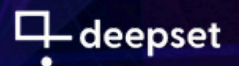


PUBTECH2024

SUMMARY OF LEARNINGS



Note from SODP

Despite the failing attempts from tech giants such as Google with depreciating third-party cookies and the rapidly new emerging technologies, one thing remains the same: owning your data and engaging and nurturing your audience/s to create meaningful product experiences. The ability to transform products and harness the power of data is no longer just a competitive advantage—it's a necessity, especially as generative AI adoption settles and practical applications become common knowledge.

This event was centered around the need for publishers to bridge the gap between product innovation and data-driven decision-making. We understand that in order to stay ahead, publishers must not only innovate their product offerings but also transform how they use data to drive those innovations and better monetize from them.

This event was designed to address the “why” behind this imperative: to equip leaders and teams with the tools, insights, and strategies needed to navigate the complex journey of the product (first half of the week) and data (second half of the week) transformation. By focusing on real-world examples, emerging trends, and actionable strategies, we aimed to empower attendees to turn these challenges into opportunities for growth and success.



Vahe Arabian

DAY 1 PANEL

RETHINKING APPROACHES TO DIGITAL PRODUCT DEVELOPMENT AND INNOVATION



FT FINANCIAL
TIMES



The
Economist



GEAR PATROL

- **Darci Dutcher** | Financial Times
- **Zack Zubair** | The Economist Group (former)
- **Caitlyn Girardi Shaw** | Gear Patrol

By focusing on agile methodologies, user-centric design, and cross-functional collaboration, the session offered practical strategies for fostering innovation and accelerating product development. The panelists provided insights into leveraging data, embracing experimentation, and breaking down silos to create more responsive and impactful digital products that resonate with today's readers.

The Product Roadmap Approach: Defining Success Metrics

There are numerous ways to measure the process of product development and its subsequent performance: development as a percentage of sales, on-time delivery, product sales, customer satisfaction rate, etc. As such, there is no single metric that can be used universally across the news and publishing industry

Instead, the panellists advised to break down the process into the following stages:.

#1 Collect External and Internal Feedback and Evaluate it

Is there truly a need for this product? Will it help fill a gap? Will users' experience improve exponentially or marginally?

#2 Validate the Effectiveness and Urgency of the Product

Will the product align with the user needs and expectations uncovered in Stage 1? Would it make sense first to create a simplified version to test the product's effectiveness and analyze market response? Do the needs that the product aims to address take priority over the needs that are currently being addressed in product development?

#3 Engage Key Stakeholders from the Start

Before putting time and resources into the development process, ensuring alignment among key stakeholders is crucial.

#4 Launching the Product and Measuring Its Success

Finally, once the product is rolled out, product teams should be diligent about tracking its performance and readers' reception.

Editorial Input and Cross-Collaboration

The role of editorial teams in product development was emphasized as a critical success factor:

- **Technical as a Strategic Partner:** Editorial insights help tailor products to user preferences, enhancing engagement and retention.
- **Cross-Team Strategies:** Successful collaboration involves regular sync-ups, shared tools, and integrated planning sessions to align product and editorial goals.
- **Real-World Impact:** Examples included how editorial feedback improved subscription customer success.

Darcy Dutcher noted:



Editorial teams bring a unique understanding of the audience, helping shape products that truly resonate. However, they fear that with the technical team size being even, they will influence their decision making. Our role is to help them get more reach for their work and content.

Quick Wins vs. Long-Term Success

Balancing immediate results with long-term goals was a key topic:

- **Quick Wins Defined:** Small, impactful changes like UX enhancements or streamlined workflows that deliver measurable outcomes in a short timeframe.
- **Maintaining Balance:** The panelists discussed methods, such as prioritization frameworks and resource allocation, to ensure that quick wins align with larger strategic objectives.

Experimentation as a Driver of Innovation

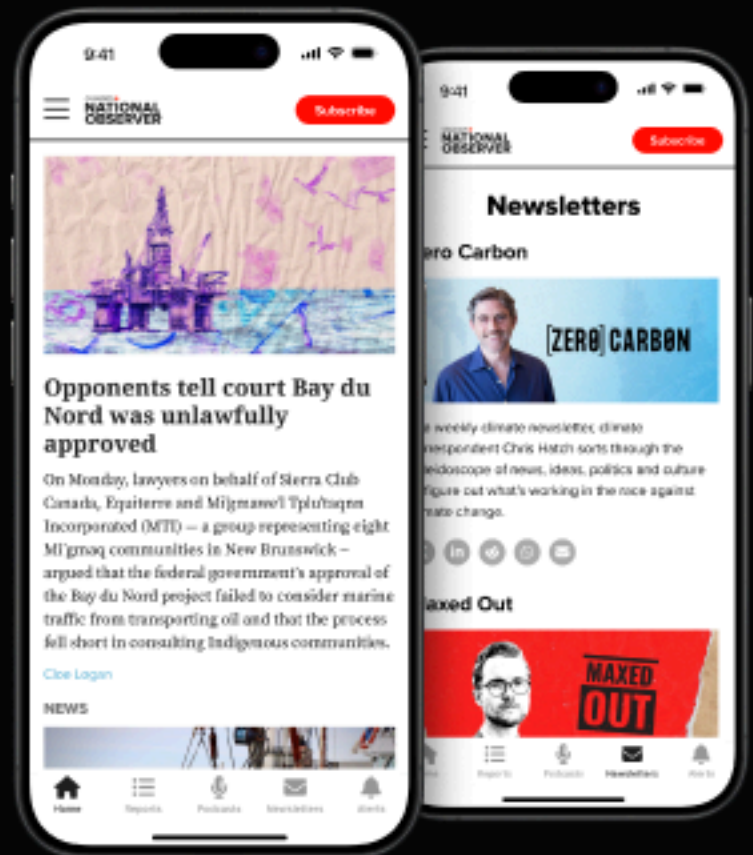
When product managers and directors receive requests for a new product, it is crucial to understand the “why” behind the request. What is the need/gap that the new product is aiming to address?

Product development is a lengthy and costly process. Understanding the underlying need behind product requests will enable product teams to make better decisions. E.g., can this need be addressed by adding a new feature to an existing product?

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The conversation turned to how organizations can foster a culture of safe experimentation:

- **Creating a Safe Space for Testing:** Building environments where teams feel confident to test ideas without fear of failure.
- **Defining Success Metrics:** Using both short-term indicators like engagement rates and long-term measures like retention to gauge success.
- **Handling Failure:** Failed experiments are seen as learning opportunities, paving the way for future improvements.

The Economist is no stranger to experimentation. As Zack Zubair pointed out, the publication was the first in the industry to put its podcast behind a paywall. Instead of being a free offering, it became another benefit offered to paid users. The goal was to increase the retention rate of subscribers, and it paid off.

Leveraging Data to Inform Product Decisions

Data-driven insights remain at the heart of product iteration and innovation:

- **Turning Insights into Action:** Using tools like heatmaps and behavioral analytics to understand user interactions.

- **Key Metrics:** Focused attention on user retention, behavior flow, and engagement rates to refine product strategies.

AI's Impact on Product and Growth Strategies

AI is reshaping how teams approach product development and growth. Automation and personalization capabilities offered by AI reduce manual workloads and enhance user experiences.

In the next 3-5 years, AI will continue to revolutionize workflows, allowing organizations to focus on strategic growth areas.

Preparing for the Future of News and Media

The discussion concluded with insights on the future of the media landscape:

- **Affiliate Products at Risk:** Declining referral traffic from search and social platforms poses challenges for affiliate products. Diversification and direct audience engagement are key strategies for resilience.
- **Future-Proofing Strategies:** Companies must invest in innovative product offerings, AI-enabled tools, and alternative revenue streams to stay competitive.

SCALING YOUR BUSINESS THROUGH AUTOMATION IN ADVERTISING AND REVENUE OPERATIONS



- **Michele Bavitz** | Theorem
- **Unnikrshnan Kurup** | Theorem

Business organizations across the spectrum are starting to reap the benefits of AI/automation technologies. With an abundance of repetitive, time-consuming processes, the ad-ops field is fertile ground for AI-powered positive disruption. Theorem speakers explained the ins and outs of leveraging automation to scale and grow ad-revenue operations.

[WATCH VIDEO](#)

[ACCESS SLIDES](#)

Emerging Trends in Ad-Ops in 2024

In the context of automation in digital marketing, Unni Kurup identified three emerging trends that play a contributive role:

#1 Ad Spend Growth

Statista figures indicate a continuous double-digit growth in ad spend since 2022. Simultaneously, competition is also increasing with new entrants like retail media networks taking up a big chunk of the ad share.

#2 Increasing Role of AI

Decreasing costs of AI technologies have significantly reduced the barrier of entry for publishers and brands. Organizations are attracted to it by the potential for cost savings and a chance to redirect attention toward strategic tasks instead of manual rote tasks.

#3 High Demand for Personalized Ads

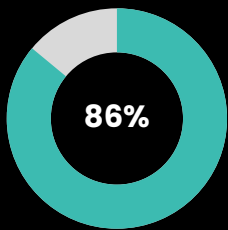
Modern consumers demand more meaningful connections from brands, driving a need for personalization. This puts marketers under significant pressure as personalization demands a drastic increase in ad output.

“

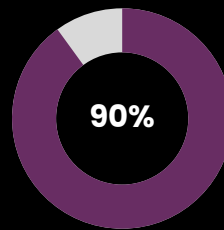
While there are many positives to these trends and I think they are moving in the right direction, businesses are facing major challenges. These trends are moving so fast, if you are not really keeping up, it is going to be a big problem for you as a business.

Insights from Theorem's Industry Research

Theorem worked with 200+ industry professionals, including ad operations professionals and C-suite executives (CFOs, CMOs, and CEOs) to gain a balanced and in-depth overview of the challenges facing publishers in staying relevant and future-ready. Here are some highlights:

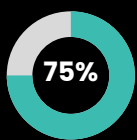


86% reported facing major pain points in routine ad-ops

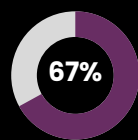


90% in favor of implementing automation in ad-ops

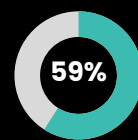
MAJOR PERCEIVED BENEFITS OF AUTOMATION:



75% saving time



67% reducing errors



59% improving data centralization

COMMON ISSUES:

- human errors
- seasonal spikes
- complex workflows
- data decentralization
- friction between teams

“

We can see that the case for automation is really compelling. Our research highlights the gap between what your teams are currently doing and what they really want to do or should be ideally doing.

While frontline teams are highly in favor of automation, successful implementation will require total buy-in from all stakeholders. And that can be difficult from a company culture perspective, as well as the presence of misconceptions about the threats posed by AI, cautions Unni Kurup.

“

If you don't have the front of your house and the back of your house in sync with automation, you run the risk of completely drowning your ad ops team with this higher volume of ads that need to be created, delivered, reported against, and optimized.

Getting Started with Automation in Ad-Ops

Michele Bavitz highlights a common disconnect between teams within an organization when it comes to AI adoption. To keep up with the growing demands of personalized ads, marketing teams are often the first to embrace AI technologies for content creation. Meanwhile, the ops teams are often not adequately prepared to handle the increased ad flow.

To ensure a smooth integration of AI/automation tools into your ad-ops process, a deep and granular review of your end-to-end workflow, from pre-sales to post-campaign. Michele Bavitz outlines the following broad steps to get started:



Identify the main pain points in your ad ops processes, possibly through surveys or discussions.



Conduct a thorough documentation of the affected processes, and identify all the steps, platforms, and integrations involved.



Identify an affected process where changes could bring the greatest impact for your teams – prioritize business impact.



Bring in the tech team to coordinate with all other teams to ensure that everyone is on the same page.



Take a test-and-learn approach, start with a small account or a specific segment of your organization, and test the changes.

Creating the Optimal AI Toolkit

The breakneck speed of AI evolution in recent years has spawned a multitude of enterprise-grade tools for the automation of various workflows. Most tools are purpose-built for specific tasks and use cases. Most organizations will need a custom combination of the following AI tools:

- **Robot Process Automation (RPA)** for standardized and repeatable ad-ops workflows
- **Machine Learning/LLMs** for campaign optimization, predictive modeling, content moderation
- **Generative AI (Gen AI)** for personalized ad content development

Since each publisher has a different approach to these processes, involving multiple platforms and development tools, you will need a customized solution for each organization. Upward, Theorem's in-house solution for OTC process automation, delivered the following results for clients:

- Support for more than 85% of total ad ops tasks
- Up to 50% increase in cost savings
- More than 90% increase in volume capacity
- Improvement across the board in service levels

“

It is about looking at automation technologies as a means to optimize your existing teams, to improve their current work. To work smarter, not harder is how we see the solutions working.

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Purpose-built solution to
automate your Ad Operations
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DAY 3 PANEL

SEO & LLM'S IN THE AGE OF AI: EMERGING OPPORTUNITIES AND BATTLES



SHE
MEDIA



The Telegraph



UAB



deepset

- **Jiji Ugboma** | SHE Media
- **Harry Clarkson-Bennett** | The Telegraph
- **Clara Soteras** | Universitat Autònoma de Barcelona
- **Jay Wilder** | deepset

Free access to AI-based tools like LLMs is rapidly disrupting how people use online search. Publishers must rethink everything from SEO to content creation, user engagement, and more. This panel discussion explored the latest trends in AI-powered search, the impact of multimodal AI tools on user expectations, and how publishers can navigate these turbulent waters while remaining future-proof and competitive.

WATCH VIDEO

The Impact of AI Overviews on Publishers

AI Overviews (AIO) is a Google search feature that displays an AI-generated summary of search results for users. Although it had been widely expected to be released at some point, AIO's mid-2024 launch caught most digital publishers off-guard, according to Jiji Ugboma.

The industry-wide effects were far-reaching and included the following:

- It reduced the available real estate on the first page of Google search results for featured publisher content
- SEO best practices and strategies now have to take into account AIO taking a chunk of user attention and CTRs
- Publishers now have to optimize content to answer questions in the way that AI LLMs would answer user questions

For Harry Clarkson-Bennet however, the actual impact of AIOs on larger publishers like The Telegraph appeared to be minimal at best. Changes were expected in longer-tailed queries in particular, but they have failed to materialize so far:

“

Broadly, it (AIO) has been both interesting and quite dull at the same time. It feels like a glorified feature snippet at the minute but with more people included.

Regional differences must also be taken into account, since Google has only released AIO in a few major markets like the USA, the UK, Brazil, and India. According to Clara Soteras, the feature has not been rolled out in Europe, largely due to the EU's stringent data protection laws.

Panelists like Ugboma were largely optimistic about publisher prospects in an AI-dominated search future:

“

A lot of the changes (of AIO) are being made to the benefit of publishers, like adding of referral links to the answers. I do see a continued convergence of AI Overviews and publishers benefiting from it.

How AI Can Help Level the Playing Field for Smaller Publishers

Small publishers can adopt AI tools faster since they lack red tape or bureaucratic frameworks that larger organizations often have in place. Agility comes at a cost as it can also increase the risk of mistakes, particularly while deploying AI for content creation.

“AI can be and should be amazing for content creation, but only when it is applied properly and with people who really know what they are doing,” cautions Harry Clarkson-Bennet. While it certainly has some novelty value, interest in AI-generated content can wane quickly when compared to programmatic content.

The panelists preferred using AI tools as co-pilots or productivity enhancers, handling mundane and time-consuming tasks in the content creation process. Smaller publishers can also leverage AI creatively to increase user engagement and CTRs on their websites. Examples include:

- Wedding website that helps generate custom wedding vows using AI
- AI-generated games and trivia
- Using AI-generated headlines for content and AB testing
- AI tools that can generate realistic podcast audio from text content

Jay Wilder offers a word of caution: “You have to review the (AI-generated) content and make sure that it really reflects who you are in terms of brand identity.”



Multimodal AI and the Changing User Expectations

Modern AI tools like ChatGPT and Claude are no longer restricted to a single data type – instead, these multimodal AI can handle and manipulate text, numbers, speech audio, and images in many different ways.

Consumers who are exposed to multimodal AI tools will inevitably start to expect the same level of interactivity and functionality from other websites and platforms. Here are some use cases of platforms embracing multimodal AI to increase customer engagement:

- YPulse, a market research firm, increased customer retention and monetization by up to 30% by integrating ChatGPT and Claude AI into their proprietary research data.
- News media like The Economist and Die Zeit allow subscribers to deep dive into a news story using LLM chat interfaces.
- Oxford University Press is moving away from outdated keyword searches in favor of AI-based semantic search to understand user intent.

The Best Time to Open Up Content as a Publisher to LLMs

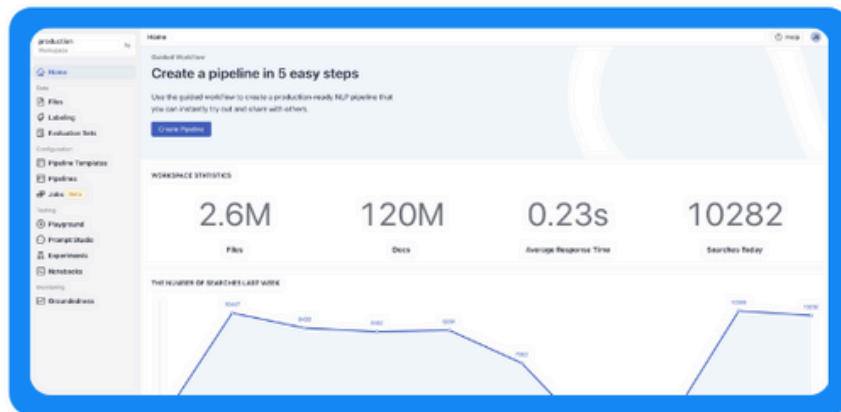
AI companies like OpenAI and Perplexity have already launched publisher programs and partnership agreements with larger publishers to use data for training and machine learning purposes. This is a welcome change from the past, when these companies allegedly used publisher data without consent.

We are still in the early days of forming systems that allow publishers to benefit financially from AI companies using their content. It is important to be on the lookout for potential opportunities on the horizon. Jay Wilder sums it up thus:



“I think the publishing community is overall deciding that it doesn’t make sense to stay on the sidelines too long on this. LLMs are here to stay. This is the new world that we are living in. The devil is in the details and terms. It is really important to get those things right so that as a publisher, you can step in and get benefits from this, but it is not quicksand either.”

Customize Generative AI to Work Your Way



Build Fast on a Unified Platform

Develop, test, and ship LLM applications and agents with speed and trust.



Embrace Change with Control

Make AI innovation your advantage with a flexible framework.



Launch Quality AI Products

Experiment, customize, and deploy with continuous performance monitoring.



Gain Years of AI Expertise

Extend your team with guidance at every step of the development cycle.

Fast Track AI Innovation

60

days to successfully launch new AI-powered applications & agents

100+

architectures to easily test for rapid and efficient prototyping

10x

faster accurate document processing and indexing time

<1s

latency and response time for question-and-answer applications

>50%

cost savings compared to self-development

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DAY 4 WORKSHOP

HOW LEADING PUBLISHERS CAPTURE AND UTILIZE FIRST-PARTY DATA: A CASE STUDY



 **ezoic**

- **Harry Brockbanks** | Ezoic

With the phasing out of third-party cookies, programmatic ad revenues have suffered in recent years. Advertisers seek high-quality first-party data and are willing to spend more on it. In this presentation, Ezoic's Harry Brockbanks shares some performance data and explains how publishers can securely monetize email lists using Identity Solutions.

[WATCH VIDEO](#)

[ACCESS SLIDES](#)

“

Only one-third of Google searches now actually result in a click. If you are able to diversify your own traffic acquisition through something like an email list, that gives you more independence from these big players, more control over your users, and ultimately more control over your revenue.

Why First-Party Data Is More Important Than Ever Now

All major browsers have started phasing out support for third-party cookies. Google Chrome, the undisputed market leader at 65%, is scheduled to follow suit in 2024. Privacy regulations like GDPR and CCPA are also making it much easier for consumers to block/opt out of third-party data tracking.

Programmatic ad revenues which relied heavily on third-party data have plummeted. Publishers with first-party audience data have a great opportunity to fill the gap created by the death of third-party cookies. First-party audience data has some very tangible advantages for publishers:

- It can help deliver more relevant, highly personalized ads to your audience, resulting in better ROI
- Advertisers are also starting to shift their budgets increasingly toward highly targetable audiences
- Publishers who directly own audience data are less vulnerable to future disruptions created by Google algorithm changes

The Significance of Identity Solutions in a Cookie-Free World

Privacy laws like GDPR implement strict limits on how publishers can collect and use audience data. Identity (ID) Solutions are privacy-focused technologies that allow publishers to collect and monetize user data while remaining fully compliant with GDPR and other privacy regulations.

They use various techniques like encrypted identifiers, tokenization, and email hashing to create anonymous or pseudonymous representations that make it harder for the data to be traced back to individual users.

When used in closed advertising ecosystems, ID solutions enable the use of first-party data between buy side and sell side parties, creating an atmosphere of transparency and trust for the buyers. However, ID solutions do have some major challenges:

- Their implementation has a high cost in terms of tech infrastructure
- Numerous ID solutions require constant testing and measurements
- Maintaining first-party data privacy throughout the process can be challenging



ezID – Ezoic’s Highly Accessible ID Solution for Publishers

Ezoic’s proprietary ID solution – ezID – was designed specifically to remove many of the aforementioned pain points. It is aimed at publishers who want to monetize their audience’s email data in a secure, privacy-compliant manner.

Publishers can connect their mailing lists/providers to ezID via a simple API. The system will then hash all first-party email IDs and assign them unique user

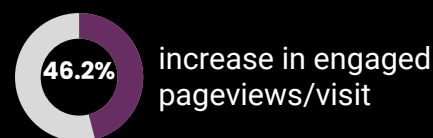
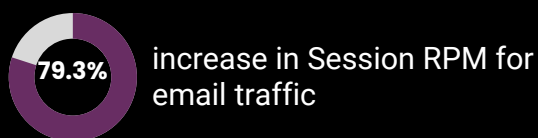
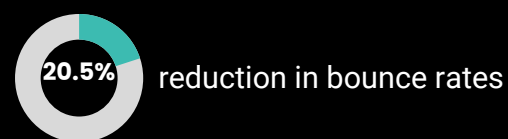
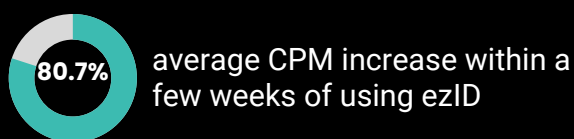
IDs. When a recognized user visits the publisher site, ezID will only send its encrypted hash to the bid stream.

The IDs are then matched with buy-side IDs at auctions to create a fully secure and anonymous authentication. ezID works with multiple ID providers on the buy side to ensure that publishers have a higher chance of getting possible matches.

NoGigiddy: A Case Study of a Publisher Utilizing First-Party Data

NoGigiddy is a family-owned platform that provides gig workers with a centralized database of job opportunities from 20+ staffing apps. After connecting with Ezoic’s ezID first-party email data hashing solution, NoGigiddy managed to achieve the following results:

Although only 31% of Nogigiddy’s site visits were identifiable using ezID, those visits accounted for nearly 66% of the total ad revenue generated, resulting in a Session RPM that was 5x higher than for non-identifiable visits.



We have seen performance again and again across every single type of site that we have used this tech with. Across our top 10 sites, we are seeing an average CPM increase of almost 25% when users are identified.

Reliable Ways to Build First-Party Email Data

The good news is that publishers have numerous options when it comes to building user email lists. They include:

- Email newsletters that offer relevant content to the user
- User account registrations (with additional content for logged-in users)
- Surveys, quizzes, and feedback forms
- Forums and other commenting widgets



Asking for user input is key in this. You will need to be seen as providing something valuable for the user in exchange for an email.

Future Trends in First-Party Data and Identity Solutions

Even Google has still not identified clear-cut viable alternatives to third-party cookies in 2024. That is why the phasing out of third-party data on Chrome is getting delayed further.

But there is no doubt that third-party data's days are numbered.

Harry Brockbanks highlighted three potential future trends for first-party data collection:

- **The use of email lists will only increase** as they are relatively easy to acquire and offer excellent performance for both publishers and advertisers.
- When email is not available, **contextual data solutions** like Google Protected Audience API also hold some promise.
- Publishers may also want to invest more in **audience segmentation** for a chance at better PMP deals.

In the immediate future, email offers one of the best ways for publishers to monetize first-party data using ID solutions. Advertisers have shown that they are willing to spend more when users are identified. Even on your audience side, the users are getting much better, higher-quality ad experiences.

Harry Brockbanks had this to say to publishers who are on the fence about investing in first-party data, especially email lists and ID solutions:



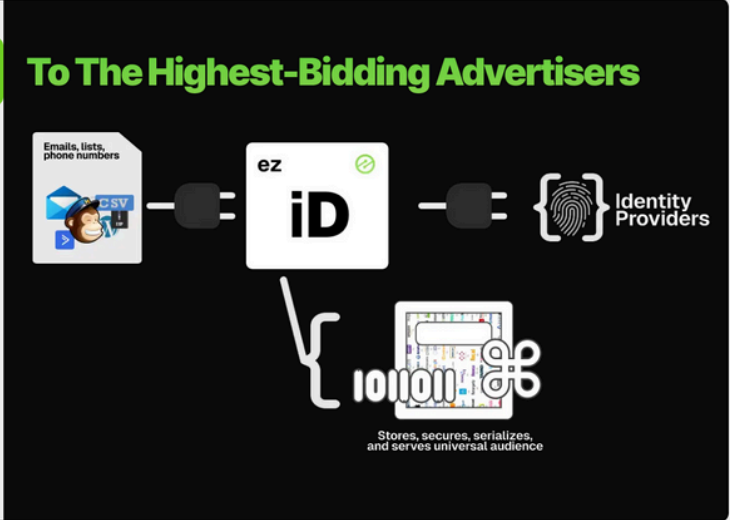
Right now, the demand is really high (for secure first-party data solutions). But in comparison, the supply of websites able to provide large amounts of first-party data is really low. So the time to really start taking advantage of this is now.

iD[®] No Cookies No Problem

Connect 1st-Party Data

ezID is an end-to-end solution for implementing and managing first-party data through a single API.

By integrating with these providers, like Unified ID 2.0, sites can capitalize on the demand from advertisers for an identity-safe alternative to 3rd-party cookies.



Easy to Implement

Link data in multiple ways:

- JavaScript (hash emails and phone numbers yourself)
- Let Ezoic handle everything for you **automatically**

ezID API-based integration handles the complexity of managing user data and hashing in a privacy-first, compliant process.

Have existing email and user lists?
Connect with email providers for seamless email and ID integration.

Every new user that subscribes automatically gets hashed and distributed across all ID providers.

Integrations with Email Providers



Total Revenue Uplift

Publishers providing richer data (user IDs) will increase the value of the impression. This means:

- **Increased** ad visibility
- **Better** ad targeting
- **Improved** UX with more relevant ads
- **Increased** total revenue



DAY 5 PANEL

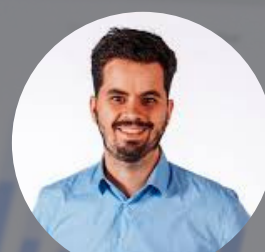
GAINING A COMPETITIVE ADVANTAGE THROUGH FIRST-PARTY DATA



The Guardian



METRO



FEDMA
Federation of European Data and Marketing

- **Rebecca Ruane** | The Guardian
- **Sofía Delgado** | Metro.co.uk
- **Robin de Wouters** | FEDMA

The discussion on the final day of SODP PubTech 2024 revolved around first-party data acquisition. What steps can publishers take to kick-start a strategy for effective audience data collection that respects user privacy and regulations like the GDPR? The panel of experts provided the answers, along with illuminating insights and useful tips.

WATCH VIDEO

Factors to Consider When Setting Up First-Party Data Strategies

The two publishers involved in the discussion were at different stages of their first-party data journeys.

While the Metro newsroom team is in the very early stages (first year), The Guardian team has already accrued considerable experience in their first-party data acquisition strategies.

Bespoke Training and Data Ambassadors

Sofia Delgado highlighted the importance of bespoke training in the early stages of building a first-party data acquisition strategy. Team members will have vastly divergent data needs depending on their roles, as well as varying data skill levels as well.

Creating “data ambassadors” can be quite useful:

“

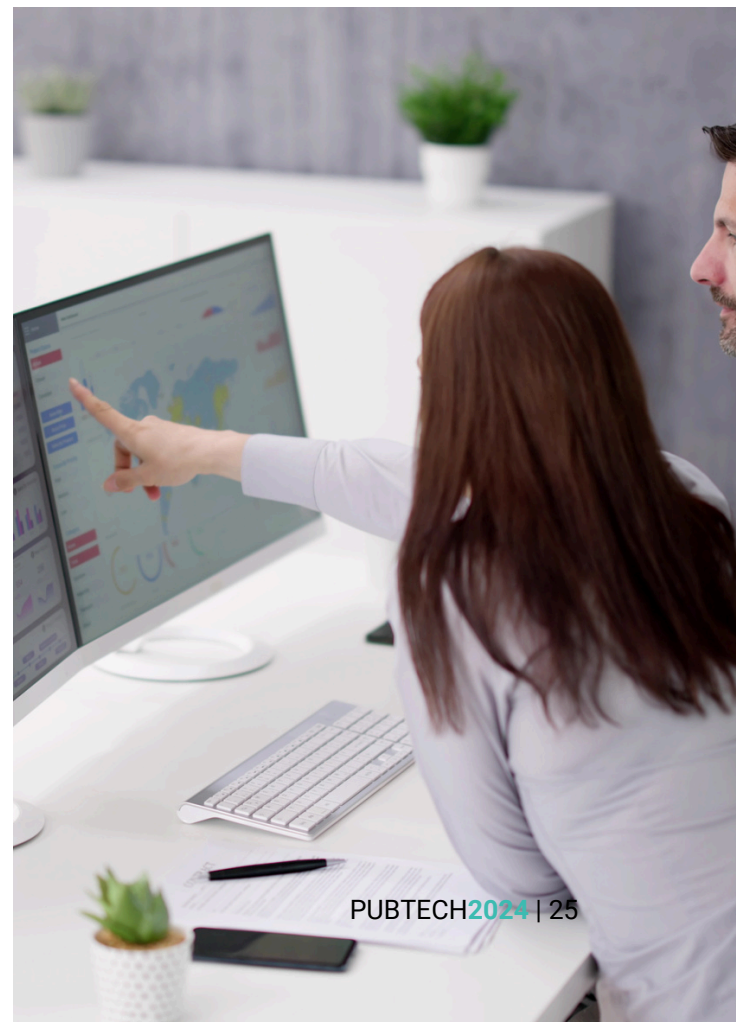
If you have people in your newsroom that constantly go to the team with data, they very soon become data ambassadors – persons others can go and ask for assistance. This can happen in a very natural, organic way.

Rebecca Ruane has been working at The Guardian on audience data for close to 7 years now. In her experience, moving to CRM platforms that offer more intuitive dashboards with self-serve facilities can help empower employees outside the main data analytics team to do more with first-party data.

As your first-party data strategies and processes mature and evolve, accessibility can become a significant bottleneck.

“

I think one of the biggest things that has improved the use of data within marketing is just making sure that the data is more readily available and easy to use.



Major Challenges Publishers Face in First-Party Data Acquisition

As someone based in a trade association in Brussels, Robin de Wouters works closely with publishers, marketers, and policy-makers. Based on his lobbying activities and interactions with various stakeholders, he identified upcoming EU regulations as one of the biggest challenges for publishers:

- The upcoming repeal of the outdated [e-privacy directive dating back to 2002](#)

- The [Digital Services Act](#) will further strengthen data privacy and transparency requirements for data acquisition and ad targeting.
- The [EU Artificial Intelligence Act](#), the first-ever regulation to control the use of AI tools

Apart from regulations, other notable issues smaller publishers face include the uneven playing field created by tech giants who create walled gardens to hoard vast troves of first-party data and the simple basic reality of economic pressures and rapid technological advancements.

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Overcoming Consumer Trust Deficit Through Value Exchange

There is too often this disconnect between what consumers perceive is being done with their data. Publishers have to be mindful of this deficit or disconnect and focus on ensuring that their audience knows exactly what their data will be used for, and how, which is often not an easy task.

Studies have repeatedly indicated that consumers value personalization, tailored content over random content. And many of them recognize the reality of the internet – when something is free, it is often paid for by advertisers.

Acquiring first-party data will become significantly easier if you have a clear value proposition to offer your audience. Both The Guardian and Metro offer interesting examples of how you can improve user engagement and collect data by focusing on the value proposition in different ways:

Targeted Emails Based on Engagement Levels

When a reader visits your website and consumes content beyond a certain threshold, it is usually a reliable sign that they value your content. Instead of sending mass email campaigns, The Guardian started sending subscription promos to anonymous readers who had crossed a specific threshold. This helped boost subscription numbers.

Personalized Content via Daily Horoscopes

The Metro offered readers personalized daily horoscope newsletters in exchange for their date of birth. This is an example of an exchange based on a clear-cut value proposition – the publisher gets valuable email and age data, while the interested user gets personalized content.

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Tips and Tools Publishers Can Use to Improve Data Acquisition

All three panelists offered an array of useful tips for publishers seeking to boost data acquisition, consumer trust, and GDPR compliance, among other things:

Progressive Profiling

Asking for too much data at one go can come across as very invasive. Instead, a better option is to gradually build relationships with your audience while slowly acquiring data by offering innovative content and experiences.

Enforce Clarity and Transparency

According to Sofia Delgado, a lot can go wrong if your teams don't have a good understanding of their responsibilities and limitations about data collection. Proper training and awareness about what to collect, when to collect, and how to use it can help prevent future headaches.

Consider Using a CDP

A Customer Data Platform can help bring all your audience data across devices and platforms to a single unified interface. The Guardian is exploring CDPs as it is a large publisher that does not impose mandatory sign-in and has millions of anonymous users.

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Theorem, a digital marketing, and tech solutions provider with over 20 years of experience in successfully managing and streamlining ad operations, delivers agile marketing solutions to global Media & Entertainment giants. Our ethos revolves around humanizing technology, crafting and delivering innovative solutions to fuel sustainable business growth. We take legacy services and embrace modern approaches that ensure futureproof marketing strategies for our clients and partners. Pioneering the future of full-service flexible marketing solutions, we deliver scale, optimize time, reduce costs, and increase revenue for our clients.

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Ezoic is an award-winning technology partner for digital publishers and content creators. Its unique solutions allow independent websites and video publishers to increase their revenue and grow their audiences without depending on Big Tech or relying on a long list of 3rd-party service providers. **Ezoic Identity** enables publishers to share a hashed version of a user's email with vendors, providing a valuable way to capitalize on first-party data. It's simple to use and integrates seamlessly with platforms like Mailchimp, ActiveCampaign, MailerLite, and Beehivv, helping publishers make the most of their audience data while ensuring user privacy.

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MobiLoud

MobiLoud helps publishers build owned channels and direct reader relationships in today's platform-dominated landscape. By transforming news sites into premium mobile apps, we enable publishers to create lasting connections with their audience without depending on social media platforms or third-party channels.

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TAKEADS

Takeads is a cookie-free and privacy-focused native advertising platform. Using unique insights into user interests and preferences, Takeads serves users with effective contextual brand messaging without the use of private data such as gender, age or location. Currently, the platform features more than 35,000 trusted publishing partners and 120,000 advertisers.

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FEDMA
Federation of European Data and Marketing

FEDMA is one of the most respected and influential advocacy trade associations in Brussels on all matters related to privacy, consumer protection and data-driven marketing. Our objective is to promote and protect the European data driven marketing industry by creating greater acceptance and usage of data marketing by European consumers and business communities. FEDMA develops ethical standards for the industry to ensure greater consumer trust, and fights for the freedom of communication by encouraging European institutions to ensure a healthy commercial and legislative environment within which the industry may operate and develop. Find out how we can help you [here](#).

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Media Collateral's unique approach delivers research-driven content and digital search strategies that drive visibility and authority in the new AI-search landscape. As generic AI content proliferates, audiences and search engines are prioritising original insights, research, and analysis. Our journalistic, research, and technical expertise transforms your expertise into agenda-setting content to define, distinguish, and elevate your brand in the digital marketplace.

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