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From simple targeting to total revenue optimization, the PD Digital tech journey

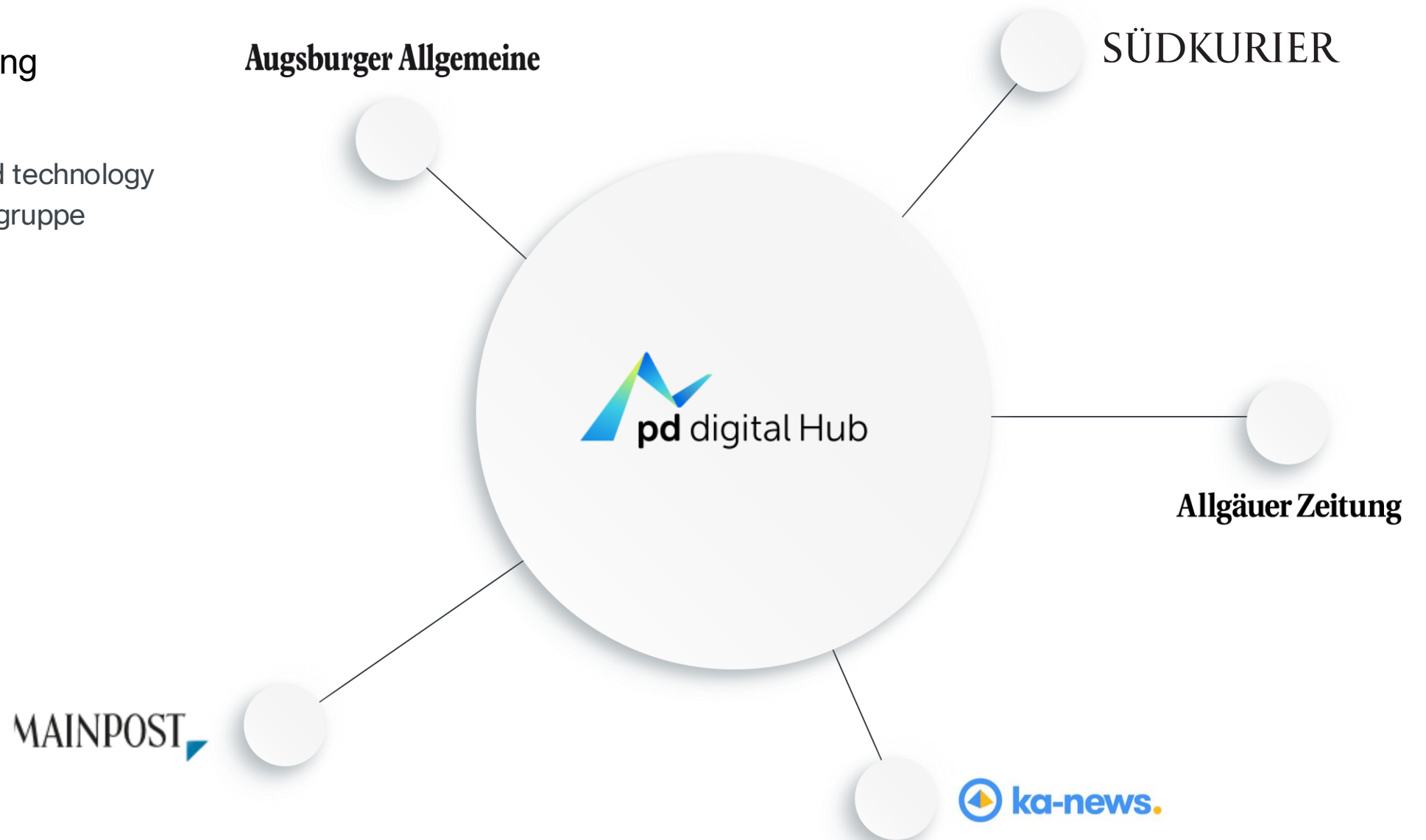
How business needs drove technology adoption
and delivered TKTK results.

Jürgen Risinger, PD Digital, Head of Subscription Technology and UX
Clemens Hammacher, Piano, GM Sales DACH, CEE & Benelux



Central Technology – and Data-Hub is driving the digital business

Consolidation of digital and technology
projects within the Mediengruppe
Pressedruck media group



Data is always at the heart of our decision-making.

1

Will the new technology help us improve our processes, products, and revenue models in the future?

2

Are the costs proportionate to the expected increase in revenue or savings?

3

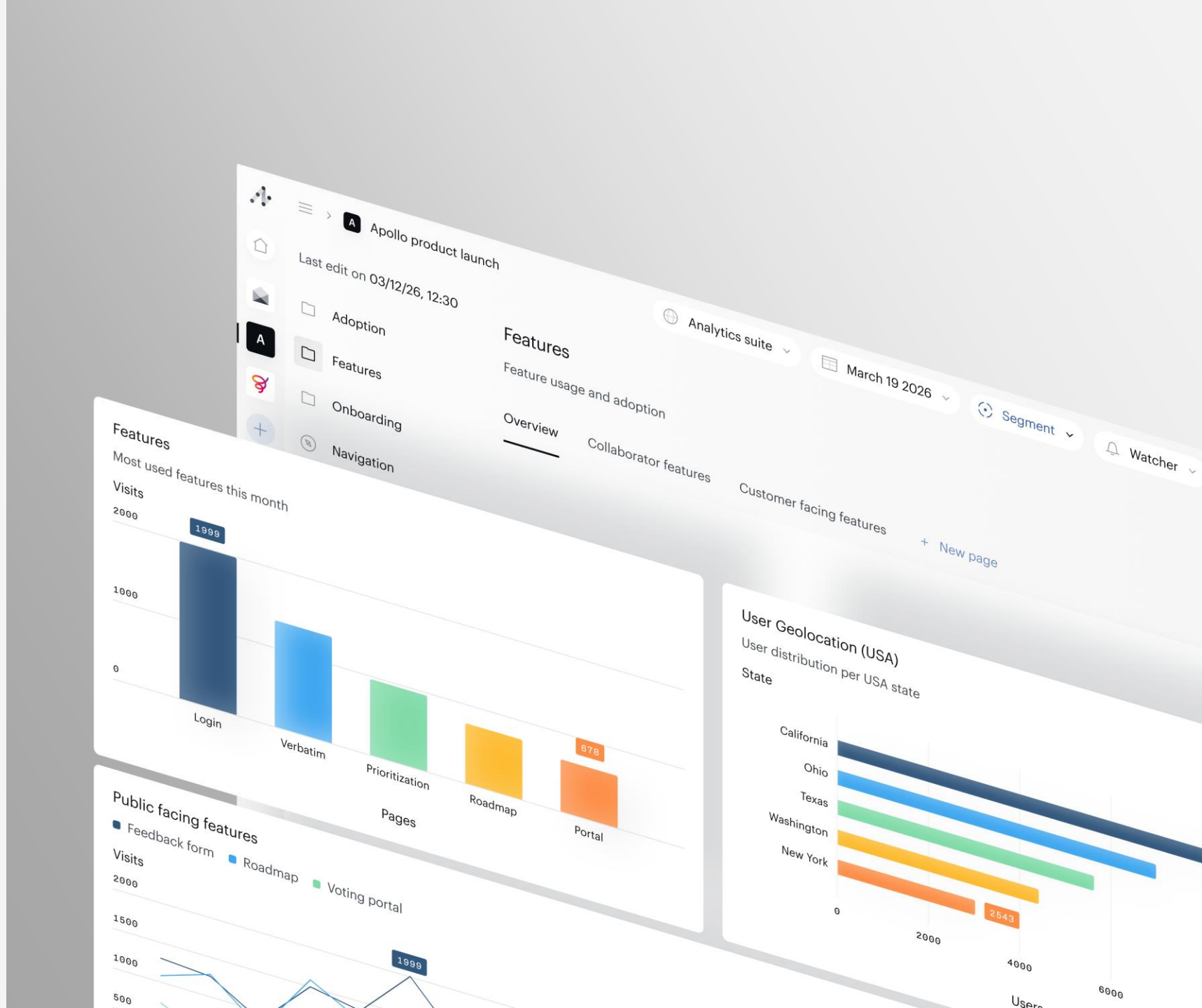
Does the new technology meet all legal requirements?

4

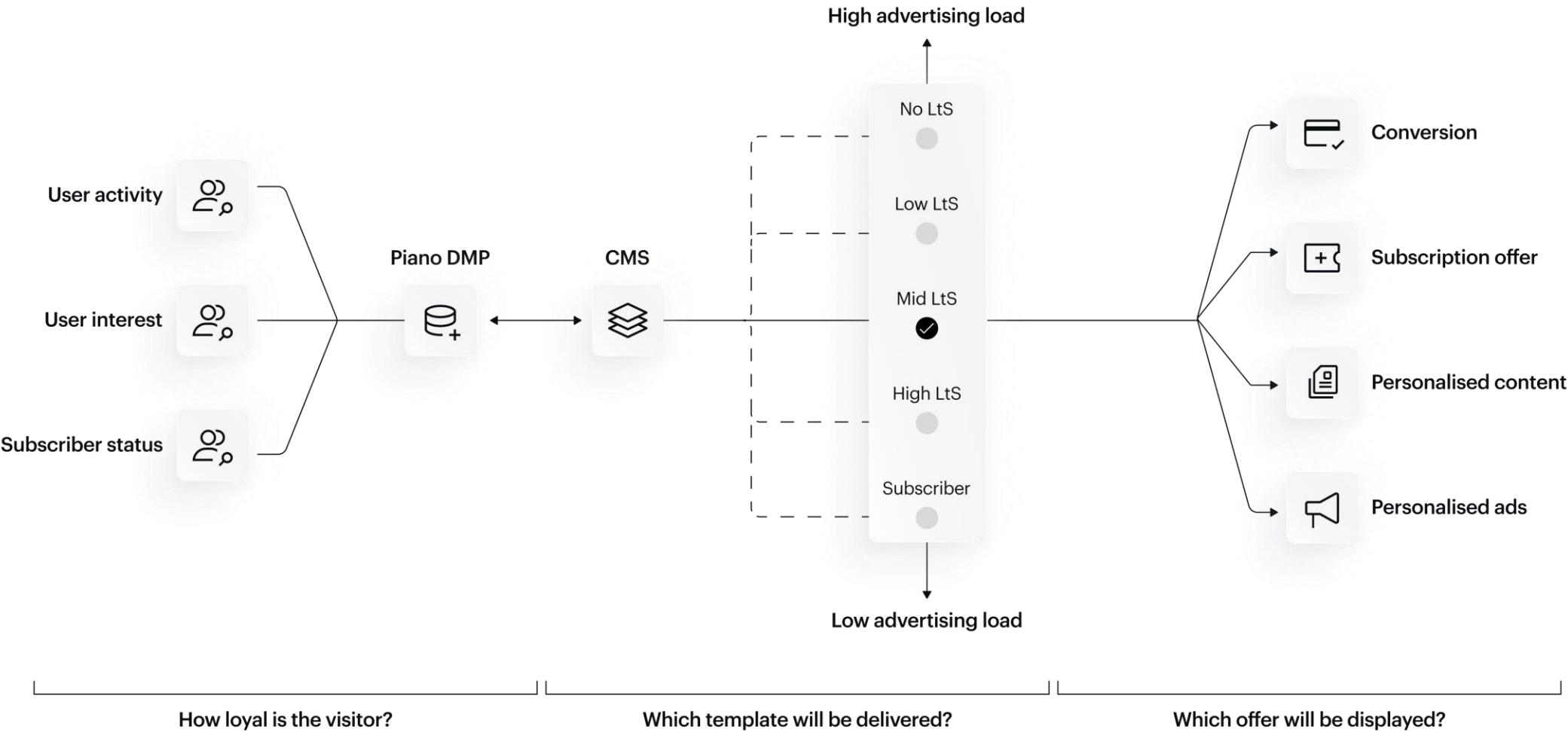
Will our employees or readers enjoy using this technology?

Revenue-driven design means we want to combine the best possible UX with the best possible monetization.

This means we determine how much national advertising, local advertising, and subscription offers a user receives based on their loyalty



Process: Revenue Driven Design



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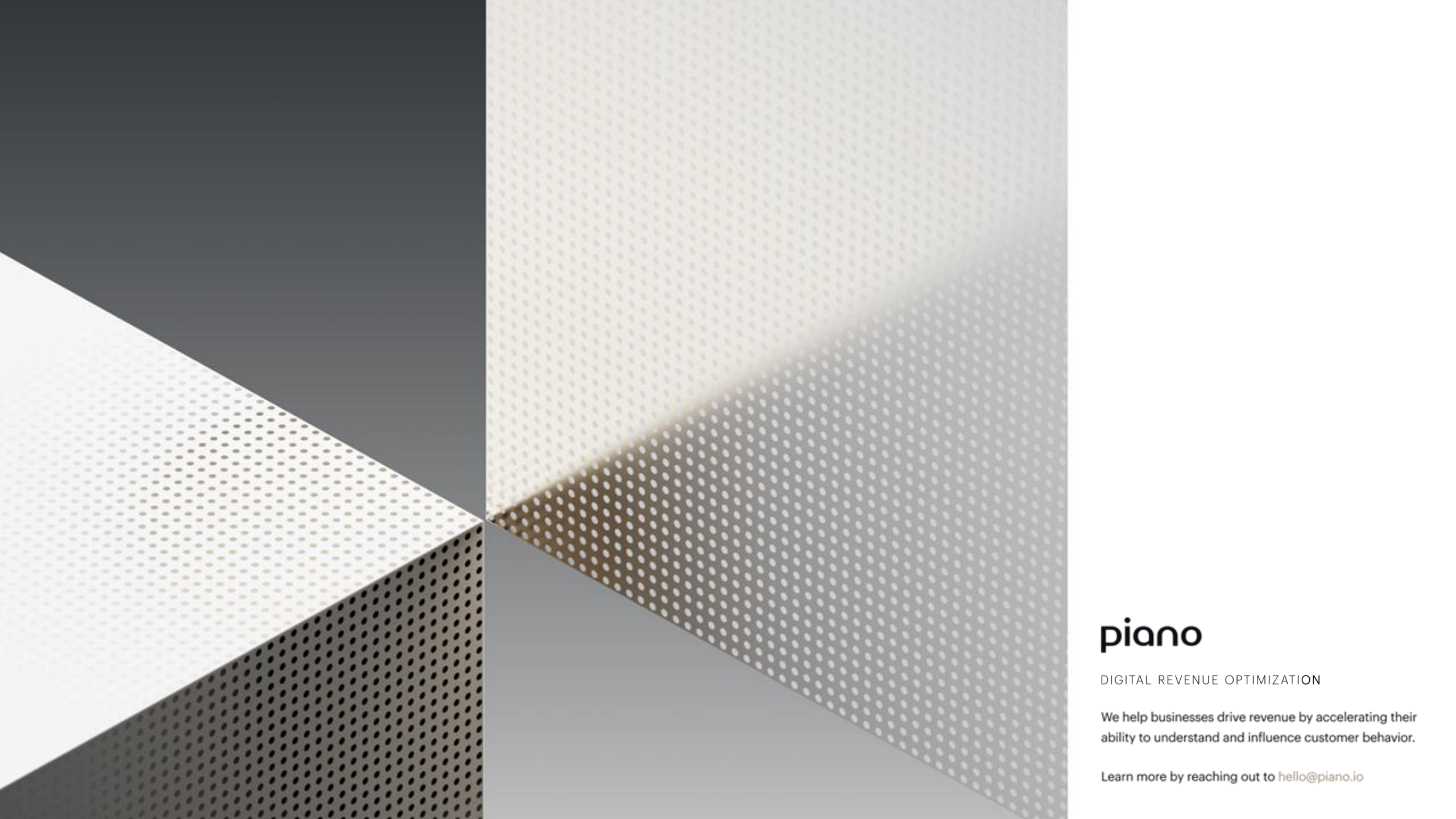
The results are:

- ✓ A significant increase in advertising revenue
- ✓ Fewer disputes between ad operations and the reader market over the best placements
- ✓ Purpose first approach

Data activation: Insights into action

Slim Onboarding:
"What data is important for your
future business success?"

“If you are not sure whether you need certain data,
leave it out. Don't collect data just for the sake of it.
It will lead to lack of focus and worse decisions.”



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DIGITAL REVENUE OPTIMIZATION

We help businesses drive revenue by accelerating their ability to understand and influence customer behavior.

Learn more by reaching out to hello@piano.io