Today's agenda

- Using your own proprietary audience data to maximize advertising revenue

- Augmenting your in-house data with third-party audience data to unlock new ad targeting opportunities

- Expanding your advertisers' reach with look-alike modeling

THE CHALLENGE: HOW DO YOU…

Effectively and efficiently monetize your site(s) and inventory?

Win more RFPs, increase CPMs, and maximize ROI?

Increase unique visitors, time-spent on site, and subscribers?

Handle audience extension to provide advertisers with scale?

Monetize and find buyers for your premium audiences?

Implement a data strategy with internal resource constraints?

LOTAME

FIRST TO MARKET DMP WITH GLOBAL SCALE

Lotame is the world's leading unstacked data solutions company, helping publishers, marketers and agencies find new customers, increase engagement, and grow revenue through audience data.

13 YEARS of DMP and Data Experience	**LARGEST GLOBAL 2ND & 3RD** Party Data Marketplace	**4.5B** GLOBAL PROFILES	**350+** GLOBAL DMP CLIENTS	AWARD- WINNING DMP & CUSTOMER SERVICE	PRIVACY BY DESIGN APPROACH TO OUR PLATFORM

LOTAME®

SOLUTIONS FOCUSED

Technology built for **publishers** to drive safe, easy, and results-driven monetization

Advertising

Audience Development

Content Development

Consumer Marketing

Data Monetization

Planning, activation, insights, analytics

INCREASE ROI

LOTAME®

DATA COLLECTION

Site Data

Behaviors:
Site Sections, URLS,
Article Keywords,
Videos, Actions, etc.

Mobile

Behaviors:
Site Sections, URLS,
Article Keywords,
Videos, Actions, etc.

Campaign Data

Behaviors:
Impressions, Clicks,
Completion Rate,
Conversions, etc.

Onboarded Data

Behaviors:
Client CRM Data,
email lists

AUDIENCE BUILDING METHODS : ONBOARDING

- Sample list of platforms we can onboard customer data from
- Offline → Online
- DMP → DMP

BEST PRACTICES

- Onboard publisher subscription data for prospecting and retargeting. Prioritize user profiles up for renewal.

- Bring advertiser data into the DMP for retargeting and prospecting.

- Ingest mobile IDs and link to cookies for enhanced targeting and analytics capabilities.
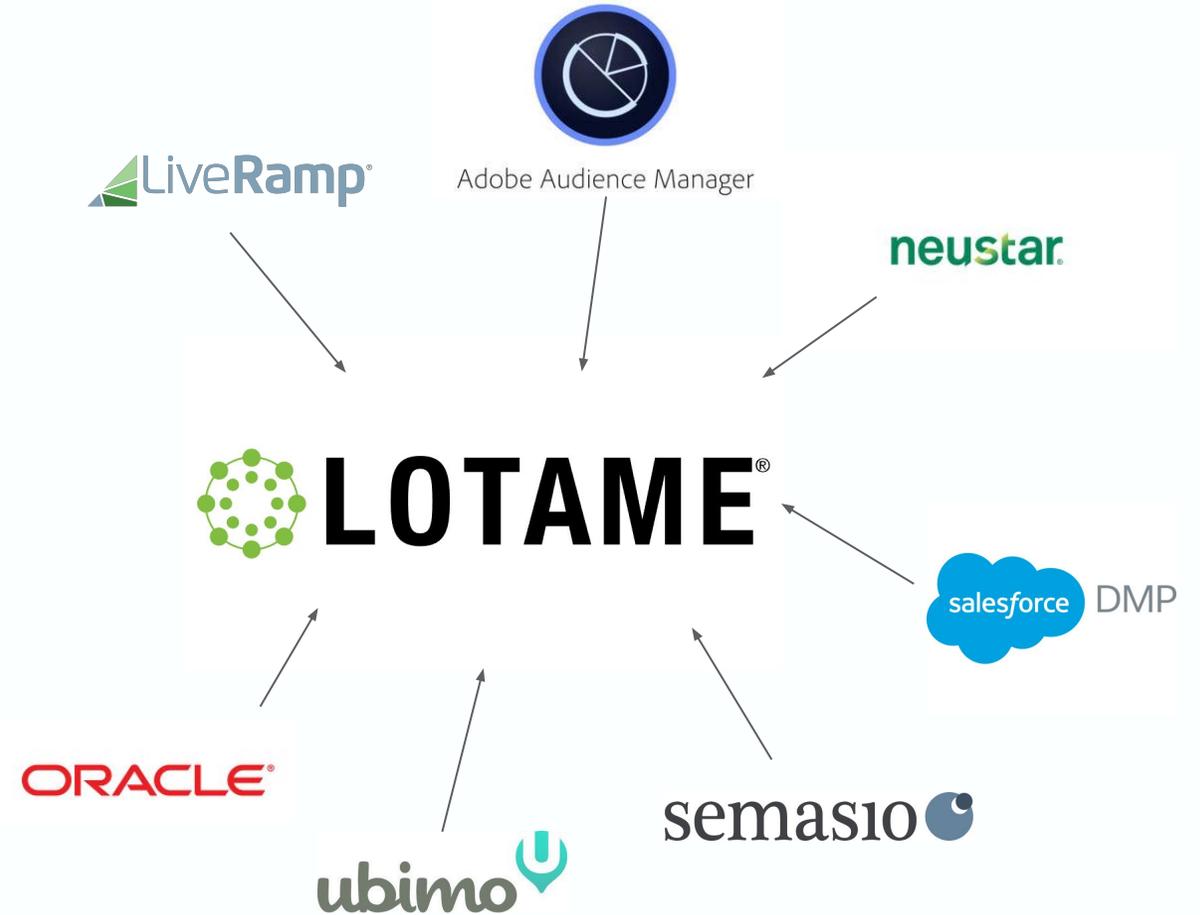
1ST PARTY DATA

First-party data is sourced from YOUR OWN assets, which can include:

- Behaviors, actions or interests demonstrated across your website
- Your CRM files
- Subscription data
- Social data
- Cross-platform data from mobile web or apps

It is generally thought of as the most valuable because it's proprietary

It is available to you for no additional cost (making it cheaper second- or third-party data)
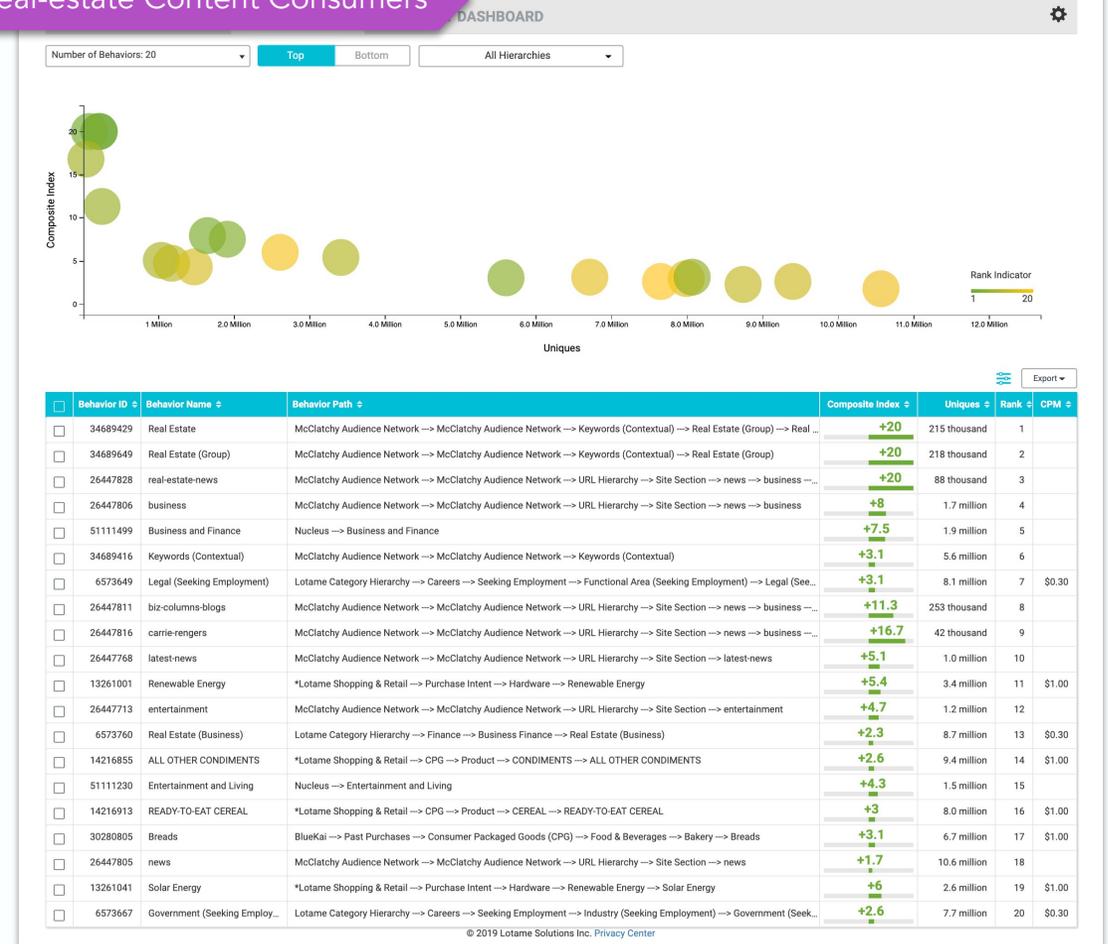
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AUDIENCE BUILDING : MANUAL LOOKALIKES

- Identify the top contributing behaviors for any audience to scale small datasets
- More of an art than a science
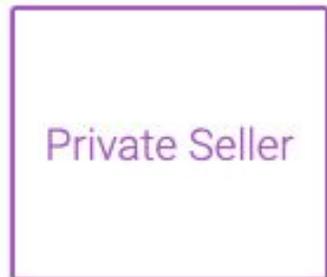
BEST PRACTICES

- Build a an audience comprised of desirable, content consumers on your site(s). Expand the sellable inventory by appending lookalike 1st and/or 2nd/3rd party data
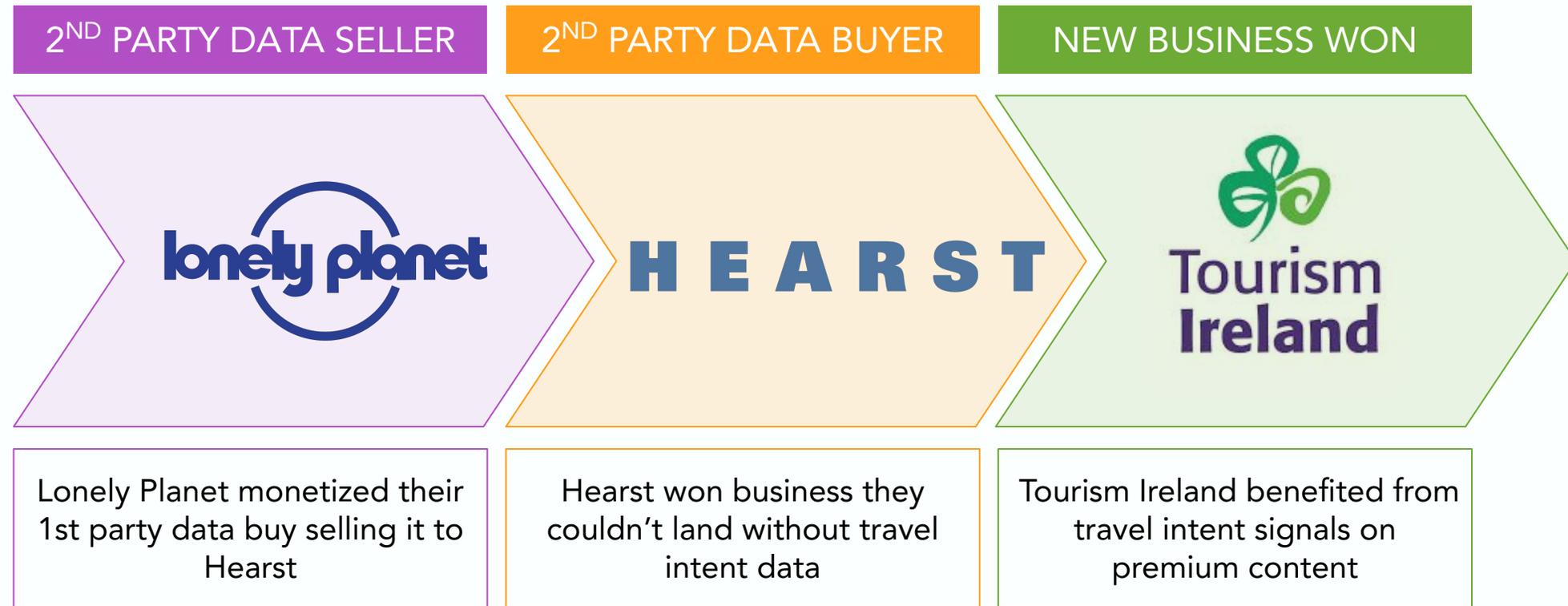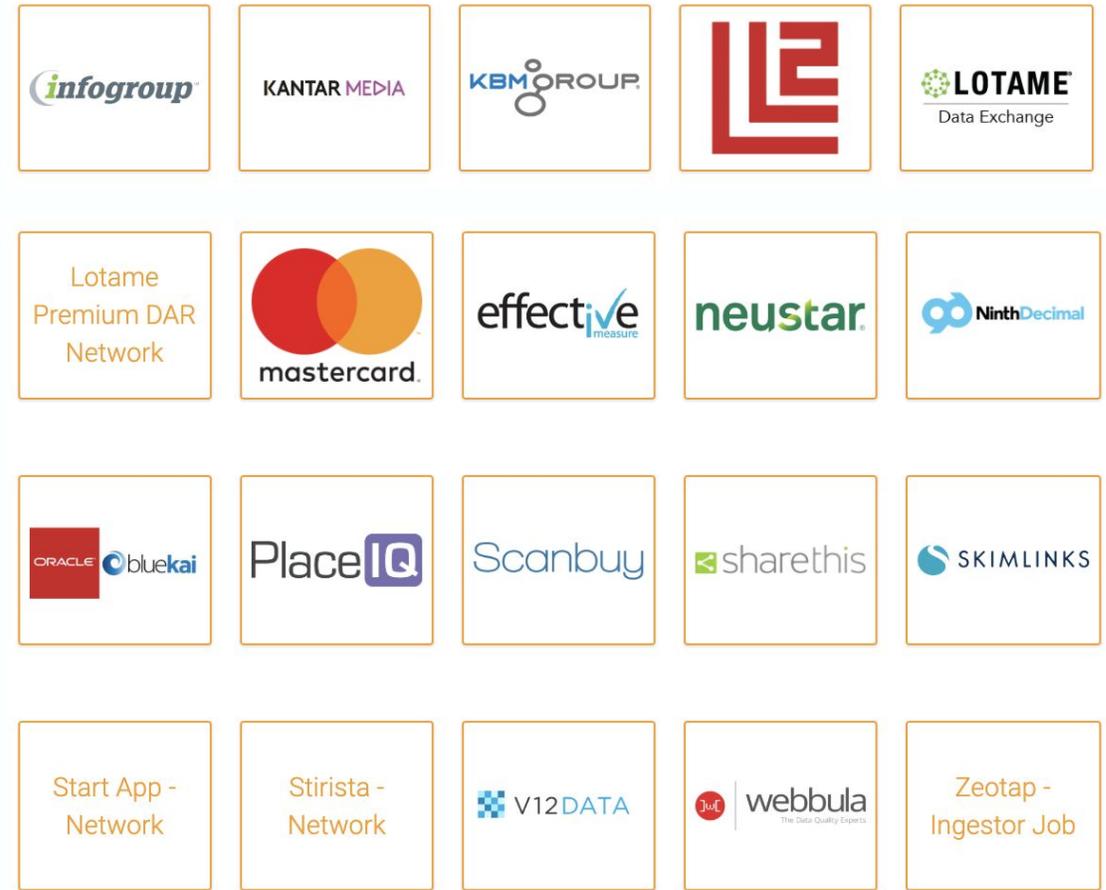

Real-estate Content Consumers

DASHBOARD

Behavior ID	Behavior Name	Behavior Path	Composite Index	Uniques	Rank	CPM
34689429	Real Estate	McClatchy Audience Network --> McClatchy Audience Network --> Keywords (Contextual) --> Real Estate (Group) --> Real ...	+20	215 thousand	1	
34689649	Real Estate (Group)	McClatchy Audience Network --> McClatchy Audience Network --> Keywords (Contextual) --> Real Estate (Group)	+20	218 thousand	2	
26447828	real-estate-news	McClatchy Audience Network --> McClatchy Audience Network --> URL Hierarchy --> Site Section --> news --> business ...	+20	88 thousand	3	
26447806	business	McClatchy Audience Network --> McClatchy Audience Network --> URL Hierarchy --> Site Section --> news --> business	+8	1.7 million	4	
51111499	Business and Finance	Nucleus --> Business and Finance	+7.5	1.9 million	5	
34689416	Keywords (Contextual)	McClatchy Audience Network --> McClatchy Audience Network --> Keywords (Contextual)	+3.1	5.6 million	6	
6573649	Legal (Seeking Employment)	Lotame Category Hierarchy --> Careers --> Seeking Employment --> Functional Area (Seeking Employment) --> Legal (See...	+3.1	8.1 million	7	$0.30
26447811	biz-columns-blogs	McClatchy Audience Network --> McClatchy Audience Network --> URL Hierarchy --> Site Section --> news --> business --...	+11.3	253 thousand	8	
26447816	carrie-rengers	McClatchy Audience Network --> McClatchy Audience Network --> URL Hierarchy --> Site Section --> news --> business --...	+16.7	42 thousand	9	
26447768	latest-news	McClatchy Audience Network --> McClatchy Audience Network --> URL Hierarchy --> Site Section --> latest-news	+5.1	1.0 million	10	
13261001	Renewable Energy	*Lotame Shopping & Retail --> Purchase Intent --> Hardware --> Renewable Energy	+5.4	3.4 million	11	$1.00
26447713	entertainment	McClatchy Audience Network --> McClatchy Audience Network --> URL Hierarchy --> Site Section --> entertainment	+4.7	1.2 million	12	
6573760	Real Estate (Business)	Lotame Category Hierarchy --> Finance --> Business Finance --> Real Estate (Business)	+2.3	8.7 million	13	$0.30
14216855	ALL OTHER CONDIMENTS	*Lotame Shopping & Retail --> CPG --> Product --> CONDIMENTS --> ALL OTHER CONDIMENTS	+2.6	9.4 million	14	$1.00
51111230	Entertainment and Living	Nucleus --> Entertainment and Living	+4.3	1.5 million	15	
14216913	READY-TO-EAT CEREAL	*Lotame Shopping & Retail --> CPG --> Product --> CEREAL --> READY-TO-EAT CEREAL	+3	8.0 million	16	$1.00
30280805	Breads	BlueKai --> Past Purchases --> Consumer Packaged Goods (CPG) --> Food & Beverages --> Bakery --> Breads	+3.1	6.7 million	17	$1.00
26447805	news	McClatchy Audience Network --> McClatchy Audience Network --> URL Hierarchy --> Site Section --> news	+1.7	10.6 million	18	
13261041	Solar Energy	*Lotame Shopping & Retail --> Purchase Intent --> Hardware --> Renewable Energy --> Solar Energy	+6	2.6 million	19	$1.00
6573667	Government (Seeking Employ...	Lotame Category Hierarchy --> Careers --> Seeking Employment --> Industry (Seeking Employment) --> Government (Seek...	+2.6	7.7 million	20	$0.30

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2ND PARTY DATA : MARKETPLACE

2ND PARTY DATA : SUCCESS STORY

2ND PARTY DATA SELLER	2ND PARTY DATA BUYER	NEW BUSINESS WON
lonely planet	HEARST	Tourism Ireland
Lonely Planet monetized their 1st party data buy selling it to Hearst	Hearst won business they couldn't land without travel intent data	Tourism Ireland benefited from travel intent signals on premium content

3RD PARTY DATA : MARKETPLACE

180byTwo

33across

Aberdeen - Network

acxiom

Admobius Network

ALC MAKE IT PERSONAL

Alliant

AnalyticsIQ - Network

bombora

BusinessWatch NETWORK

comScore

crosspixel PERFORMANCE DATA

cuebiq

DATALINE

datalogix

DATAXPAND

DEMANDBASE

dun & bradstreet

EPSILON

EQUIFAX

experian

Fluent - Network

Gravy ANALYTICS

HG Insights

infogroup

infogroup

KANTAR MEDIA

KBM GROUP

L2

LOTAME Data Exchange

Lotame Premium DAR Network

mastercard

effective measure

neustar

NinthDecimal

ORACLE bluekai

PlaceIQ

Scanbuy

sharethis

SKIMLINKS

Start App - Network

Stirista - Network

V12DATA

webbula The Data Quality Experts

Zeotap - Ingestor Job

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DATA'S ROLE INSIDE THE SALES PROCESS

PROSPECTING → DISCOVERY → BUILD & PRESENT → NEGOTIATE & CLOSE → FULFILLMENT → CAMPAIGN REVIEW

KEY STRATEGIC USE CASES

- Pre-built materials to walk through existing available segments

- Off-the-shelf first-, second- and third-party data and segments

- Retarget niche content consumers to widen audience pools

- Leverage customer data to create custom segments

- Mid- and post-campaign reporting to optimize and influence future campaigns

- Retargeting/suppressing exposed audiences

- Lookalike audiences to refine/influence campaign strategy

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PRE-SALE
Campaign Planning & Marketing Materials

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LOTAME ANALYTICS

SALES PLANNING

- Contextualize the who, what, where, why AND how of any target audiences

- Analyze thousands of data signals across consumer attributes and actions (purchase behavior, household income, brand affinity)

- Develop new, stronger target audiences

BEST PRACTICES

- Incorporate "storytelling" into the sales process -- Gather leading demographic, interest and content consumption signals of commonly sold targets and build white labeled one-sheets to bring to business pitches or send along with proposals
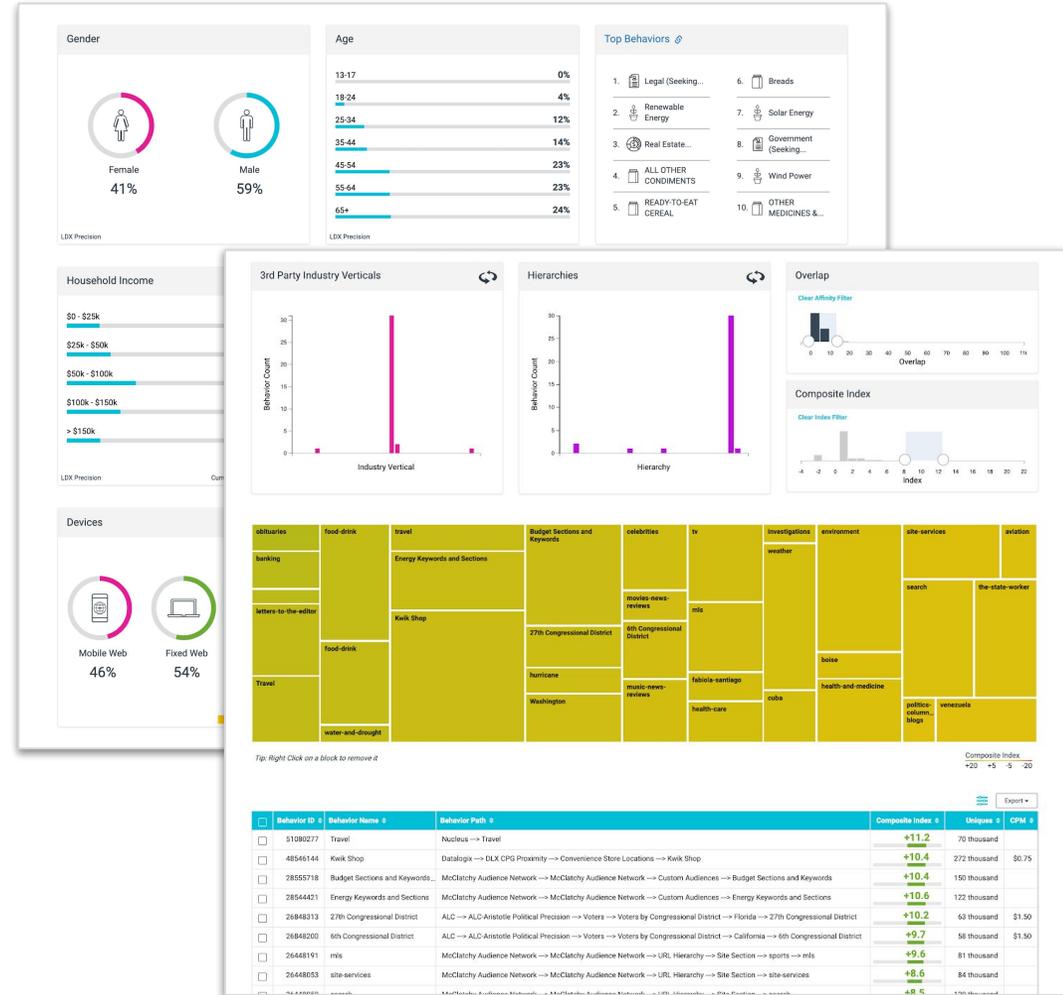
SALES MATERIAL

CHICAGO AUTO INTENDERS

2.1M Consumers that read XYZ Content & show a propensity to be in-market to buy an automobile

37 % Female   **63** % Male

Age breakdown
- 18-24: 0.07
- 25-34: 0.14
- 35-44: 0.14
- 45-54: 0.2
- 55-64: 0.21
- 65+: 0.26

Income breakdown
- $150,000+: 0.24
- $100,000 - $149,999: 0.21
- $50,000 - $99,999: 0.27
- $25,000 - $49,999: 0.17
- $0 - $24,999: 0.12

In-market by Type
- Automobile: 40%
- Motor Vehicle Parts: 40%
- Motor Vehicle Care: 14%
- Motorcycle Accessories: 5%
- Car Audio & Video: 2%
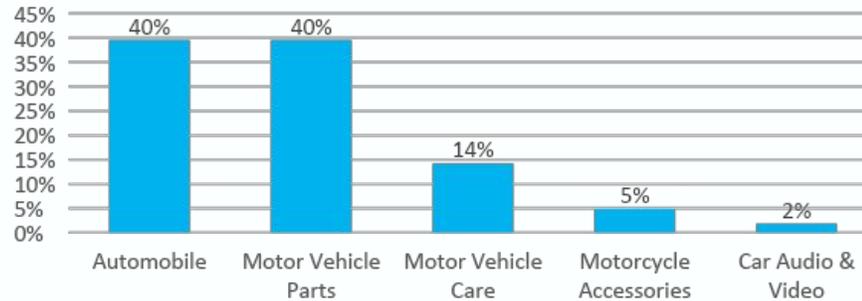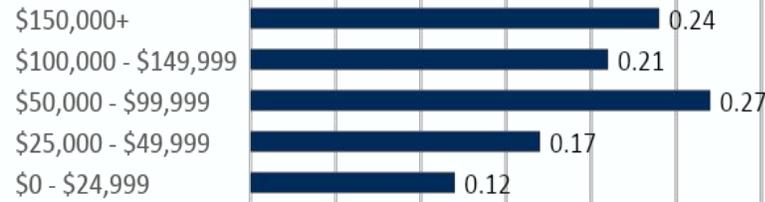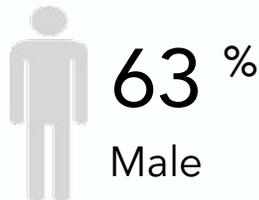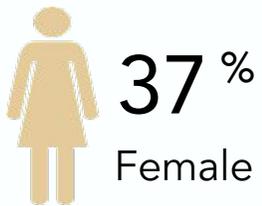
- New Vehicle: 82%
- Used Vehicle: 18%
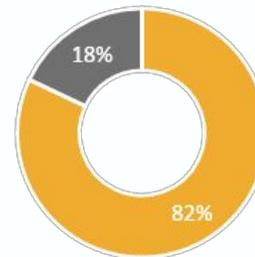
Most Frequented Site Sections
- Business
- Weather
- College Sports
- Opinion
- News > Local

In-Market for:
- Body Style
  - Entry/Economy/Compact
  - Full-Size Sedan
  - Full-Size SUV
  - Hybrid
  - Small/Mid-Size SUV
  - Minivan

Key Behavioral Traits
- High interest in auto shows
- More likely to have auto insurance over health and life insurance
- More likely to lease their car than own

WHITE LABELED : Reach Travelers Across Our Network

6.7x more likely to watch travel television

6x more likely to travel with **UNITED**

20% of site visitors are frequent leisure travelers

7.7x more likely to have an interest in traveling to Europe

28% of site visitors are high spenders on guided tours

3.6x more likely to travel internationally for vacation

2.9x more likely to show an interest in resort accommodations

60MM
TRAVEL
INTENDERS

Highly Likely to Purchase in the Next 30 Days

- Taxi & Limo, 14%
- Bus, 15%
- Car Rental, 14%
- Luxury, 14%
- International Air, 14%
- Domestic Air, 14%
- Cruise, 15%
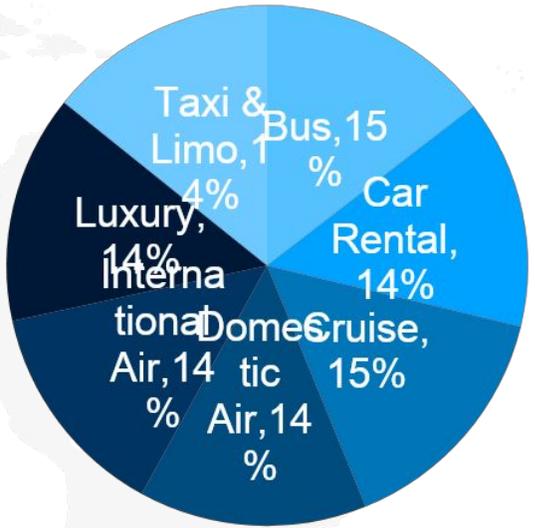
Source: Mastercard via Lotame DMP

Top Travel Interests by Type

- World Exploration
- Winter Sports
- Theme Parks
- Spa Break
- Foreign
- Cruise
- City Break
- Camping
- Beach

-1 4 9 14 19 24
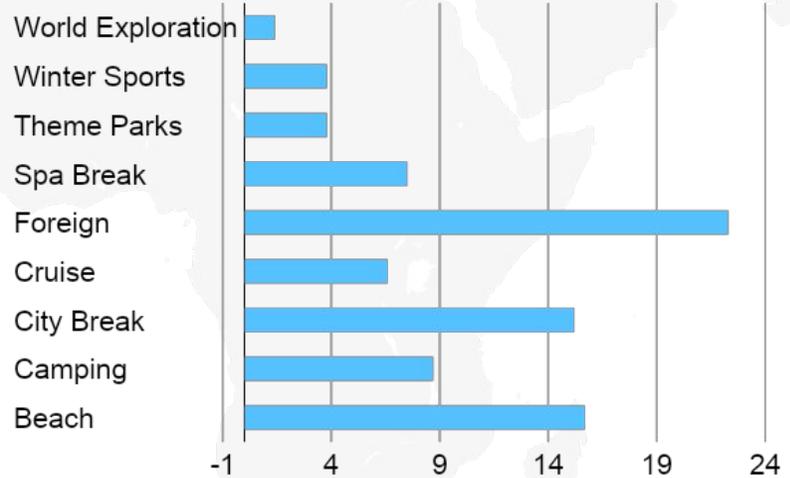
Source: VisualDNA via Lotame DMP

Interest in Flights by Class

- First, 13%
- Economy, 16%
- Prem Economy, 20%
- Business, 51%
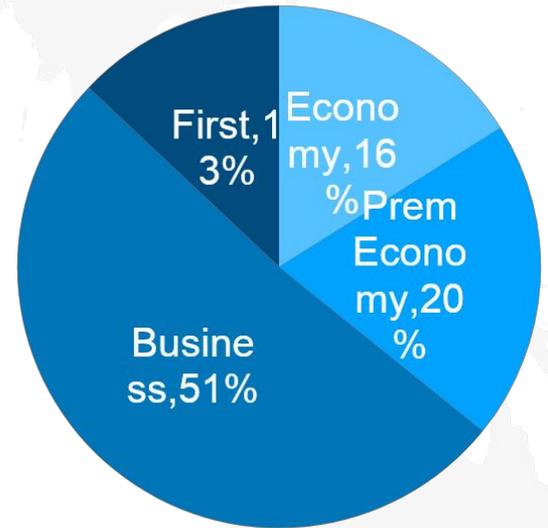
Source: VisualDNA via Lotame DMP

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MID- & POST-CAMPAIGN STRATEGY

Lotame Dashboards

LOTAME ANALYTICS

CAMPAIGN REPORTING

Insights > My Insights
Campaigns > Create Manual
Campaign

BEST PRACTICES

- Create an audience for campaign impressions and clicks
- Setup an insights campaign report for priority clients
- Categorize campaigns by vertical for analytics and campaign optimization
- Report on top promoters and detractors
- Provide conversion pixels to show customer journey
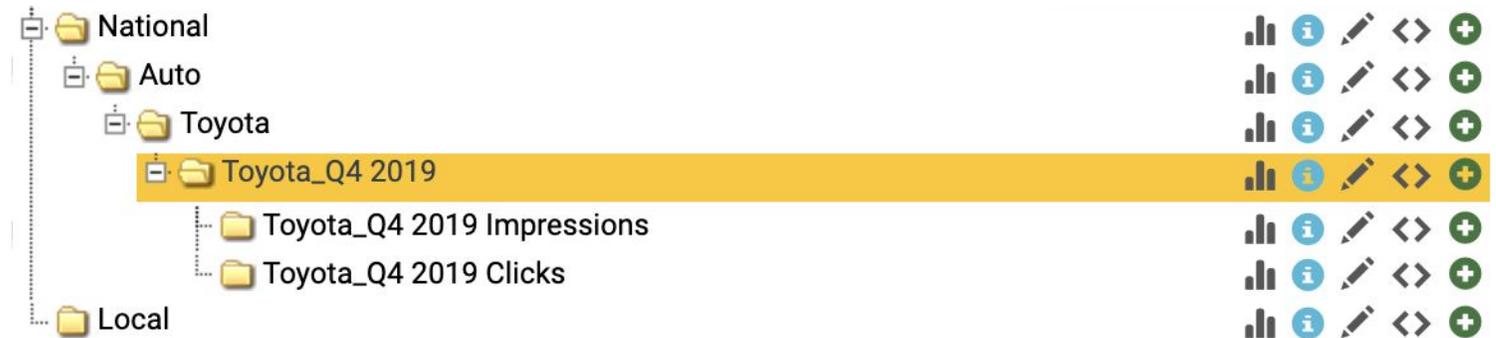
LOTAME ANALYTICS

A brand's conversion page tracks valuable actions (i.e. purchases, sign-ups, search for a dealer, etc.)

Lotame 1x1 pixels can implemented on these types of pages and allow your team to:

  - Optimize towards likely converters
  - Retarget converters
  - Create lookalike audiences
  - Bucket clickers, shoppers, cart abandoners, etc.
  - Provide customer insights
  - Customize offers and content based on interactions
  - Develop a deeper relationship with brand fans through offers, gifts, promotions, and social

Your legal team should create language around collecting data to use for targeting, optimization, and insights. It is also helpful to add in language that states that you will not sell the advertiser's data.

MID-CAMPAIGN

WHAT: Campaign wrap up

WHY: Your sales team wants to send a wrap deck with compelling insights at the end of the campaign to help them win the next RFP

WHAT: Mid-campaign optimizations

WHY: Increase performance mid-campaign; additional touch point with the advertiser

WHAT: Vertical focused insights

WHY: Learn more about users who engage with a particular vertical on your site(s)

WHAT: Retarget ad clickers and/or converters

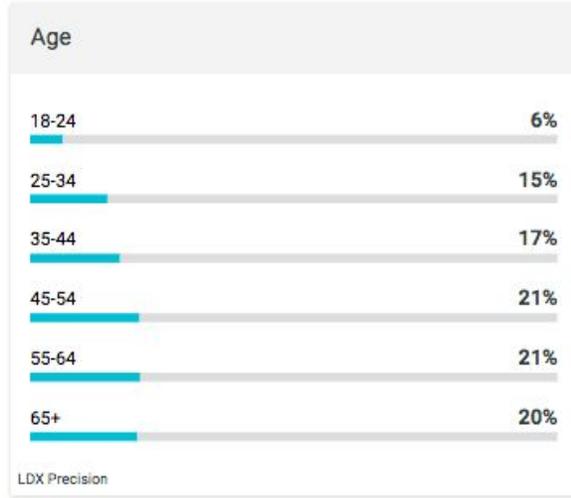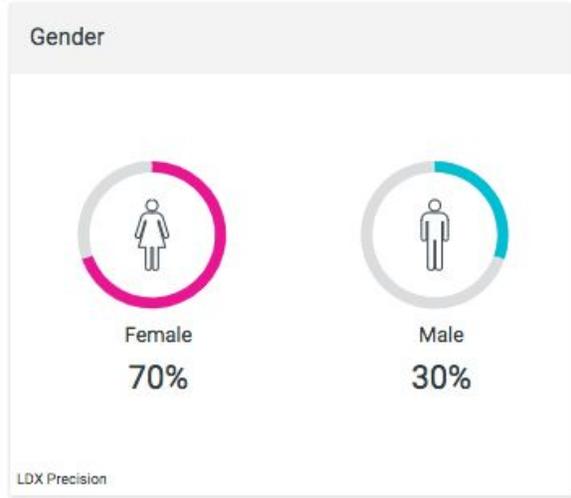**WHY:** Retarget clickers of a campaign or a similar campaign to help increase CTR; suppress clickers/converters

WHAT: Custom audience based on clicker/converter data

WHY: Begin the next campaign with an optimized audience

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LOTAME ANALYTICS

Campaign Impressions

Gender

Female **70%**

Male **30%**

LDX Precision

Age

18-24	6%
25-34	15%
35-44	17%
45-54	21%
55-64	21%
65+	20%

LDX Precision

Income

$0 - $25k	18%
$25k - $50k	26%
$50k - $100k	27%
$100k - $150k	14%
> $150k	15%

LDX Precision   Currency: United States Dollar ($)

Children in Household

No Children **74%**

Has Children **26%**

LDX Precision

Campaign Clicks

Gender

Female **84%**

Male **16%**

LDX Precision

Age

18-24	7%
25-34	21%
35-44	16%
45-54	20%
55-64	20%
65+	17%

LDX Precision

Income

$0 - $25k	8%
$25k - $50k	16%
$50k - $100k	28%
$100k - $150k	23%
> $150k	25%

LDX Precision   Currency: United States Dollar ($)

Children in Household

No Children **85%**

Has Children **15%**

LDX Precision

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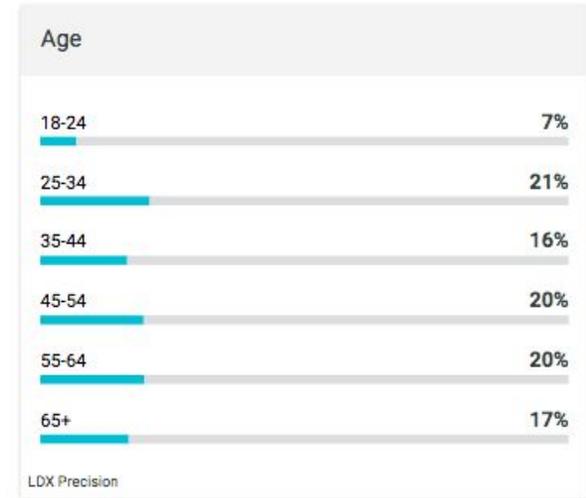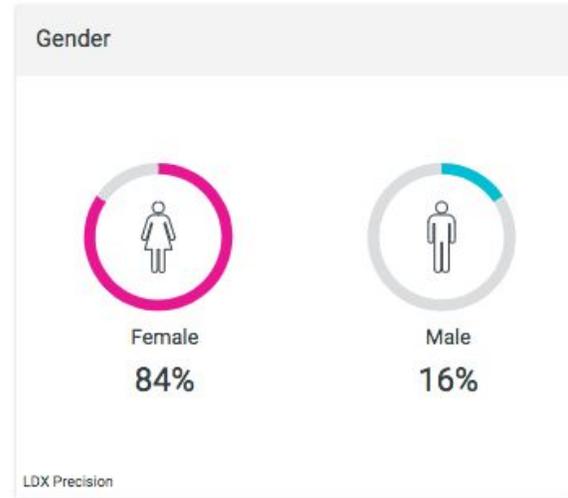# LOTAME ANALYTICS

What We Learned About Users Who Interacted with the North Park Lincoln Used Campaign

Users who engaged were in market for a **used** car—example brands: BMW, Chrysler, Dodge
Users who engaged were in market for a **new** car—example brands: Hyundai, Dodge, Kia
They are environmentally conscious
20% of clickers are members of AARP

Recommended Creative & Copy for Future Campaigns

Show images of a station wagon or a sedan
Show images of sports equipment in or on vehicles
Show images of children between the ages of 6-11

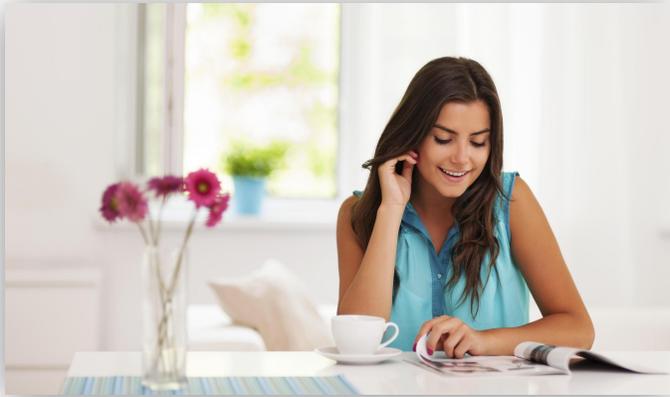## Recommended Content Alignment for Future Campaigns

Atmospheric Science
Investing
Art Museums and Galleries
Courts and Judiciary
Film and TV Industry
Social Sciences

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LOTAME ANALYTICS

Campaign Clickers

People who have clicked on the campaign are very interested in books, luxury vehicles, and women's accessories. They may have a lower HHI and credit score.

These clickers may have dreams to create a beautiful home without the high price point.

Recommendation - serve these users creative with "sale" copy or a promo code

Website Engagers

People who have browsed the site and added items to their cart are recent movers, interested in new hardware, and watch reality television.

These engagers may be looking for design ideas for a new home or a remodel.

Recommendation - serve these users creative with high-impact rich media

Converters

People who have purchased items on the site eat organically, have already been in-market for new items for their home, and enjoy relaxation.

These purchasers may have known what they wanted when they came to the site.

Recommendation - target these segments programmatically with a high bid

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PRODUCTIZE DATA

LOTAME®

Pricing

Add an additional CPM across the board

- Example: Increase all CPMs by $1

Add an additional CPM for the product

- Example: To receive [AutoPerform], CPM will be increased by $3 on those placements

Tiered CPM structures

- Example: Spend $200k, CPM increases by $0.50; spend $100k, CPM increases by $1.50, spend $50k, CPM increases by $3

Added value with minimum spend

- Example: AutoPerform is included all campaigns over $50k

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Example of Productized Data Offering: RFP Response

AutoPerform

AutoPerform is our turnkey audience solution designed to increase performance of your campaigns, while helping you learn more about users who engage most with your ads and potential campaign detractors. The learnings we receive from our DMP allows us to optimize your campaigns and provide you with a cohesive, audience-first wrap report. With these learnings, we're also able to provide recommendations for future campaigns.

What you can expect from AutoPerform:

Audience Targeting

Reach valuable users who have expressed interests in various topics, sourced from first-, second-, and third-party data sources.

Optimization

Insight-guided adjustments to increase your performance to exceed campaign KPIs

Campaign Insights

Information about your audience beyond CTR, CPL, and viewability

Wrap Deck

In-depth wrap report with audience insights, ad product performance against benchmarks, and future campaign recommendations

We'll initially start off targeting the following audience segments: X, Y, Z
*These will change over time based on the optimization of your campaign.

As part of your wrap deck, we'll outline the optimizations made to your campaign, including what worked and what didn't work, and provide recommendations for your next campaign.

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Example of Productized Data Offering: Sell Sheet

AutoPerform

AutoPerform is designed to help you:

- Understand your audience

- Reach the most engaged customers

- Increase KPI performance

- Drive conversions

- Maximize ROI

Audience Targeting

Reach valuable users who have expressed interests in various topics, sourced from first-, second-, and third-party data sources.

Optimization

Insight-guided adjustments to increase your performance to exceed campaign KPIs

Campaign Insights

Information about your audience beyond CTR, CPL, and viewability

Wrap Deck

In-depth wrap report with audience insights, ad product performance against benchmarks, and future campaign recommendations

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Questions

Stay connected

- Documentation: help.bloxcms.com

- Support: Call 800-293-9576 or visit support.townnews.com

- Partner Community: community.townnews.com

- Service Status: townnews.status.io

- Follow us on Twitter, LinkedIn, Facebook, YouTube

Stay connected

☐ **TownNews Bulletin**

Tips, tricks, news, and info from TownNews.

☐ **TownNews iQ Newsletter**

Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

☐ **Broadcast & Video Newsletter**

News, tips and info focused on video management and OTT.

☐ **Content Exchange Newsletter**

Quarterly case studies, news and info to help you get the most from the Content Exchange.

☐ **Software release notes**

Software announcements for BLOX CMS and related products.

☐ **BLOX Total CMS release notes**

Software notes and service alerts for BLOX Total CMS.

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