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Mark Zohar, President & COO

Optimizing The User Journey

Unknown User

Engaged User

THROUGH:

Newsletter sign up

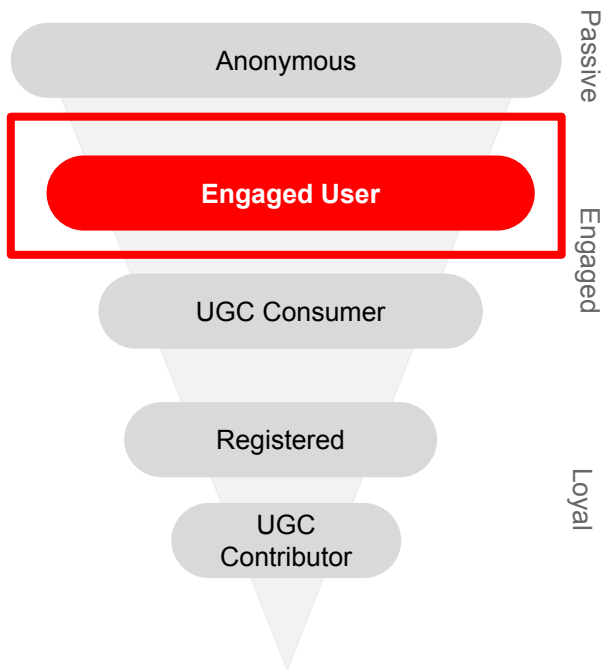Engagement tools like custom follows, personalized feed, commenting

Registered User

Known User

Deepen relationship with users through personalization and increased involvement in your community

Subscribed/Paid User

Engagement Drives First-Party Data

Passive

Anonymous

Engaged

Engaged User

UGC Consumer

Loyal

Registered

UGC Contributor
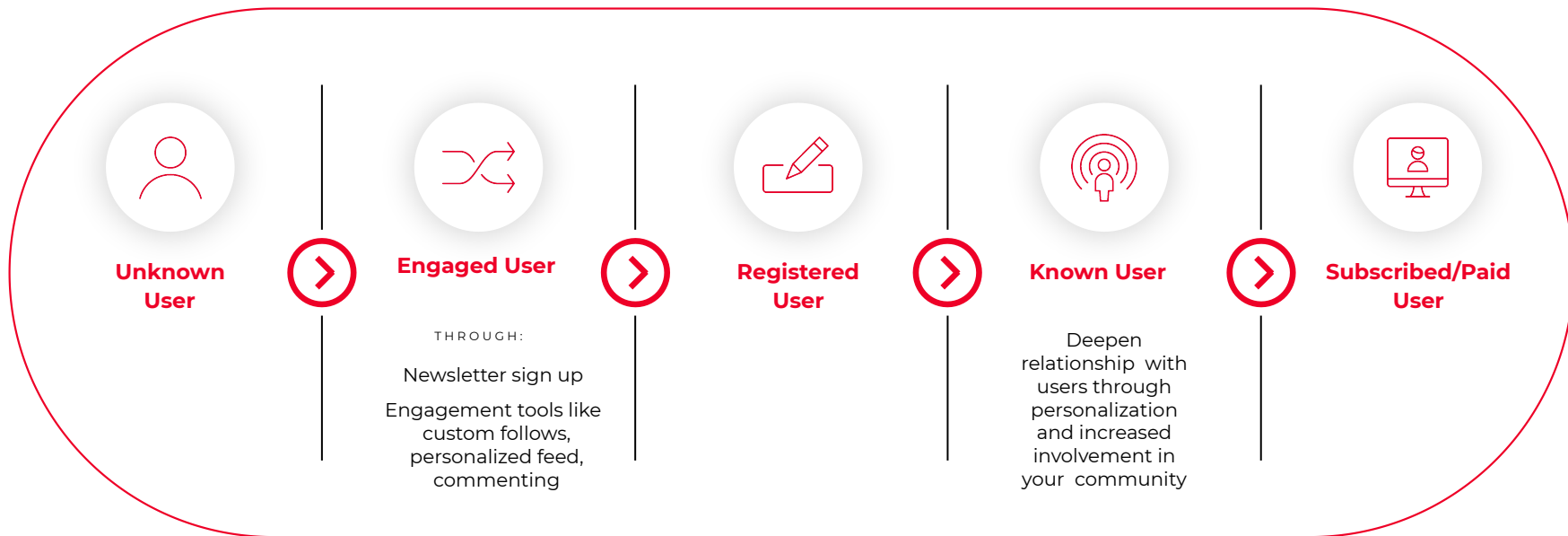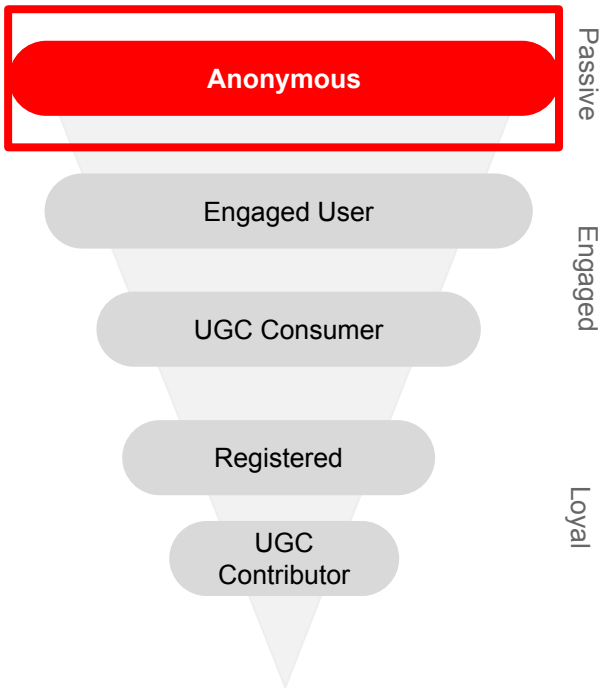
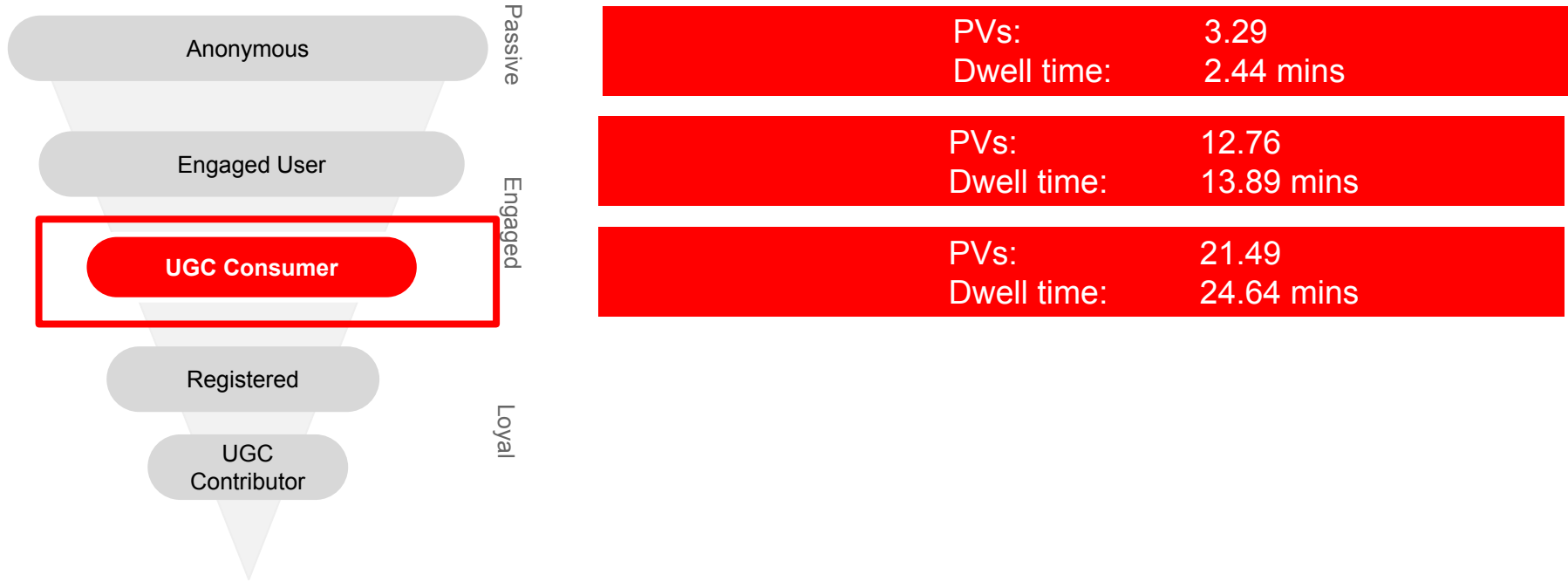|	
PVs:	3.29
Dwell time:	2.44 mins

Engagement Drives First-Party Data

We see a world where publisher data replaces third-party data to a large extent, particularly at the premium end where we would typically operate with other larger publisher brands looking to drive mid to upper-funnel impacts for marketers.

— News UK

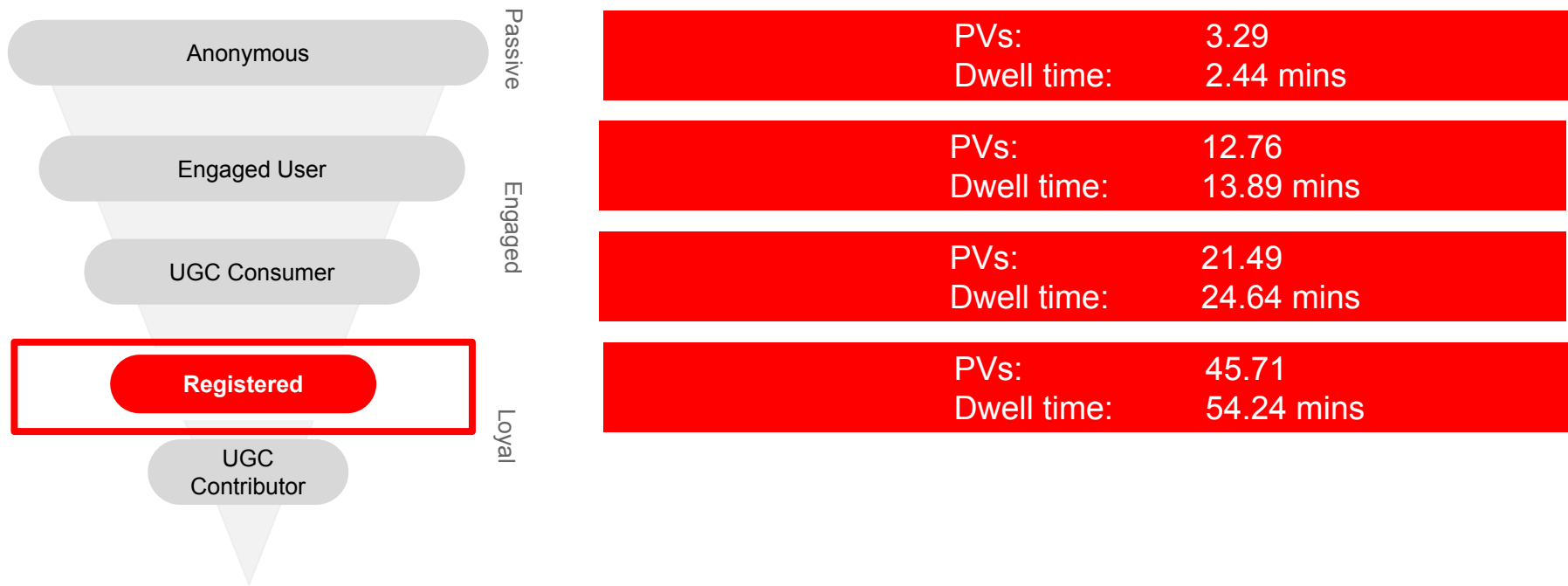# Engagement Drives First-Party Data

> *Marketers that effectively use their first-party data can generate double the incremental revenue from a single ad placement.*

— Google

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PVs:	3.29
Dwell time:	2.44 mins

PVs:	12.76
Dwell time:	13.89 mins

PVs:	21.49
Dwell time:	24.64 mins

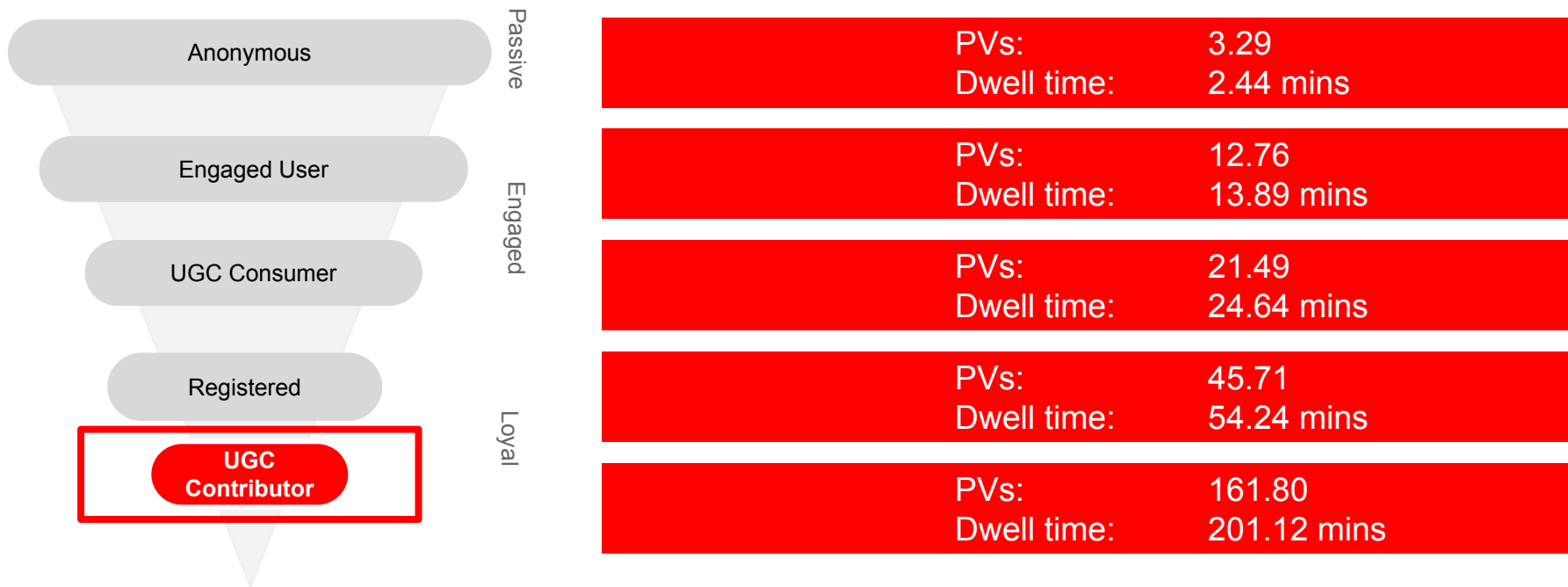|	
PVs:	45.71
Dwell time:	54.24 mins

"

A registered user is 4x more likely to become a digital subscriber than just an anonymous reader.

— VP Audience Development,
Gannet

"

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PVs:	45.71
Dwell time:	54.24 mins

PVs:	161.80
Dwell time:	201.12 mins

First Party Data Examples.

DATA CATEGORY	DATA EXAMPLES

Interest DATA

1 | Topics of interest
2 | Which editors they follows
3 | Topic preferences by time of day
4 | Comment-type preferences (E.g. subjective, emotional, sentiment)

Behavioral DATA

1 | Personality information based on engagement footprints
2 | Political preference, personal opinions
3 | How often the user visits your sites
4 | When user visit your properties
5 | Preference to comments on article

Social DATA

1 | Social connections (user follows)
2 | Persona
3 | Spreading score (how often they share liked content, and how effective the share will be
4 | Contents/topics more likely to be shared

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