

# Programmatic Best Practices

Tuesday, February 27<sup>th</sup>  
Mega Conference  
San Diego, CA





## SPEAKERS

**Tobias Bennett**, Moderator

Exchange Champion  
Local Media Consortium

**Nick Ames**, Panelist

Director, Client Success  
McClatchy

**Ray Faust**, Panelist

Vice President Sales  
Emerging Media  
Star Tribune

# AGENDA



**Intro**



**Programmatic Basics (Nick Ames)**



**Local Private Market Place  
Opportunity (Ray Faust)**



**Q&A**



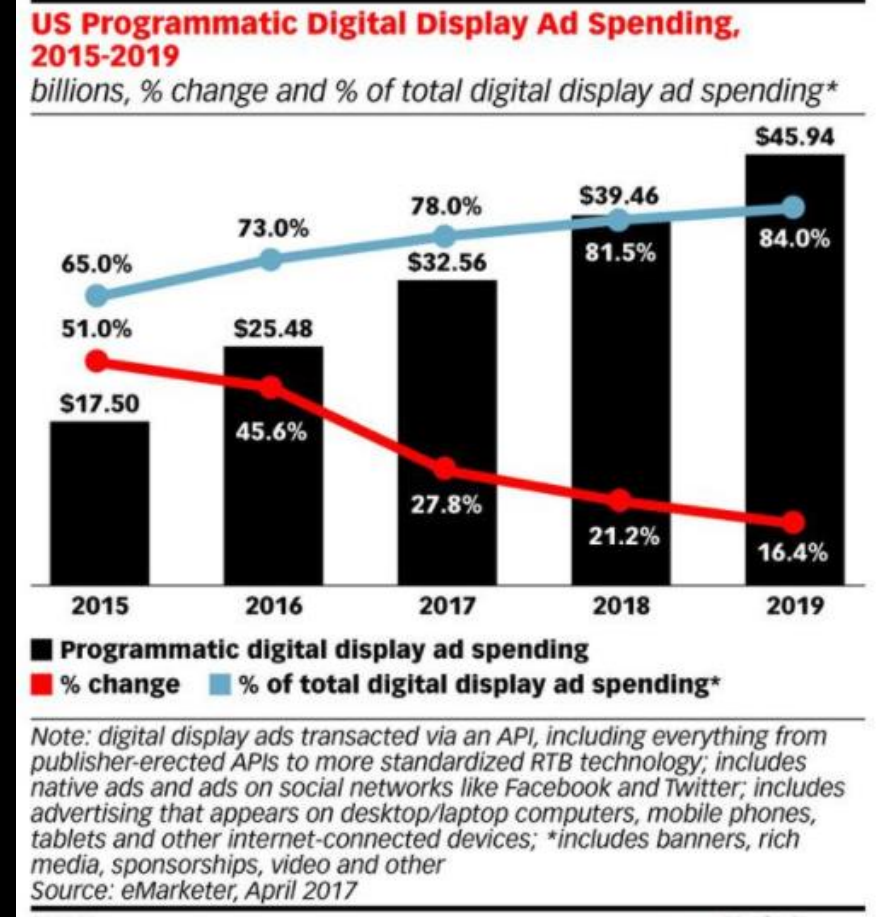
# Programmatic Channels





# Ad Spending

- 81.5% of total digital display ad spending expected to be transacted programmatically
- eMarketer reported in April of 2017 that 74.5% of programmatic US digital display ad dollars moved through private marketplaces and programmatic direct arrangements





# McCLATCHY

At the heart of what matters.

# What is programmatic advertising?

- Programmatic advertising is the buying and selling of media using technology and data.

# Yield management beyond programmatic

- An effective site monetization strategy balances UX expectations between advertising and subscription revenue down to the user level





# Programmatic yield management

## *Keep the faucets open and clean*

- Digital inventory is a perishable asset
- Match technical attributes of demand with technical capabilities of inventory
  - Apps & video
- Manage ad quality through permanent category/format blocks
- Advertiser level blocks to manage sales channel conflict is generally ineffective and used sparingly

# Programmatic yield tools

- Header bidding - eliminates auction inefficiencies
  - Unified auction - prioritize to compete with all demand sources
- Ads.txt – allows publishers transparency to demand sources
  - Eliminate or disqualify a demand partner using overlapping demand

# Programmatic publisher trends

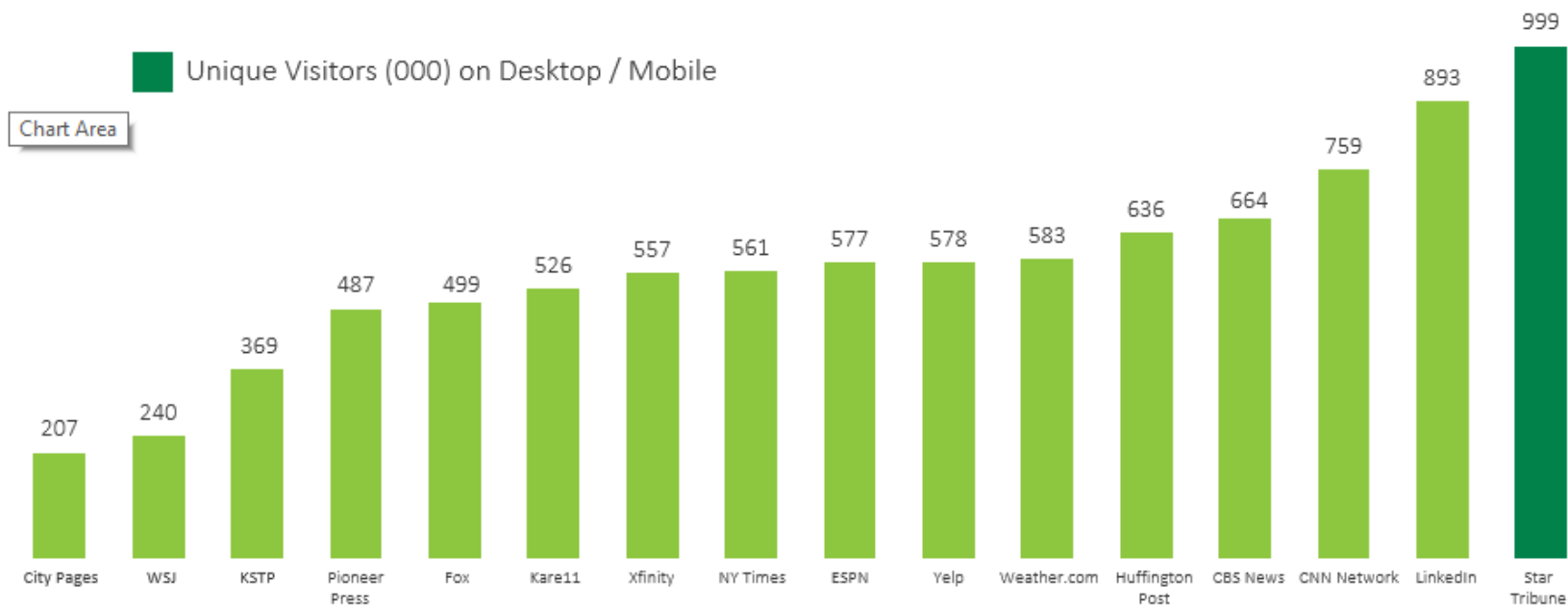
- Unification and activation of advertising and subscription data to balance UX expectations to the user level
- Publishers and advertisers will look transact in programmatic channels directly to drive down costs and increase margins



# MINNESOTA'S SITE

## We've got you covered!

- » More reach in Minneapolis CBSA than any local site
- » The most monthly unique visitors





## MORE MINNESOTANS THAN EVER

Growing digital audience – on and off StarTribune.com

- » StarTribune.com: #1 local media site
- » 8 MM unique users per month
- » Mobile platform grew by 35%
- » E-mail newsletter subscribers up 17%
- » Facebook impressions doubled
- » Twitter impressions up 35%



### Advantage Increases Our Reach



8 MM  
unique users



241 MM  
unique users



675 MM  
unique users

### Advantage Platform



Display



Social



Email



Search



# The Upper Midwest's Largest Media Company

We have many great digital products to choose from on StarTribune.com. We also **make custom ideas** come to life!

**Separately from our StarTribune.com**, we also offer digital solutions that reach consumers across the web. Plus we're highly skilled at SEM, SEO and other solutions.

3.9 Million Avg Monthly Unique Visitors account for an avg of 9.6 Million Visits per month

Extend the reach beyond StarTribune.com  
8 Million Monthly Unique Users in Minnesota alone



## StarTribune.com

- High-impact placements
- Standard placements
- Pre-roll
- Native placement
- Reader opt-in email
- Mass Reach or Targeted
- PMP (thru Advantage)

## ADVANTAGE

## Advantage Audience Network

- Audience targeted display ads
- Audience targeted pre-roll
- Retargeting (site, search, and CRM)
- Geo-fencing / Geo-location
- Native links
- Email
- SEM / SEO
- Dashboard



Managing campaigns for

100s

of top national and local accounts





# DIGITAL INSIGHTS

## Differentiated approach

We deliver value from initial strategy to final outcome, and make sure our customer understands their audience and investment



Programmatic delivery allows us to highlight customer bases—who they are, how they interact thru site / campaign / behaviors

- » Collect audience data from site traffic
- » Identify custom audience segments
- » Analyze monthly traffic trends
- » Measure audience engagement
- » Optimize targeting and improve ad yield for fewer wasted advertising dollars





Your audience looks for the following product traits: high quality, energy-efficient, durable and dependable. Their primary influencer when making a purchase is brand.

## HOBBIES / INTERESTS



# Audience Discovery

- » Provides you with a deeper understanding of your audience
- » Learn their purchase drivers, hobbies, values and many other attributes
- » Leverage the information and reach your audience with Star Tribune's digital solutions



# Display sales strategy

Direct sales drive maximum revenue potential for O&O

- PMPs have potential to lift CPMs significantly, drive adoption across all products

Product	Usage Case	Targeting
Sponsorships	Homepage News Adjacencies Special Products	Placement Content Product
RON	Sitewide / Platformwide	Placement
Audience Extension	Performance / Targeting	All types
Private Marketplace	Premium	Audience



# PMP Partners / Channels

## Leading News Industry Channels



## Our Preferred PMP AdTech Partners



# PMPs: Strategic yield

Paired with other direct sold products; more upside than Open RTB

Product	Avg CPM	% Total Inventory
Sponsorships	\$25	20 - 70%
Private Marketplace	\$12 - \$16	< 10%
Audience Extension	\$7	N/A
RON	\$4 - \$5	20%
Open RTB	\$2 - \$3	30 - 40%

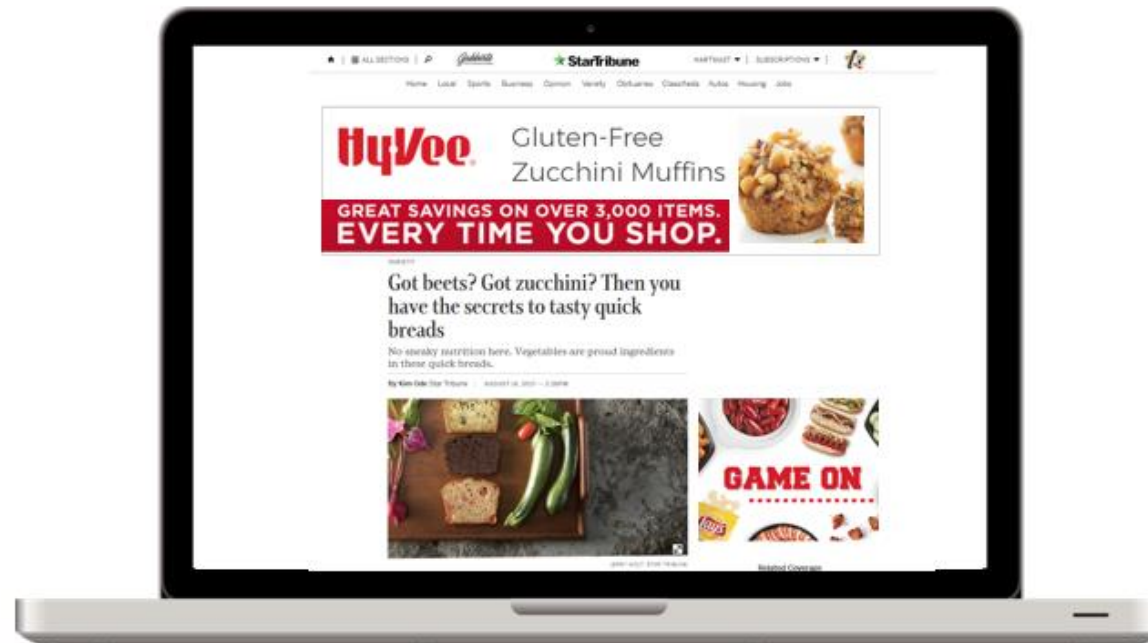




# Strategic Client Relationships

## PMP conversations start with known local buyers

- » Opportunity to get direct dollars
- » Leverage value of 1<sup>st</sup> party data / audience / environment
- » Sold with other products that are exclusive and unique -- 100% of the time
- » PMP audience buys as re-occurring revenue; unique ideas as upsells







# Questions & Comments

