

How Data Enables Publishers

October 1, 2015

GANNETT

Who we are?



INTRODUCTION

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What we will discuss today



**Foundation of
Analytics**



**Common
Business
Challenges**



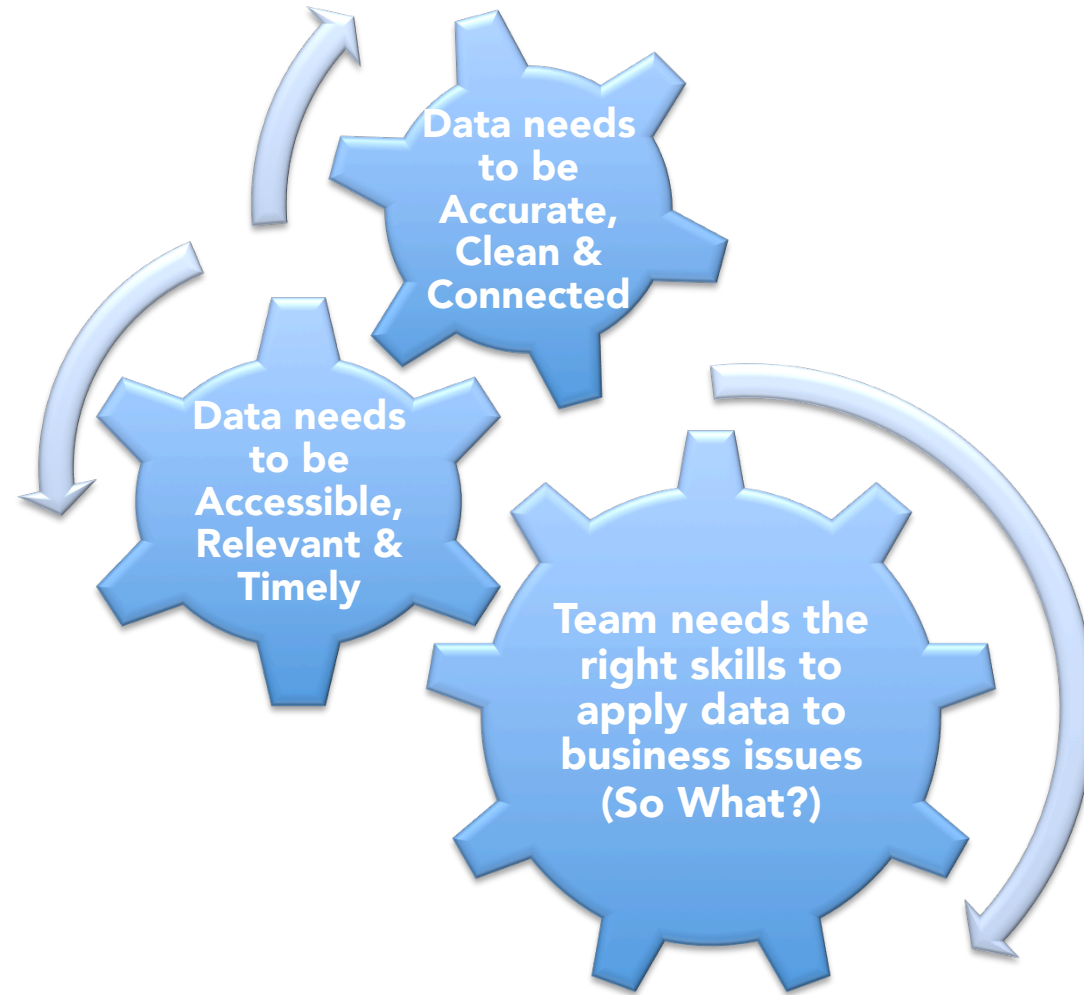
**Resulting
Products**

What does this mean to publishers?

Data Enables

- Content improvements
- Advertising strategies
- Consumer marketing initiatives
- New product development

Data & Analytics are comprised of 3 foundational components



A sophisticated analytical organization focuses on the strategic data vision

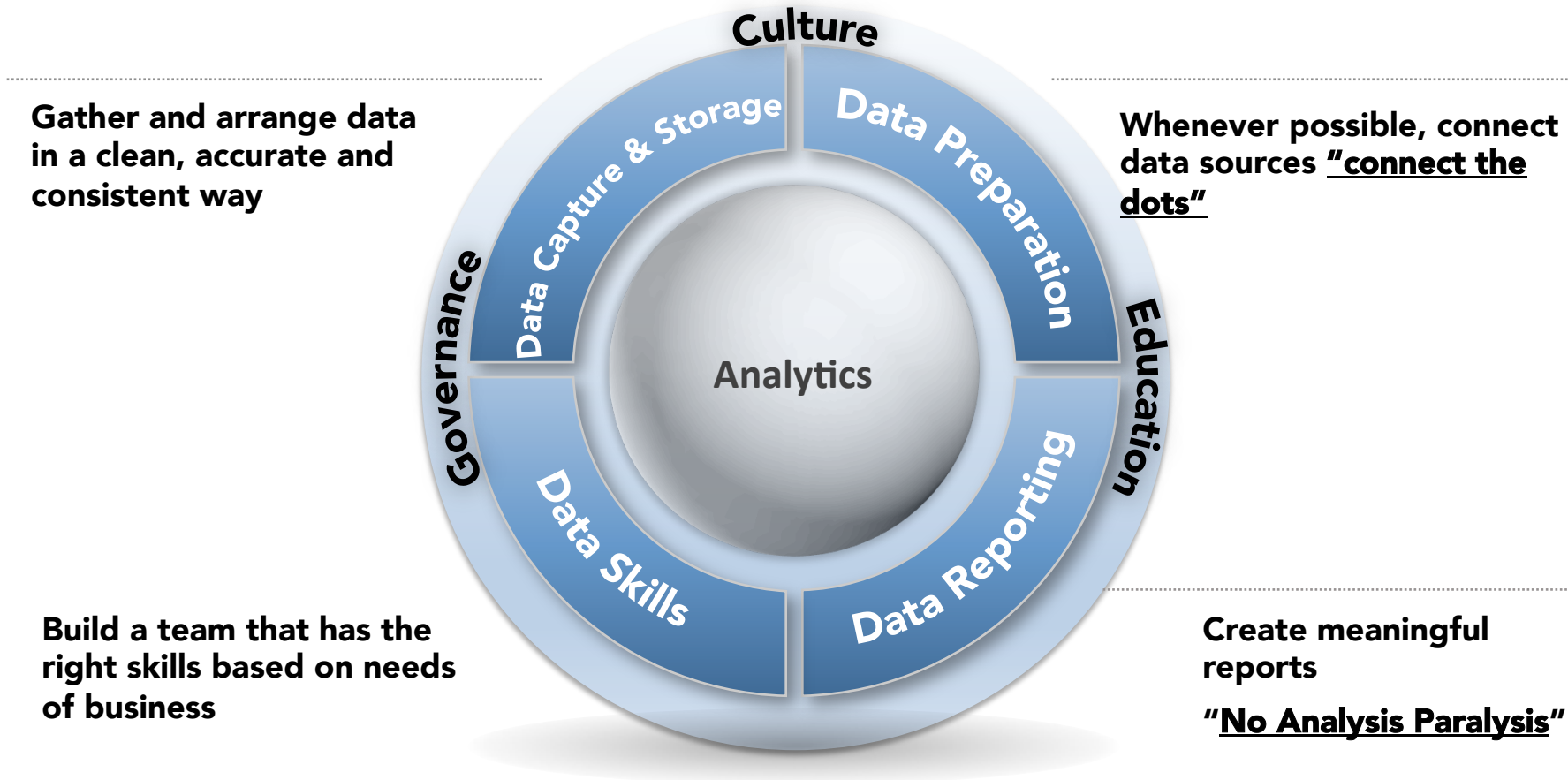


Table Stakes for Analytics

1. **Metrics:** Know what is important to measure
2. **Segmentation:** Understand your customers
3. **Test:** Develop a test and learn environment
4. **Analytics:** Build the right types of models (LTV, Hazard Score, Response, Potential)
5. **Tools:** Get the right analytics tools (i.e. SAS, R) in place
6. **Process:** Establish an end-to-end process



Advertising

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Business Challenges

- **What opportunities or challenges in the marketing and sales cycle can we solve for our customers?**
- **What data can we acquire related to these opportunities and challenges?**
- **What additional data should we apply?**
- **How do we tell the story?**



What if we improve ad effectiveness by X%?

Analytical Approaches

1. Develop ROI Analysis
2. Potential Models by Market/Segment & Merchant
3. Create Media Mix Models

Potential Recommendations

1. Targeted Sales Campaigns
2. Improve Sales Collateral
3. Optimize Sales Resource
4. Sales Recommendation Engine



What if...

We applied additional data to help advertisers understand where their customers are in the buying cycle and how we can help reach their customers.



Consumer Marketing

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Business Challenges

- **Who are our audiences and how well do we know them?**
- **How do we create value for our prospects and subscribers, engaging them more and keeping them longer?**
- **How do we tell a compelling story?**



What if we reduced customer attrition by X%?

Analytical Approaches

- 1. Develop Hazard Models**
- 2. Create Cohort Analysis**
- 3. Perform Survey Research**

Potential Recommendations

- 1. Targeted Loyalty Programs**
- 2. Curate Newsletters and Content**



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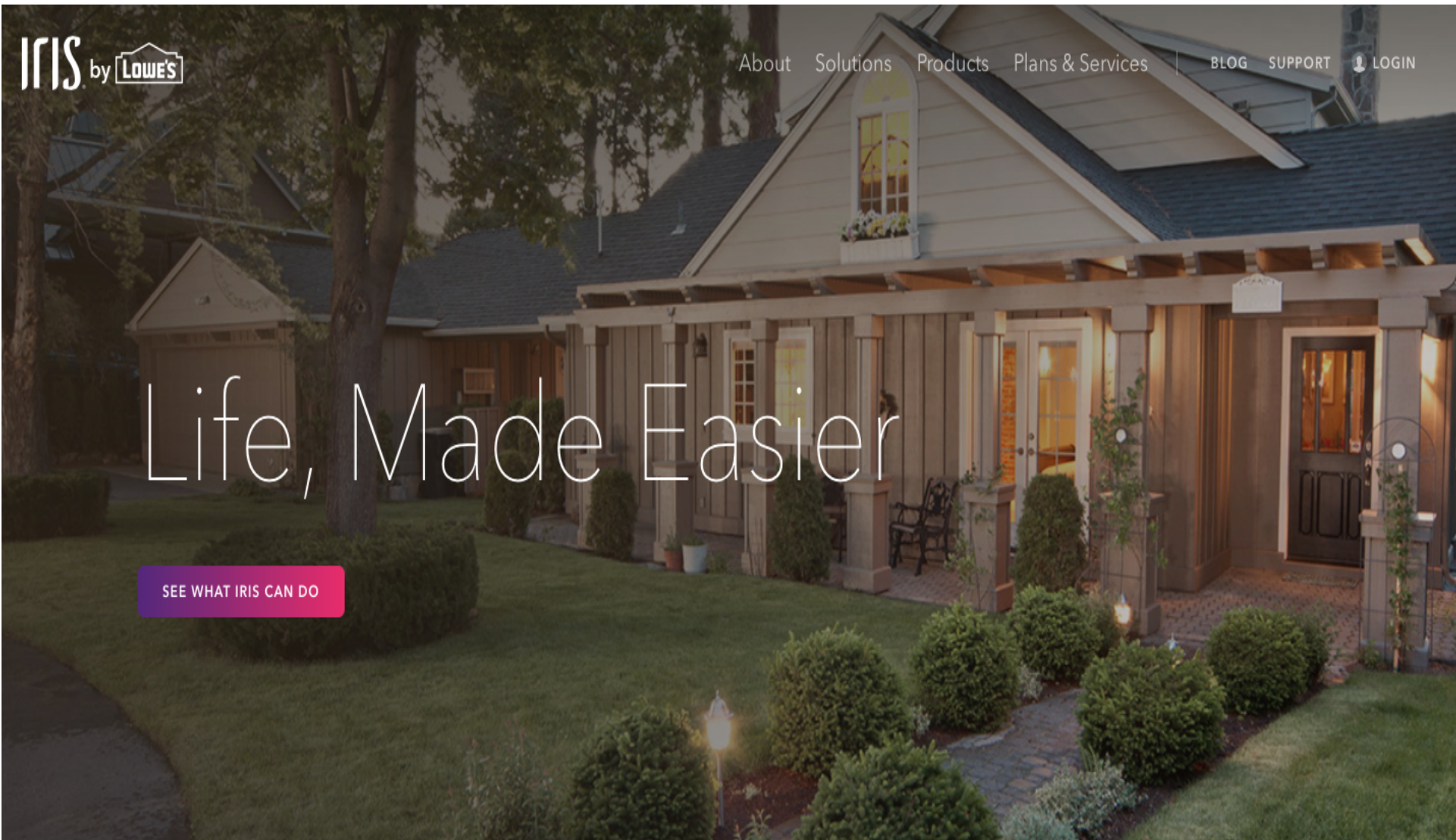
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of users, subscriptions and
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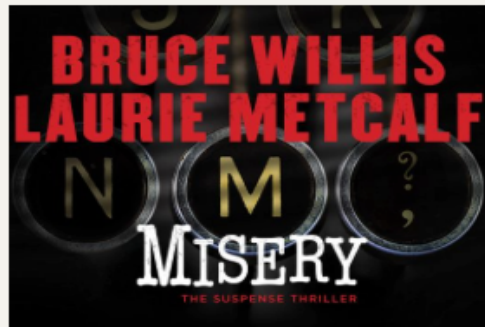
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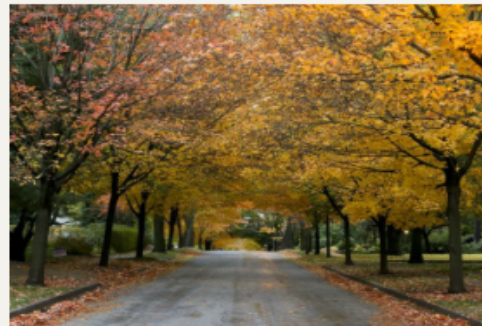
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Product Development

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Business Challenges

- **How do we tailor experiences for each unique prospect, customer and advertiser?**
- **When and how do prospects and customers interact with us?**
- **What if we changed how we provide content and services to our customers?**



What if we improve online engagement by X%?

Analytical Approaches

1. Create Content Segments
2. Develop Multi-Variate Tests
3. Perform Usability Testing
4. Create Profile Models

Potential Recommendations

- ## 1.Content Personalization
- ## 2.Interest Driven Apps



What if...

**We credibly and confidently extended
our content and competed in adjacent
spaces?**







Final Thoughts and Takeaways

- **It's a long journey – don't rush it or take short cuts**
- **Culture is another piece of this pie – don't ignore it**
- **Strike a balance -evolve your data asset and drive analytical innovation**
- **Moneyball**



THANK YOU

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