

BusinessConnect and SolutionsConnect
It's time to make bold moves.

BIG DATA & ANALYTICS

Using **MORE** data to increase loyalty (and revenue)

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Data Services Manager



The Publisher-Consumer Landscape is changing



Along with consumer Brand Loyalty and propensity to pay...

The Publisher-Advertiser Landscape has also changed

“We need more *targeted* ads”

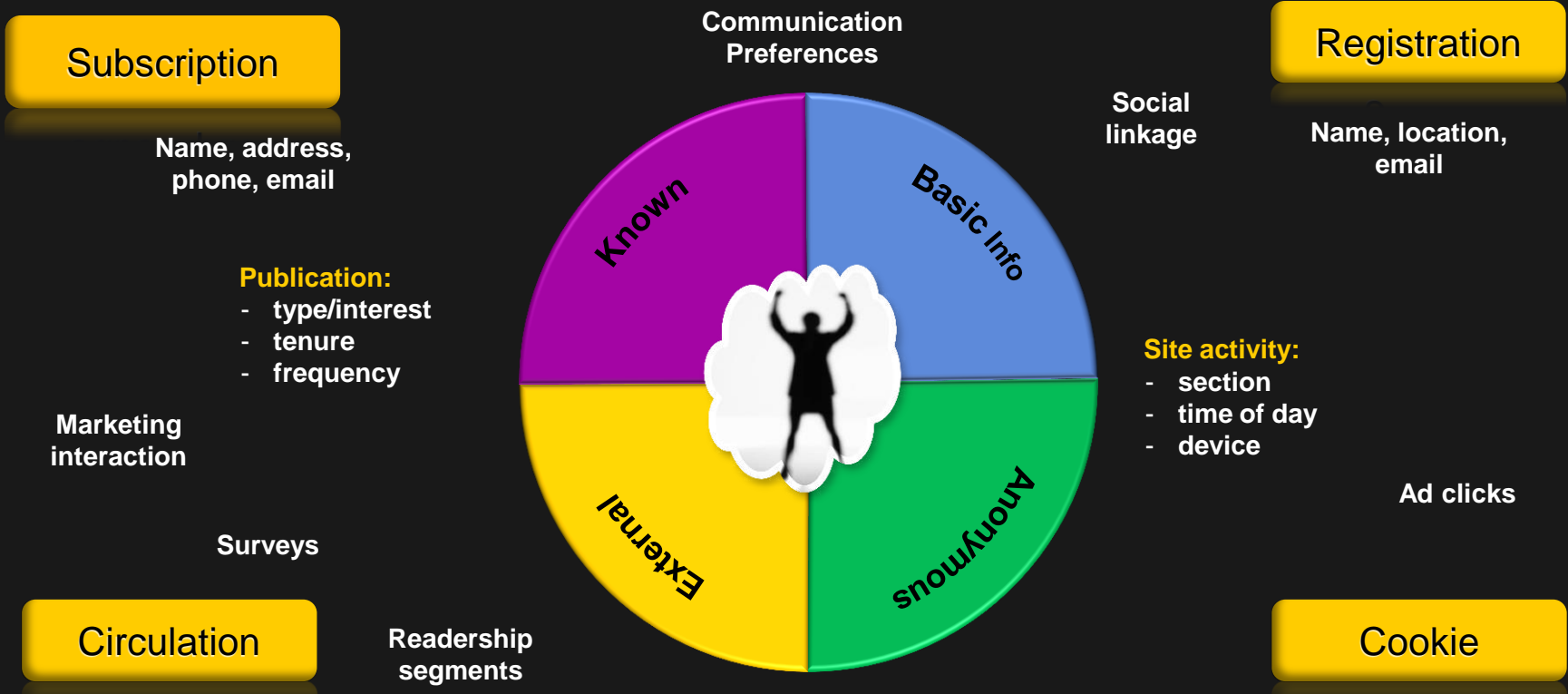


... News needs more information on our audience

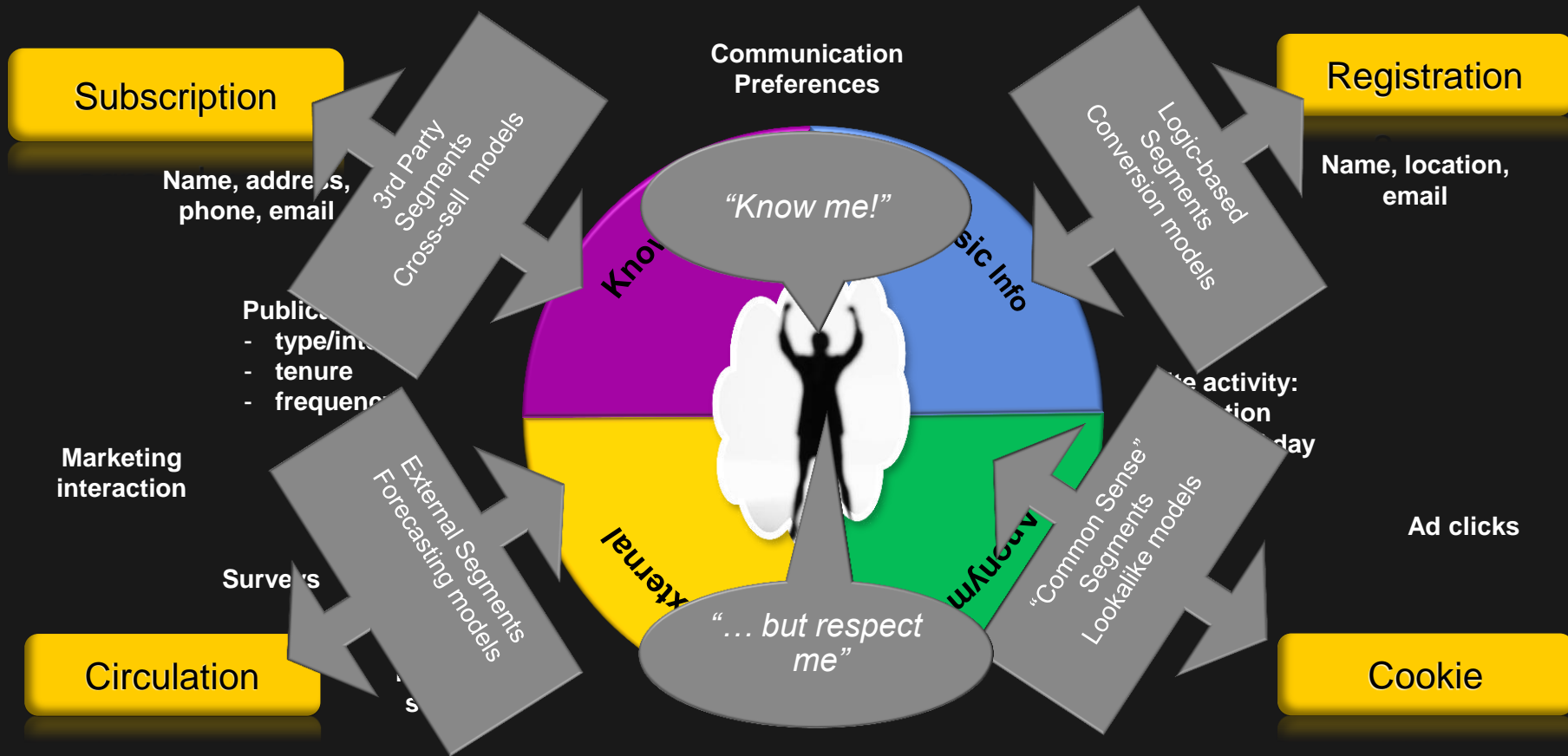
We have plenty of potential contact points:
 150+ brands across papers, magazines, online



And a good amount of audience information to hand



But utilised by each business area using their own view of the consumer...



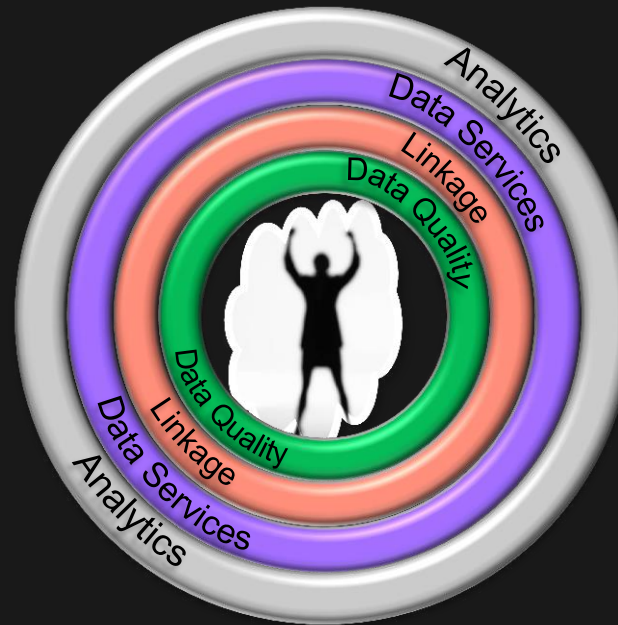
A 'whole of News Corp' strategy for content

Data Quality

- Name parsing and 'correctness'
- Address parsing / PAF match
- Phone & Email parsing
- Salacious/Profanity
- Quality flags

Linkage: audience connections

- Any hard links across accounts
- Consumer & Household
- Fuzzy matching
- Enrichment (Single Customer View)



and processes to manage and monitor

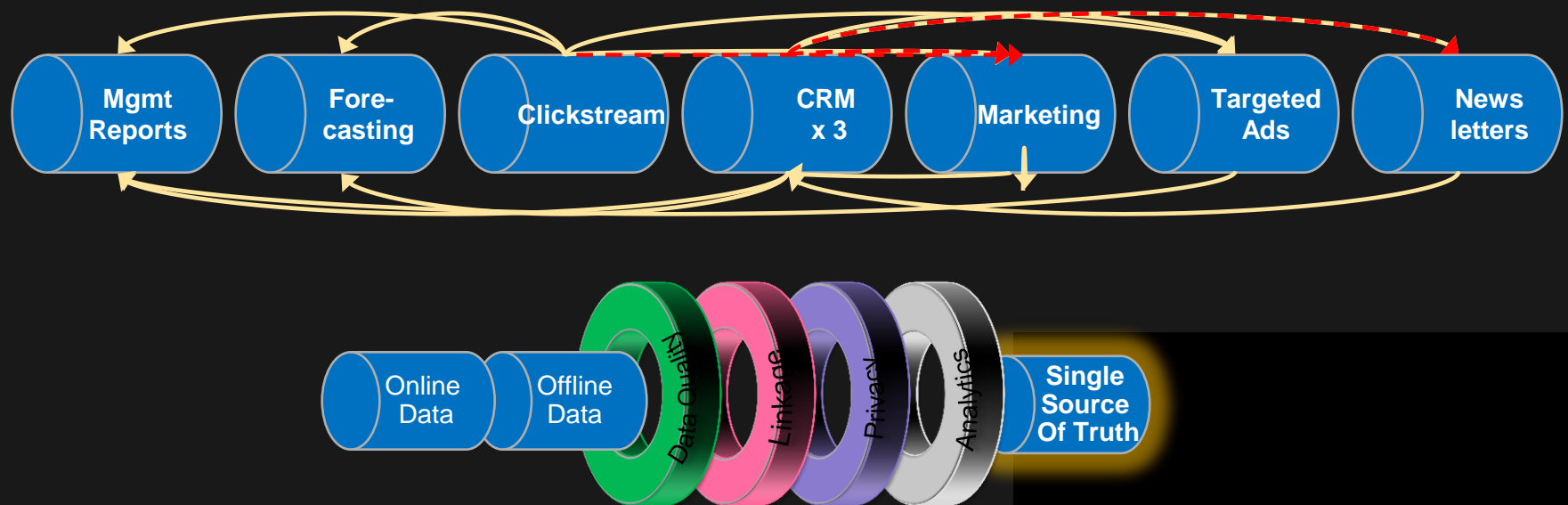
Data Services

- Master Data Management
- Privacy compliance
- Governance & Access
- Trends and Metrics

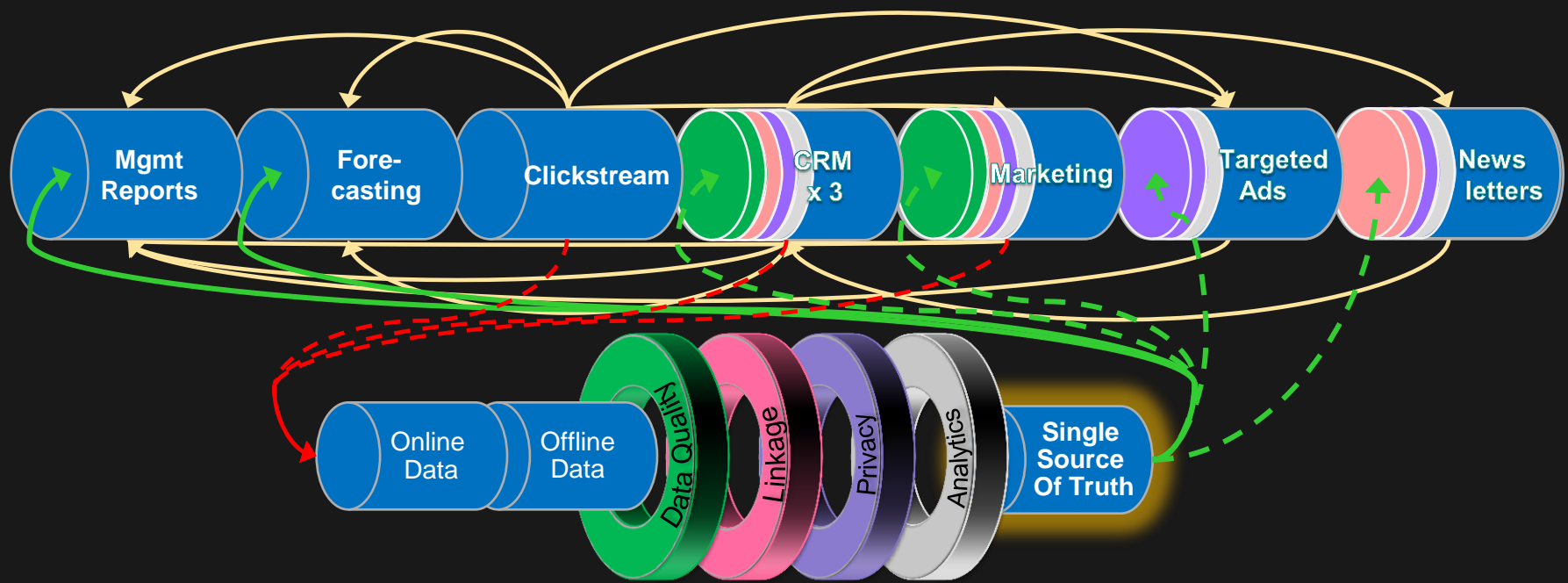
Analytics Insights and Execution

- Formatted for use
- Ad hoc data analysis
- Modelling
- Segmentation

But how to intercept and integrate?



... with a soft-touch approach



What did it take to reach this stage?

The Call to Action: Consumer and Advertiser expectation



Leadership backing from the top; staying the course



Brands agreeing that sharing has more benefit than damage



Common privacy wording and privacy processes in place



Small, quick wins to show value



A practical delivery framework. Speed aligned to architectural principles



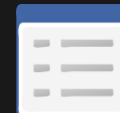
An experienced team: with skills in the four areas



Industry maturity: more intuitive tools, cheaper hardware



Open APIs: allowing us to provision and integrate data more easily



Base standards for data capture ongoing

What results have we seen so far?

10%

More newsletter article clicks
More articles read per session



Strong Ad revenue growth



Lookalike acquisition model
increasing conversion

20%

Increase on Churn retention rate
(no discounting required)

More data (when used effectively)



Increased engagement



Increased revenue



Decreased risk



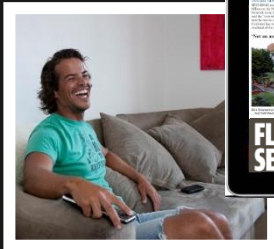
Less 'gut feel'

The next bold move?

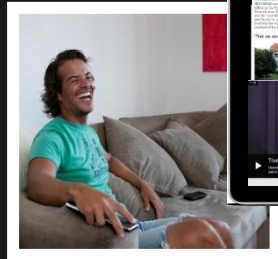
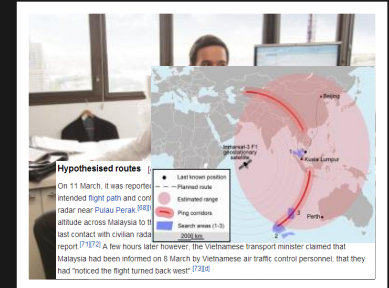


**FLIGHT MH370
SEARCH SECRET**

**Same content,
tailored to the
channel**



Personalised content



...to how the audience consumes it



News Corp Australia

QUESTIONS

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