Generative AI Media Master Class

April 2025

DOTDASH MEREDITH

In a Few Short Years, AI Has Transformed How We Work, Live, and Communicate

Productivity

Automating tasks, optimizing workflows, streamlining operations, and enabling smarter decision-making.

Personalization

Tailoring experiences and services to individual preferences.

Communication

Revolutionizing how we connect through AI-powered tools like chatbots, translation, and content creation.

Innovation

Driving breakthroughs in healthcare, education, and technology development.

CURRENT SITUATION

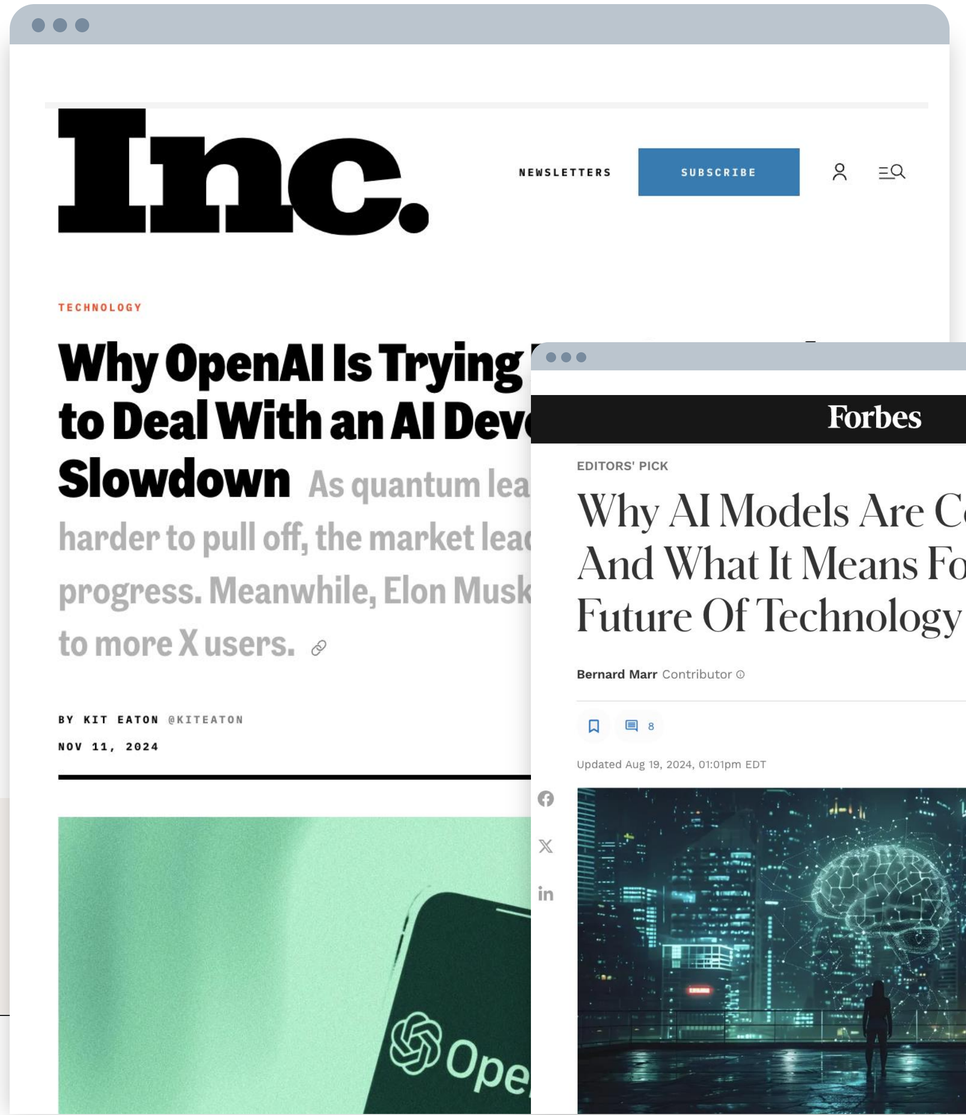
AI Is Not a Silver Bullet

AI Growth Has Slowed

As significant leaps in AI capabilities become more challenging, OpenAI is pivoting its approach to continue making progress in the field.

“The Model Collapse Phenomenon”

AI systems gradually degrade over time when trained on AI-generated data, ultimately losing both diversity and accuracy in their outputs.



DDM content will never be created with AI—every piece of content is driven by human expertise.

CURRENT SITUATION

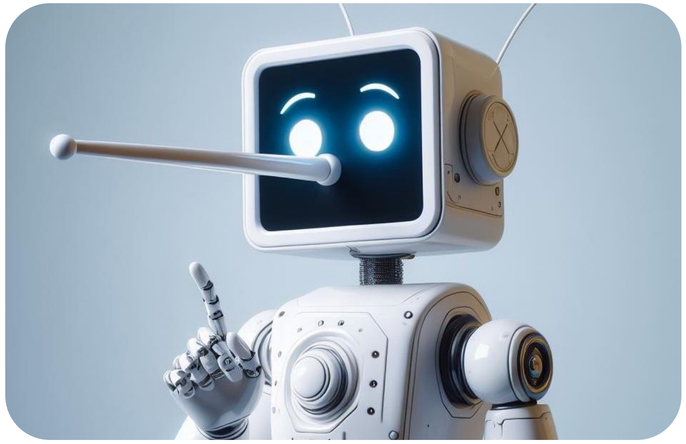
The AI Model Has Evolved From The Best AI To The Best Information + AI

AI ALONE

Mediocre answers from unknown IP

Limited subject matter expertise

Intellectual property hallucination and bias

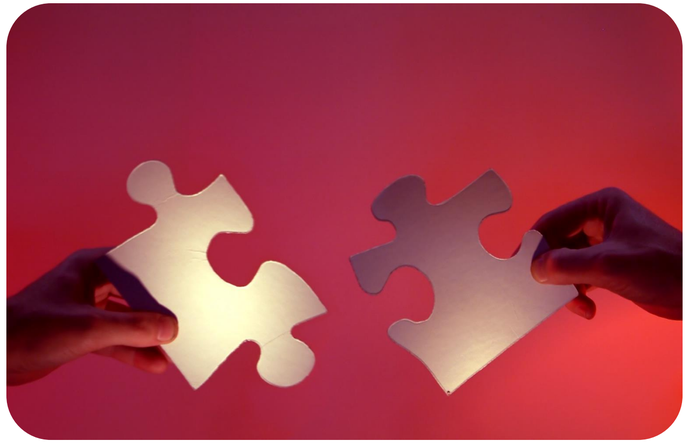


AI + DDM

High quality answers, from known sources

Human expertise

Grounded in 1.5M documents, reviewed for bias

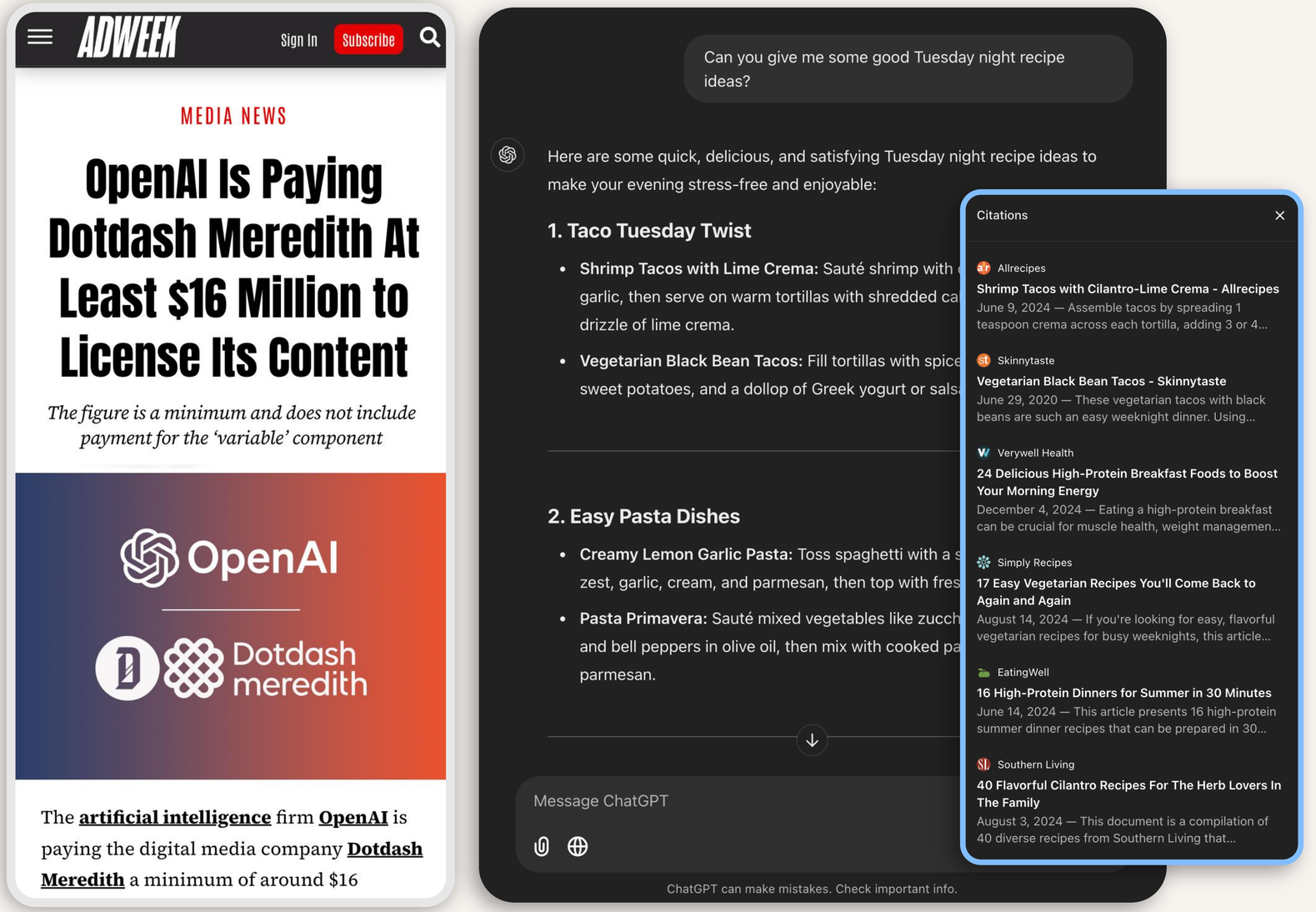


CURRENT SITUATION

OpenAI x DDM: A New Model Where Sources Matter

In May 2024, Dotdash Meredith and OpenAI announced a partnership to display content and links attributed to DDM in relevant ChatGPT responses.

Read the Article →



ChatGPT responses sourced DDM brands

HOW DDM APPLIES AI

AI Is Embedded In Dotdash Meredith's Business

Nearly 200M people a month trust DDM brands to make decisions, take action, and find inspiration. This deep understanding of what people need, when it matters most to them, has made us an essential ingredient in the AI ecosystem. In turn, AI technology has profoundly enhanced the way we work.

1

Enhanced Targeting

Evolving intent targeting solutions with D/Cipher, empowering advertisers to reach target audiences across the open web.

2

User Engagement

Improving content experiences, with engaging tools, on-site optimization, and native content built for advertisers.

3

Personalization

Dynamic creative that delivers real-time connections between DDM content and advertiser messaging that are personalized to user need.

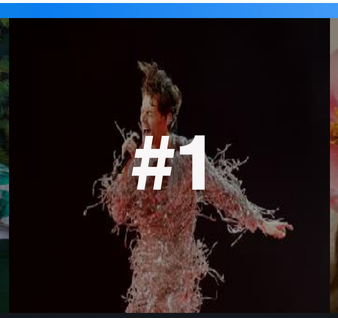
DDM = The Brands Users Trust Across Every Category

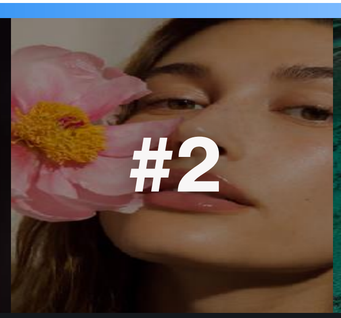
Food/Drink

- FOOD&WINE
- serious eats
- Simply Recipes
- the spruce Eats
- EatingWell
- allrecipes
- LIQUOR.COM
- myrecipes

Home

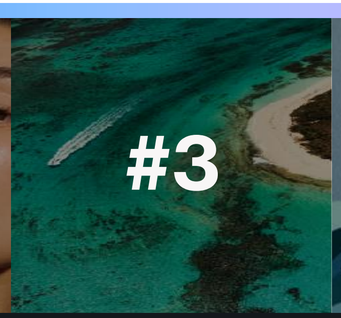
- Better Homes & Gardens
- Southern Living
- the spruce
- REAL SIMPLE
- MYDOMAINE
- MidwestLiving
- Daily Paws





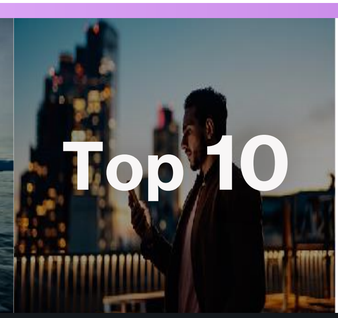
Entertainment

- People
- Entertainment
- People en Español
- InStyle
- BYRDIE
- BRIDES
- SHAPE



Beauty/Style

- TRAVEL+ LEISURE
- tripsavvy
- verywell
- health
- Parents



Travel

- Lifewire
- Treehugger
- Investopedia
- the balance

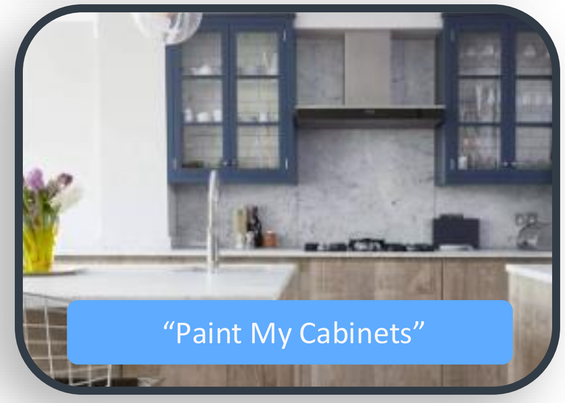
The Information Users Need

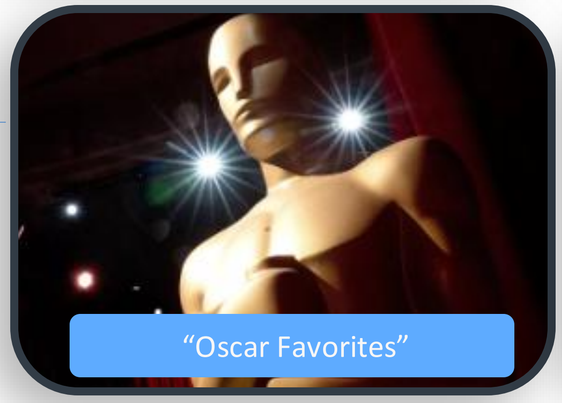
We Make It Easy For People To Make Decisions, Find Inspiration, And Take Action.

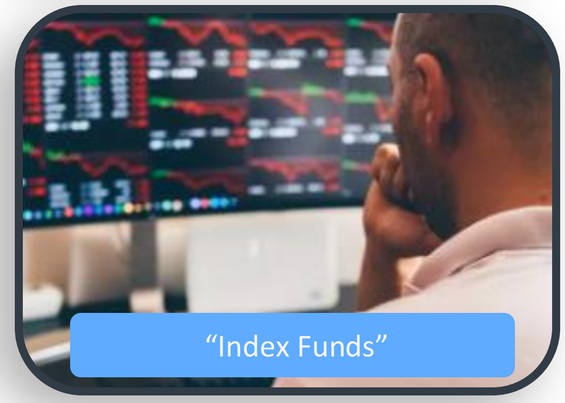
nearly

30M

people visit our brands everyday







Source: Google Analytics; Average Daily Sessions, 2024

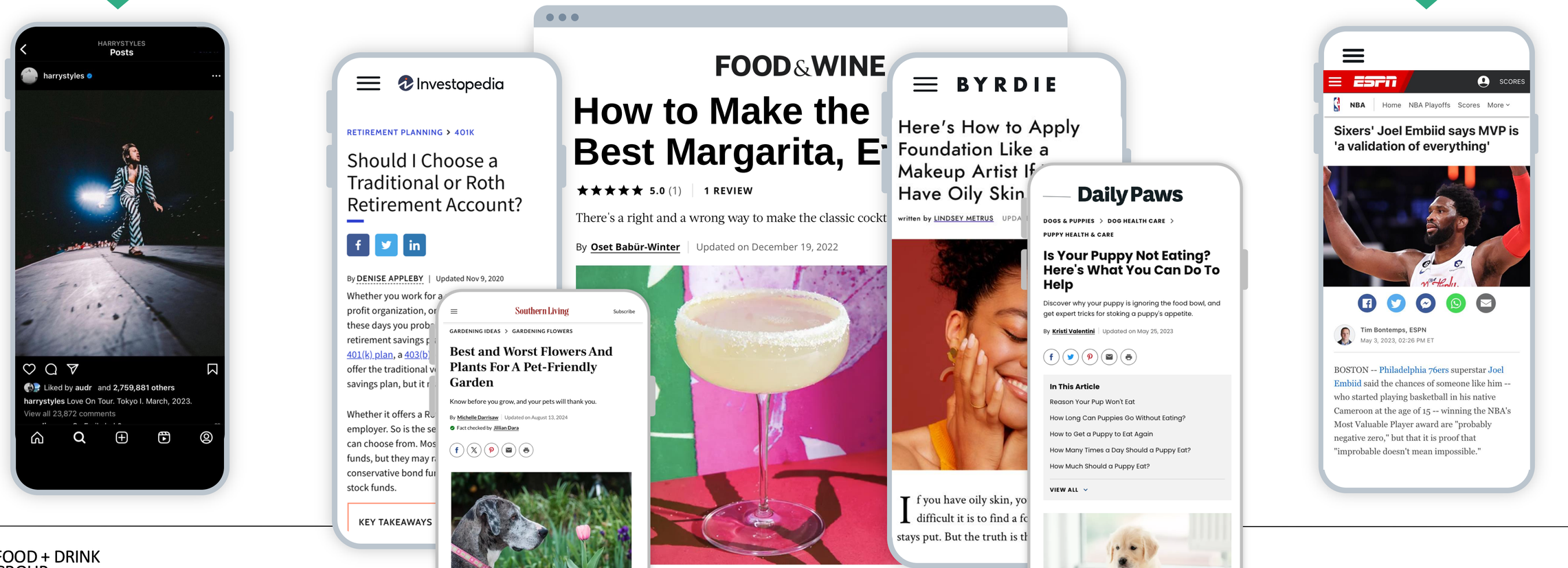
OUR VALUE

Intent Is What Sets Us Apart

Nice to Know
SOCIAL MEDIA

Need to Know
MAKE DECISIONS, PURSUE A PASSION, TAKE ACTION

Want to Know
NEWS, SPORTS, POLITICS



ENHANCED TARGETING

D/Cipher x OpenAI: Smart Tech Made Smarter

D/Cipher x OpenAI Benefits

- More insightful connections
- In-flight campaign optimization
- Content mapping to advertiser goals
- Powering D/Cipher on the open web

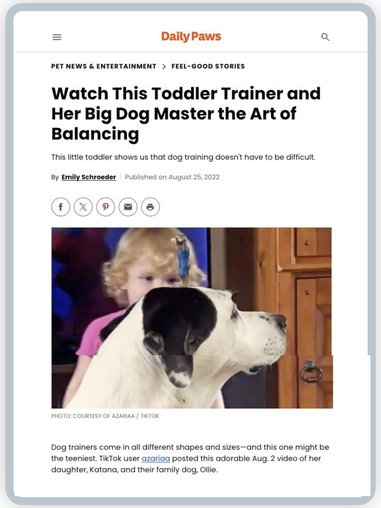
D/Cipher

D/Cipher’s intent targeting solution evaluates content consumption patterns across DDM’s entire portfolio, revealing key moments of need that tell us about the mindset of our readers.

ENHANCED TARGETING

Now Available on DDM & The Premium Open Web

D/Cipher

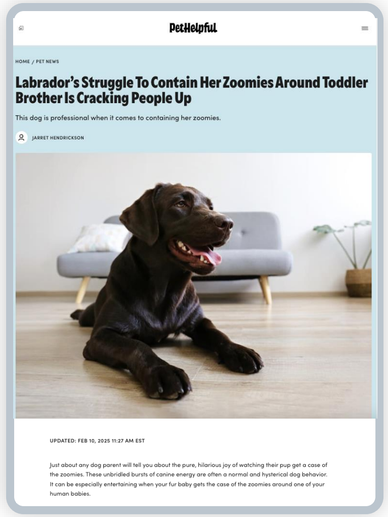


- ✓ Runs across DDM's 40+ iconic brands
- ✓ Drives full funnel performance
- ✓ Activated Programmatic or Direct

OpenAI

maps proven intent segments on DDM to the premium open web for greater reach

D/Cipher+

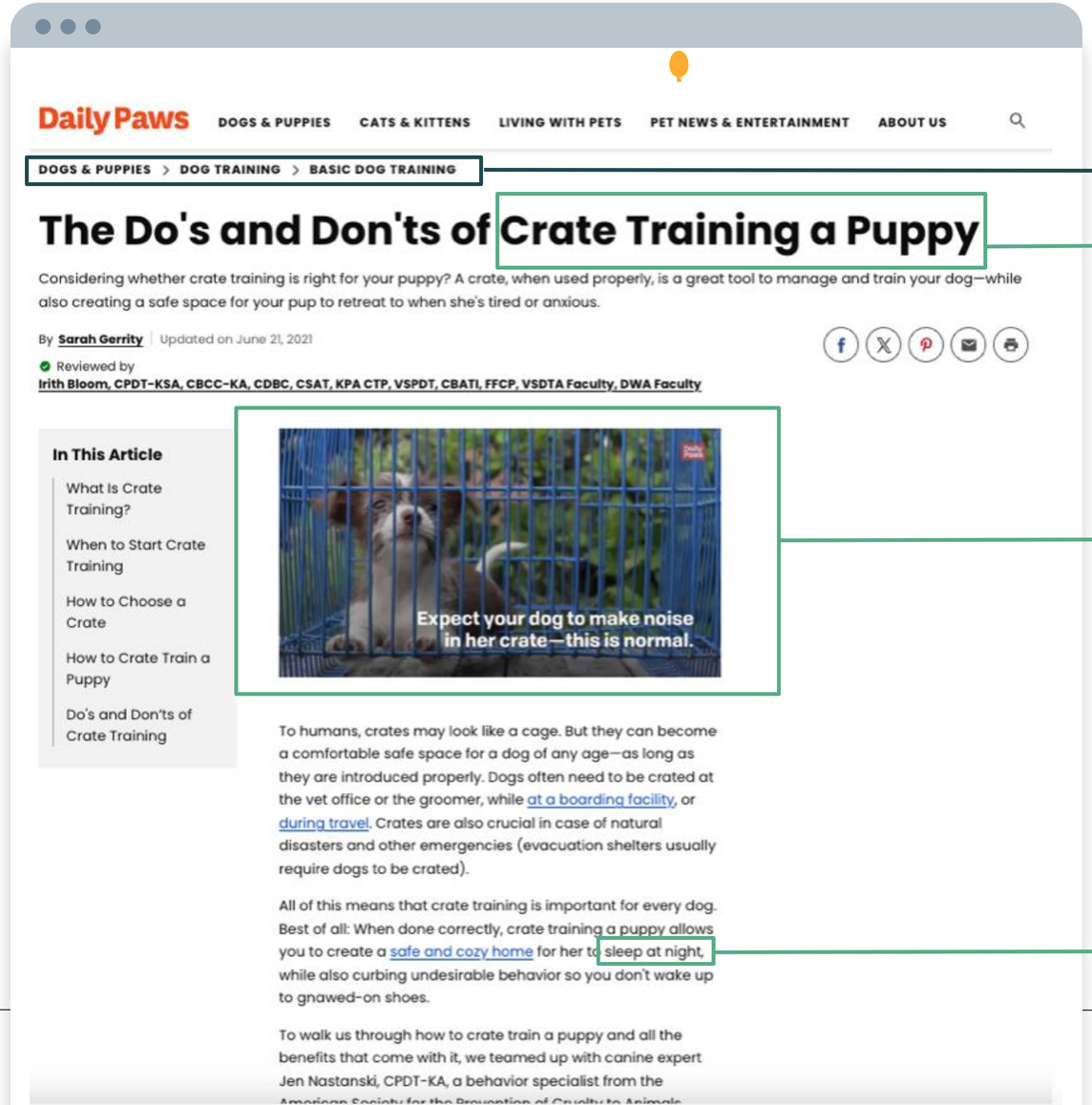


- ✓ Runs across premium publishers vetted for edit content & intent
- ✓ Solves for inefficiencies/targeting limitations on the open web
- ✓ Activated via DDM managed service

USER ENGAGEMENT

OpenAI Enhances User Engagement

OpenAI empowers DDM to go beyond the taxonomy and use imagery, video, and text to make deeper connections with and about our users.



Before OpenAI

- Dogs & Puppies
- Dog Training
- Basic Dog Training

After OpenAI

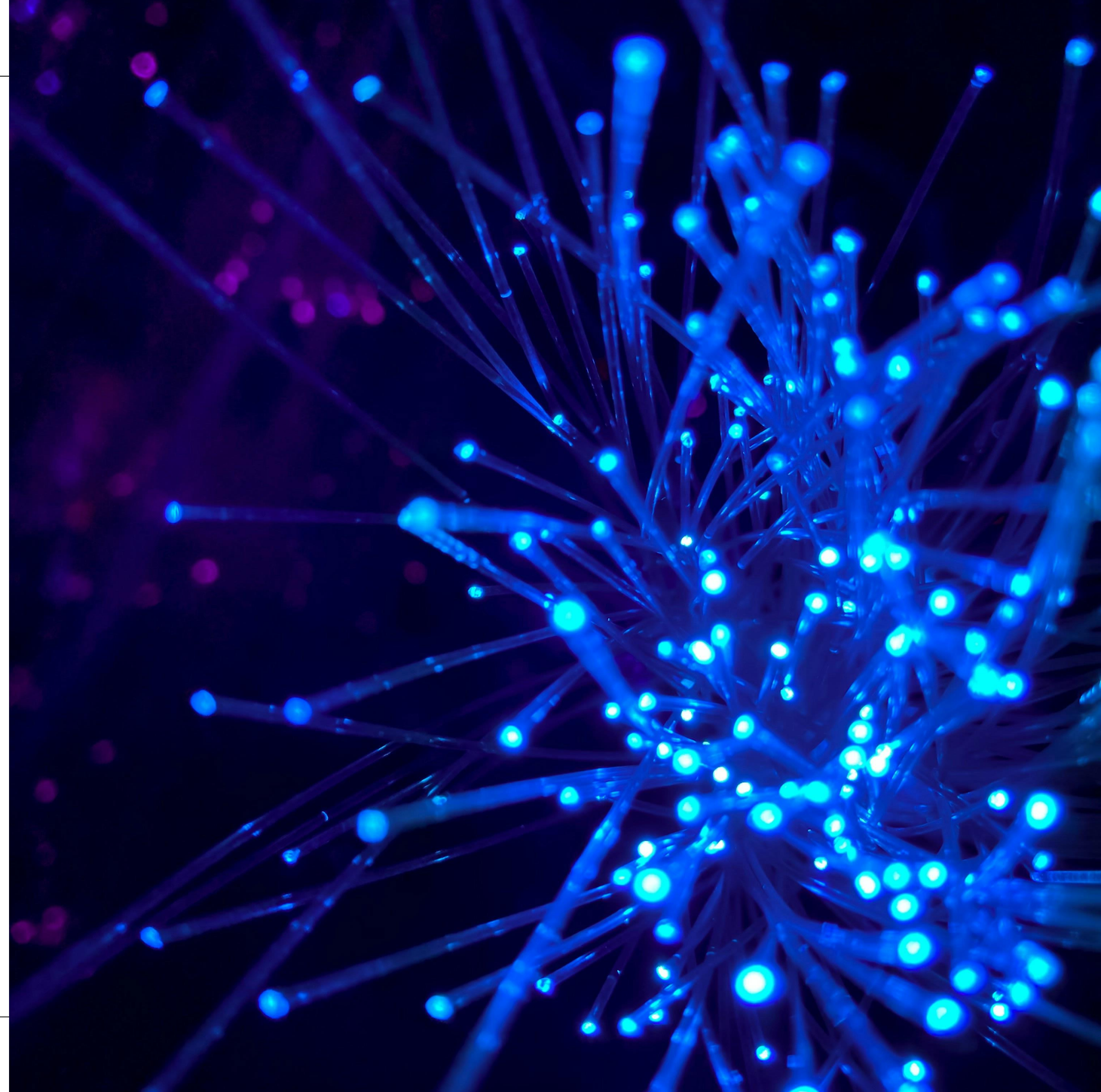
- Crate a Training Puppy
- Making Noises in Crate
- Sleep at Night

USER ENGAGEMENT

AI Innovation And Native Content Solutions

DDM leverages AI to deliver enriching experiences that engage consumers in unique ways, including:

- Personalization: Curating tailored guides, shopping experiences, and recommendations
- Conversations: Enabling personalized interactions through AI-powered subject-matter experts
- User Generated Content: Encouraging and facilitating the creation of user-generated content using AI



PERSONALIZATION

AI Engagement in Real, Natural Language

A first-to-market AI-meal recipe finder created for a food brand helped people create dinner recipes based on their preferences for the evening.

Campaign Overview	
Impression Over Delivery	✓
Pageview Over Delivery	✓
CTR Above Benchmark	✓
Engagement Rate Above Benchmark	✓

1:1 user chat in user-friendly format

Personalized recipes based on user interests

PERSONALIZATION

Dynamic Advertising

For advertisers seeking to drive high engagement and connect with intent-driven audiences, our AI-powered ad units can be dynamically customized to:

BOOST ENGAGEMENT

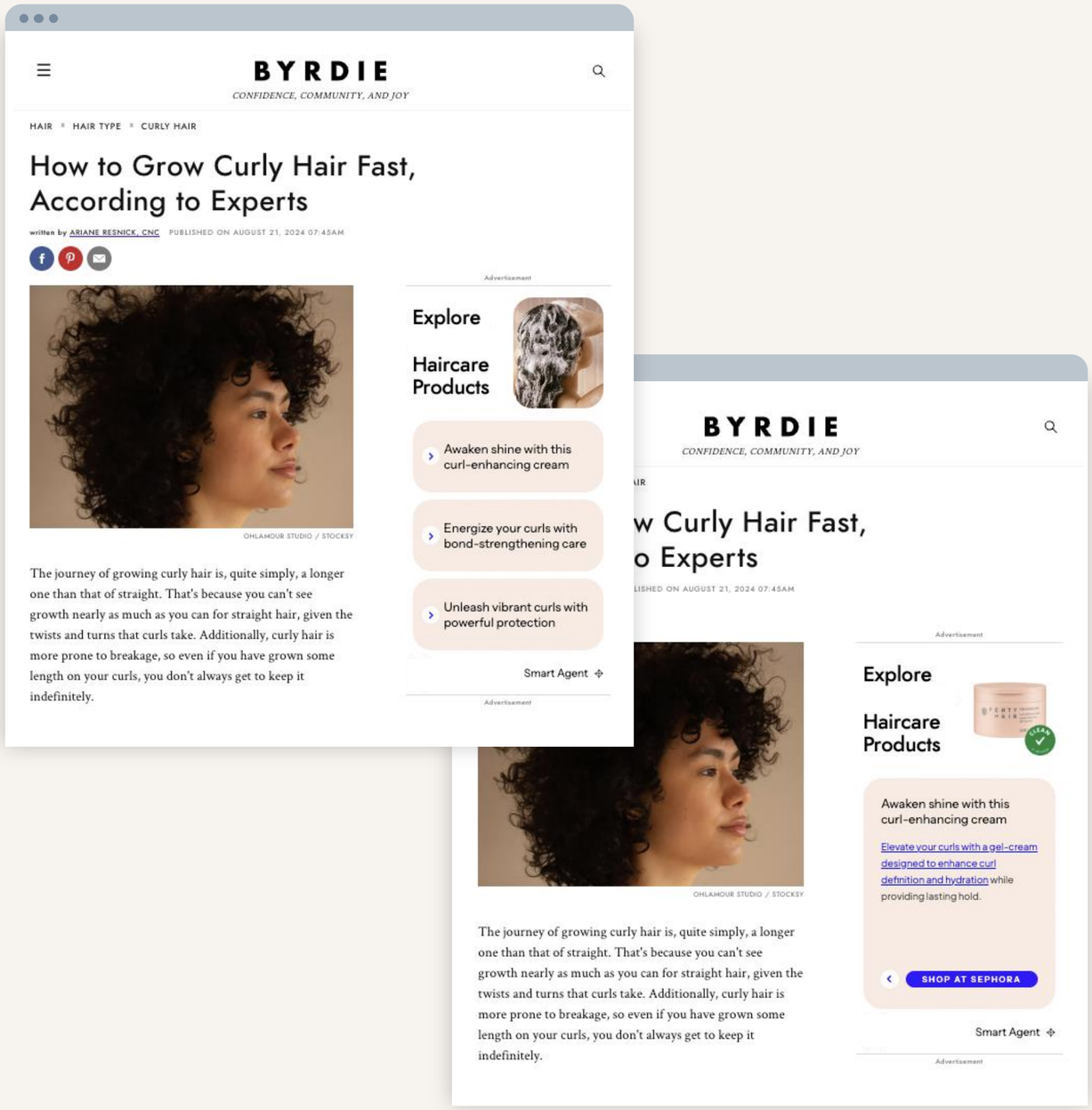
by targeting contextually relevant audiences

- *Alpha testing: 3.8x increase in engagement vs. benchmarks*

DRIVE A VARIETY OF MESSAGES AND CTAS

through impactful formats, tailored to preferences

- *20% CTR to advertiser's website*
- *120 different brand destination pages visited*

CLOSE KNOWLEDGE GAPS on your products by leveraging insights from interactions with in-unit prompts

- *13% of citation links shown to users were clicked*