



Introducing: iQ Engage

Thursday, April 6, 2017



TownNews.com

Today's agenda: Introducing iQ Engage

- Problems & solutions
- What is iQ Engage?
- Data science
- Early results
- Feature roadmap
- How to sign up



Introduction



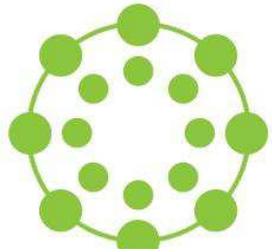
Solutions

- Use data and analytics to maximize monetization:
 - Surface more relevant, interesting content
 - Show ads and services a reader specifically wants
 - Limit unnecessary modules and widgets
- Your website becomes **more valuable**



iQ Engage



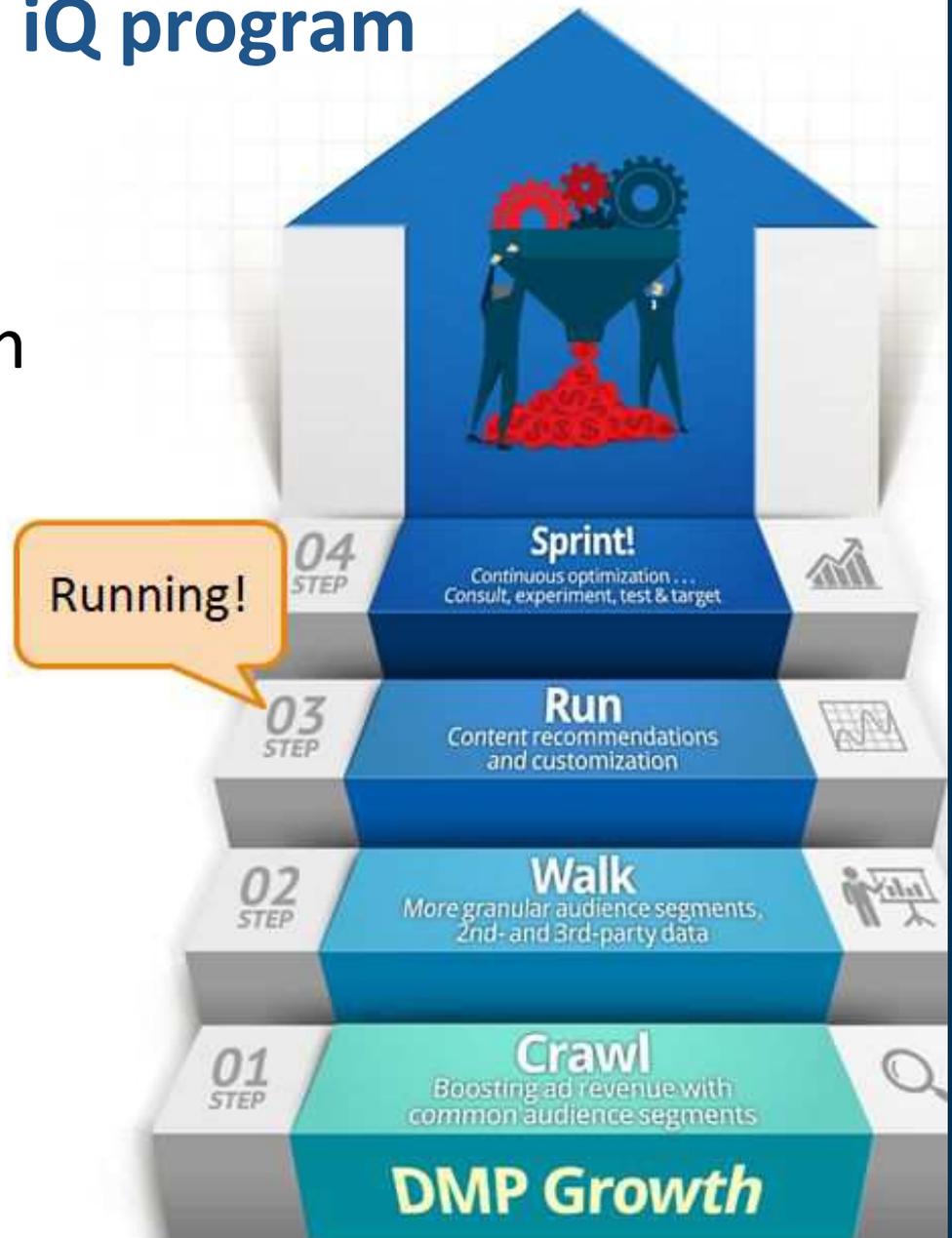


LOTAME™

- 3rd-party data management platform (DMP) that:
 - Facilitates data collection across publishers and devices
 - Places audience control in the hands of publishers
 - Increases reader engagement with customized content
 - Increases CPMs with programmatic & local sales
 - Helps newsrooms understand readers' preferences, build audiences

Part of TownNews.com iQ program

- iQ Engage uses data **you already have** from the TownNews.com iQ program
- Part of the “run” phase of our implementation



What is iQ Engage?

A new series of features that uses signals from readers to create dynamic experiences that improve user engagement.



Reader
Signals



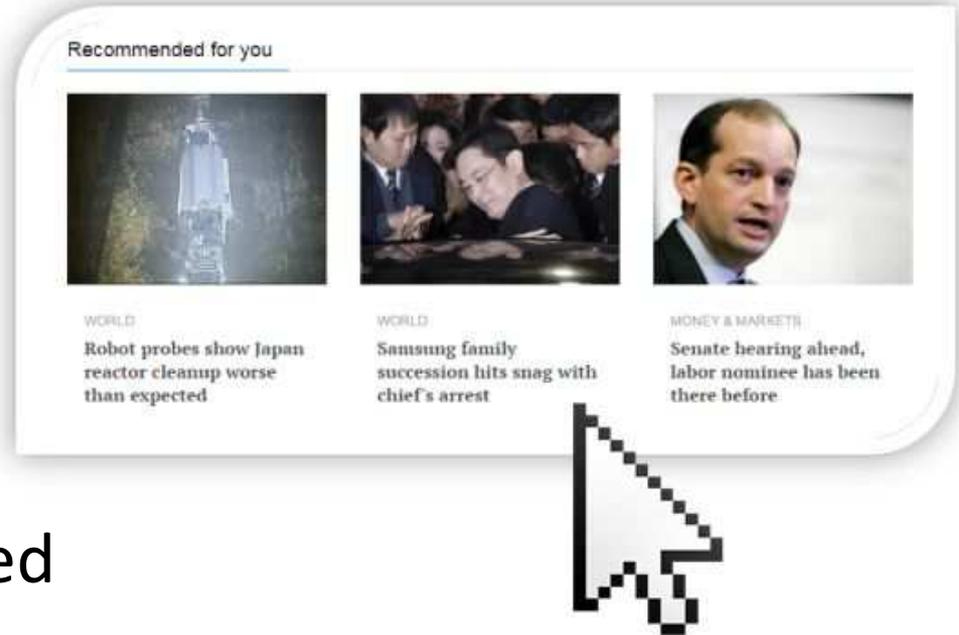
Targeted
Content



Increased
Engagement

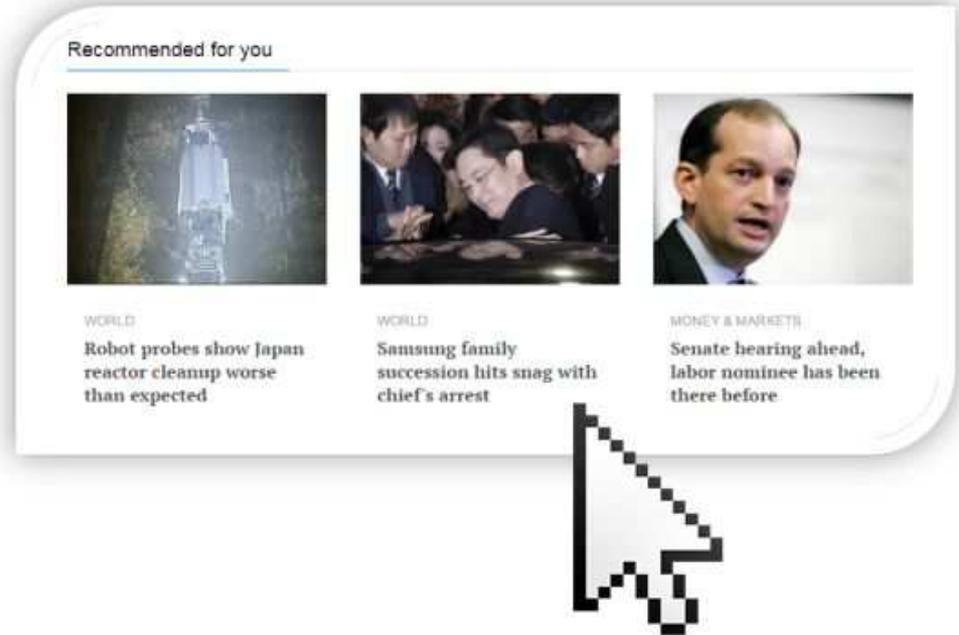
Behavioral Content Recommendations

- Block-based widget
- Fallback options
- Randomized per page load
- Surfaces content from your site targeted to a specific user based on their data signals



Behavioral Content Recommendations

- Various block design options
- Choose your best placement
- Uses styling from your site for an integrated experience

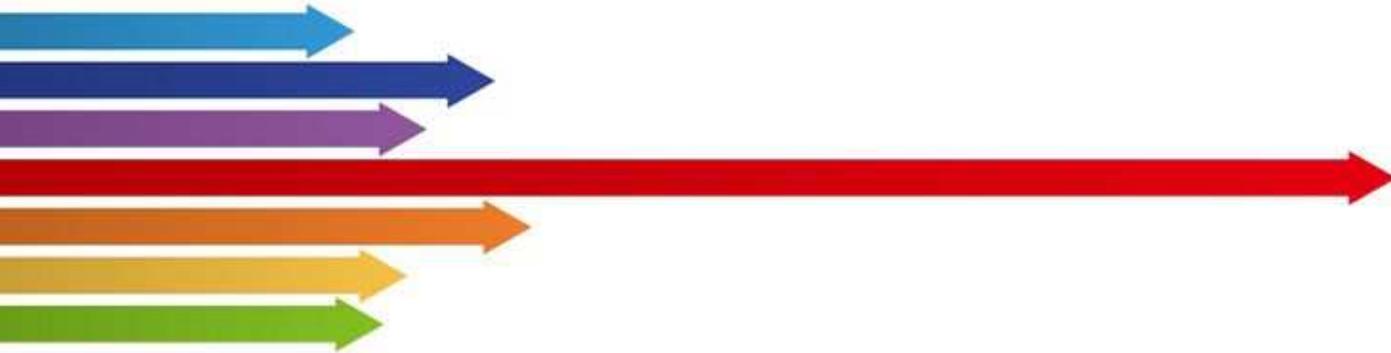


Dynamic Targeting

- Use TownNews.com iQ data to segment your audience to maximize monetization
- Create specific experiences based on reader signals



Dynamic Targeting



- **Show promo offer** to readers who are in market, but not subscribers
- **Present additional ads** to “drive-by” readers versus more content to loyal users
- **Hide the “Join our maillist”** block to a reader who is already on the list

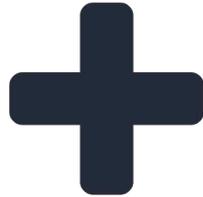
Data Science



Data science



Reader
Signals



Targeted
Content



Increased
Engagement

What is a Signal?

Data from readers that can be used to predict future actions.



BLOX CMS has many integrated signals:

- Reading certain sections
- Frequency of visiting specific pages
- In-market versus out of market
- Demographic information
- Offline data (such as from contests, subscription, etc.)
- Answers to poll questions
- Zip code data from forms
- Specific answers to forms
- Tracking user reactions to articles
- Saving an article to user list
- Clicking on keywords
- Setting a notification for a keyword

Reader Profiles

- Reader profiles are created and warehoused
 - De-duplication across devices
 - Can be anonymous or logged in
 - When a user logs in, their anonymous data is synced to existing data
 - Offline data can be synced to add additional value (such as subscription information, contest data, etc.)



Content Analysis

- You can create semantic content with SmartTagging
 - Uses machine learning and artificial intelligence to add semantic value and structured data to articles and other content
 - Consistent lexicon of topics
 - Supplements organic keywords added by staff
 - Saves time in the the newsroom



Increased Engagement

- Predictive analysis results in increased engagement
- This results in better metrics
 - Lower bounce rates
 - Increased session length
 - More page views per session (PPS)
- And improved monetization
 - More Revenue Per Page (RPM)
- Combat “new user plateau”
 - Drive growth through increased engagement

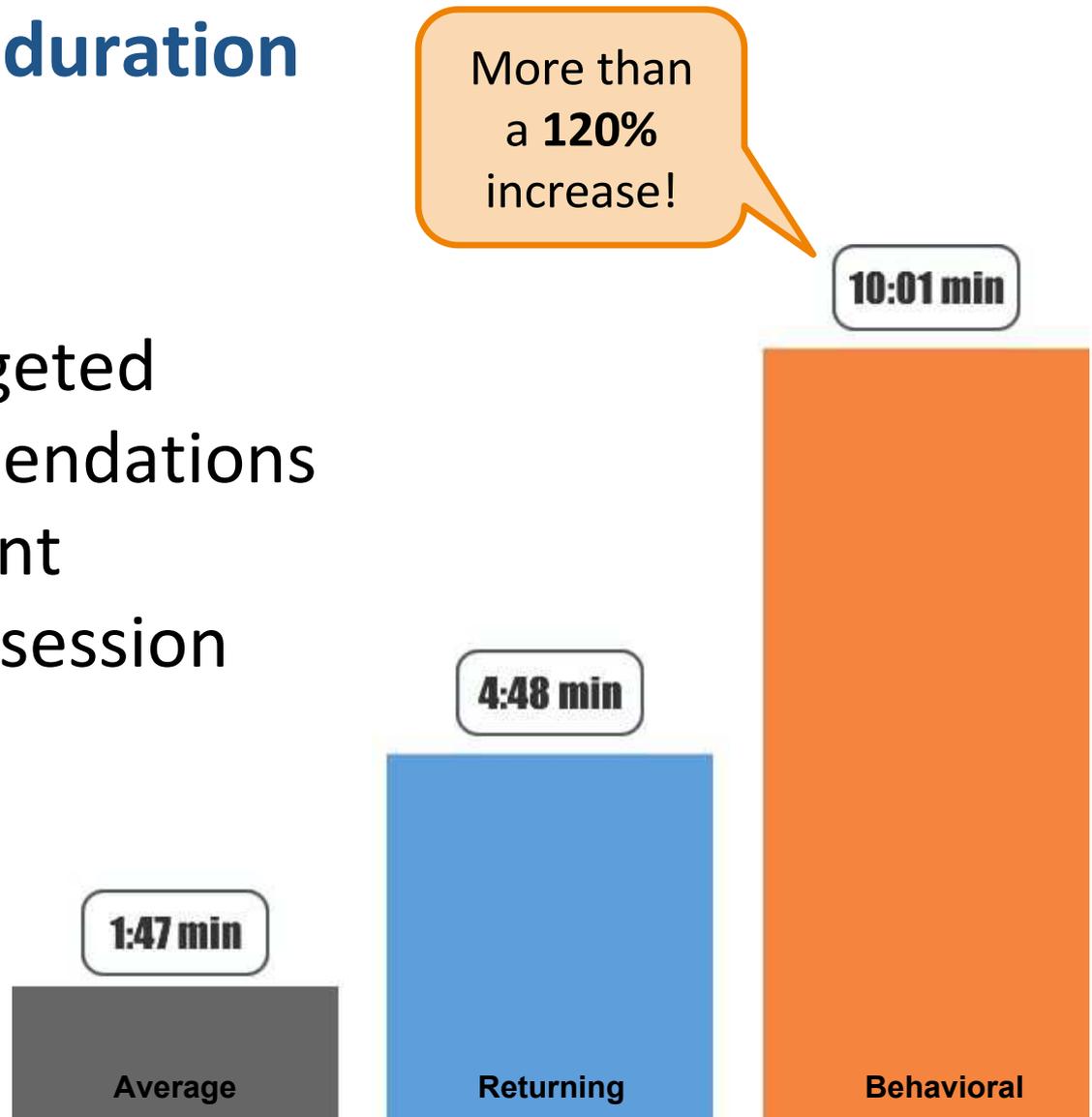


Early Results



Increased session duration

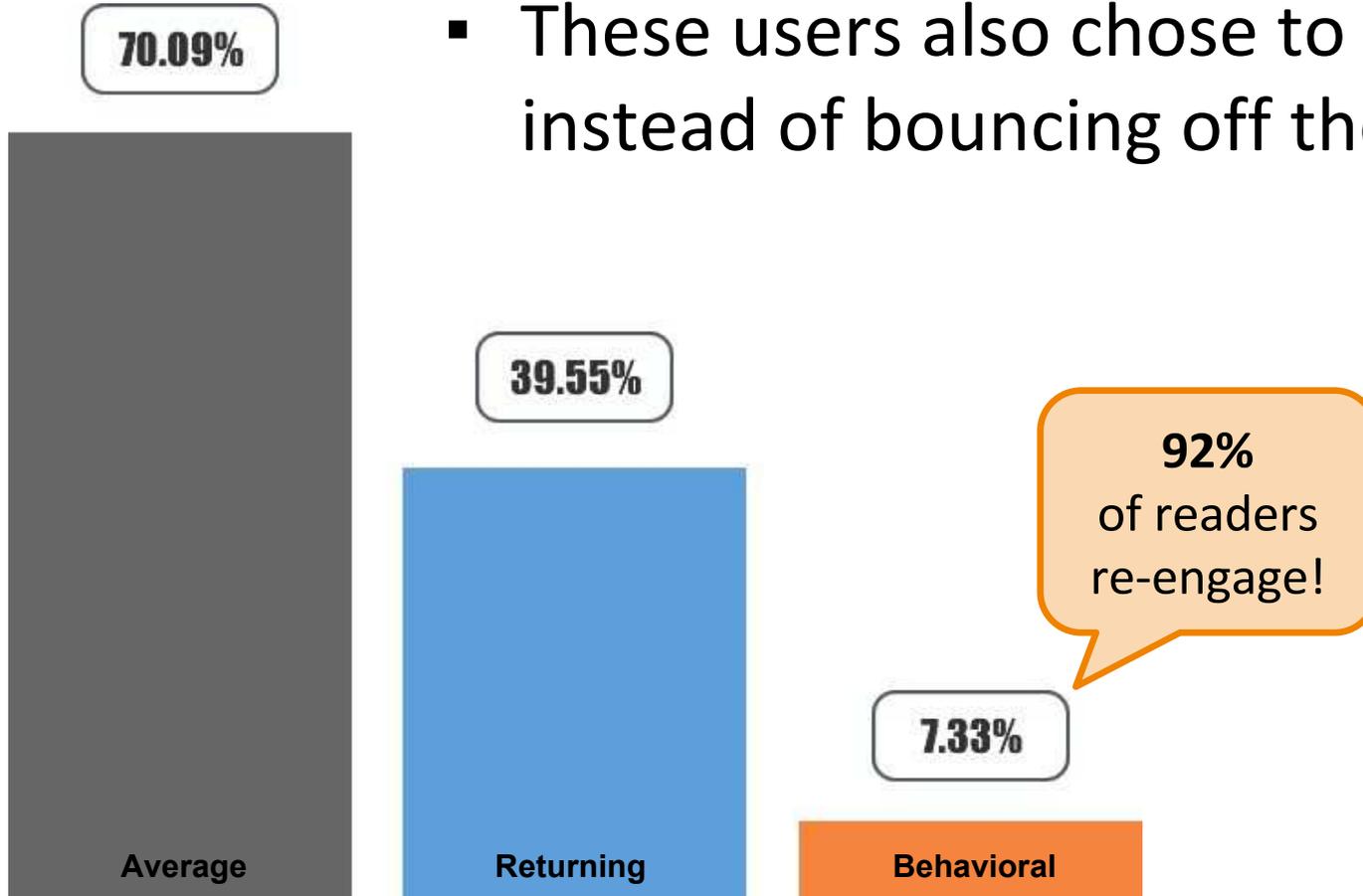
- Beta tests using behaviorally-targeted content recommendations showed significant improvement in session duration.



Based on TownNews.com's Google Analytics statistics.

Lowered bounce rates

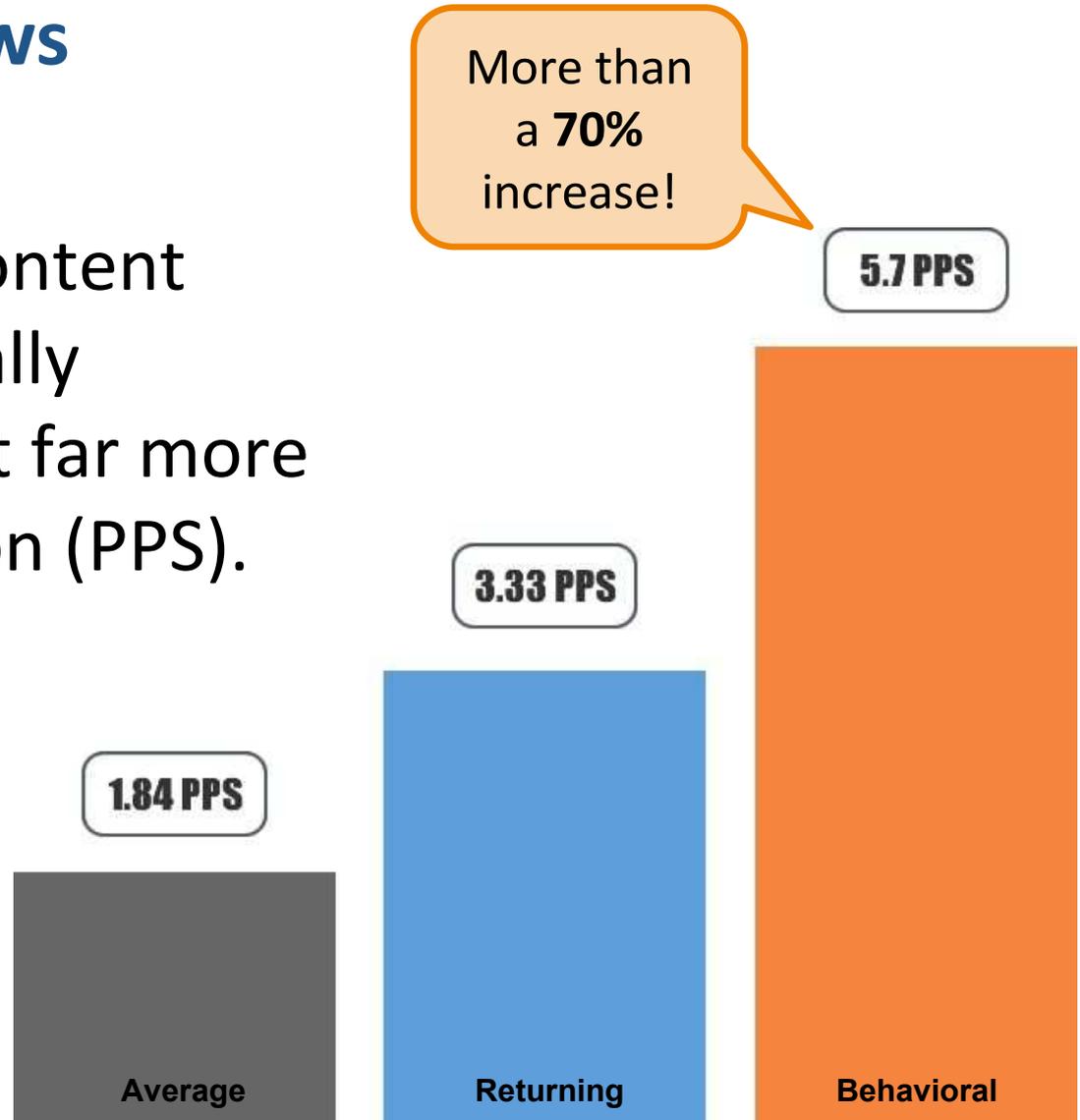
- These users also chose to re-engage instead of bouncing off the site.



Based on TownNews.com's Google Analytics statistics.

Improved pageviews

- Users who saw content targeted specifically to them looked at far more pages each session (PPS).



Based on TownNews.com's Google Analytics statistics.

Sign Up



How to Sign Up

- Easy to get started!
- Get support, training, new ideas, and best practices from TownNews.com
- Get the newest features as soon as they are available



How to Sign Up

- Open to all customers
 - **TownNews.com iQ**
for data tracking
 - Do not need to target ads
 - Be part of **Content Exchange**
for SmartTagging (FREE!)
 - Small usage fee for data requests
- If you aren't in one of these programs, you can join now
- Flex Templates are required
- Contact your sales rep!



Two more things!



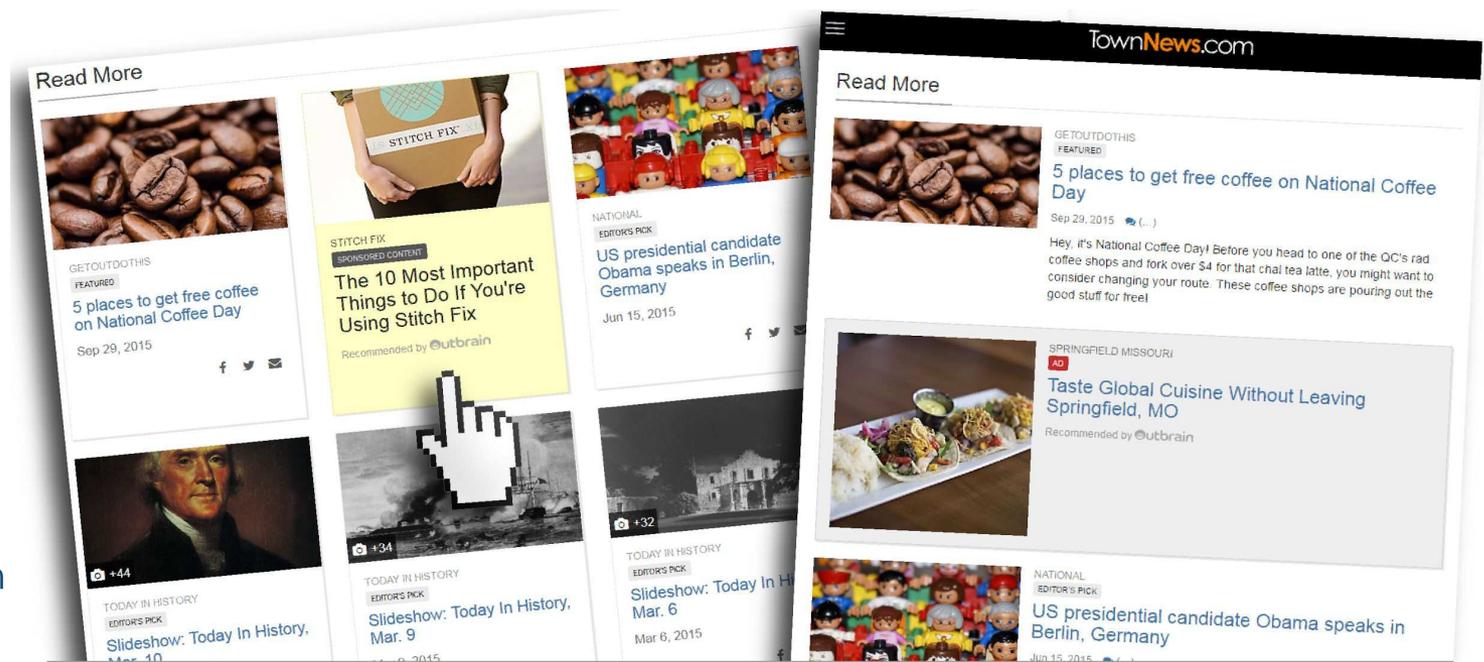
More ways to engage...



- Capture readers' feelings after reading article
- Enabled on entire site and can be disabled on a per-URL or per-story basis
- Data recorded to iQ Engage, GTM and BLOX CMS
- Can be anonymous or can require login
- Create new blocks of content with reaction sort!

More ways to bring in revenue...

- Integrated native ads with Outbrain
- Available on Mosaic, Summary, Grid and Carousel
- Add more revenue without adding banner ads
- Offers 100% fill on native ad spots
- Great results so far!



Takeaways

- Use data to target readers with content
- Improve monetization
- Improve site metrics
- Sign up today!



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