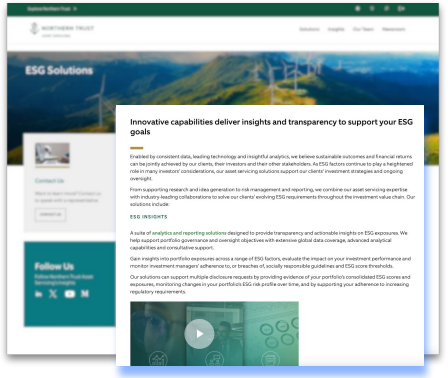
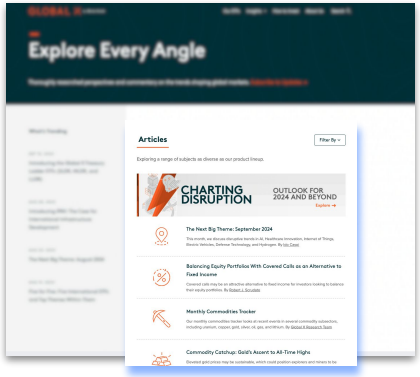
Thematic *AI*

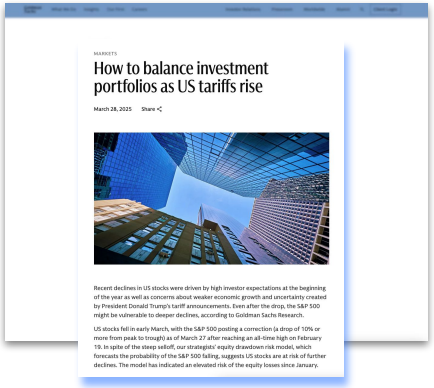
An industry leading AI powered solution

DOW JONES

Valuable insights are hidden in a crowded marketplace







This challenge generated a *solution that incorporated ...*

1. Audience content **consumption patterns**
2. **Smart automatic curation** of the content most relevant to that audience
3. **Dynamic creative** that allows for fast speed to market

DOW JONES

Thematic *AI*

Launched in April 2024

Amplifying brand content across The Wall Street Journal's premium portfolio

Through the innovative application of **first-party data and Dow Jones proprietary AI technology,** Thematic AI provides:

- A **turnkey** content distribution solution
- The most **sophisticated** first-party data in the industry to reach premium audiences
- **Efficient** creative production allows you to build once and optimize in real-time
- A **trusted and transparent** environment

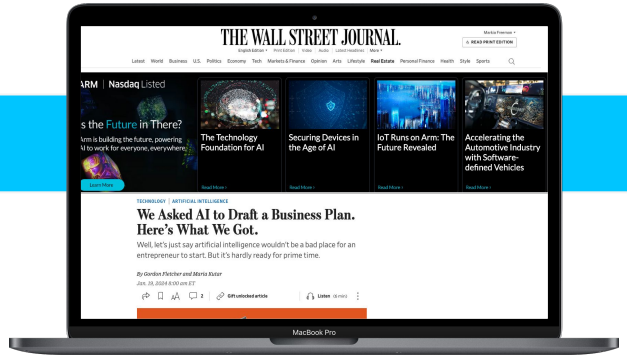
Delivering *powerful distribution*

Start With Supplied Content

Brand supplied content is uploaded into the self-service Thematic AI Library where WSJ's AI-powered publishing system tags each article with editorial metadata.

- **Keywords**
- **Topics**
- **Metrics**

Use *Real-time* Personalization

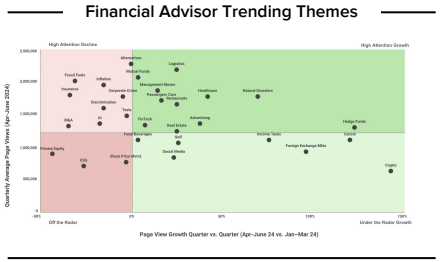


Optimize With User Signals

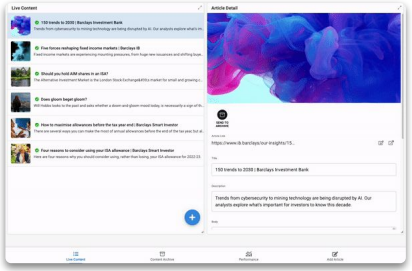
Once live, each impression leverages user signals to display recommended supplied articles based on interest, segmentation, behavior and context, optimized by AI.

- **Interests**
- **Segment**
- **Behavior**
- **Context**

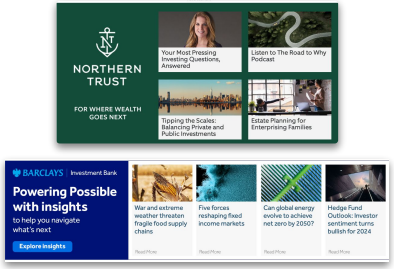
How *it works*



Prior to the campaign, to help inform your content strategy, **our Intelligence Team delivers a report informed by Thematic IQ,** outlining resonant themes for your key audiences.



Client is provided access to a Dow Jones dashboard. Content is uploaded through the Thematic AI Dashboard to our CMS where it's tagged, enriched with metadata, and stored as a campaign-level library.

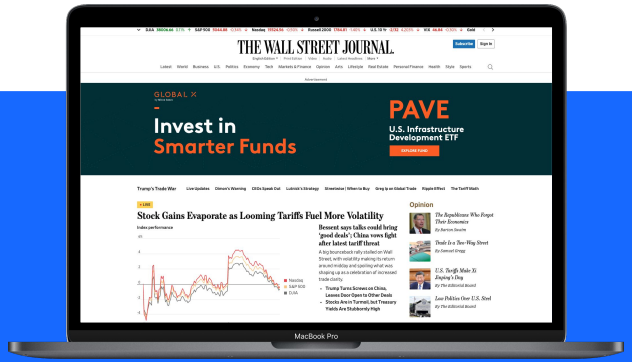


Our Ad Innovation Team builds the ad units with article thumbnails synced to the content library and Dow Jones' personalization API.

Complex technology. *Simple* process. *Real* results.

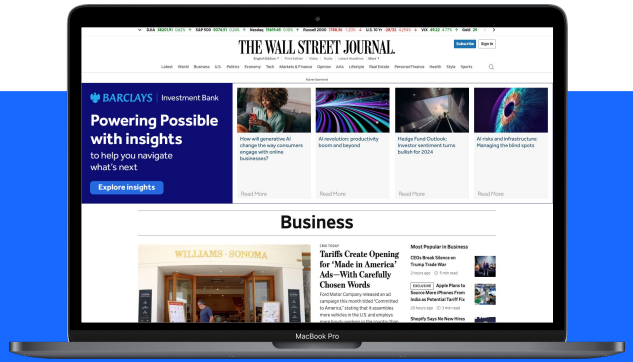
Thematic AI's marketplace adoption has accelerated due to its *strong performance*

Global X (ETFs Products)



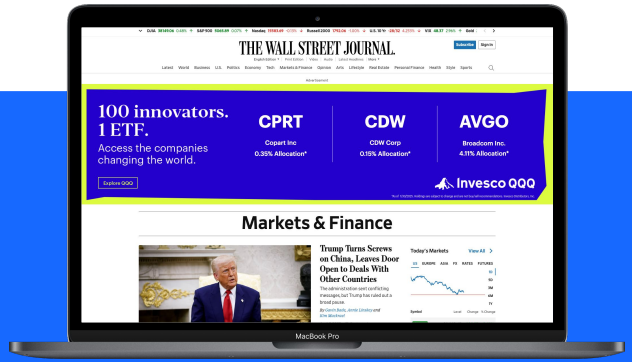
6.5x CTR vs display benchmark

Barclays (Brand Content)



4.9x CTR vs display benchmark

Invesco (Fund Composition)



3x CTR vs display benchmark

WSJDN Benchmark 0.08%

True *Innovation* Evolves with Time

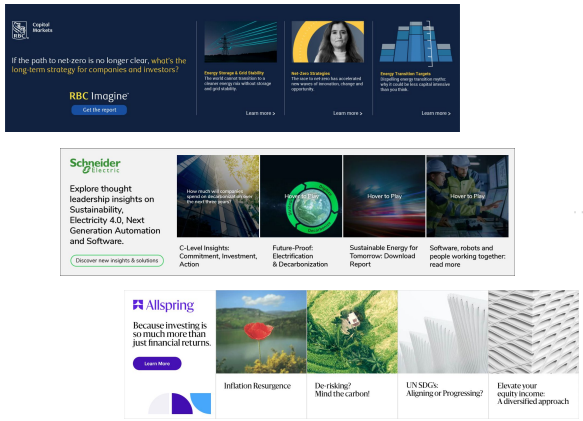
2018–2022
Thematic ad targeting built and refined into a highly performative solution

2022–2025
Creation of unique HIU ad suite + Introduction of **Thematic AI**

2018 — 2022 — 2025

2022
Birth of the
Ad Innovation Team

True *Innovation* Evolves with Time



The groundwork for Thematic AI began with the **Headline Hero**. A groundbreaking unit that brought advertorial engagement to an audience who thrived on impactful content.

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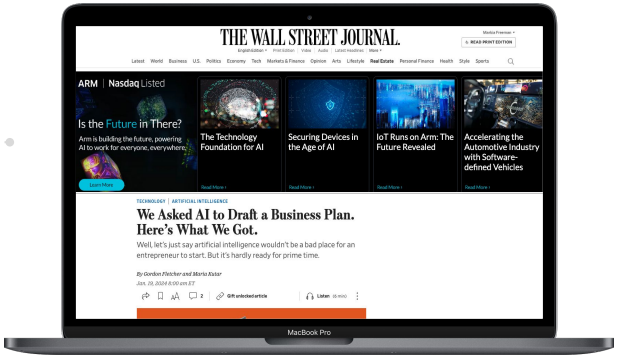
Brand Content

The release of **AI** + the constant volatility of the market and world created a need for brands to expose their own **Brand Content** in an effective way that was **Thematic, Turnkey, and Customizable**.



Thematic AI was created using in-house solutions that created an accessible way for brands to manage and expose their own **Supplied Content** on site.

...and takes you to *Unexpected Places*

Ideas + Challenges

The Problem

- Integrating AI Effectively
- Delivery of Brand Content

The Concept

- Content Management System using AI Recommendation
- Turnkey + Scalable Ad Units

Expectations

Content Focus

- Deliver Brand Written Articles, Whitepapers, Reports, etc.

Templated Solutions

- Single format with customizable options for easy branding

Outputs + Solutions

What Counts as Content?

- Exposing Funds, ETFs, Products, Content, Podcasts + More!

Bespoke Executions

- Branded Experiences + Expanded Supported Technology
- Created a Content Insights Engine

What's to Come