifests interest, support, enthusiasm, or the like; a *following*.**

THE CHANNEL DIMENSION

	Communication Channels				
Cust ID	Name	Address	Email	Phone	MAC
11111					
11112					
11113					
11114					
11115					
11116					
11117					
11118					
11119					
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11121					
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11132					
11133					
11134					
11135					

THE RELATIONSHIP DIMENSION

	Communication Channels					Product Relationships/Touchpoints			
Cust ID	Name	Address	Email	Phone	MAC	Prod Code(s)	Contests	Deals	Events
11111									
11112									
11113									
11114									
11115									
11116									
11117									
11118									
11119									
11120									
11121									
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11132									
11133									
11134									
11135									

THE LIFESTYLE DIMENSION

	Communication Channels					Product Relationships/Touchpoints				Demographics/Lifestyles/interest							
Cust ID	Name	Address	Email	Phone	MAC	Prod Code(s)	Contests	Deals	Events	Age	Income	Occu	Educ	Travel	Fashion	Finance	Outdoor
11111																	
11112																	
11113																	
11114																	
11115																	
11116																	
11117																	
11118																	
11119																	
11120																	
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11133																	
11134																	
11135																	

MONETIZATION OF AUDIENCES

	Communication Channels					Product Relationships/Touchpoints				Demographics/Lifestyles/interest							
Cust ID	Name	Address	Email	Phone	MAC	Prod Code(s)	Contests	Deals	Events	Age	Income	Occu	Educ	Travel	Fashion	Finance	Outdoor
11111	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11112	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11113	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11114	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11115	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11116	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11117	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11118	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11119	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11120	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
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11134	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11135	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$

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11112	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11113	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11114	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
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11117	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
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11120	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
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11124	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
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11127	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11128	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
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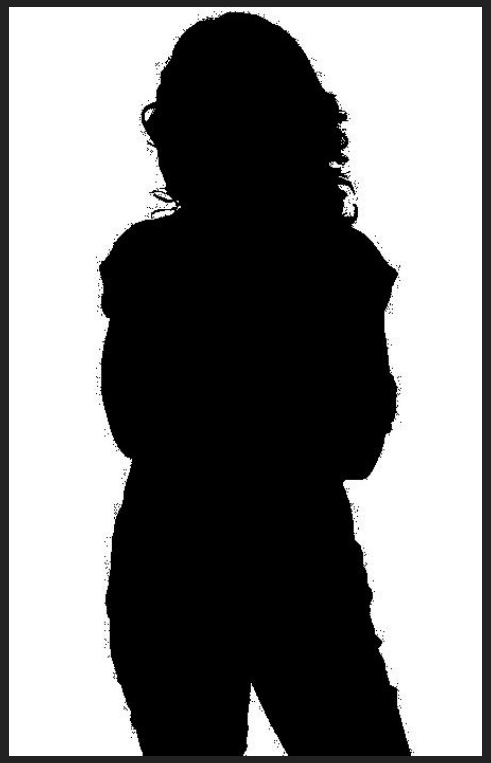
11131	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11132	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11133	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11134	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
11135	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$

AXIOM #3

Audiences are built with data

AUDIENCES ARE BUILT WITH DATA



172.16.254.1
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Mary Smith
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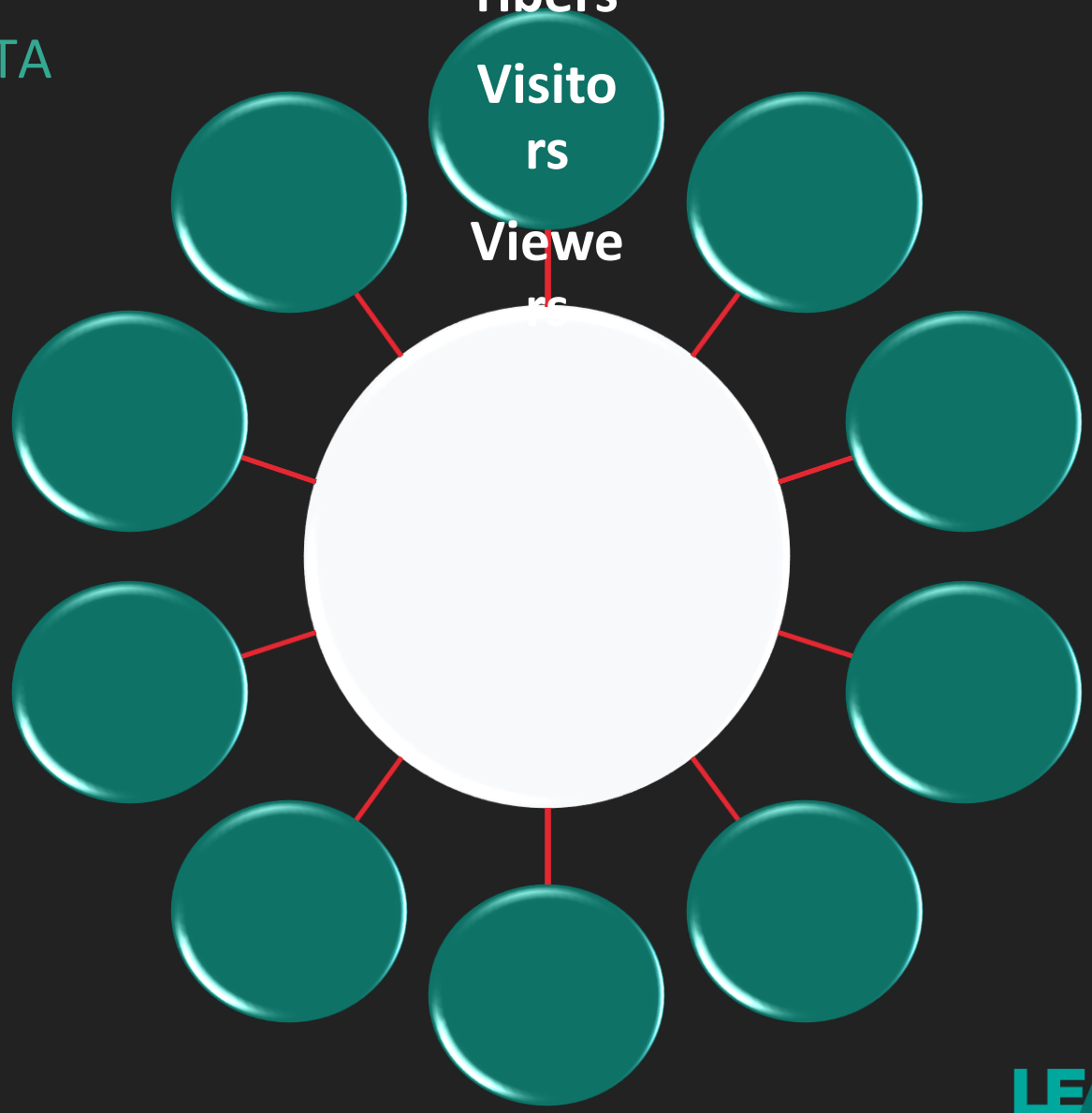
Stonington, CT 06371



LEAP

Leverage Your Data

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FB likes include NY Giants, ESPN
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Interest in community activities
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Interest in home décor
HH income > $150,000
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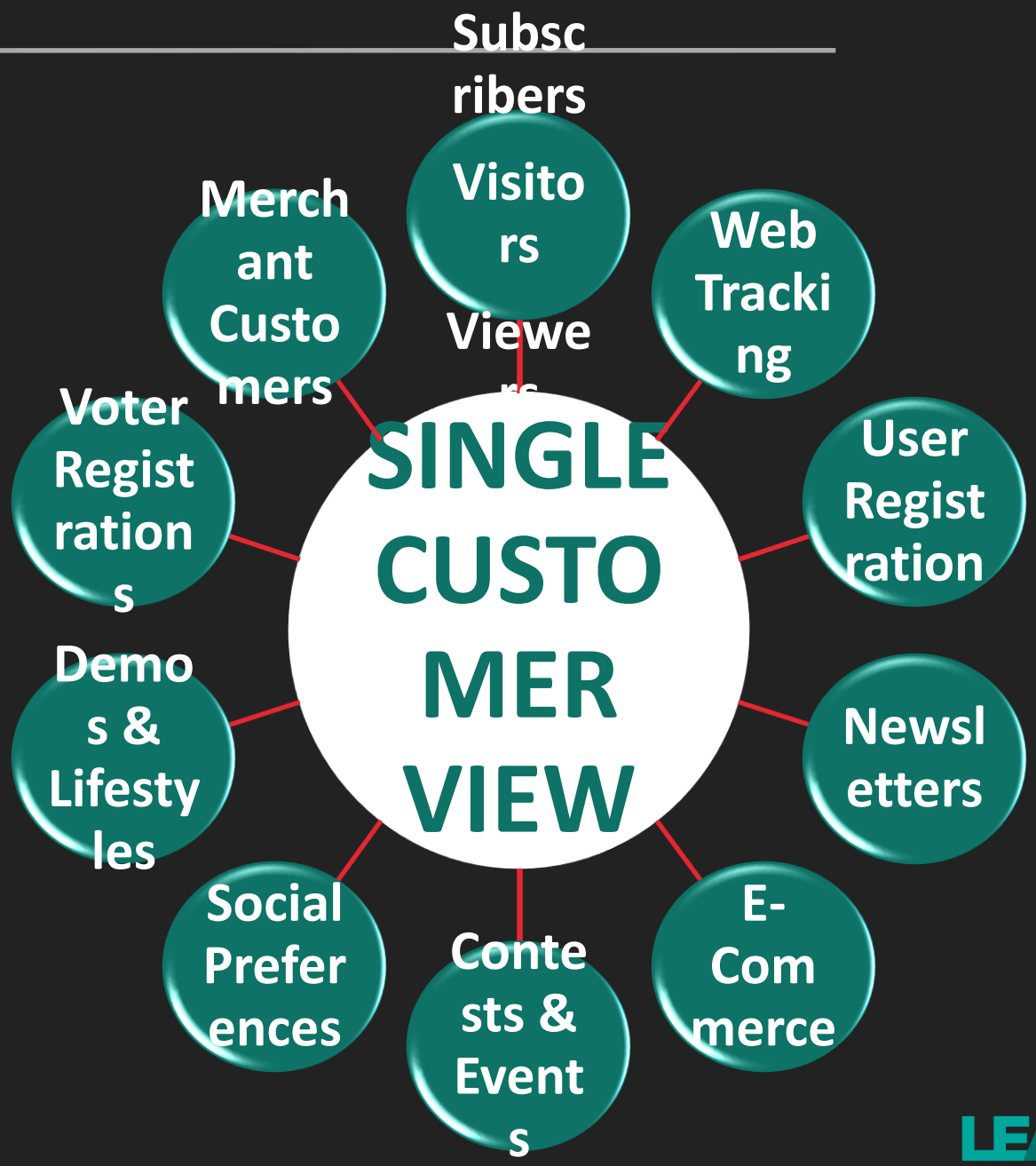
Age 44
Registered Independent



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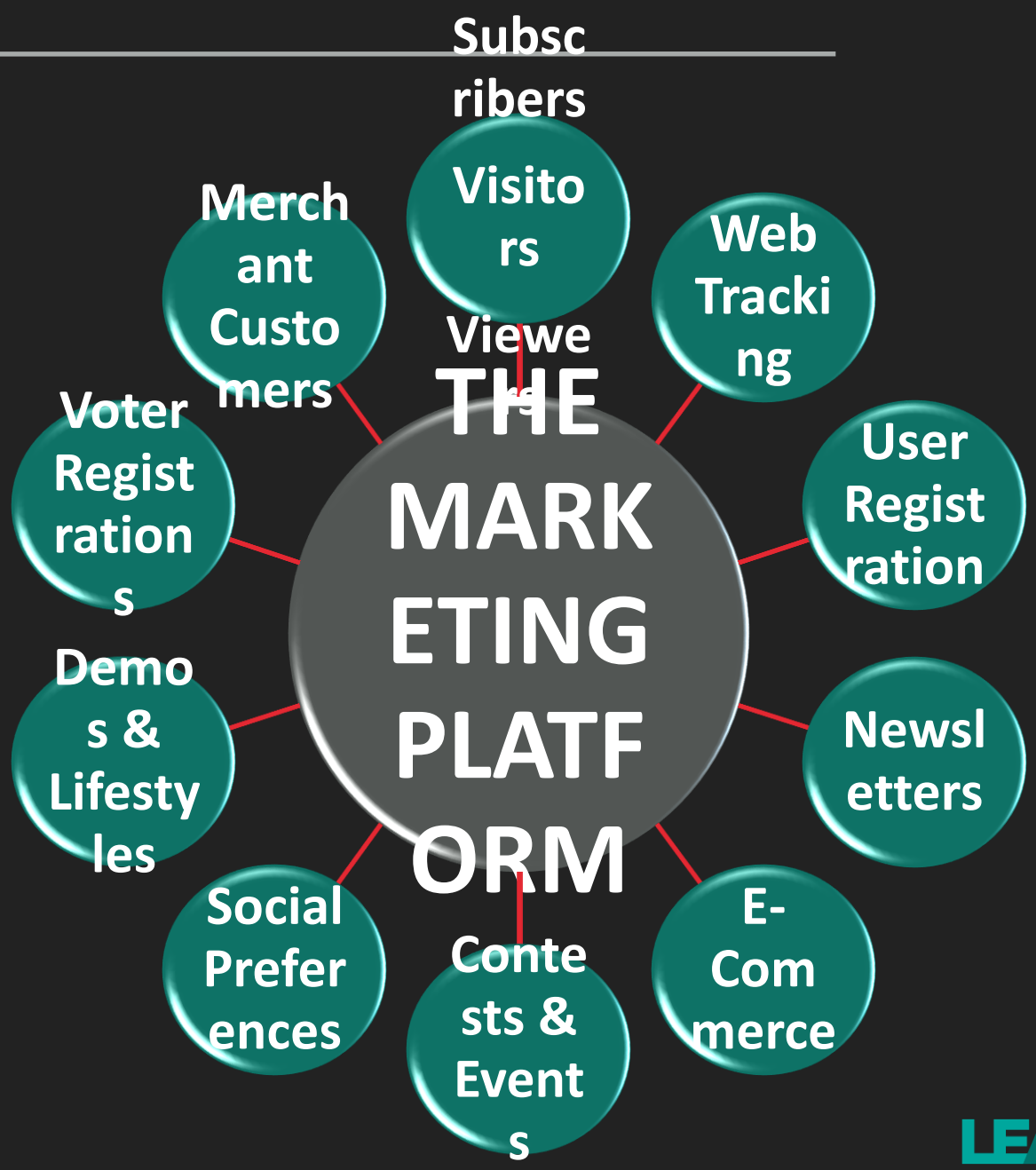
THE TECHNOLOGY

- Unconstrained access to data
- Data visualization & analytics
- Channel integration
- Machine Learning and AI
- Marketing automation
- Customer Journey optimization



THE CHANGING PARADIGM

From “Campaign Management”…

- Finite beginning and end
- Straight line with a defined path
- Channel specific
- Automated based on timestamps
- Audience defined

Campaign : MAIL - REACQUISITION - GAZ

Display Level: SUBS

Prioritise one per: AMST

Base Domain:

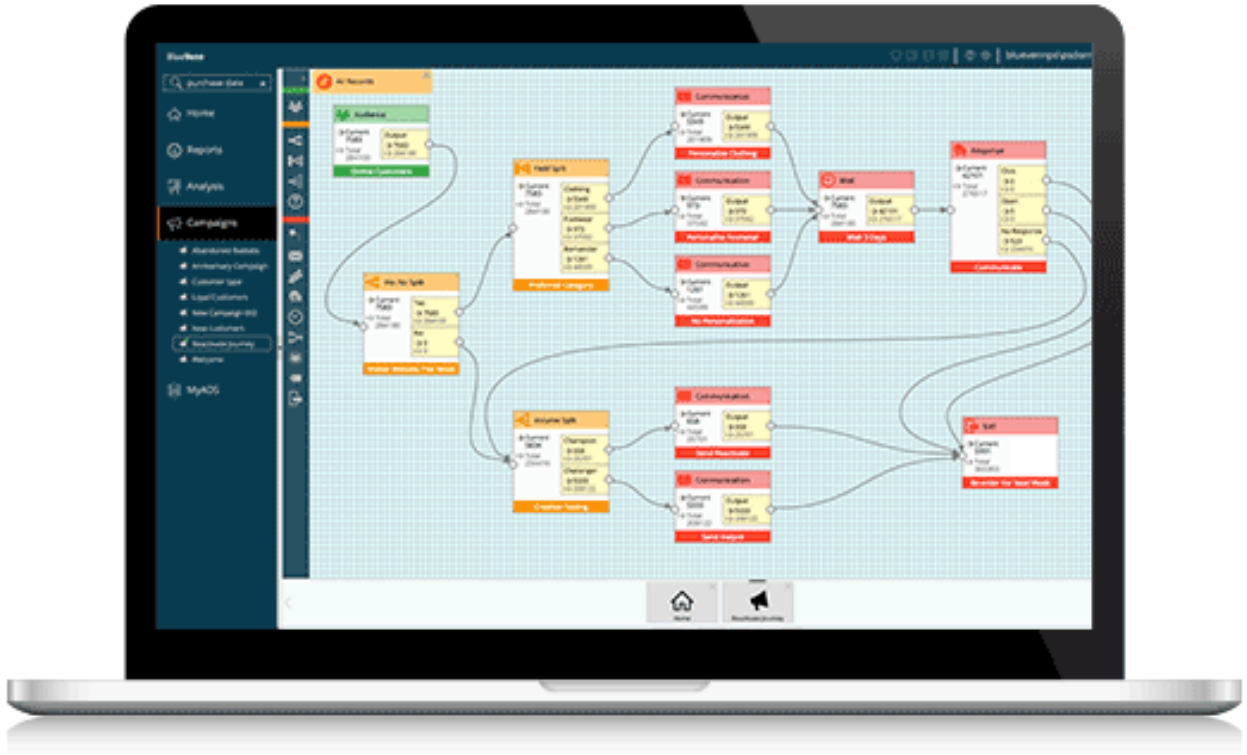
Segments

	Create Segment		Apply Filtering		Forecasts				Export	Notes	Codes		Codes
Segment ID	Name	Type	% Random	N Random	Fixed Cost	Cost per record	Response %	Revenue per record	Destination	Notes	PROMO_CODE	CREATIVE	AB_SPLIT
Flt001	MARKET CODE	Filter											
Flt002	DELIVERABLE ZIPS	Filter											
Flt003	PRODUCT NAME	Filter											
Flt004	REGULAR OR COMBO MASTER	Filter											
Exc001	ACTIVE SUBSCRIBERS	Exclude											
Exc002	DO NOT MAIL	Exclude											
Exc003	EXCLUDE LAST STOP REASON	Exclude											
Out001	MAIL_GAZ_REACQUISITION_SERIES1_CONTROL	Output	70	0	0.00	0.53	1.5	0.00	File		ZDMWBL14	DRA2R00	A
Out002	MAIL_GAZ_REACQUISITION_SERIES1_TEST	Output	0	0	0.00	0.53	1.5	0.00	File		ZDMWBL14	DRB3R00	B
Out003	MAIL_GAZ_REACQUISITION_SERIES2_CONTROL	Output	70	0	0.00	0.53	1.25	0.00	File		ZDMWBL14	DRA2S00	A
Out004	MAIL_GAZ_REACQUISITION_SERIES2_TEST	Output	0	0	0.00	0.53	1.25	0.00	File		ZDMWBL14	DRB3S00	B
Out005	MAIL_GAZ_REACQUISITION_SERIES3_CONTROL	Output	70	0	0.00	0.53	1	0.00	File		ZDMWBL14	DRA2T00	A
Out006	MAIL_GAZ_REACQUISITION_SERIES3_TEST	Output	0	0	0.00	0.53	1	0.00	File		ZDMWBL14	DRA1T00	B

THE CHANGING PARADIGM

…to “Customer Journeys”

- Leverages data fragmentation
- Audience initiated; results engineered
- Behaviorally dependent (no straight line)
- Channel integrated
- Real-time/near real-time



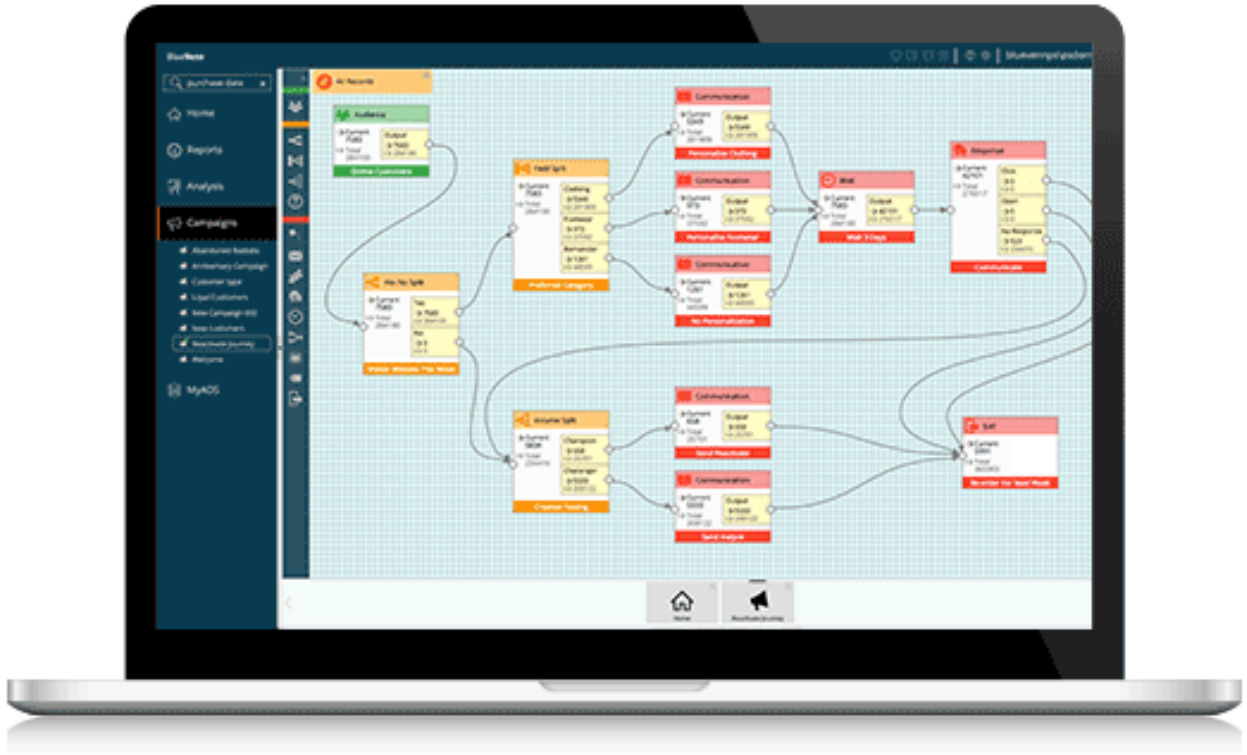
THE CHANGING PARADIGM

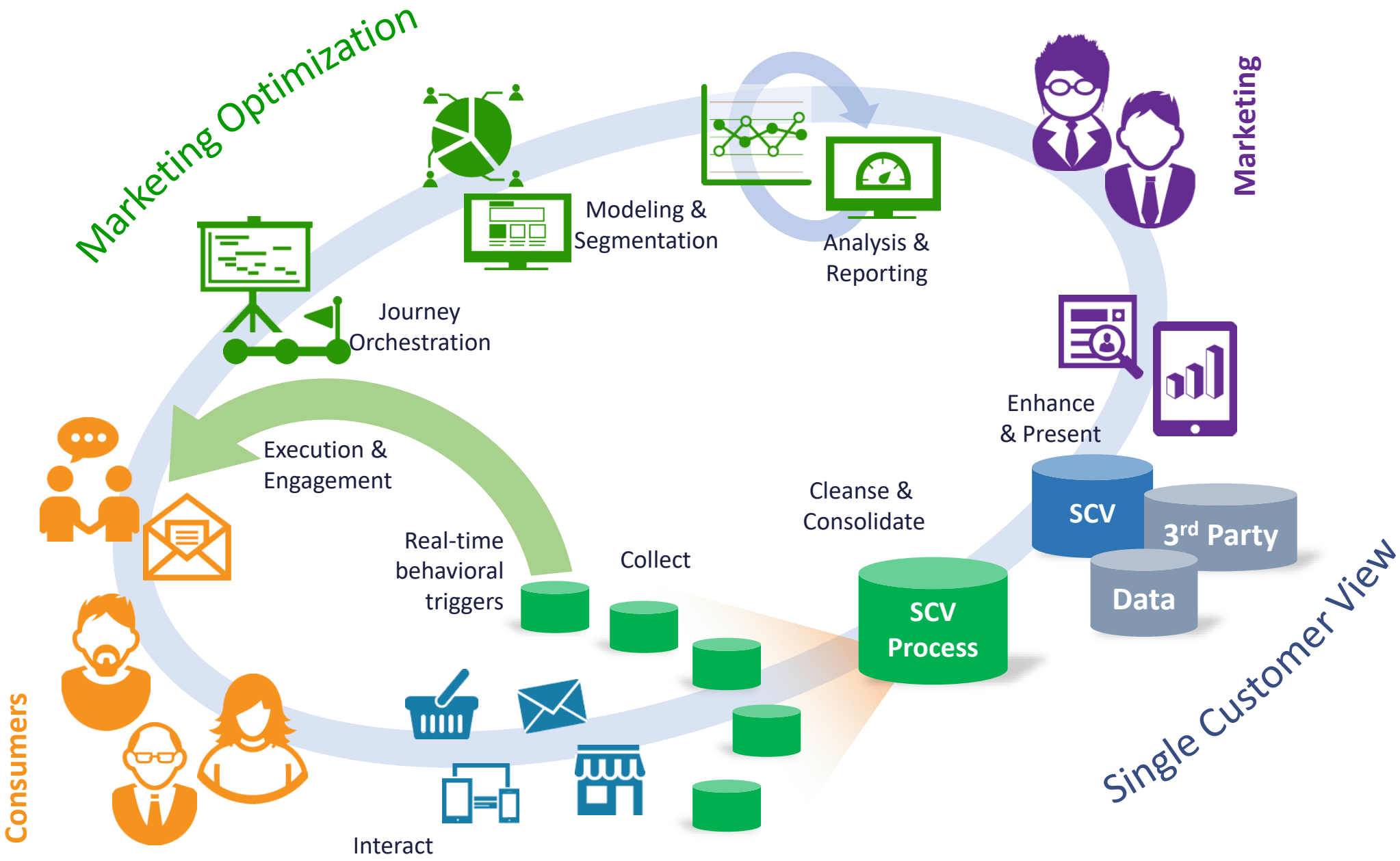
FORRESTER:

- “The customer journey spans a variety of touchpoints by which the customer moves from awareness to engagement and purchase. Successful brands focus on developing a seamless experience that ensures each touchpoint interconnects and contributes to the overall journey.”

OPTIMIZED BY:

- Audience definition
- Offer selection
- Channel preference
- Action (or inaction)




Marketing Optimization
Modeling &
Segmentation
Analysis &
Reporting
Marketing
Journey
Orchestration
Enhance
& Present
Execution &
Engagement
Cleanse &
Consolidate
SCV
3rd Party
Data
Real-time
behavioral
triggers
Collect
SCV
Process
Single Customer View
Consumers
Interact

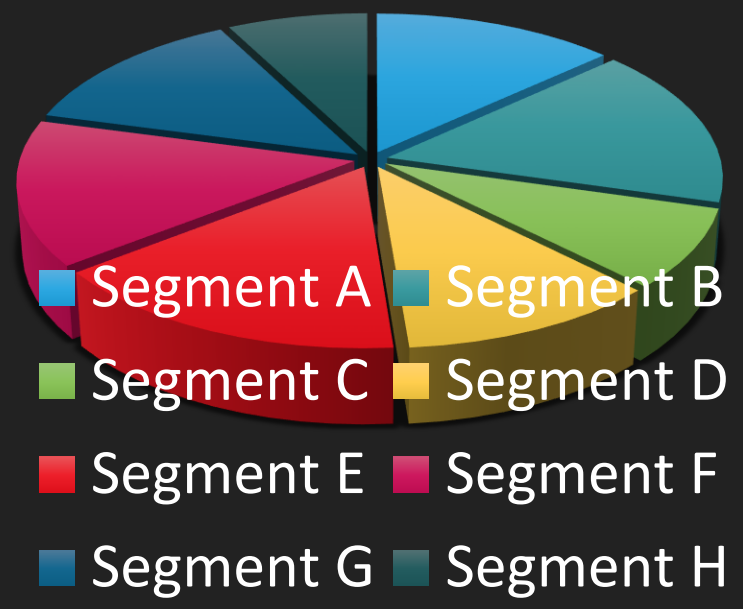
HOW DO WE MONETIZE AUDIENCES?

- Increase paid audiences; drive engagement with content

ROI-DRIVEN CUSTOMER INVESTMENT

Define & invest in Audiences based on key criteria

- Transaction history
- Product usage
- Demographics
- Lifestyle attributes
- Channel preferences
- Merchant relationships
- Contact history



THE CUSTOMER JOURNEY(S)

Acquisition

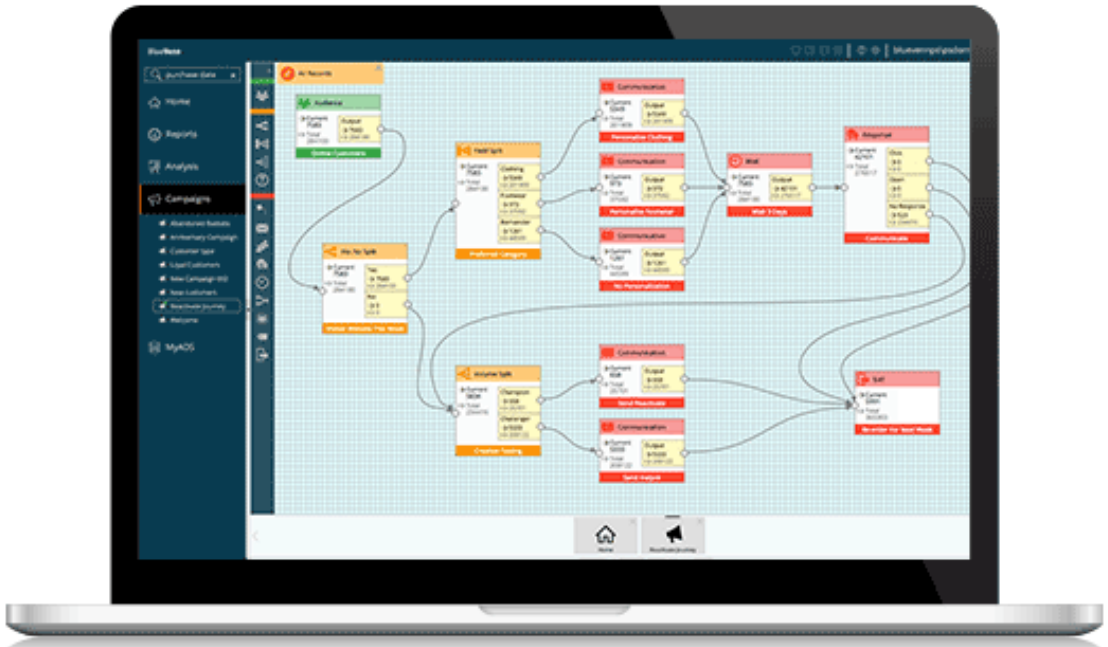
- ROI-Driven
- Integrated, multichannel communications scheme

Customer Lifecycle Management

- Automated, multichannel curriculum of communications
- Optimizes cross-sell/up-sell opportunities
- Digital activation
- Improves operational efficiency
- Drives retention and customer profitability
- Increases customer value

Engagement

- Comprehensive e-newsletter portfolio
- Promote engagement with content and social sharing
- Build awareness and adoption of all products
- Generate new revenue thru sponsorships and advertising



HOW DO WE MONETIZE AUDIENCES?

- Increase paid audiences; drive engagement with content
- Event planning & execution

EVENT PLANNING & EXECUTION

EVENT PLANNING & EXECUTION

- What types of events are likely to be most successful?
- Where should we stage the event?
- To whom do we promote? Using what messaging? Using what channels?
- How can we add value for our sponsors and partners?
- How do we engage with audiences post-event?

MINNEAPOLIS, MN

- Collectible Arts: 106,881 Households with expressed interest
- Home Improvement: 183,350
- Gardening: 190,857
- Health & Fitness: 573,255
- Domestic Travel: 969,134
- Foreign Travel: 344,162

- *Definable*
- *Accessible*
- *Quantifiable*
- *Targetable*
- *Trackable*
- *Monetizable*

LEAP

EVENT PLANNING & EXECUTION

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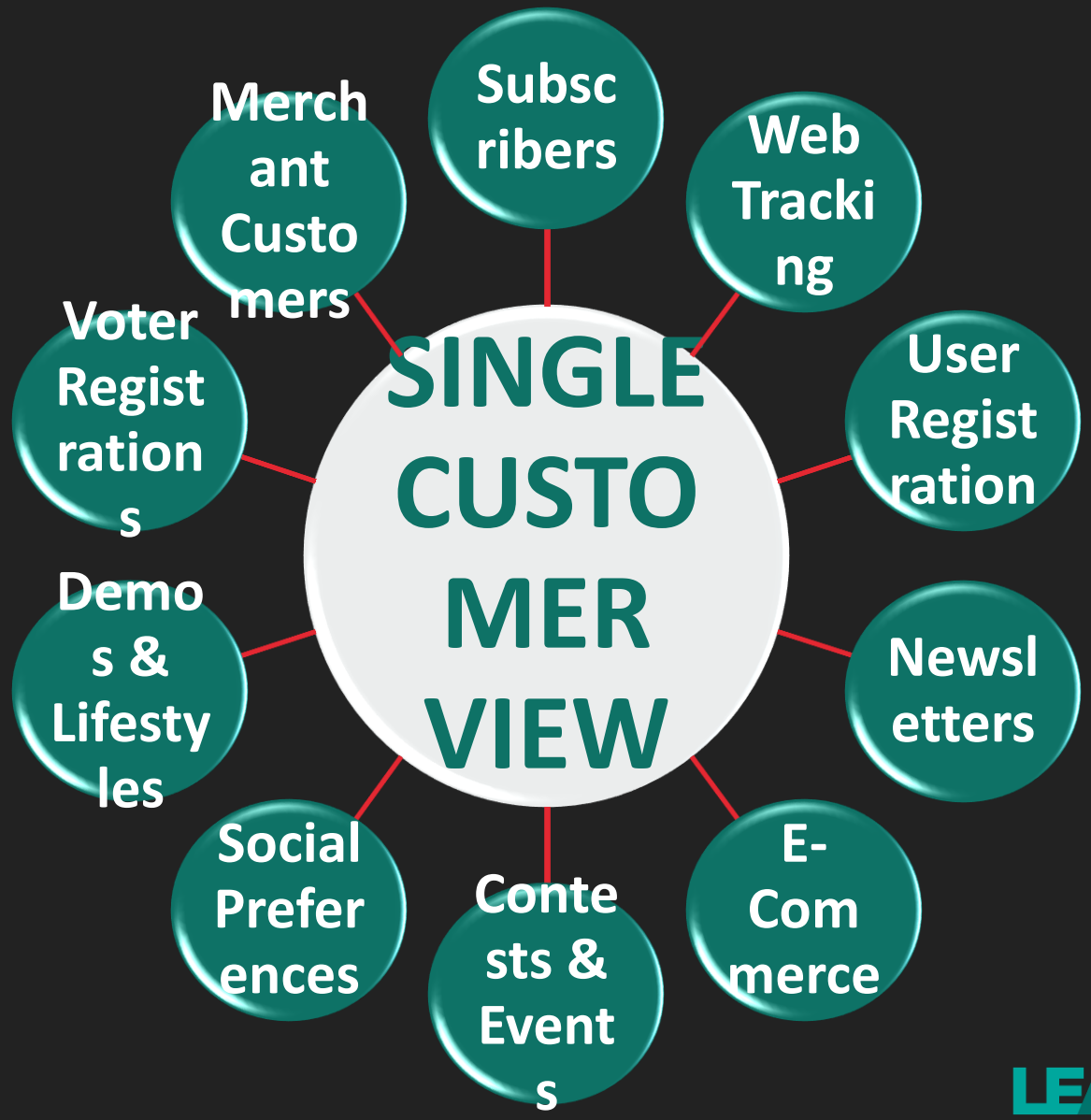

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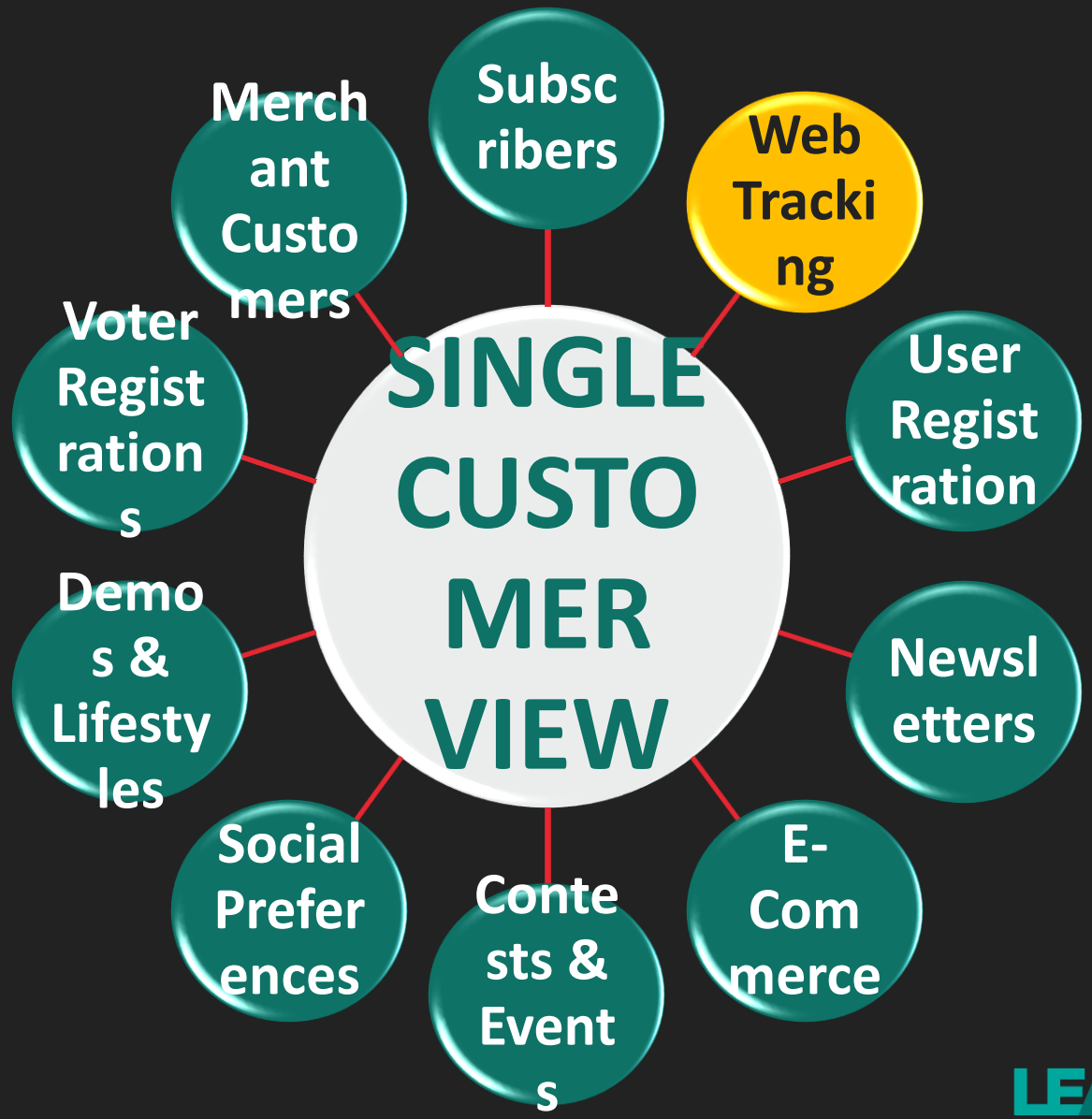

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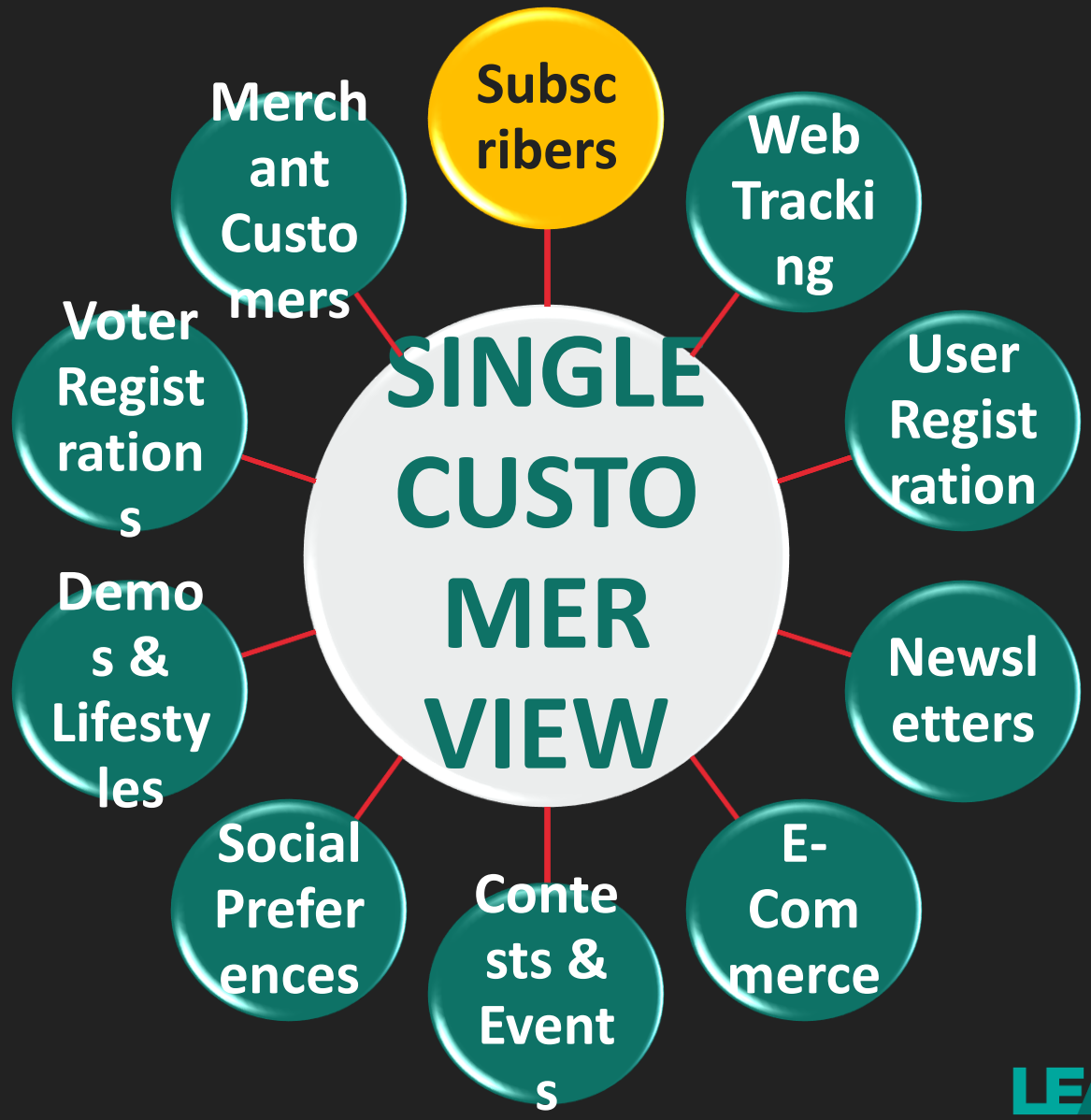

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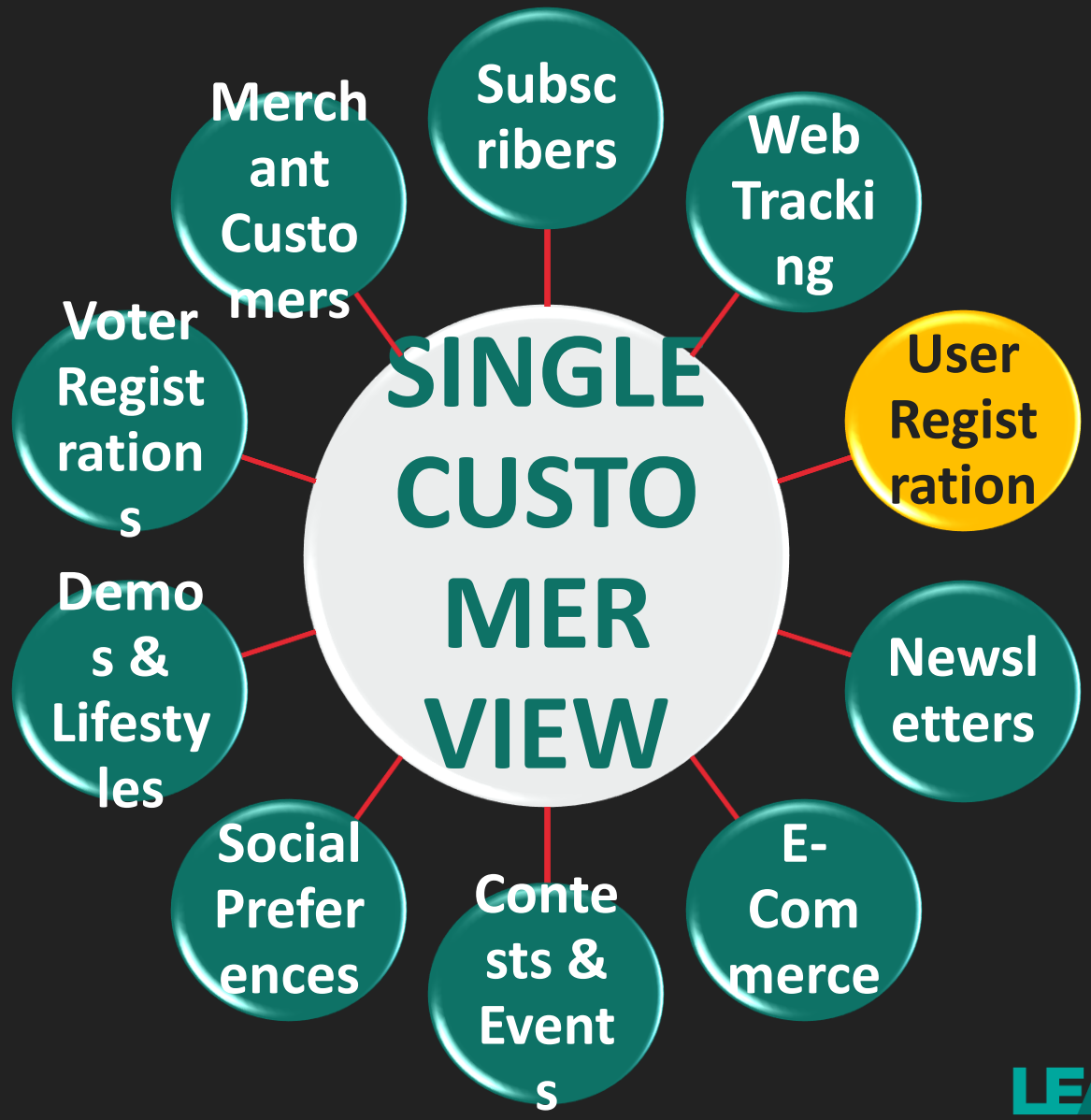

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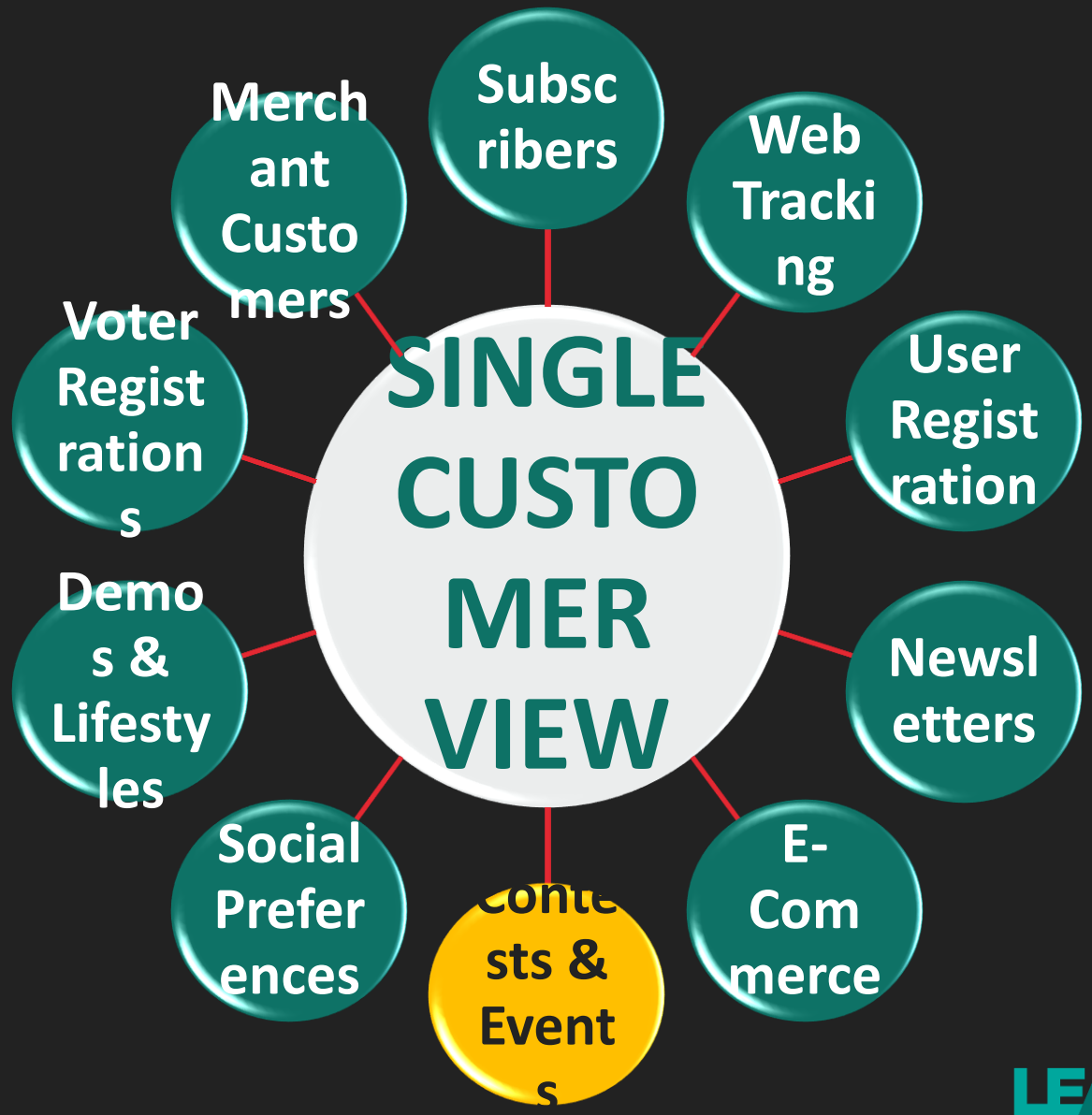

LEAP

Leverage Your Data

172.16.254.1
msmith123@gmail.com
Mary Smith
40 Cove Road
Stonington, CT 06371

$847 in Revenue past 3 years
Digital Content: Travel, Business
Video: Real Estate
Prefers Email to Direct Mail
msmith123@gmail.com
Weekly Wine & Dine newsletter
Mobile breaking alerts
Six Daily Deal purchases
Attended Home Show
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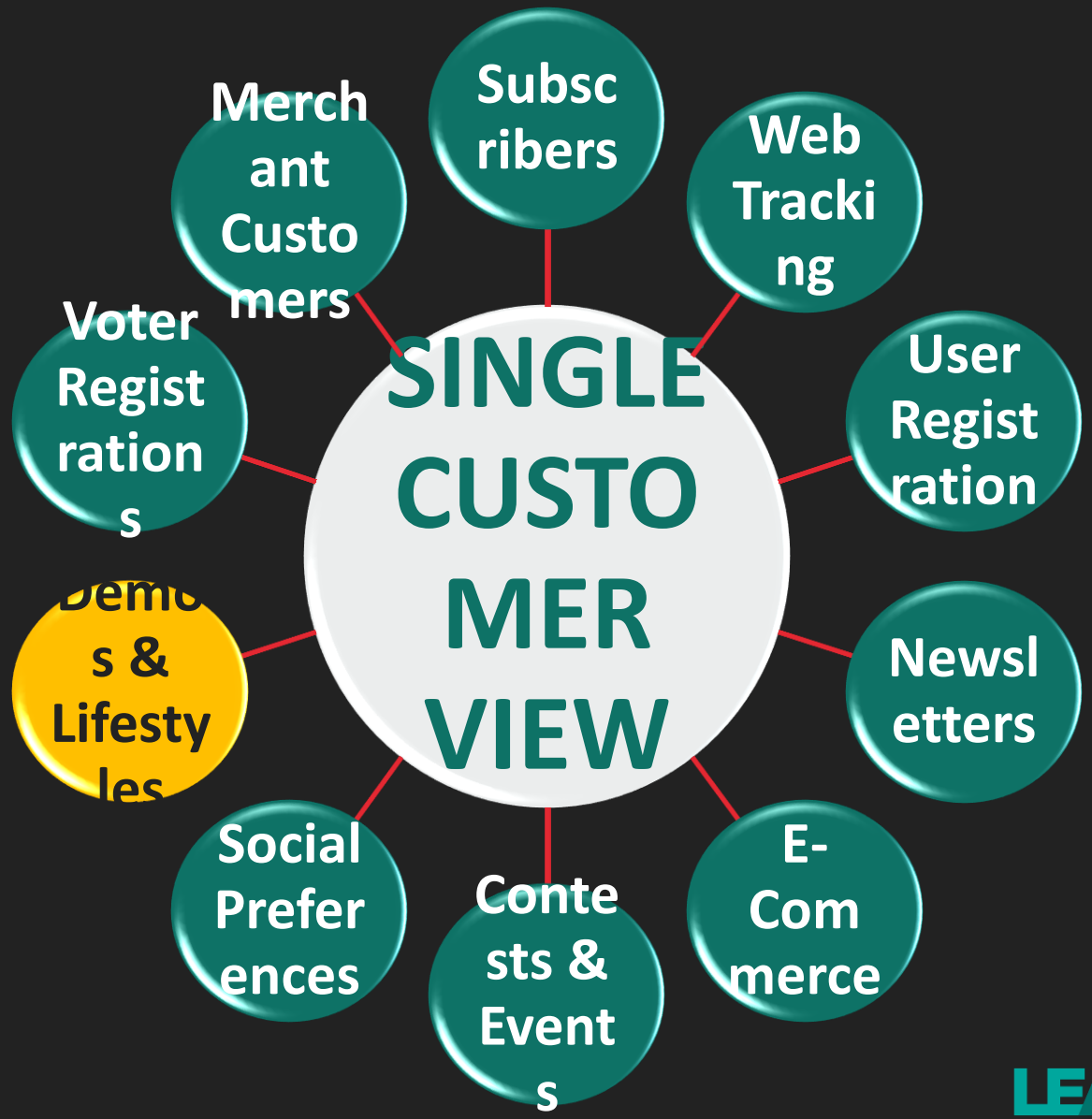

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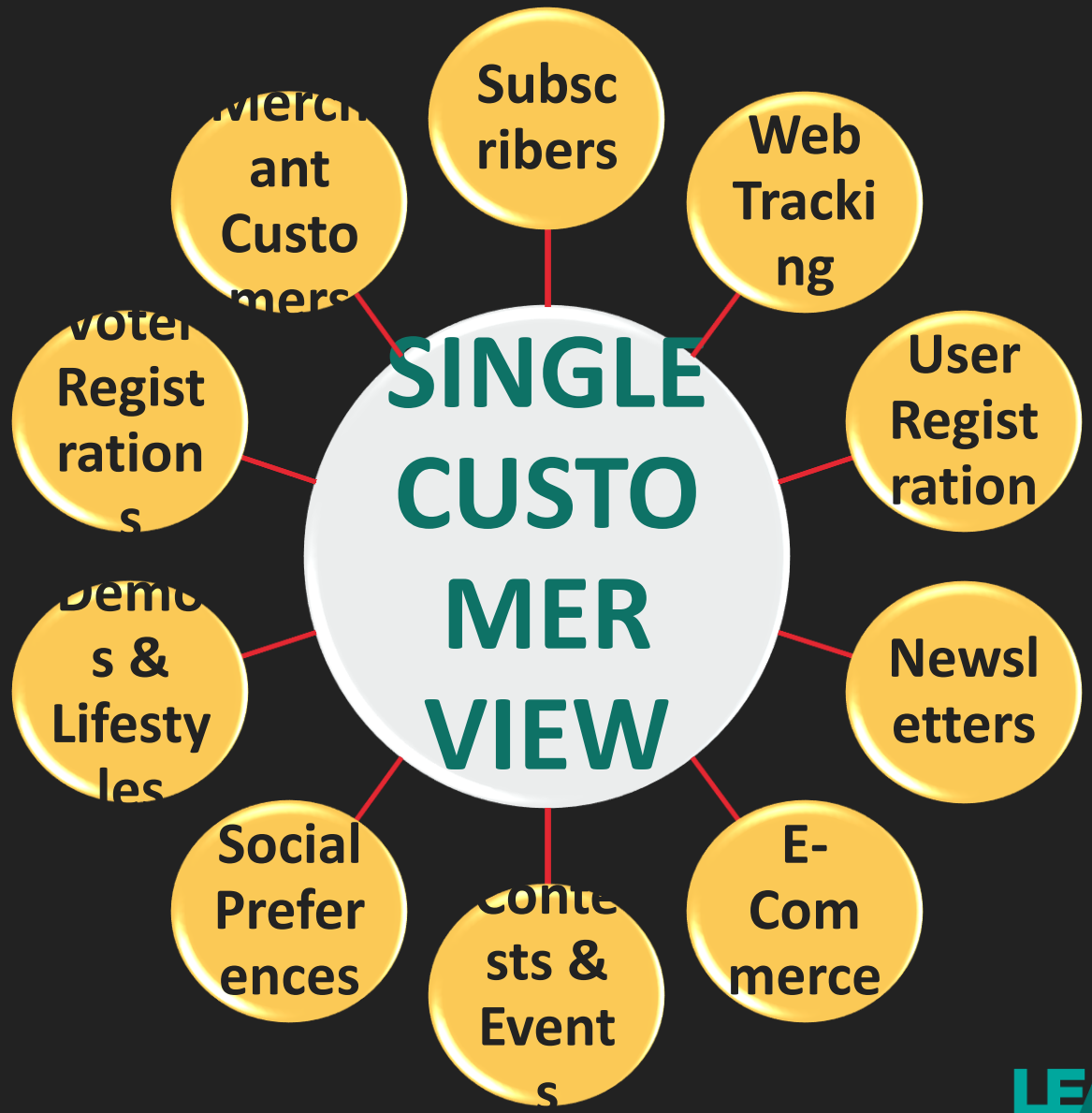


LEAP

HOW DO WE MONETIZE AUDIENCES?

- Increase paid audiences; drive engagement with content
- Event planning & execution
- Product development (e.g. newsletters, niche publications)

PRODUCT DEVELOPMENT

LEAP | Interest: Furniture & Decorating

InterestFurnitureAndDécor	Number of Recor..	Number of Subscr..	Avg. Subscriber P..	Number of Non-S..	Active Index
YES	128,938	30,916	24.0%	98,022	156
NA	129,731	8,857	6.8%	120,874	44
Grand Total	258,669	39,773	15.4%	218,896	

LEAP | Interest: Gardening

InterestGardening	Number of Recor..	Number of Subscr..	Avg. Subscriber P..	Number of Non-S..	Active Index
YES	117,696	29,694	25.2%	88,002	164
NA	140,973	10,079	7.1%	130,894	46
Grand Total	258,669	39,773	15.4%	218,896	

LEAP | Interest: Home Improvement

InterestHomeImprovementDiy	Number of Records	Number of Subscribers	Avg. Subscriber Penetration	Number of Non-Subscribers	Active Index
YES	39,153	11,989	30.6%	27,164	199
NA	219,516	27,784	12.7%	191,732	82
Grand Total	258,669	39,773	15.4%	218,896	

LEAP | Interest: Real Estate Investments

InterestRealEstateInvestments	Number of Recor..	Number of Subscr..	Avg. Subscriber P..	Number of Non-S..	Active Index
YES	29,447	8,874	30.1%	20,573	196
NA	229,222	30,899	13.5%	198,323	88
Grand Total	258,669	39,773	15.4%	218,896	

LEAP | Interest: Self-Improvement

InterestSelfImprovement	Number of Recor..	Number of Subscr..	Avg. Subscriber P..	Number of Non-S..	Active Index
YES	30,030	8,069	26.9%	21,961	175
NA	228,639	31,704	13.9%	196,935	90
Grand Total	258,669	39,773	15.4%	218,896	

LEAP | Interest: Stocks & Bonds

InterestStocksAndBonds	Number of Records	Number of Subscribers	Avg. Subscriber Penetration	Number of Non-Subscribers	Active Index
YES	24,754	8,944	36.1%	15,810	235
NA	233,915	30,829	13.2%	203,086	86
Grand Total	258,669	39,773	15.4%	218,896	

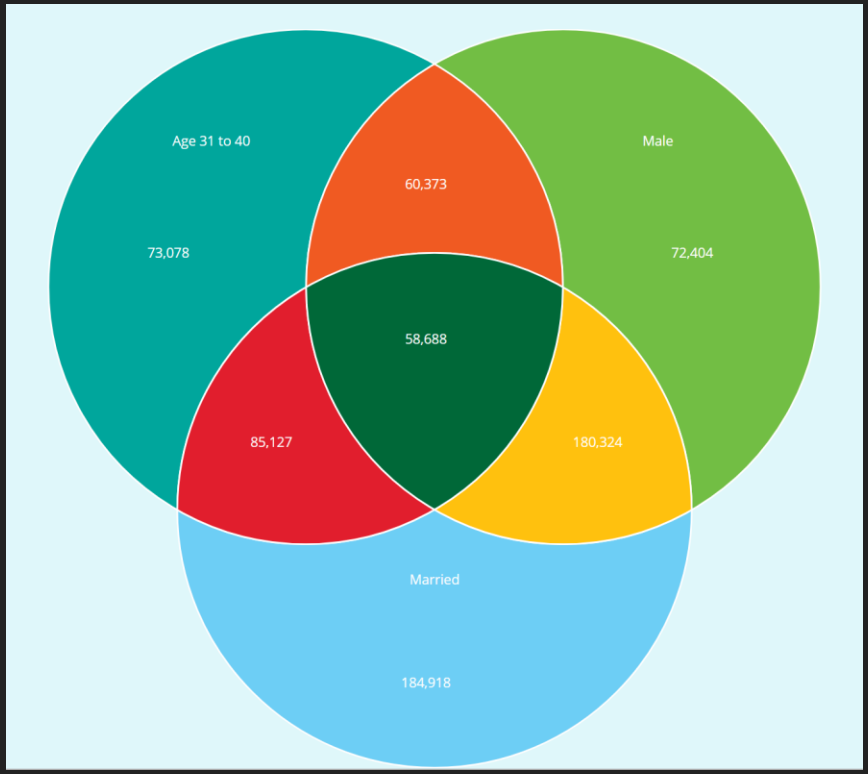
- What are the content interests of our audiences?
- What are the content interests of prospective new audiences?
- What are their preferred platforms?
- To whom do I promote my new content?

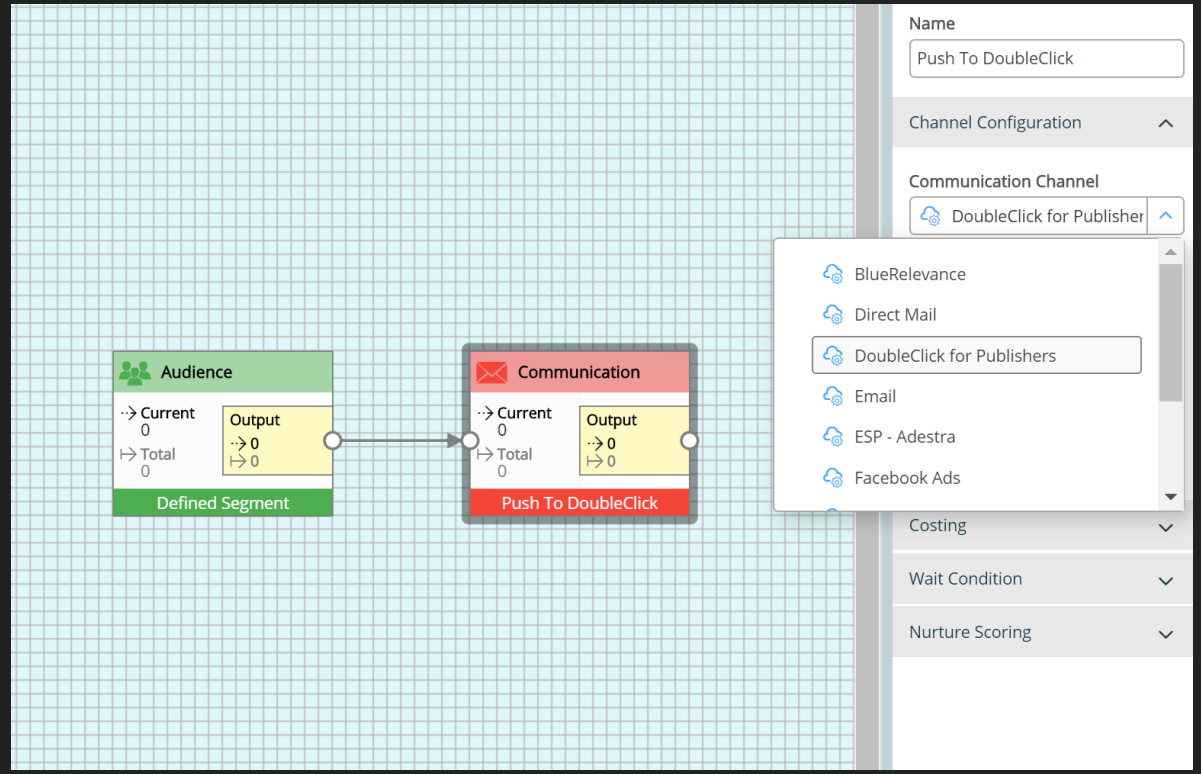
LEAP

HOW DO WE MONETIZE AUDIENCES?

- Increase paid audiences; drive engagement with content
- Event planning & execution
- Product development (e.g. newsletters)
- Targeted digital display

OUTPUT AUDIENCE SEGMENTS TO SOCIAL & DIGITAL AD PLATFORMS





HOW DO WE MONETIZE AUDIENCES?

- Increase paid audiences; drive engagement with content
- Event planning & execution
- Product development (e.g. newsletters)
- Targeted digital display
- Affiliate marketing

AFFILIATE MARKETING

- How can I monetize my audiences in nontraditional ways?

of value to prospective business partners?

could be of potential value to my audiences?

Chart: Email Database by Children Age Range

AgeRangeChildren	Total Households	% of Total Households	Valid Email Records	% of Valid Email Records	Active Index
AGES 0 - 2	9,839	3.80%	3,417	4.64%	122
AGES 3 - 5	6,823	2.64%	2,351	3.19%	121
AGES 6 - 10	18,100	7.00%	6,000	8.15%	116
AGES 11 - 15	10,653	4.12%	3,501	4.75%	115
AGES 16 - 17	5,120	1.98%	1,614	2.19%	111
NONE	208,134	80.46%	56,766	77.08%	96
Grand Total	258,669	100.00%	73,649	100.00%	100

LEAP

HOW DO WE MONETIZE AUDIENCES?

- Increase paid audiences; drive engagement with content
- Event planning & execution
- Product development (e.g. newsletters)
- Targeted digital display
- Affiliate marketing
- Targeted, multi-platform ad solutions

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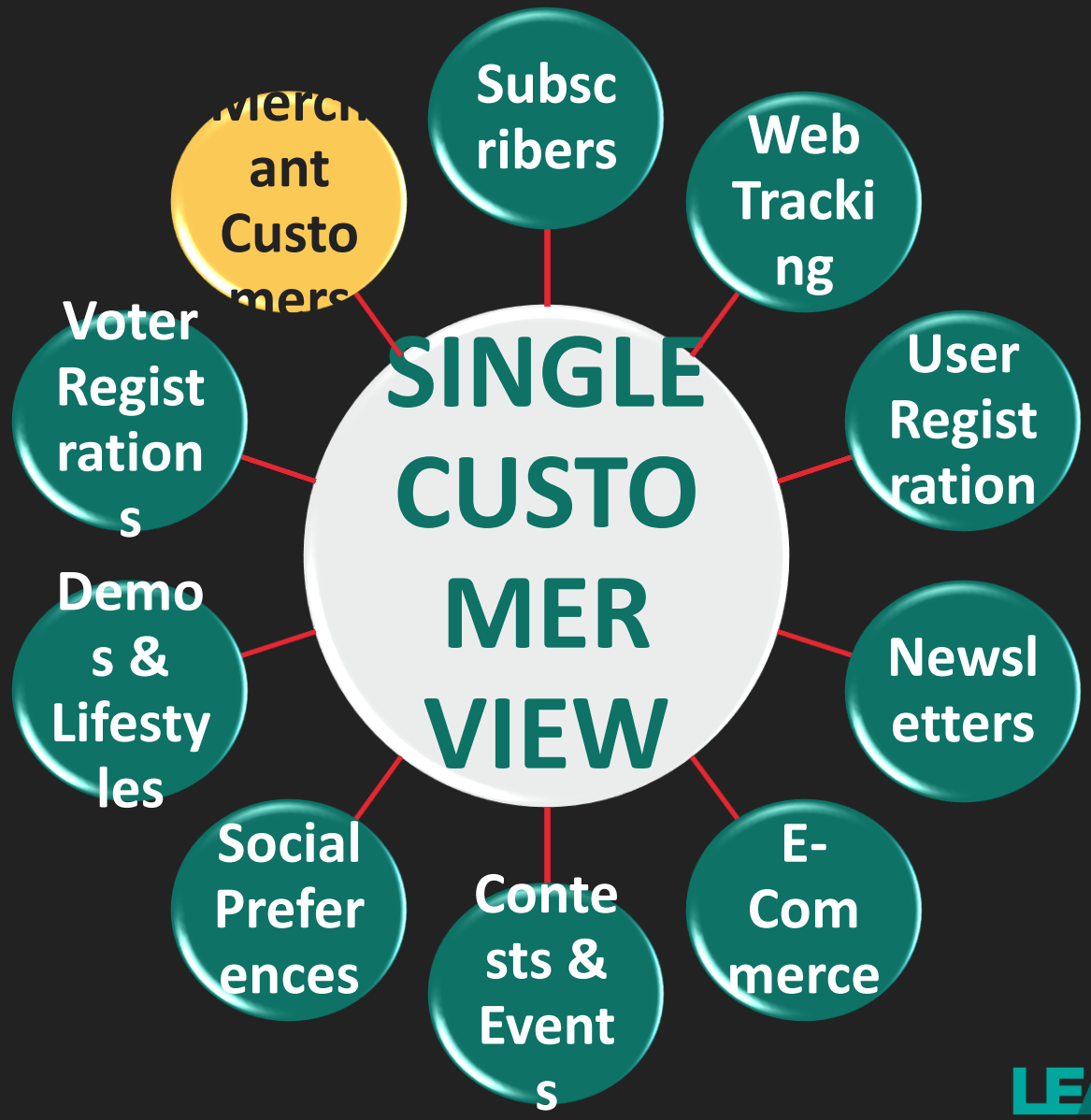

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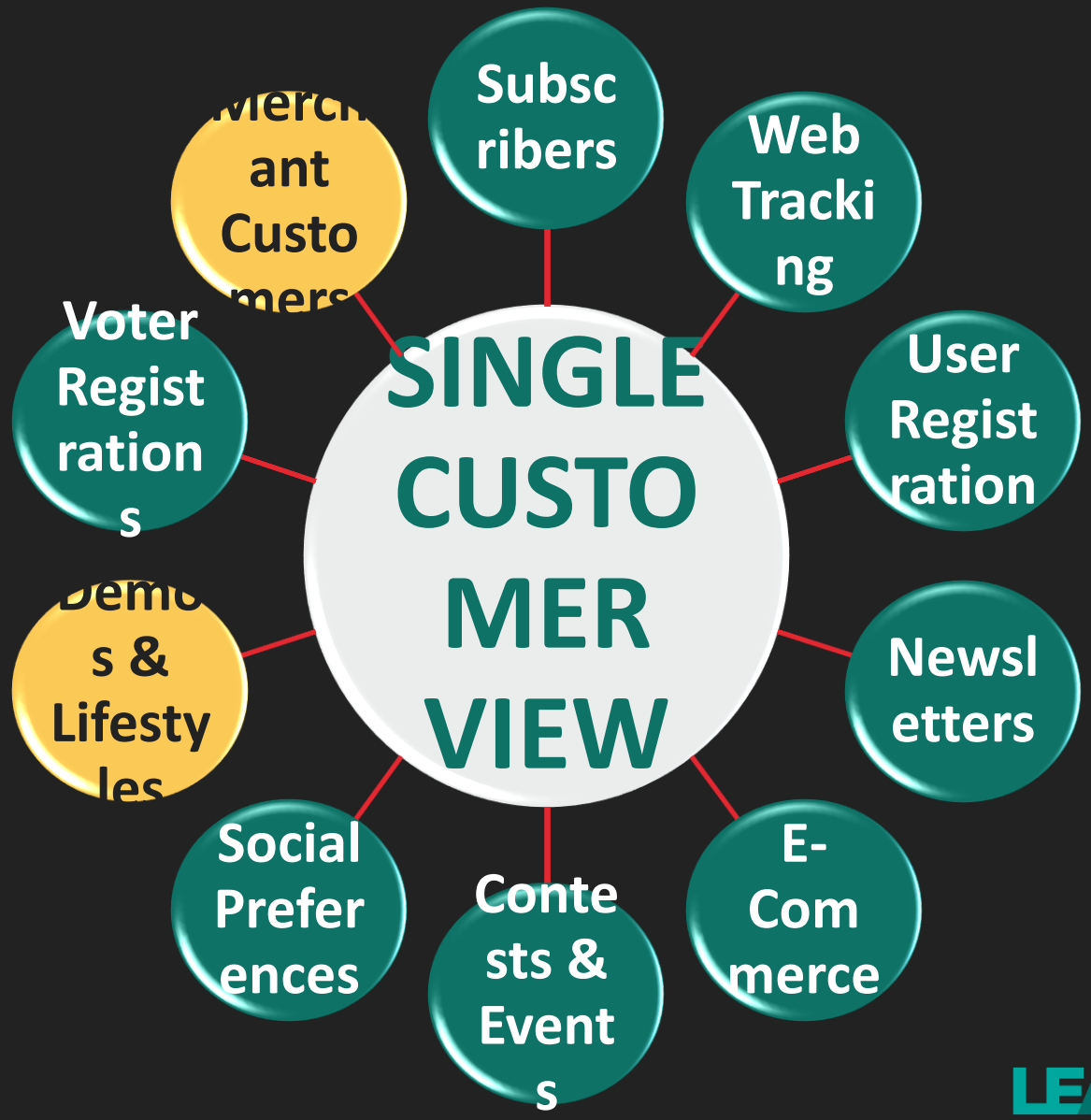

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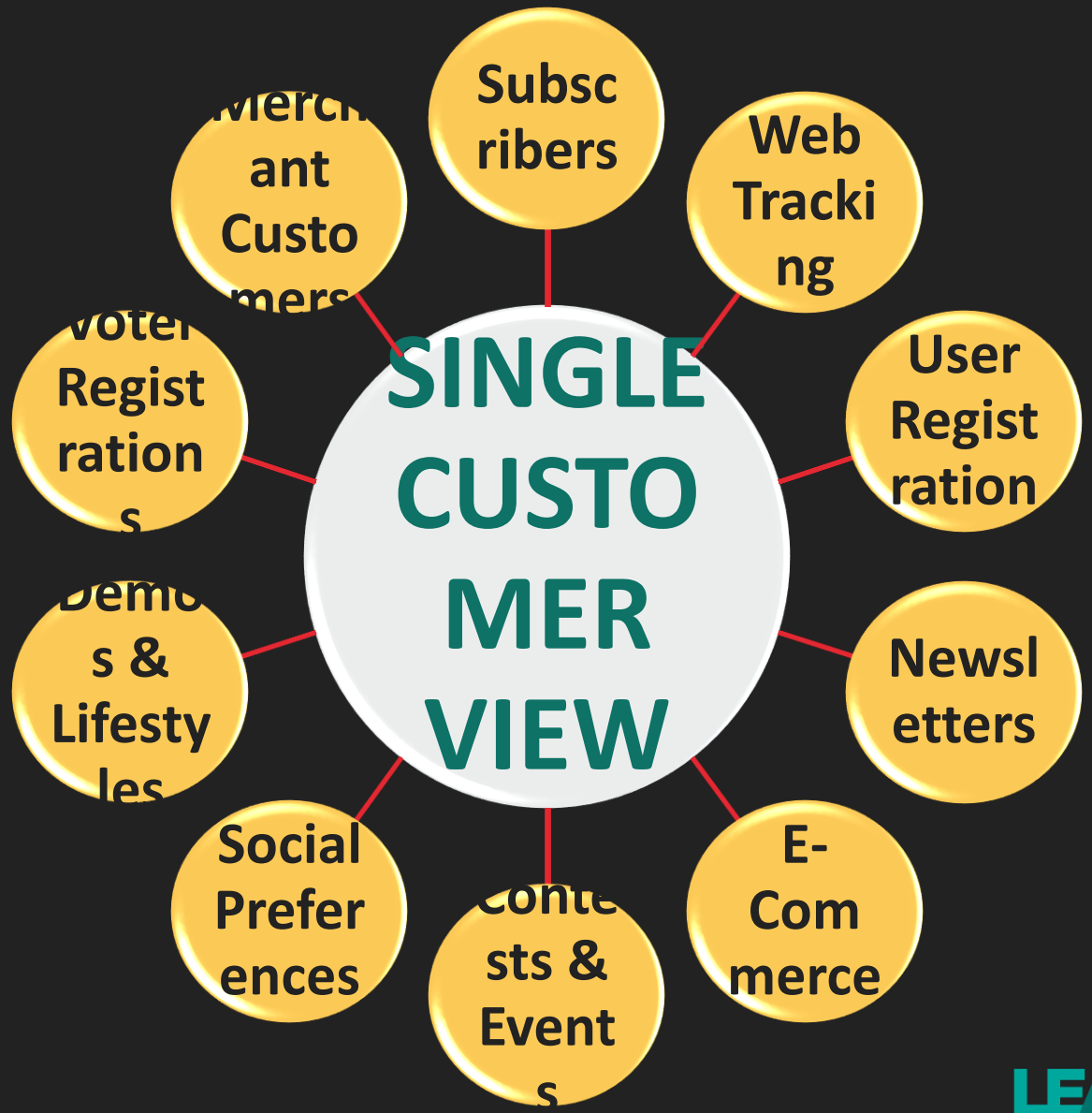

LEAP

AXIOM #1: THE REVENUE IMPERATIVE

REVENUE DIVERSIFICATION is the prime path to prosperity

- Events
- Native Advertising
- Digital marketing services
- Affiliate marketing
- Programmatic
- Video/OTT
- Niche publishing
- Email marketing
- Direct mail
- E-commerce
- Content

AXIOM #4: THE RELATIONSHIP IMPERATIVE

You can't monetize a relationship that doesn't exist

THANK YOU

Tom Ratkovich, Managing Director

tom.ratkovich@leapmediasolutions.com

Richmond Times-Dispatch
Richmond, Va.

Richmond Times-Dispatch

Using Audience Data to Find Sponsors and Dollars

The opportunity:
After seeing how other media companies have created custom sponsorship solutions for sports content, RTD Managing Editor Mike Szvetitz and Digital Sales Director Broderick Thomas worked together to create an advertising package for our Washington Redskins content. The Washington, D.C.-based team is the local team for many of our readers. Since their summer training camp is held in Richmond, we knew that we had an opportunity to expand our Redskins vertical.

The plan:
In the summer of 2017, we evaluated our coverage of the Redskins and created a custom sponsorship package for an advertiser who wanted to reach local fans. Data from Google Analytics told us that we have a significant niche audience for Redskins content, and our newsroom has often dedicated resources to covering the nearly local team. But the more significant data use didn’t come into play until pricing the sponsorship.

See next slide

Richmond Times-Dispatch (continued)
Richmond, Va.

Using Audience Data to Find Sponsors and Dollars

The role of audience data:
Thomas says that the data let him know how to determine the best price for the package. We offered advertisers the exclusive opportunity to advertise alongside our unique Redskins content wherever it appeared in print and online. Although we've offered targeted sponsorships before, in this case we were able to extend the sponsorship to video and email newsletters, in addition to traditional print and digital banner ads. A restaurant chain, owned by a Redskins fan, bought the sponsorship, and his business benefited from partnering with us to sponsor our Redskins coverage.

Instant replay:
With the 2018 professional football season kicking off soon, we're evaluating our audience and revenue data associated with this sponsorship and preparing our game plan for the second part of this year. After reviewing the data, Thomas has been able to build additional revenue opportunities into our Washington Redskins sponsorship package that could include additional advertisers or an increased presence for one advertiser who is ready to take on the entire vertical. Our revenue potential is 100 percent higher going into the second year of this sponsorship because we have a clear picture of our audience's behavior, and we have a solid understanding of what will translate into success for our advertisers. As Thomas puts it, audience data are our barometers for predicting opportunities.

P2P INITIATIVE

For more information, contact:
Tom Silvestri, President and Publisher
Richmond Times-Dispatch
(804) 649-6121 • tsilvestri@timesdispatch.com

Join us again on July 19:

“How your news coverage impacts your revenue" is the subject of our next P2P video conference call.

Thursday, July 19, from 2-3 p.m. (EDT).

The price of admission: submit an example of how your news coverage has impacted your revenue by July 13. Publishers who share an example will gain access to the video conference and the entire collection of ideas submitted. Send one idea, get many more.

In submitting your idea, please tell us:

- How your news coverage has impacted your revenue – either positively or negatively.
- What has been key to growing revenue through news coverage?
- What’s a challenge your newsroom faced and how was it overcome?
- Contact name, number and email of the person who can provide more information, if another SNPA member has follow-up questions.

To register:

- Send an email by July 13 to Edward VanHorn (edward@snpa.org) with the subject line: P2P.
- Include at least one example of how your news coverage has impacted revenue.
- Check your in box for instructions for joining the conference.

P2P INITIATIVE