Fairfax Media New Zealand

Bringing a personal touch to millions

Fairfax Media New Zealand uses Adobe Marketing Cloud solutions to identify and target audiences for more relevant experiences and advertisements

Fairfax Media
Auckland, New Zealand
www.fairfaxmedia.co.nz

Results

- Increased response rate by 300% for an insurance advertiser using audience management
- Achieved a conversion rate of 10% for a finance advertiser through audience segmentation and targeting
- Increased customer acquisition by 50% with targeted newsletter ads
- Improved standing from the fifth largest to the second largest website in New Zealand due in part to providing more relevant, timely experiences
- Combined online and offline audience data to develop unique, high-value audience segments for advertisers

As one of the largest media companies in New Zealand, Fairfax Media New Zealand has established itself as an innovative, integrated multimedia business with strong brands across print and digital platforms. In addition to publishing over 25 magazines and dozens of newspapers, Fairfax oversees the parenting website Essential Mums and the market-leading news website stuff.co.nz. In total, Fairfax reaches 84.9% of New Zealanders across its multimedia platforms.

Online and mobile channels are an increasingly large part of the company's audience. Stuff.co.nz, for example, is currently the second largest website in New Zealand and reaches 1.35 million unique viewers monthly, which is equal to 40% of the country's Internet population. Fairfax deploys Adobe Marketing Cloud as part of a data strategy to provide more relevance and value for visitors and advertisers.

Using audience management capabilities in Adobe Media Optimizer, Adobe Analytics, and Adobe Experience Manager solutions, Fairfax is creating more tailored, higher-impact experiences that benefits the company, as well as its customers and advertisers. For instance, by combining powerful data capture and rich analysis in Adobe Analytics with Adobe audience management, the company is providing readers with more personalized online experiences, while making it easier for advertisers to engage with desired audiences.

Adobe audience management powers FD Connect, the company's audience targeting solution. Fairfax offers advertisers the ability to reach high-intent high-interest audiences across the Fairfax network. "By moving away from a one-size-fits-all approach, we're attracting an even larger audience and delivering far more effective advertising opportunities for advertisers," says Fei Bian Goh, senior product manager of news and special projects at Fairfax.

Overtaking the competition

Fairfax first started using Adobe Analytics a few years ago to understand where visitors come from, how they interact with the websites, and which content resonates best with readers. Based on these insights, Fairfax can make data-driven decisions to guide content. The Adobe solution has been particularly beneficial to the editorial team, with reliable, detailed data from Adobe Analytics highlighting which stories have the biggest impact. The reports have changed the way staff looks at story performance. Journalists can now receive instant feedback about audience reaction to stories, providing editorial teams with direction as to the types of stories that appeal most to readers.

"Looking at real-time reports from Adobe Analytics, web editors can monitor the audience and react quickly to breaking news that our readers care about," says Goh. "Reports from Adobe Analytics can even show if we're overlooking stories that readers are searching for."

With the help of the Adobe solution, Fairfax is delivering more relevant, in-demand online experiences, supporting its premier website, stuff.co.nz, in the move from the fifth largest website in New Zealand to the second largest.
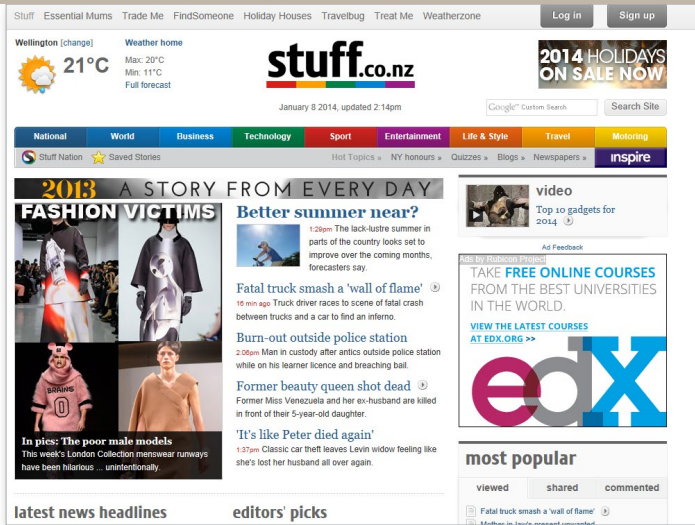
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Senior product manager, news and special projects,
Fairfax NZ

Challenge
- Developing high-value audience segments using various online and offline data sets, to better monetize ad inventory
- Driving increased performance for advertisers and personalizing experiences through audience targeting

Solution
- Leveraged Adobe audience management capabilities to consolidate audience data from online and offline sources into a single view
- Used Adobe Analytics and Adobe audience management to access rich site behavioral data for audience targeting
- Deployed Adobe Experience Manager to improve planning, authoring, and publishing news stories

Systems at a glance
Adobe Marketing Cloud, including Adobe Media Optimizer, Adobe Analytics, and Adobe Experience Manager solutions. Capabilities used include:
- Audience management
- Marketing reports and analytics
- Web content management

Building high-value audiences

Taking the rich insights provided by Adobe Analytics and Adobe audience management a step further, the company looked to integrate more sources of customer data into the solution, including membership data and clickstream data to increase advertising options and boost revenue. Integrating Adobe Analytics with Adobe audience management and its audience targeting solution, FD Connect, is helping transform the value the company can offer to advertisers.

Fairfax takes on the primary responsibility for creating the best advertising options for its advertisers. Using Adobe audience management, Fairfax can develop audience segments using online site behavioral data and offline membership data to help advertisers target specific groups with their messages and offers. A cosmetics company might prefer to target ads at female readers, while a hotel could reach people who frequently read travel-related articles or browse travel-related products on affiliate sites.

"Audience management capabilities in Adobe Media Optimizer let us take advantage of online and offline data in a way that no other audience management platform can achieve," says Goh. "With advanced modeling and optimization abilities, audience management capabilities give us a platform to provide advertisers with targeted audience segments that maximize their returns."

Using targeted advertising campaigns, many advertisers on Fairfax Media websites have seen significant returns. For example, an advertiser in the finance sector focused its ads on target audiences and achieved a 10% conversion rate. Another advertiser encouraged customer acquisition through participation in a newsletter. The targeted newsletter ads resulted in 50% more signups compared to non-targeted ads.

"One insurance advertiser leveraged a combination of data segments and retargeting to increase response by almost 300% compared to untargeted campaigns," says Goh. "Audience management capabilities within Adobe Media Optimizer enables us to take a wealth of data and transform it into powerful actions that enable advertisers to reach their target audiences."

Greater personalization across sites

Fairfax is also working with the Adobe Experience Manager solution to improve planning, authoring, and publishing continent in its newsroom. The company currently uses the web content management capabilities as a news planning tool. The centralized solution enables smooth collaboration between journalists to speed development of major stories and to reduce duplication. Fairfax is currently implementing the authoring component across the company, which will use templates and the visual web content management interface to streamline content creation.

Audience management capabilities in Adobe Media Optimizer combines customer data from Adobe Analytics and other online and offline data sources to create rich customer segments. By targeting specific segments, Fairfax Media advertisers are achieving significant returns on advertising spend.
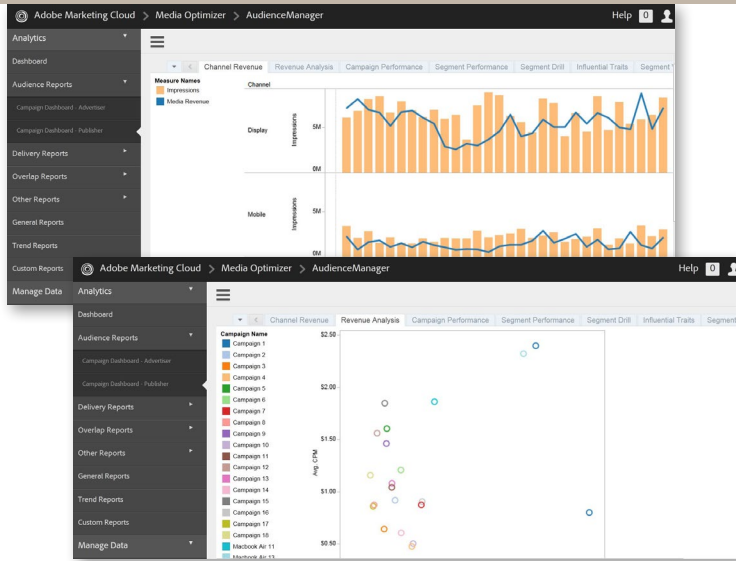
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The primary goal for the busy editorial and content team is to bring more relevant stories to audiences faster, and accelerate the publishing of rich content across all web properties. Unlike many traditional websites that make only minor, infrequent updates, Fairfax wants to give its newsroom staff the ability to publish stories anywhere, anytime, and on any platform. Once Adobe Experience Manager is fully configured and deployed, Fairfax plans to use audience segments from the integrated audience management capabilities in the Adobe Media Optimizer solution to personalize reader experiences even further.

"Adobe Marketing Cloud encourages data-driven decision-making that helps us target specific audiences while still appealing to the broader market as well," says Goh. "By continuing to make our websites relevant for audiences and advertisers, we're in a strong position to keep our top spot as New Zealand's leading news website."

For more information
*www.adobe.com/solutions/
digital-marketing.html*