INMA:
Next-Gen Audiences

Sarah Marshall, global executive director of audience development, social analytics

CONDÉ NAST

A Bit About Me

@SarahMarshall

News avoidance

Climate crisis

U-turn

Cost of living crisis

Long-Covid

Nursing shortages

Ukraine crisis

Tactical nukes

Migrant crisis

Fiscal event

Tory leadership contest

Rising mortgage costs

A happier place

Misinformation

Actors faked Sandy Hook massacre

Covid-19 vaccines will implant microchips into people

The election was rigged

The happier stuff

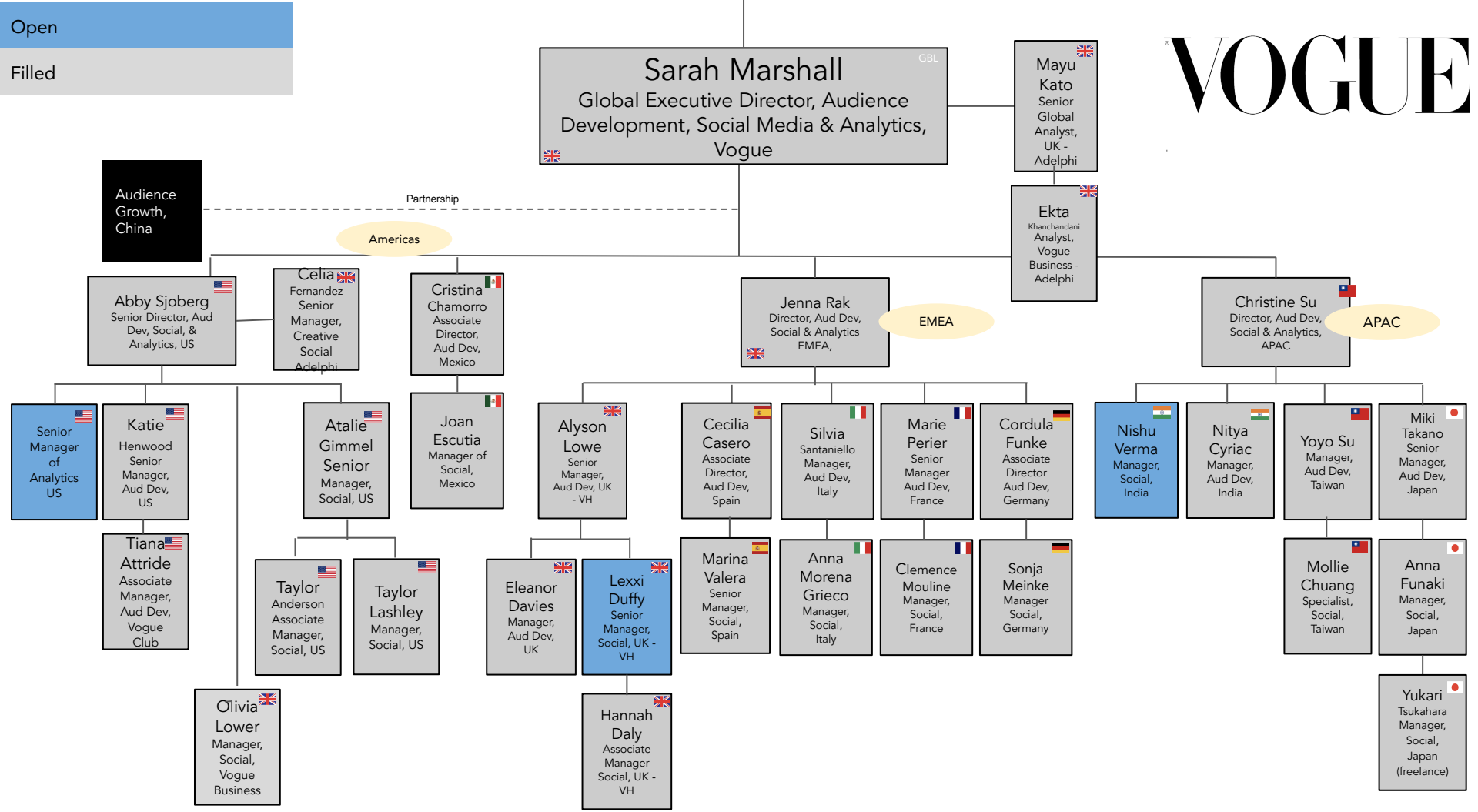
But Is It Important?

Audience Development, Social & Analytics

Audience development **maximizes consumer value** by delivering the content and services that meet audience needs across platforms based on **strategic analysis**.

We **grow, engage, and retain multi-channel audiences** by **informing content, product, and business strategy** and **maximizing distribution** opportunities to **drive holistic revenue globally**.

An Embedded Aud Dev & Social Lead in Each *Vogue*


Open
Filled
VOGUE
Sarah Marshall
GBL
Global Executive Director, Audience Development, Social Media & Analytics, Vogue
Mayu Kato
Senior Global Analyst, UK - Adelphi
Audience Growth, China
Partnership
Ekta Khanchandani
Analyst, Vogue Business - Adelphi
Americas
EMEA
APAC
Abby Sjoberg
Senior Director, Aud Dev, Social, & Analytics, US
Celia Fernandez
Senior Manager, Creative Social Adelphi
Cristina Chamorro
Associate Director, Aud Dev, Mexico
Jenna Rak
Director, Aud Dev, Social & Analytics EMEA,
Christine Su
Director, Aud Dev, Social & Analytics, APAC
Senior Manager of Analytics US
Katie Henwood
Senior Manager, Aud Dev, US
Atalie Gimmel
Senior Manager, Social, US
Joan Escutia
Manager of Social, Mexico
Alyson Lowe
Senior Manager, Aud Dev, UK - VH
Cecilia Casero
Associate Director, Aud Dev, Spain
Silvia Santaniello
Manager, Aud Dev, Italy
Marie Perier
Senior Manager Aud Dev, France
Cordula Funke
Associate Director Aud Dev, Germany
Nishu Verma
Manager, Social, India
Nitya Cyriac
Manager, Aud Dev, India
Yoyo Su
Manager, Aud Dev, Taiwan
Miki Takano
Senior Manager, Aud Dev, Japan
Tiana Attride
Associate Manager, Aud Dev, Vogue Club
Taylor Anderson
Associate Manager, Social, US
Taylor Lashley
Manager, Social, US
Eleanor Davies
Manager, Aud Dev, UK
Lexxi Duffy
Senior Manager, Social, UK - VH
Marina Valera
Senior Manager, Social, Spain
Anna Morena Grieco
Manager, Social, Italy
Clemence Mouline
Manager, Social, France
Sonja Meinke
Manager Social, Germany
Mollie Chuang
Specialist, Social, Taiwan
Anna Funaki
Manager, Social, Japan
Olivia Lower
Manager, Social, Vogue Business
Hannah Daly
Associate Manager Social, UK - VH
Yukari Tsukahara
Manager, Social, Japan (freelance)

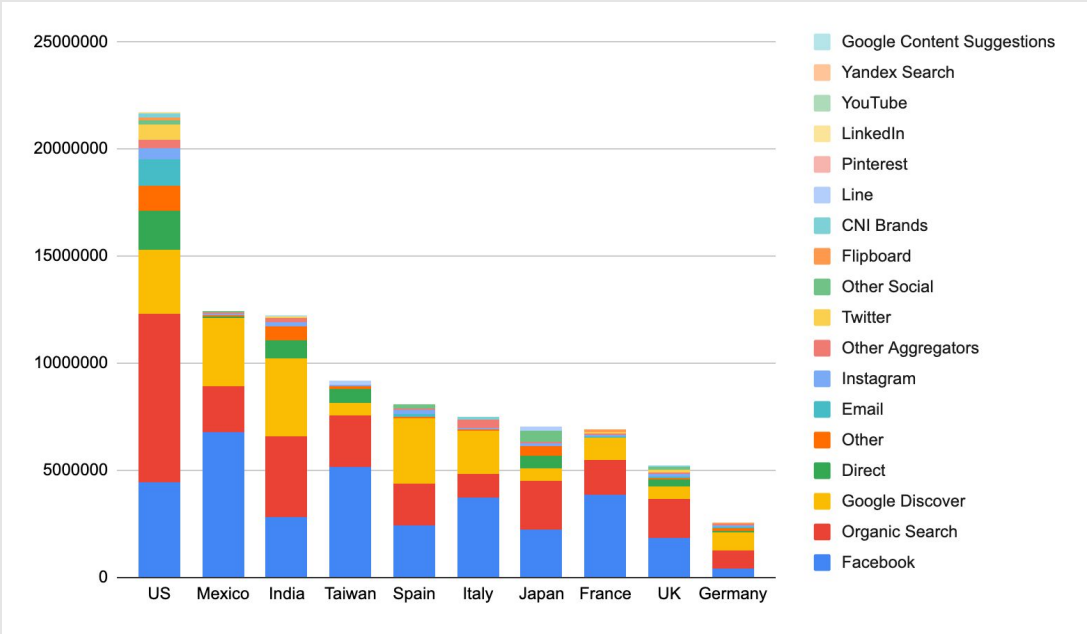
2022 Performance to Date

Market	2022 YTD UVs	vs Outlook	vs original goal / target	YoY
France	5.6M	11%	8%	10%
Germany	2.8M	-1%	2%	6%
India	7.4M	34%	41%	33%
Italy	3.6M	-1%	-4%	-1%
Japan	4.1M	9%	9%	-4%
Mexico	7.5M	34%	34%	23%
Spain	7.0M	3%	6%	0%
Taiwan	5.0M	13%	13%	9%
UK	6.4M	1%	4%	4%
US	16.5M	9%	5%	2%
Total	**65.6M**	**12%**	11%	**8%**

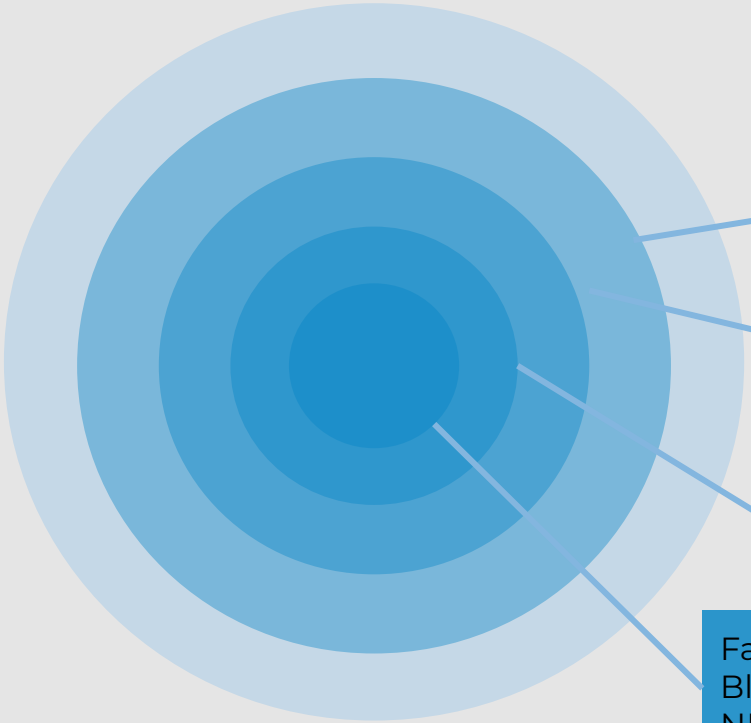
2022 At A Glance

Context

- Vogue globally gets around:
  - 25% of traffic from search
  - 25% from Facebook
  - 25% from Discover
- September was softer for Discover, stronger for Facebook
- Facebook growth is due to a focus on
  - Page health
  - Content mix
  - Being selective



Different Stories Engage Different Audiences



What's New on Netflix

Katie Holmes Is Making A Statement Shoe Her Thing

With 10 Items From 5 Brands, We've Built Your Dream Fall Capsule

5 Things to Know About the Chanel Show

Fashion's Archives Are on The Blockchain and Being Made Into NFTs

Ad rev

Commerce rev

Consumer rev

One and done

Returning

Loyal

"**We don't really live on web**... We just live on our phones"

A really smart Gen Z intern

The reach of *Vogue*: September 2022

Vogue has a distributed audience – and people have **multiple touchpoints** with the brand
Vogue has a sizable and growing O&O audience – with 66M monthly average visitors YtD (+8% YoY)
Vogue had 700M social video views in September

21M
Print

Vogue global print audience

71M
Web

Unique Visitors
Global average monthly audience to O&O Vogue websites

Largest age group:
35-44 (24%)
83% mobile

Apple News

Apps

79M
Vogue global Instagram Followers

473M
video views

Drives **2%** of traffic to Vogue O&O

Largest age group:
25-34 (31.2%) with **18-24** close behind at 31%

3M
Vogue global TikTok Followers

143M
video views

Largest age group:
10-19 (25%)

35M
Vogue global Facebook Followers

79M
video views

Currently drives **36%** of traffic to Vogue O&O

Largest age group:
25-34 (31.5%)

29M
Vogue Global Twitter Followers

3.5M
video views

Pinterest

Newsletters

19M
Vogue Global YouTube Followers

83M
video views

Podcasts

Sources
Web: GA
Social: ListenFirst
YouTube: Central analytics
Print: Condé Nast Internal Global Data May 2022

Met Gala: Maximizing the Whole Audience Funnel

NEW RELATIONSHIPS: SOCIAL FOLLOWERS

Vogue US acquired 905K new social followers from 5/2-5/9 - due to off-platform engagement strategy: Reels, TikTok and live tweeting

NEW REGISTRANTS: VOTING ON RED CARPET GALLERY

37K users participated; 27K new registrations, +83% versus goal

NEW REGISTRANTS: MET GALA REG GATE TEST

290 registrations; CVR of 6.5%; highest CVR on livestream article (14.7%)

NEW REGISTRANTS: REG GATE ACROSS SITE

9K registrations from 4/25-5/9; CVR of 6.2%

NEW DIRECT RELATIONSHIPS: COUNTDOWN CLOCK WITH NEWSLETTER SIGN-UP

19.8K newsletter sign-ups; 14K on day of

NEW DIRECT RELATIONSHIPS: NEWSLETTER SIGN-UPS ACROSS SITE

108K newsletter sign ups from 5/2-5/9, +93% YoY

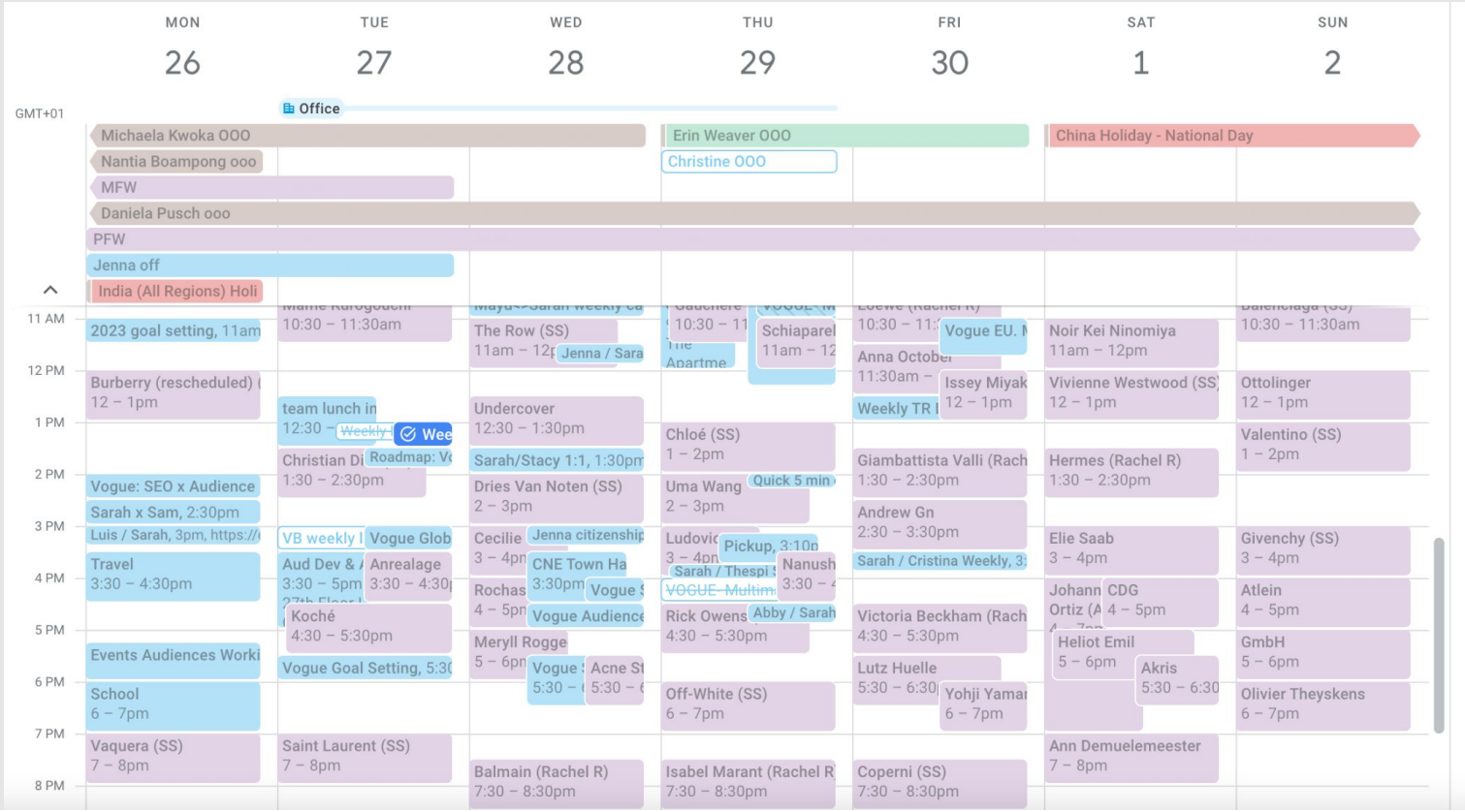
NEW PAYING MEMBERS: VOGUE MAGAZINE SUBSCRIBERS ON SITE

2,590 +18% vs. plan, +38% YoY

NEW PAYING MEMBERS: VOGUE CLUB

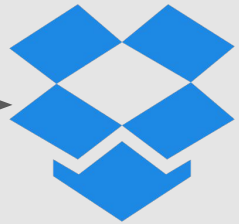
552 new members from 5/2-5/8; 118 new members on 5/3

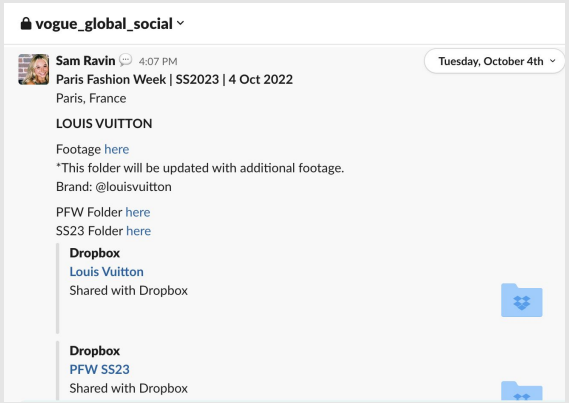
Social Workflow



Social Workflow

Editors at Shows





Dash Hudson

Instagram x 28

TikTok x 9

ListenFirst

Report

Social: **700 million social video views** in September

- There were an incredible **700M social video views,** +465% MoM**.** Vogue World and fashion weeks were of course top performers.
- The Bella Hadid spray-on dress for Coperni had more than **80M** social video views (62M on Instagram Reels); 19M on TikTok).
- Vogue World content and **73M** social video views.

	INSTAGRAM ***Video Views***	**TIKTOK** ***Video Views***	**TOTAL** ***Video Views***
American Vogue	329M	65M	394M
Vogue France	54M	24M	78M
British Vogue	18M	25M	43M
Vogue Italia	35M	2M	37M
Vogue Germany	4M	17M	21M
Vogue Spain	12M	4M	17M
Vogue Mexico & Latin America	6M	4M	10M
Vogue Taiwan	7M		7M
Vogue Japan	5M	1M	6M
Vogue India	3M		3M

Vogue Taiwan launched on TikTok in Sep; TikTok is banned in India

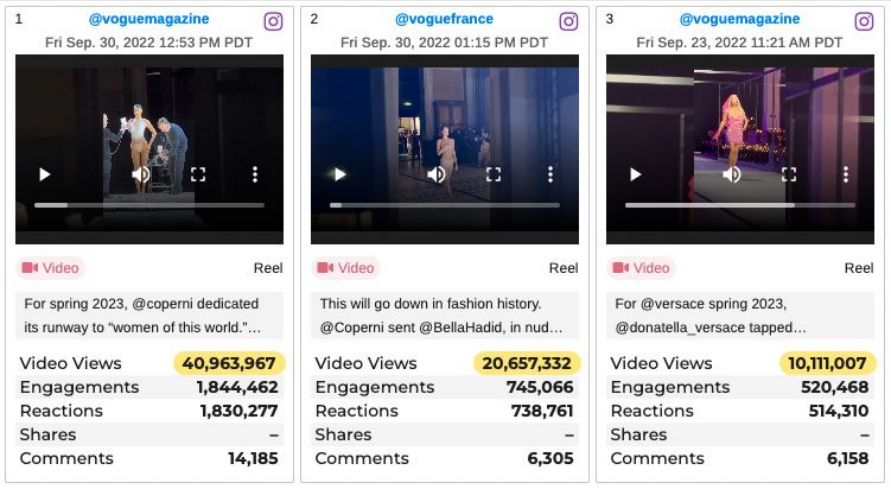
Top Performing Social Videos

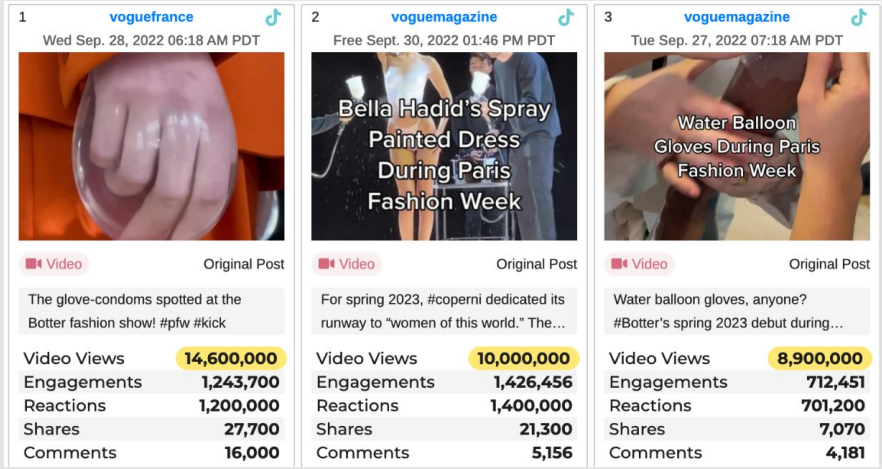
Instagram Reels:

- **Vogue US:** Coperni & Bella Hadid | 41M views
- **Vogue France**: Coperni & Bella Hadid | 21M views
- **Vogue US**: Versace & Paris Hilton | 10M views
- **Vogue US**: Kim & Kylie cooking show | 10M views
- **Vogue France**: Victoria Beckham show | 10M

TikTok videos:

- **Vogue France:** Glove-condoms | 15M views
- **Vogue US:** Coperni & Bella Hadid | 10M views
- **Vogue US:** Water balloon gloves | 9M views
- **British Vogue:** Vaquera show | 9M views
- **British Vogue:** Coperni & Bella Hadid | 9M views





Show Me The Money...

Commercial

Sponsorships

Franchises

Commerce & Collections

@Vogue

Consumer

- Events
- Print subscriptions
- Vogue Business subscription
- Vogue Club membership
- Instagram subs

Takeaways

Largest age group:
25-34 (31.5%)

Largest age group:
25-34 (38.5%)

Largest age group:
25-34 (59.1%)

Largest age group:
25-34 (31.2%) with
18-24 close behind at 31%

Largest age group:
10-19 (25%)

1. **Be where your audience is...**

   Who do you want to reach? An age group, people in a particular place, people interested in politics?

   Are there existing communities on that platform you can tap into?

   What's the story for that platform? Is it text? An image? A video?

Takeaways

1. Be where your audience is – and that will likely be off-platform
2. Play on the platforms – use the latest TikTok feature
3. Understand your audience funnel – how to bring them to site or newsletters or memberships
4. Understand how you can monetize audiences off-platform - commercial revenue, subs, commerce
5. Tell the story internally – a multi-platform monthly report, weekly wins