



Condé Nast, fashioning quality brands.

Leading magazine publisher uses Adobe Marketing Cloud to reach its core audiences and boost revenue for the company and advertisers through optimized content and experiences.

CONDÉ NAST

"Adobe Marketing Cloud enables us to segment our audience and develop meaningful messaging for each market. Through detailed profiles, we're optimizing both our editorial and advertising messages to grow our audiences in the digital age."

Chris Reynolds, vice president of data and marketing analytics, Condé Nast



SOLUTION

Adobe Analytics, Adobe Media Optimizer, Adobe Target, Adobe Experience Manager, and Adobe Social solutions within Adobe Marketing Cloud

RESULTS

<p>40% MORE TRAFFIC</p> <p>TRAFFIC BOOST Optimized social media posting schedule to boost traffic at least 40%</p>	<p>BROADER REACH Increased subscriptions with targeted cross-promotions</p>	<p>SEAMLESS INTEGRATION Integrated offline audience profiles with online behavioral data to target advertisements</p>	<p>FORWARD LOOKING Used predictive analytics to forecast revenue and develop budgets</p>
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Condé Nast

Established in 1909

Reach: More than 164 million subscribers

New York, New York

www.condenast.com

CHALLENGES

- Understanding audiences to improve editorial and advertising content
- Identifying and building high-value audiences
- Aligning advertising and editorial goals to boost revenue

World-class experiences

Condé Nast is home to more than a dozen of the world's top magazines, including *GQ*, *The New Yorker*, *Vanity Fair*, and *Vogue*. Best known for its long history publishing sophisticated content, the company has positioned itself as a digital leader by using Adobe solutions to produce engaging websites and digital magazines to extend the world-class experience of its print publications. In turn, the company has built new revenue streams through digital subscriptions and advertisements.

Condé Nast brands have always attracted affluent and influential audiences and this continues to be true in the digital space. Condé Nast focuses on high-value core audiences who visit its websites regularly, purchase subscriptions, or are interested in one of their advertiser's products. By analyzing offline and online data, the data and marketing analytics team built profiles to identify high-value audiences and work with product, editorial, and marketing teams for each brand to align goals and nurture loyal audiences.

Condé Nast uses Adobe Analytics, Adobe Media Optimizer, Adobe Target, Adobe Experience Manager, and Adobe Social solutions within Adobe Marketing Cloud to identify core audiences across channels and optimize interactions with them. "Adobe Marketing Cloud enables us to segment our audience and develop meaningful messaging for each market," says Chris Reynolds, vice president of data and marketing analytics at Condé Nast. "Through detailed profiles, we're optimizing both our editorial and advertising messages to grow our audiences in the digital age."

Integrating offline and online customer data

For over a decade, Condé Nast has surveyed members of its preferred subscriber network to gain detailed insight into opinions not covered in general surveys, including specific interests and preferences for luxury products. Using the audience management capability of Adobe Media Optimizer, Condé Nast combined survey responses from 450,000 respondents, its database of 65 million subscribers, and the online consumption patterns of users to create a new advertising product called Condé Nast Catalyst, Audience by Design. This product was built from analysis of reader profiles and online user interactions to create 10 core profiles based on specific product interests and influence.

These are unique segments Condé Nast brought to its advertisers in order to differentiate itself from other publishers. The alignment of digital, offline, and survey data through analytics and audience management is a critical aspect to Condé Nast's success. "Advertisers love having greater access to audiences through insight-based profiles," says Reynolds. "These audiences are high-quality engaged consumers, enabling advertisers to increase basket sizes and attract more repeat customers."

"Using Adobe Social, we tested various posting schedules to optimize the Facebook EdgeRank algorithm and improve visibility. So far, we have optimized four brands and all have seen traffic increase by at least 40%."

*Daniel Stubbs, digital analytics director,
Condé Nast*

Optimizing interactions across channels

Visibility into which digital channels—including social, search, mobile, and email—attract the core audience is key to helping Condé Nast prioritize its creative and the company's investment in digital marketing. For instance, the data workbench capabilities in Adobe Analytics enabled big data analysis of all customer interactions and helped determine that email newsletters consistently deliver some of the most high-value audiences.

Analysts determined that the newsletter audience also clustered around different content areas compared to average site visitors. Newsletter subscribers to the fashion magazine *Glamour*, for example, are highly interested in core fashion articles over celebrity articles that often attract wider audiences.

"Using the insights from the data workbench capabilities in Adobe Analytics, we justified the design of a daily newsletter that included more core fashion articles," says Daniel Stubbs, digital analytics director at Condé Nast. "The change dramatically increased traffic from high-value audiences, creating more opportunities to engage them with marketing and paid ads."

Adobe Social brings deep insights to social media channels. Each brand posts daily on Facebook to boost traffic throughout the day, but the content, schedule, and overall strategies varied across brands. "Using Adobe Social, we tested various posting schedules to optimize the Facebook EdgeRank algorithm and improve visibility," says Stubbs. "So far, we have optimized four brands and all have seen social traffic increase by at least 40%."

Boosting returns on advertisements

Whether dealing with paid advertisements or internal ads promoting magazine subscriptions, Adobe Marketing Cloud helps analysts gain insights into customer needs and optimize marketing campaigns. Using the insight from Adobe Analytics and unifying the data sources with the audience management capabilities of Adobe Media Optimizer, Condé Nast can also act as a consultant to advertisers and suggest optimizations.

Using Adobe Target, Condé Nast is also enhancing its own advertisements to increase subscriptions and boost revenue. For example, analysts determined that new readers respond better to advertisements that emphasize the interesting content of a magazine brand, while repeat visitors react better to sales and special offers.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics, Adobe Media Optimizer, Adobe Target, Adobe Experience Manager, and Adobe Social solutions. Capabilities used include:
 - Marketing reports and analytics
 - Ad hoc analytics
 - Data workbench
 - Audience management
 - AB testing
- Adobe Creative Cloud

When purchasing a subscription, readers are also provided an impulse offer—a second subscription at a reduced price. Using Adobe Target, analysts tested various combinations of offers. For people subscribing to *Wired*, an offer for *GQ* performed 11% higher than any other magazine, which translated to an extra 300 subscriptions per year. “Even with detailed profiles, it can be difficult to predict how changes will perform,” says Stubbs. “We can take a measured approach, testing subtle nuances with Adobe Target to achieve the best results.”

Planning for the future

Condé Nast sees mobile as a key outlet in the future of its publications. In the past year, mobile traffic has grown 80%, and it now accounts for 33% of total traffic. The ability to quantify the growth has enabled analysts to justify recommendations for responsive design and increased investment in mobile-optimized sites.

By analyzing mobile traffic, analysts also noticed that mobile users have very different behavioral patterns compared to desktop users. Mobile users tend to arrive from social sites or long-tail search keywords, following much more stream-of-consciousness browsing patterns. As a result, mobile visitors tend to view one article and leave the site. Analysts are currently running tests to improve stickiness on mobile sites, as well as inform editorial decisions.

For the next year, analysts are using predictive analytics through Adobe Analytics to forecast trends. By calculating the expected traffic across devices for the next year, analysts can predict impressions per page and set budgets and goals based on projected revenues.

By using Adobe Marketing Cloud, Condé Nast has a proven digital marketing platform to continue growing its core audience and engaging new readers. “Rather than focusing just on real-time measurements, Adobe Marketing Cloud automates tasks to deliver great efficiency for our analysts,” says Reynolds. “This shift in resources to focus on strategic planning allows us to provide solutions that maintain focus on core business goals across the organization.”

For more information

www.adobe.com/solutions/digital-marketing.html



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