



Intelligence-Driven Solutions for

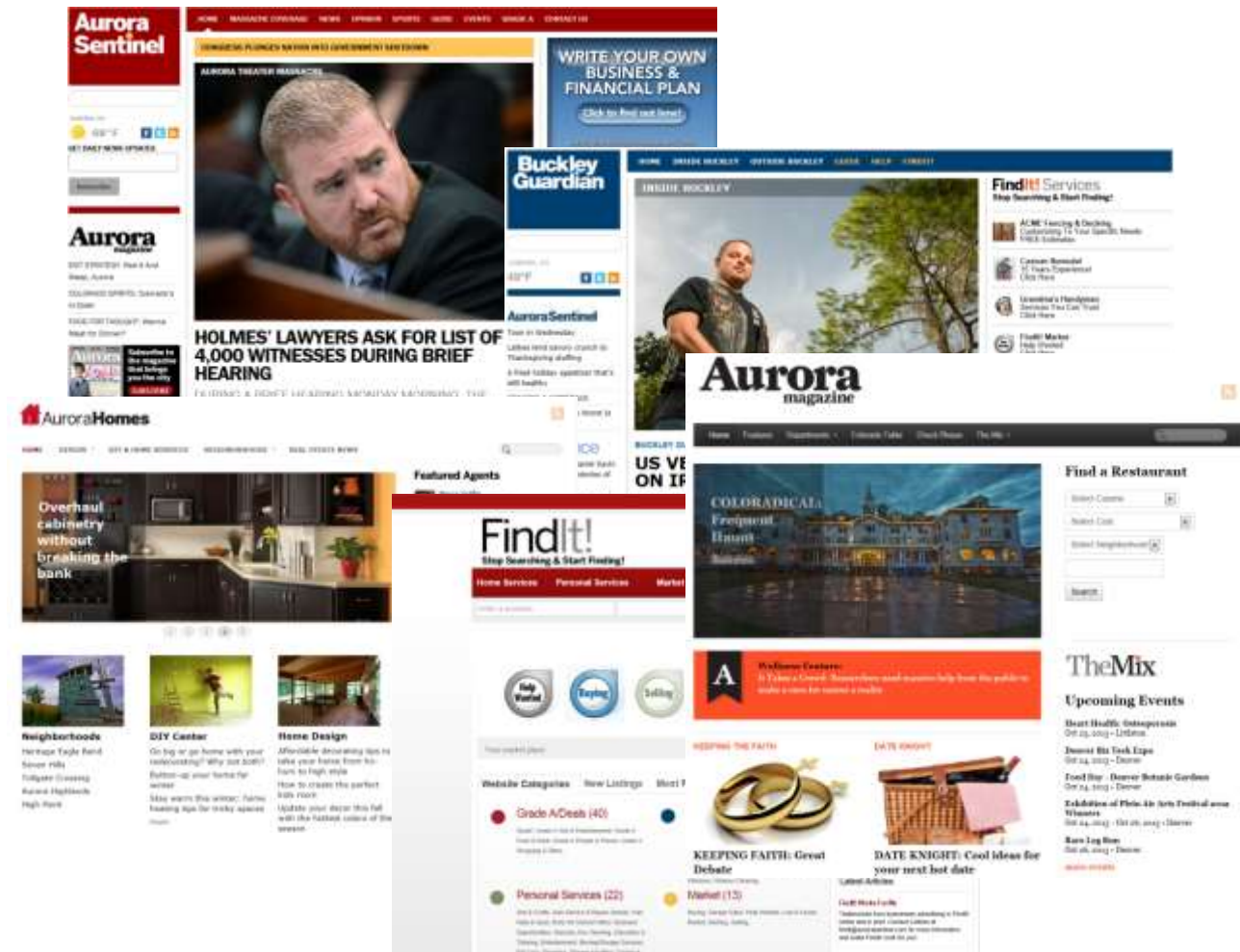
# Audience Optimization

Development | Engagement | Monetization

---

# Aurora Media Group

- Aurora Sentinel
- Buckley Guardian
- ColoradoTable
- Aurora Magazine
- Aurora Business
- Aurora Homes
- FindIt! Aurora



# Aurora Media Group

*Target Marketing Solutions*

# Why AMG?

- \* We know Aurora... Aurora knows us
  - \* In print & online
- \* AMG has invested in YOUR success
  - \* Data
  - \* Technology
  - \* Design
  - \* Expertise
  - \* Reach
- \* There is no single solution to marketing optimization
  - \* Integration is vital

# Data on 120,000 Aurora HH's

Demographics  
Fifty Lifestyle Interests

- \* Name/address/phone
- \* Age/gender/ethnicity
- \* Marital status
- \* Occupation/education
- \* Hispanic language preference
- \* Number of children/ages
- \* Political party
- \* Homeownership/home value/type/age
- \* Length of residence
- \* Vehicle interest/car buyer/number
- \* Channel preference
- \* Online purchaser
- \* Direct mail purchaser
- \* Military veteran
- \* Dog/cat owner
- \* Culture/arts/collectibles
- \* Fashion
- \* Camping/fishing/hunting/shooting
- \* Gardening
- \* Gourmet cooking/food
- \* Travel – foreign/domestic
- \* Home video games/computers
- \* Bicycling/boating/golf/tennis/skiing
- \* Home furnishing/decorating
- \* Home improvement
- \* Fitness/running
- \* Casino gambling
- \* Sweepstakes/contests
- \* Wines

# The Knowledge Base



# The Knowledge Base



# The Knowledge Base



## The Wiggins Household

Age 57

Age 58

Subscribes to Aurora Magazine

Interests include gardening, cultural/arts events, green living

Wine newsletter

Income \$125,000

Homeowners in Seven Hills

Interests include reading, investing, foreign travel, biking

Prep Sports e-newsletter

Empty Nesters

Home value: \$475,000



# Identify your best prospects...

## Nielsen Profile Comparison Report

Projected to: New London County  
Sorted By: Index, Descending  
Break: None (0)

Segments		Base		UWSECT Donors vs New London County				Base		Contribute to Organizations \$250+- 1yr (A)				
Code	[-]Variable Title	[-]Count	[-]%Comp	[-]Count	[-]%Comp	[-]Users/100 HHs	[-]Index	[-]Count	[-]%Comp	[-]Count	[-]%Comp	[-]Users/100 HHs	[-]Index	7
01	Upper Crust	478	0.44	57	0.98	11.92	220	478	0.44	446	0.85	93.28	192	192
02	Blue Blood Estates	134	0.12	21	0.36	15.67	289	134	0.12	121	0.23	90.43	187	187
09	Big Fish, Small Pond	9,437	8.75	654	11.19	6.93	128	9,437	8.75	8,307	15.89	88.02	182	182
10	Second City Elite	1,242	1.15	133	2.28	10.71	198	1,242	1.15	955	1.83	76.90	159	159
14	New Empty Nests	338	0.31	24	0.41	7.10	131	338	0.31	254	0.49	75.13	155	155
05	Country Squires	6,227	5.77	497	8.50	7.98	147	6,227	5.77	4,572	8.74	73.43	152	152
11	God's Country	7,403	6.86	542	9.27	7.32	135	7,403	6.86	5,165	9.88	69.76	144	144
20	Fast-Track Families	6,018	5.58	451	7.72	7.49	138	6,018	5.58	4,026	7.70	66.90	138	138
15	Pools & Patios	447	0.41	43	0.74	9.62	178	447	0.41	297	0.57	66.38	137	137
17	Beltway Boomers	133	0.12	7	0.12	5.26	97	133	0.12	88	0.17	66.27	137	137
25	Country Casuals	8,993	8.33	650	11.12	7.23	133	8,993	8.33	5,818	11.13	64.69	134	134
03	Movers & Shakers	360	0.33	48	0.82	13.33	246	360	0.33	229	0.44	63.70	131	131
06	Winner's Circle	27	0.03	6	0.10	22.22	410	27	0.03	17	0.03	63.57	131	131
28	Traditional Times	8,054	7.46	434	7.43	5.39	99	8,054	7.46	5,089	9.73	63.18	130	130
13	Upward Bound	809	0.75	71	1.21	8.78	162	809	0.75	499	0.95	61.69	127	127
12	Brite Lites, Lil' City	1,185	1.10	90	1.54	7.59	140	1,185	1.10	677	1.30	57.16	118	118
27	Middleburg Managers	2,946	2.73	161	2.75	5.47	101	2,946	2.73	1,532	2.93	52.00	107	107
21	Gray Power	157	0.15	5	0.09	3.18	59	157	0.15	81	0.16	51.84	107	107
18	Kids & Cul-de-sacs	350	0.32	13	0.22	3.71	69	350	0.32	164	0.31	46.88	97	97
38	Simple Pleasures	1,355	1.26	37	0.63	2.73	50	1,355	1.26	612	1.17	45.18	93	93

# ...and target them across platforms

- \* Print
- \* Direct Mail
- \* Email
- \* Web
- \* Social
- \* Mobile
- \* Search
- \* Events

# INTEGRATE platforms to optimize ROI

- \* Deploy most effective channel based on intelligence
- \* Reduce redundant messaging to cut cost
- \* Minimize intrusion and opt-outs

# Hyper-Targeted Direct Mail

- \* Targeted

- \* Purchase behavior
- \* Household demographics & lifestyle interests

- \* Personalized

- \* Name
- \* Offer
- \* Creative execution

- \* Cost efficient

- \* Integrated with other channels
- \* Economies of scale through shared production

# Hyper-Targeted Email Marketing

- \* Targeted

- \* Purchase behavior
- \* Email preference selections & e-newsletters
- \* Household demographics & lifestyle interests

- \* Personalized

- \* Name
- \* Offer
- \* Creative execution

- \* Cost efficient

- \* Integrated with other channels
- \* Economies of scale through shared production

# AMG Target Marketing Solutions

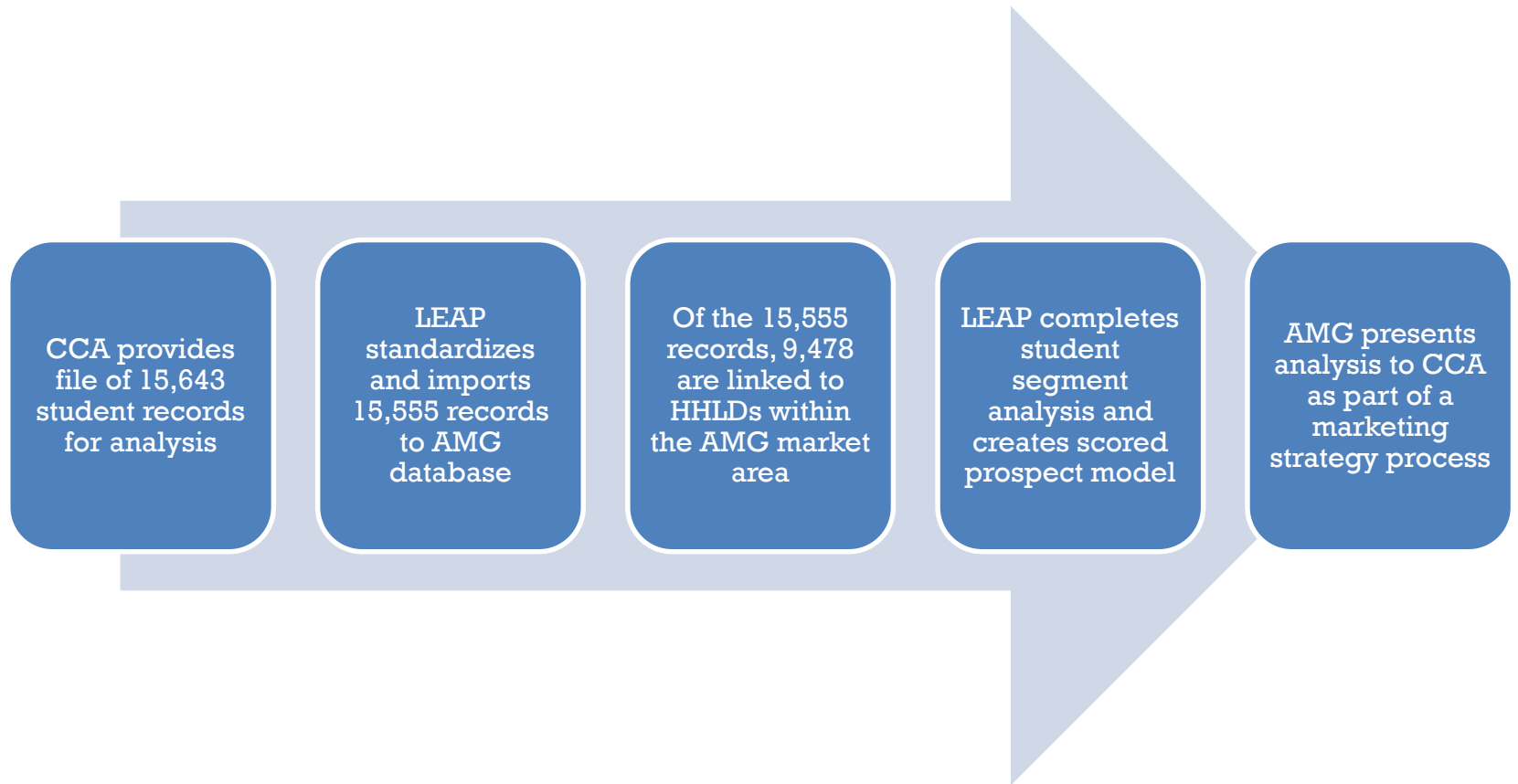
- \* Data +
  - \* Analytics +
    - \* Targeting +
      - \* Optimization +
        - \* Execution +
          - \* Accountability = **MAX ROI**

Case Study

# COMMUNITY COLLEGE OF AURORA

---

# Process





# Top Archetypes - All Students



## MIXED MIDLERS

*Predominantly clerical white-collar and blue-collar occupations, with limited educations, most are single and all have below average net worth. **Mixed Middlers** households are **82% more likely** to be CCA students vs. the overall market, and there are 6,621 such households in the AMG market.*



## TRUE BLUES

*Features working families with mostly teenaged children, favoring big families, outdoor activities and pickup trucks. Late forties to early fifties, dual incomes and modest means. **True Blues** households are **69% more likely** to be CCA students vs. the overall market, and there are 3,793 such households in the AMG market.*



## FAMILY FOCUSED

*Mean household age is under 40, spend patterns indicate focus on meeting needs of children. Comprised on blue and white-collar homeowners in the center of socio-economic scale. High concentration of Hispanics, vocation/technical graduates. **Family Focused** households are **64% more likely** to be CCA students vs. the overall market, and there are 5,392 such households in the AMG market.*



## FLUSH FAMILIES

*Well-educated, white-collar, upper-middle to affluent incomes and net worth. Parents of older school-age children, residing in upscale, mortgaged homes in the metro fringes of the nation's major DMAs. They are absorbed in parental roles. **Flush Family** households are **62% more likely** to be CCA students vs. the overall market, and there are 25,427 such households in the AMG market.*

# Top Archetypes - Career & Tech Education Students



## FAMILY FOCUSED

Mean household age is under 40, spend patterns indicate focus on meeting needs of children. Comprised on blue and white-collar homeowners in the center of socio-economic scale. High concentration of Hispanics, vocation/technical graduates. **Family Focused** households are 86% more likely to be CTE students vs. the overall market, and there are 5,392 such households in the AMG market.



## MIXED MIDLERS

Predominantly clerical white-collar and blue-collar occupations, with limited educations, most are single and all have below average net worth. **Mixed Middlers** households are 71% more likely to be CTE students vs. the overall market, and there are 6,621 such households in the AMG market.



## FLYING SOLO

Comprised of single households without children. Low-middle socio-economic levels and high incidence of apartment dwellers. Active social lives, including vibrant night-life and dating routines. **Flying Solo** households are 65% more likely to be CTE students vs. the overall market, and there are 5,392 such households in the AMG market.



## FLUSH FAMILIES

Well-educated, white-collar, upper-middle to affluent incomes and net worth. Parents of older school-age children, residing in upscale, mortgaged homes in the metro fringes of the nation's major DMAs. They are absorbed in parental roles. **Flush Family** households are 65% more likely to be CTE students vs. the overall market, and there are 25,427 such households in the AMG market.

# Top Archetypes - Transfer Students



## BEGINNINGS

The first generation to grow up in a wired world, making *intense use of mobile*. *Low household income* and minimal net worth, *few or no children*. **Beginnings** households are 104% more likely to be transfer students vs. the overall market, and there are 6,621 such households in the AMG market.



## MIXED MIDLERS

Predominantly *clerical white-collar and blue-collar* occupations, with limited educations, most are *single and all have below average net worth*. **Mixed Middlers** households are 97% more likely to be transfer students vs. the overall market, and there are 6,621 such households in the AMG market.



## FAMILY FOCUSED

Mean household age is under 40, spend patterns indicate focus *on meeting needs of children*. Comprised *on blue and white-collar homeowners* in the center of socio-economic scale. High concentration of *Hispanics, vocation/technical graduates*. **Family Focused** households are 71% more likely to be transfer students vs. the overall market, and there are 5,392 such households in the AMG market.



## FLYING SOLO

Comprised of *single households without children*. *Low-middle socio-economic levels* and high incidence of apartment dwellers. Active social lives, including vibrant *night-life and dating routines*. **Flying Solo** households are 71% more likely to be transfer students vs. the overall market, and there are 5,392 such households in the AMG market.

# Top Archetypes - High School Students



TRUE BLUES

Features *working families with mostly teenaged children*, favoring big families, outdoor activities and pickup trucks. Late forties to early fifties, dual incomes and modest means. **True Blues** households are 141% more likely to be high school students vs. the overall market, and there are 3,793 such households in the AMG market.



JUMBO FAMILIES

*Above average college educations and household incomes, family-centric, high presence of school-aged children who are homeowners.* **Jumbo Families** households are 80% more likely to be high school students vs. the overall market, and there are 3,793 such households in the AMG market.



FLUSH FAMILIES

*Well-educated, white-collar, upper-middle to affluent incomes and net worth.* Parents of older school-age children, residing in upscale, mortgaged homes in the metro fringes of the nation's major DMAs. They are absorbed in parental roles. **Flush Family** households are 73% more likely to be high school students vs. the overall market, and there are 25,427 such households in the AMG market.



FAMILY FOCUSED

Mean household age is under 40, spend patterns indicate focus on meeting needs of children. *Comprised on blue and white-collar homeowners in the center of socio-economic scale. High concentration of Hispanics, vocation/technical graduates.* **Family Focused** households are 58% more likely to be high school students vs. the overall market, and there are 5,392 such households in the AMG market.

# Lifestyle Characteristics & Purchase Behaviors

Every household in the AMG database was scored based upon how each segment scored for “CCA student enrollment,” relative to their overall market

## Demographic Factors

- ❖ Age (18-24, 25-34, 35-44...75+)
- ❖ HH Income Range
- ❖ HH Education Level
- ❖ Occupation
- ❖ Presence of Children
- ❖ Marital Status
- ❖ Home Value
- ❖ Ethnicity
- ❖ Hispanic Language Preference

## Lifestyle Factors (partial list)

- ❖ Acxiom Personix™ Lifestage
  - ❖ Child Near HS Graduation (Y/N)
  - ❖ Interested in Career (Y/N)
  - ❖ Interested in Self-Improvement (Y/N)
  - ❖ Military Veterans (Y/N)
-

# Scoring

- LEAP then assigned a **Master Value Score** based upon these **leading factors** for three student classifications
    - Computer & Technical Education (CTE)
    - Transfer students
    - High School (Concurrent)
-

# Master Value Score – Best Prospects for CTE

Cohort	Master Score Range	HHLDs in Segment	Current Students	% Penetration	% Composition	Relative Index
High Value	257.7 – 326.5	50,000	304	0.61%	31.8%	172.3
High-Mid Value	236.6 – 257.7	51,880	268	0.52%	28.1%	146.4
Mid Value	147.7 - 236.6	59,320	220	0.37%	23.0%	105.1
Mid-Low Value	147.3 – 147.7	40,883	58	0.14%	6.1%	43.4
Low Value	0 – 147.3	68,496	105	0.15%	11.0%	40.2
<b>Total All</b>	---	<b>270,579</b>	<b>955</b>	<b>0.35%</b>	<b>100.0%</b>	<b>100.0</b>

The **50,000 households** that score into the “High Value” cohort are **72% more likely** to be enrolled as **CTE students** versus the overall market

# Results

- Six-month contract designed to:
    - Develop brand awareness
    - Build enrollment
    - Generate sponsorship funding
  - Integrated, multichannel solution includes:
    - Print advertising in the Aurora Sentinel, Aurora Magazine
    - Leaderboard on aurorasentinel.com
    - Web site development (auroragives.org)
    - Targeted direct mail initiatives
    - Creative executions
  - Revenue to date
    - \$30,000 for analytics and advertising
    - \$3,000 for web site development
    - \$7,000 for direct mail
-





**Tom Ratkovich, Managing Partner**

**leapmediasolutions.com**

**303.886.0202**

Slides: [www.slideshare.net/astechtr](http://www.slideshare.net/astechtr)

---