A map of the United States with a blue background. Numerous blue circles of varying sizes are scattered across the map, representing data points or locations. The circles are more densely packed in the eastern half of the country, particularly in the Northeast and Southeast. State names like NEVADA, UTAH, WYOMING, NEBRASKA, and HONOLULU are visible. The Gulf of California is labeled in the southwest. The text 'A Changing Consumer and Advertising Landscape: How Gannett Aims to Redefine Our Approach' is overlaid in white on the top left.

# A Changing Consumer and Advertising Landscape: How Gannett Aims to Redefine Our Approach

Presented by:

Tim Wolfe, VP Revenue Operations

Jen Frigault, VP Business Intelligence

# Our mission is to **help local communities thrive**

**We do this by connecting, protecting and celebrating local communities**

- Great journalism that celebrates the good and exposes the bad
- Platforms that connect people with local providers and each other
- Events that bring communities together

**We need to transform from where we are today**

- Revitalize our local brands
- Improve and offer additional registration opportunities that lead to retention and build a path to subscription
- Build products and platforms that connect buyers and sellers

**All while continuing to**

- Grow and diversify overall revenue
- Write great stories that inspire loyalty and encourage consumers to develop a relationship with us

# Key challenges

Face coming battles brought by other consumer platforms (social, search and OS)

End of third-party cookies and the changing face of web identity

Increasing digital churn

Subscription fatigue

# Our response

Creating community on home turf — our own platforms

Using first party data to lift advertising value and to drive subscription funnel

Earning loyalty by focusing on experiences that drive registration higher engagement

Leveraging the depth of Gannett's news product, bundling content and adding high-quality products and services that create more value

# 2021 - leveraging uniquely national and local audiences



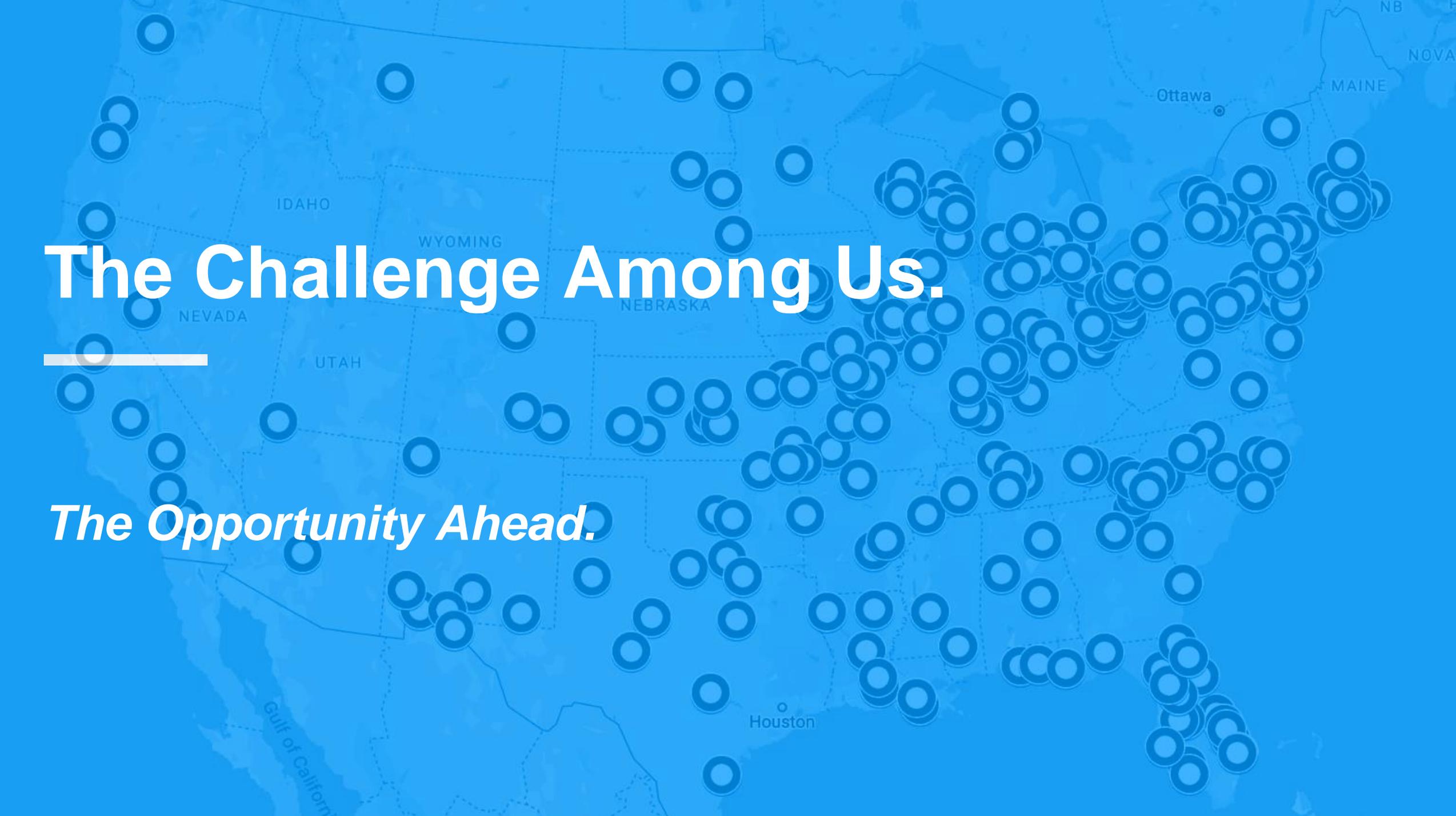
Build our **zero-party and first-party data** to power subscription growth, retention and advertising targeting



Increase subscription value and enrich our funnel through **new products and personalization**



Create valuable and unique **community** of buyers and sellers



# The Challenge Among Us.

*The Opportunity Ahead.*

# 'Death of a Cookie' should not be feared:



- Today, 64% of cookies are already rejected
- Ad Reach is overstated by 200%
- Frequency is understated by 66%
- Conversion is understated by 10-20%

# The effort and opportunity



Enabling a 1P cookie data platform



Implementing a verified identification solution



Grow contextual utilization and content-strategies

# Enabling a 1P cookie data-platform

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- Your data platform of choice must work to append your own 1P identifier onto every browser
- Immediately capture previously blocked browsers Safari, Firefox and others
- Increasing addressable audience allows for increasing advertising budgets and helps alleviate impression scarcity

# Implementing a verified identification solution

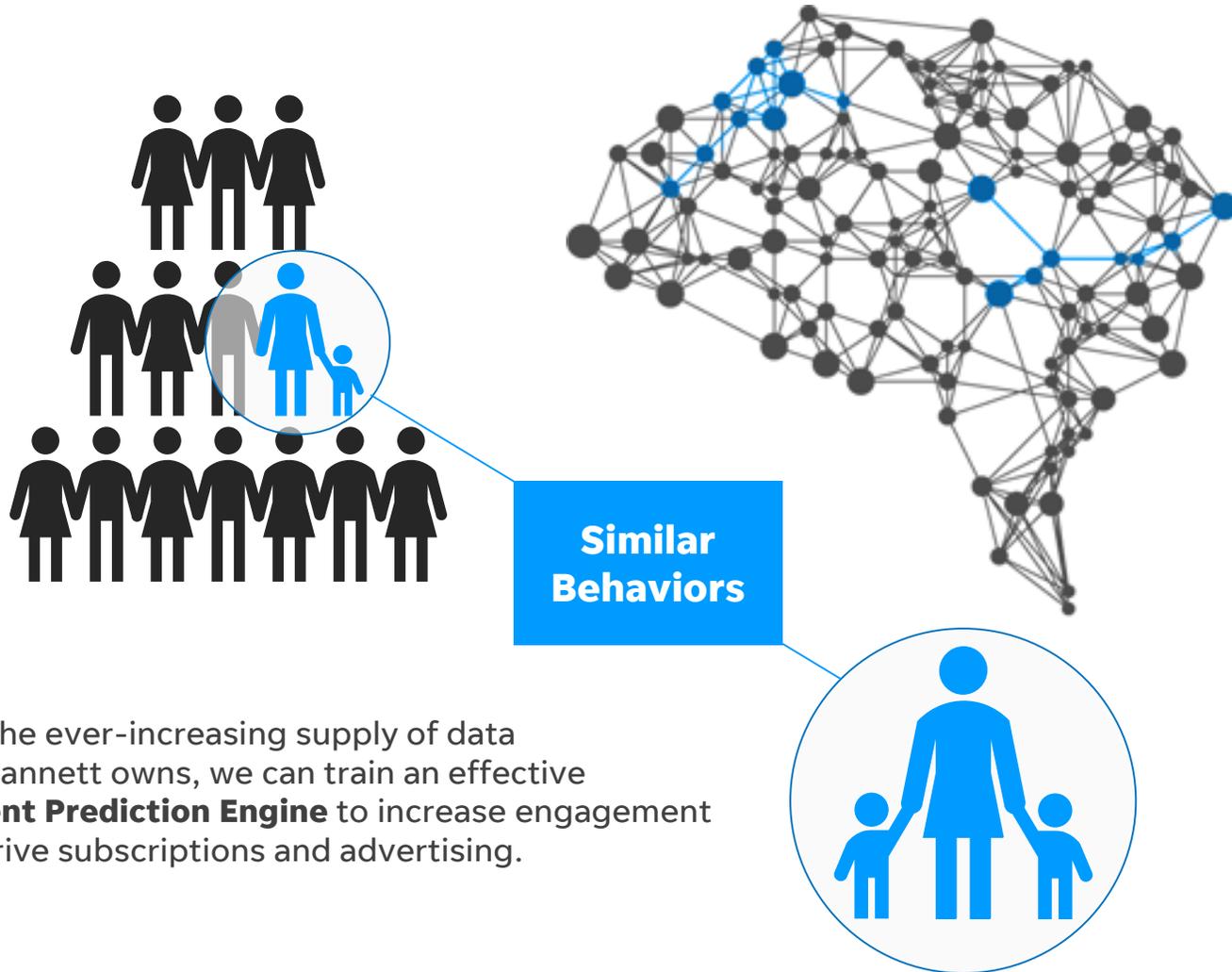
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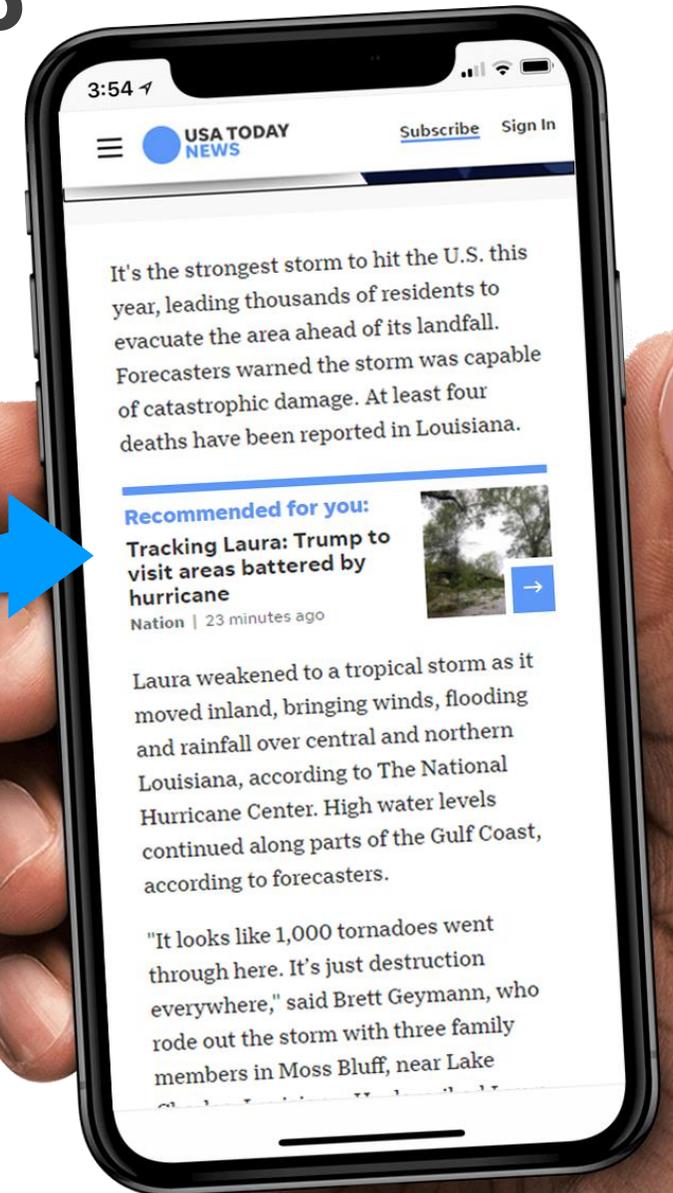
- Successfully identify users that log onto site or visit via newsletter; identity/email is anonymized and passed into the ad calls for monetization
- 3P cookies die so that 1P can be transacted against, increasing known audiences, comfort on data collection, and ultimately CPMs/revenue
- Continue our ability to offer demographic and behavioral audience sales by appending those consumer-characteristics to these verified audiences
- Allows retention of budgets by brands relying on demo; offers a bridge of time to transition from 3P data to 1P data offerings

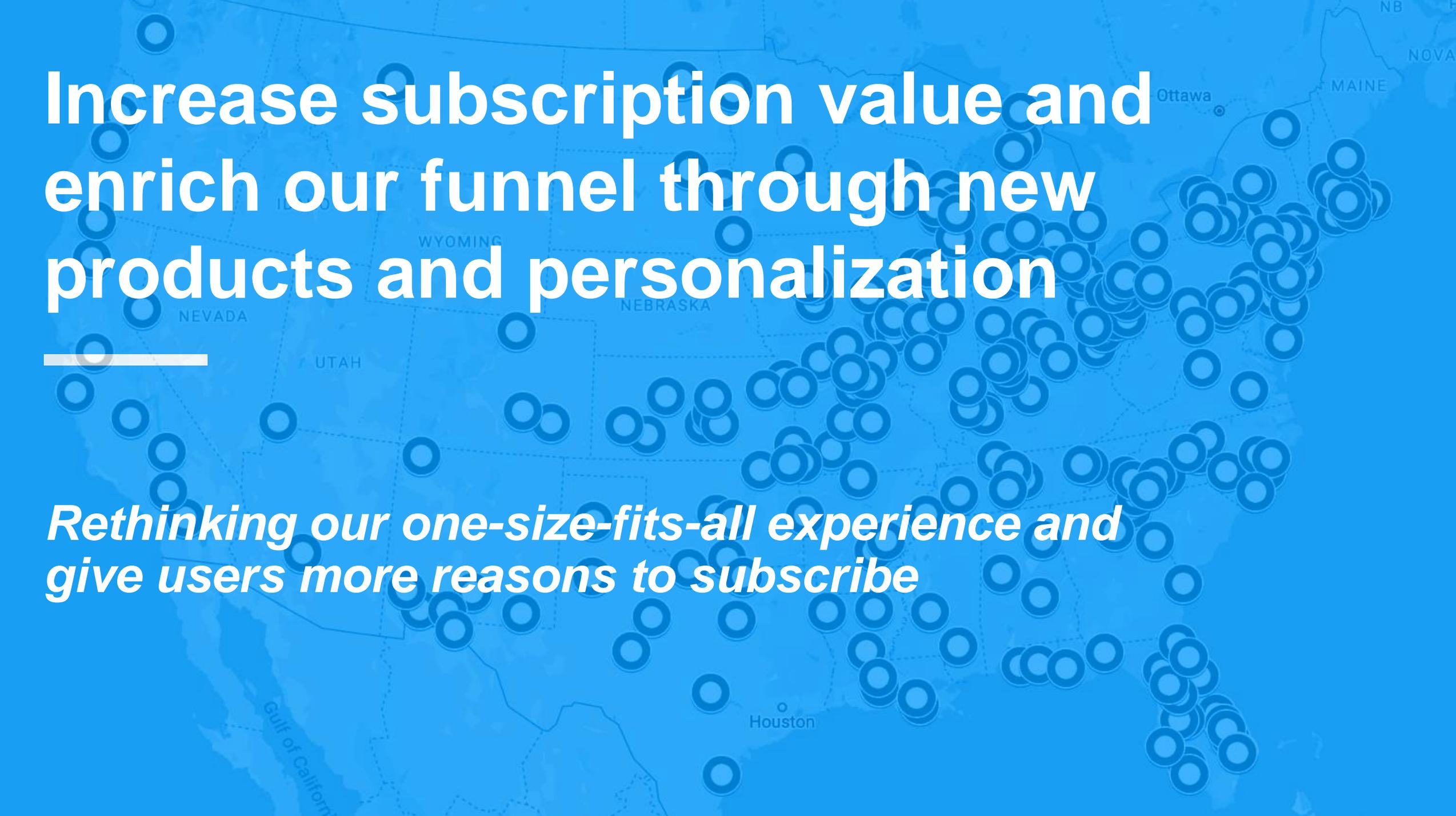


# A content prediction engine will tap into content, geo and other data



With the ever-increasing supply of data that Gannett owns, we can train an effective **Content Prediction Engine** to increase engagement and drive subscriptions and advertising.



A map of the United States with a blue background. Numerous blue circles of varying sizes are scattered across the map, representing data points or locations. The circles are more densely packed in the eastern half of the country. State names like NEVADA, UTAH, WYOMING, NEBRASKA, and MAINE are visible. City names like Ottawa and Houston are also present. The Gulf of California is labeled in the southwest.

# Increase subscription value and enrich our funnel through new products and personalization

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*Rethinking our one-size-fits-all experience and give users more reasons to subscribe*

# Smarter consumer experiences

## Intelligent UX

Our data lake will power a user experience that can change to focus on advertising or subscription monetization.

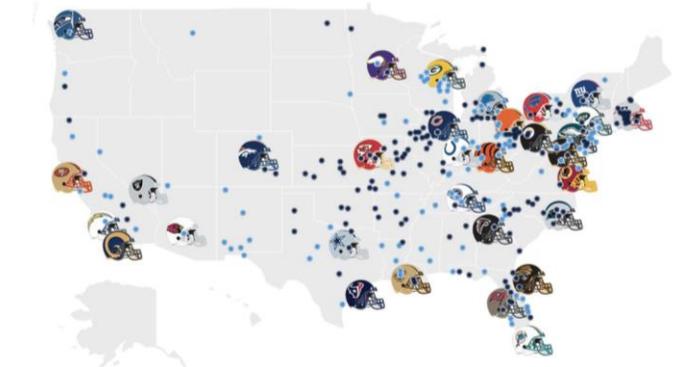
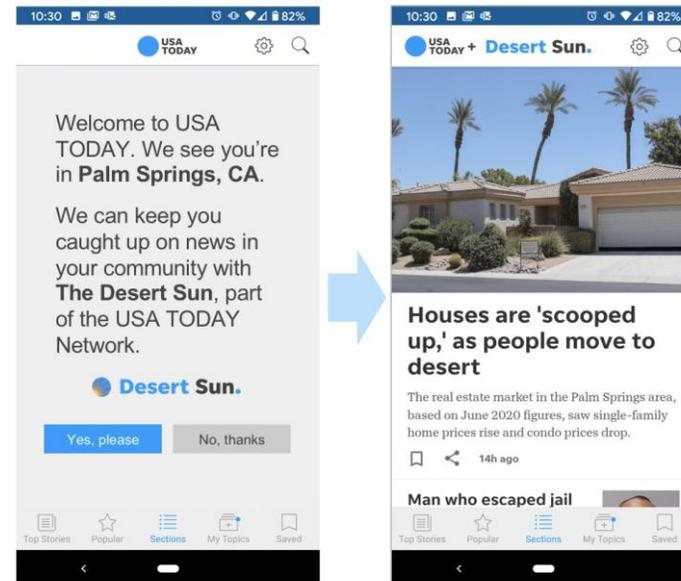
## National to Local experiences –

Product development in the apps to convert users into paying subscribers to local or topical content experiences.

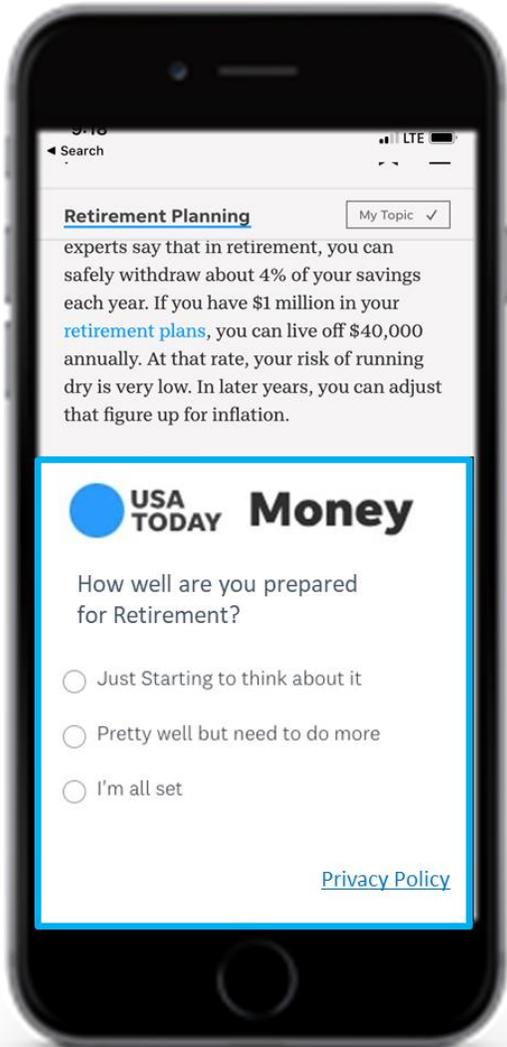
## Regionally-relevant verticals –

Highlight and expose Sports and other verticals specific to unique interests across our local communities.

PERSONA	APRIL Likely fly-by	JOE High-propensity newbie
ATTRIBUTES	New user Arrived via social media Consumed one article	Arrived via search for a local news topic Consumed multiple articles on first visit
EXPERIENCE	Ad-centric experience Paid recirculation via Taboola Action bar reminding of meter level and ability to comment	Quieter UX: Recirc = more organic in Taboola feed Build habits through newsletter Register for exclusive columnist newsletter
GOAL	<b>Maximize RPM</b>	<b>Register and newsletter sign-up</b>

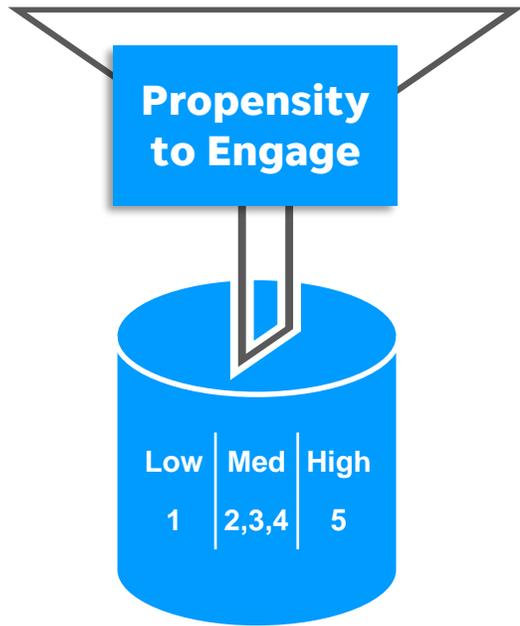


# Zero and 1st Party Data and Data Science will feed our segmentation models



- Identity becomes a critical initiative
  - First-party data collection (inferred, behavioral)
  - Zero-party data (declared)
    - Develop consumer feedback
- Bring Propensity to Subscribe in-house:
  - Develop Other Models: Churn/Hazard (retention), Engagement
- Responsive UX Signals: Meter state, In-Market

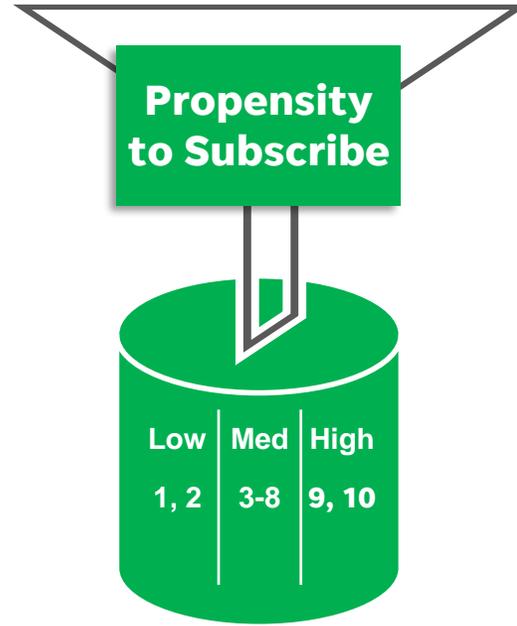
# More relevant consumer journeys built on models powered by ML and AI engines



**Responds to current conditions**

Prescriptive

Leverages signals about a user's current state to inform responsive UX beyond their modeled scores.  
Ex: an exhausted meter might get high-recirculation and low ads



**Modeled offline**

Predictive

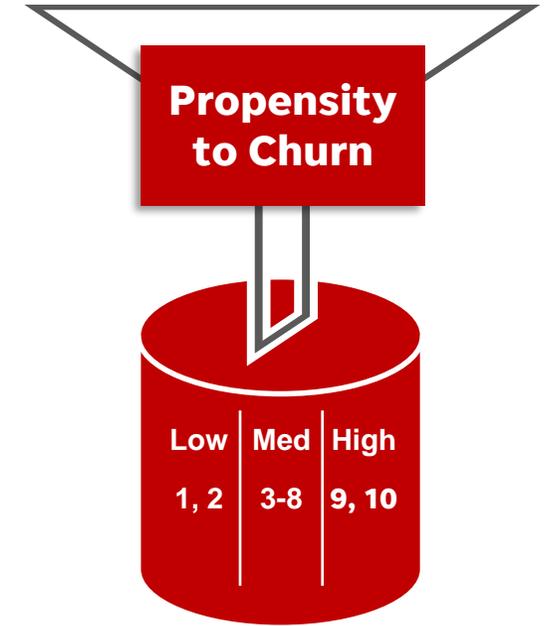
Uses machine learning to predict how likely a user is to subscribe and provides an appropriate experience and messaging.



**Calculated offline**

Descriptive

Measures how active our subscribers are and feeds other models such as *Propensity to Churn* and *Propensity to Engage*



**Modeled offline**

Predictive

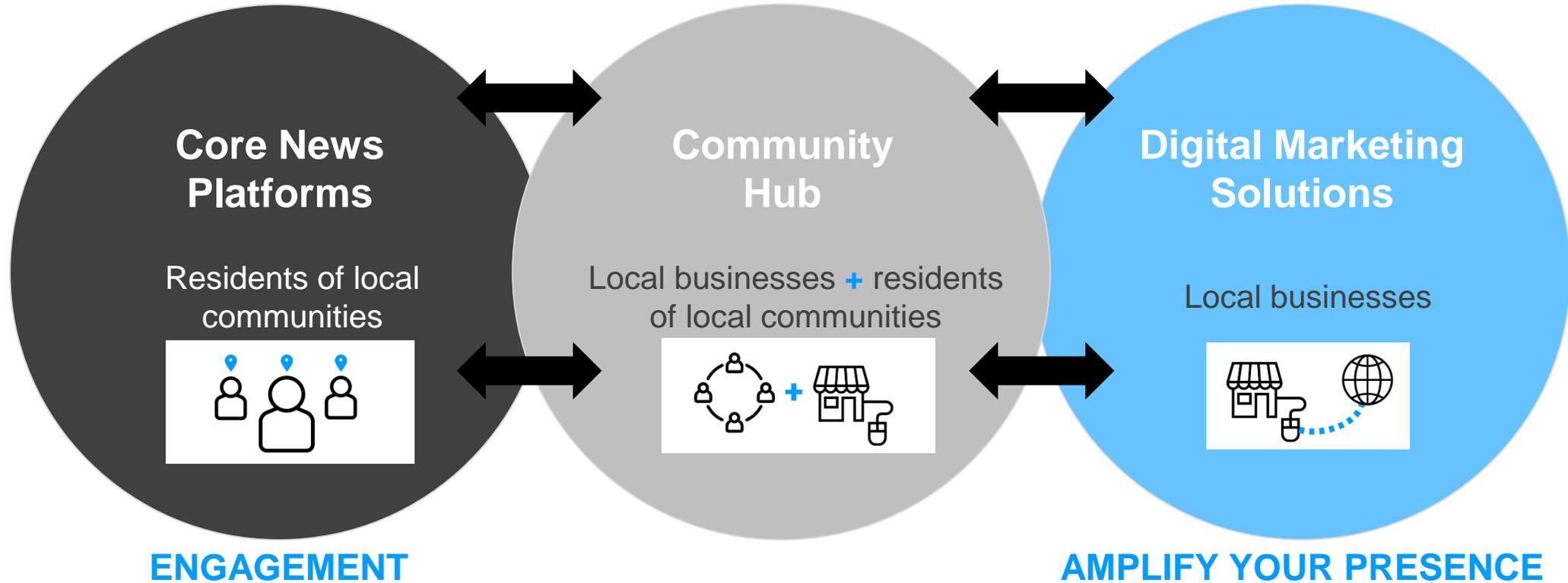
Uses machine learning to predict how likely a user is to cancel their subscription so that appropriate measures can be taken

# Platforms that connect people with local providers and each other

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# Empowering local communities to thrive

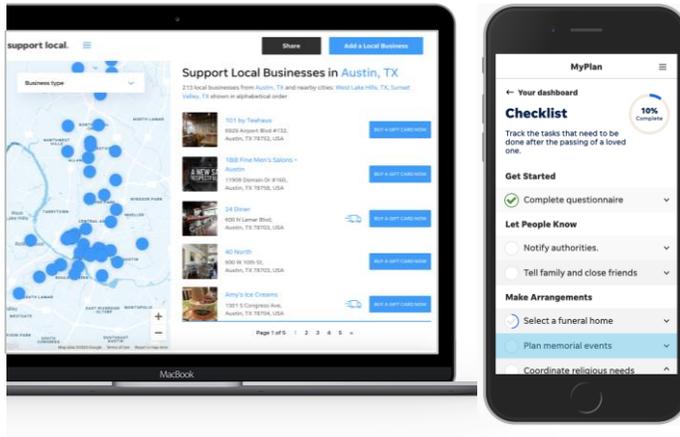


## Opportunities

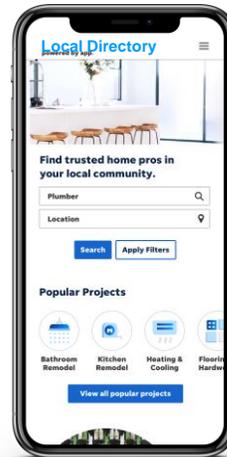
Create connections between the news platform,  
our digital marketing solutions  
and the community hub

# The “Community Hub” is a collection of experiences that connects our local communities

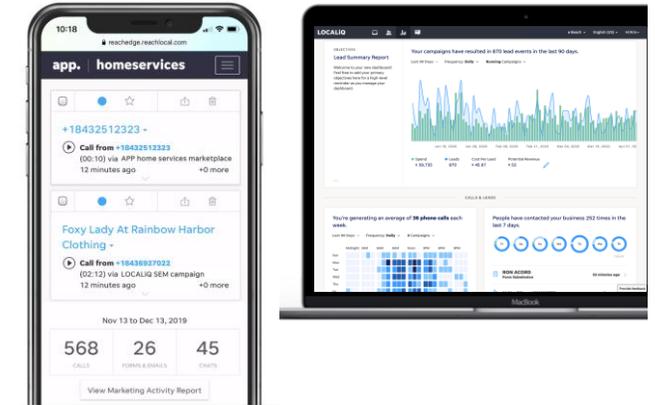
## Consumer Experiences



## Business Listings Directory Platform

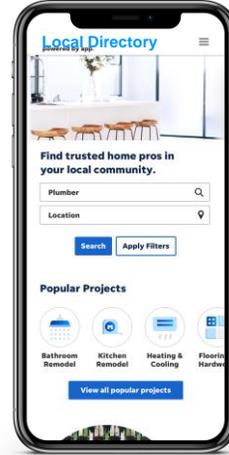


## Business Experiences



# The Business Listings Directory Platform enables local commerce by bringing consumers to our clients' digital storefronts

1



## Business Listings Directory Platform

- More cities
- More business verticals
- Feature rich storefronts

# Listings Platform Core capabilities:

## For Consumers:



- Business information
- Services provided
  - Hours of operation
  - Search



- Reputation information
- Reviews
  - Badging
  - Relationships



- Communication
- On-platform
  - Managed by consumer

## For Businesses:



- Performance Management
- Views
  - Leads
  - Analytics



- Manage listings data
- Business information
  - Per consumer experience



- Lead/Contact Management
- Source experience
  - Communication history

## Marketplace Listings Platform



### User Experience:

- Embedded in consumer experiences
- Branded subdomain of O&O news sites
- Stand alone national site

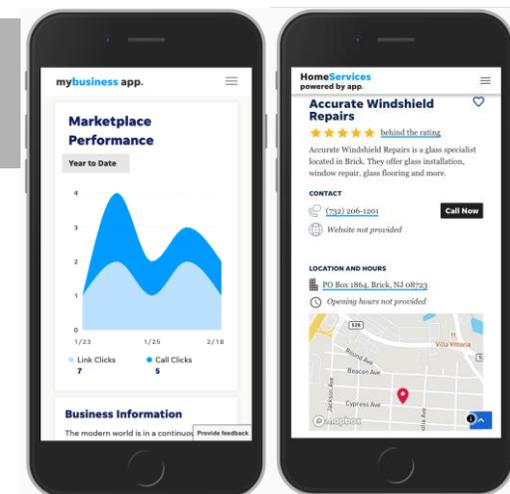
### Data:

Our B2B customer database, consolidated. Pro-active national curation of businesses.



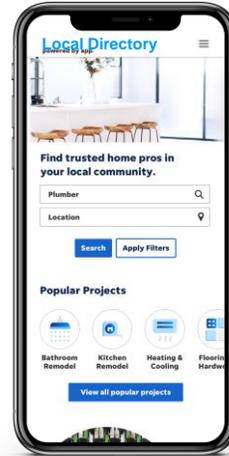
### User Experience:

- LOCALiQ Client Center
- LOCALiQ Admin



# We are embedding the measurement and management of the business listings platform into our Client Center

1



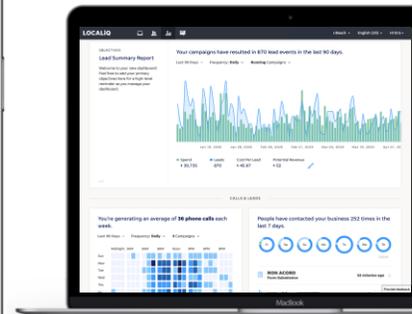
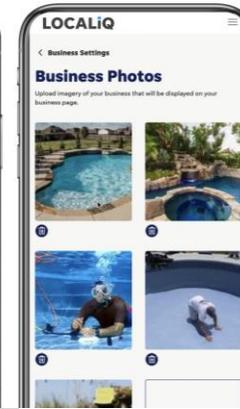
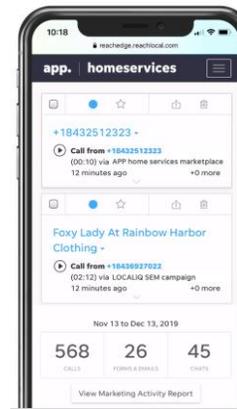
## Business Listings Directory Platform

- More cities
- More business verticals
- Feature rich storefronts

2

## Business Experiences

- Embedded measurement & management of leads
- Management of business listing profile
- Enables DMS upsell and cross-sale



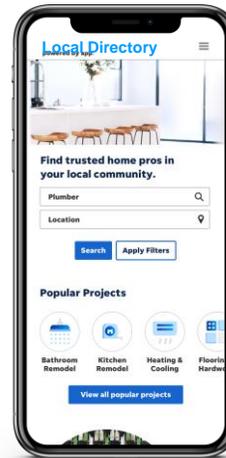
# Bringing it all together: A collection of Consumer Experiences that drive traffic to our Listings Directory Platform

## 3 Consumer Experiences

Content (including sponsored content)

- Solve a specific problem
- Lightweight and robust
- Link to listings

1



2

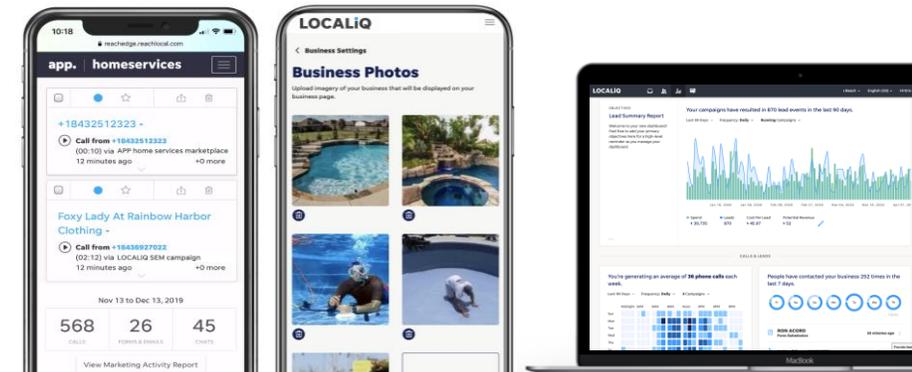
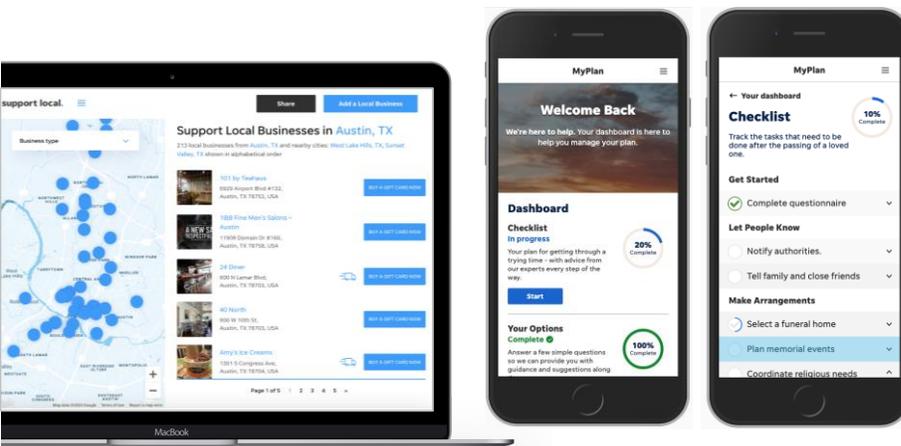
## Business Experiences

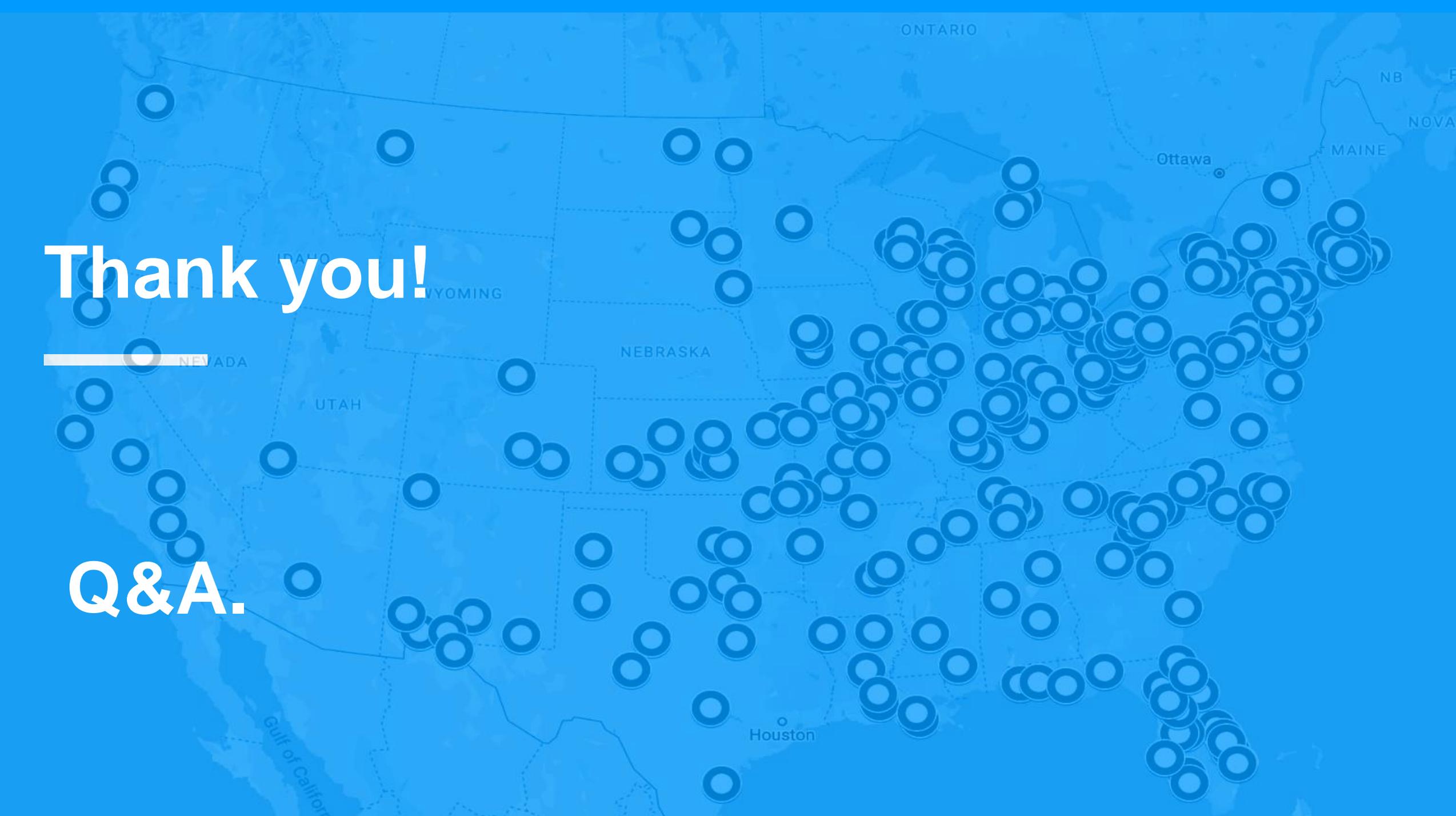
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## Business Listings Directory Platform

- More cities
- More business verticals
- Feature rich storefronts



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Thank you!

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Q&A.