Postmedia, advanced audience targeting enhances advertiser value.

Adobe AudienceManager dramatically improves reach and results of targeted, revenue-driving campaigns.

POSTMEDIA

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Jeff Clark, vice president of audience and analytics, Postmedia

SOLUTION

Adobe AudienceManager solution within Adobe Marketing Cloud

RESULTS

EXTEND AUDIENCE
Identified key audiences across Postmedia and external properties

CAMPAIGN FULFILMENT
Advanced segmenting expands access to inventory for advertiser campaigns

200%
MORE CLICK THROUGHS

COMPELLING RESULTS
Achieved clickthrough rates up to 200% higher than standard campaigns

UNMATCHED INSIGHTS
Integrated seamlessly with Adobe Analytics to collect and analyze rich customer data

Postmedia

Established in 2001

Weekly reach: 9 million readers

Toronto, Ontario, Canada

www.postmedia.com

CHALLENGES

· Segment users based on similar characteristics

· Illustrate value of Postmedia's extended network to national and local advertisers

· Free up online inventory to fulfill all online campaign requests

Legacy brands, new media challenges

Postmedia is Canada's largest publisher by circulation of paid English-language newspapers. Founded in its current form in 2010 as a result of the acquisition of Canwest Media assets, Postmedia boasts some of the country's oldest and most recognized media brands, including *The Vancouver Sun*, *Ottawa Citizen*, and *The Montreal Gazette*. Content reaches millions of Canadians through a variety of print, online, digital, and mobile platforms.

"Many of Canada's biggest newspaper brands are part of Postmedia, which means our audience is much larger than competing publishers," says Jeff Clark, vice president of audience and analytics at Postmedia. "This offers a significant opportunity to provide our advertisers with not only scale, but also with highly qualified and targeted reach based on real data across all of our media properties."

Postmedia is headquartered in Toronto, where its national advertising sales team works with some of the country's top agencies and largest companies. Local sales teams are also dispersed across the country, serving smaller customers with specific needs. Postmedia needed a way to better serve the needs of both national advertisers and smaller, local advertisers, with all groups wanting to leverage display advertising.

Given the demand from advertisers across the country, Postmedia could run out of display advertising inventory for campaigns, particularly on specialized channels catering to automotive or other high-traffic areas, such as financial services, retail, or travel. "There were times that we could only fulfill part of customers' desired display ad campaigns on sites like Driving.ca," explains Clark. "This resulted in lost revenue for the company and disappointed our advertisers."

To address the challenge, Postmedia began looking for a solution to better segment and qualify audiences in order to better connect advertiser's customers with display ad inventory across its media network. The goal was to give advertisers better, broader visibility into where their messages might resonate by providing granular, high-value audience segments that would best take advantage of advertiser spend on display advertising.

The value of integration

The Postmedia team wanted a cost-effective solution that integrated readily with existing digital marketing and publishing systems. Already a user of Adobe Analytics, Clark and his team decided to implement Adobe AudienceManager. Adobe AudienceManager integrated easily with Adobe Analytics, to enable Postmedia to create audience segments based on behavioral data, as well as native and third-party data sources.

"The ease of integrating Adobe Analytics data with Adobe AudienceManager is a game changer," says Clark. "We can quickly import accurate customer insights from Adobe Analytics into Adobe AudienceManager to target more specific audiences with the right content."

"By combining Adobe Analytics with Adobe AudienceManager, we are maximizing the reach of our advertising inventory and finding the best audiences for advertisers across any one of our sites."

Jeff Clark, vice president of audience and analytics, Postmedia

SOLUTION AT A GLANCE

• Adobe Marketing Cloud, including the Adobe AudienceManager solution. Capabilities used include:

   • Audience management

For more information
www.adobe.com/solutions/media-optimization.html

By using Adobe AudienceManager and Adobe Analytics, Postmedia can create segments based on search-engine queries by tracking URL strings. For instance, if someone types in 2014 Ford F150 and comes to Driving.ca as a result, the Postmedia team knows the customer is interested in a particular type of product. In response, Adobe AudienceManager can help deliver the appropriate ad content faster, benefiting readers and advertisers alike.

Bottom-line results

Since implementing Adobe AudienceManager, Postmedia has seen a tremendous lift in targeted campaign results. "Our clickthrough rates are well above the average rates for a standard campaign, and in some cases, up to 200% higher," says Clark.

In addition, Postmedia can now better allocate its supply of display ad space to meet demand for online campaigns. The algorithmic modeling feature in Adobe AudienceManager also enables Postmedia to extend advertisers' reach by identifying specific audience characteristics within a segment that could be used to predict similar behaviors across different audiences. Leveraging advanced modeling techniques native to AudienceManager has helped Postmedia extend the addressable market of targeted users on behalf of their customer clients.

"We are no longer leaving money on the table. The ability to use Adobe AudienceManager to fulfill a large campaign because we can reach the right audience across all of our properties offers a massive advantage for our advertisers and for us," says Clark. This is also extremely beneficial for customers. "By understanding the underlying characteristics between advertisers and our general population of readers, advertisers can use the signals and traits to target prospective customers with more personalized messaging," he explains.

Going beyond the Postmedia network

Now that Postmedia has found a way to optimize audience segmentation across its media properties, the company is looking to extend value beyond its network via audience extension. When inventory is constrained, Postmedia can send its segment data to a demand-side platform (DSP) to find qualified users on external properties. "We are using the power of the first-party data we capture using Adobe Analytics to provide advertisers with benefits that go beyond our network," explains Clark. "We have a unique set of customers that simply can't be found elsewhere."

"We are capturing customer insights that we previously could not access," Clark concludes. "By combining Adobe Analytics with Adobe AudienceManager, we are maximizing the reach of our advertising inventory and finding the best audiences for advertisers across any one of our sites."