

SUCCESS STORY

**How Omeda + GA Data Drive
New Sales & Upend Content
Strategy**



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The Goal

Differentiated Insights

- Unearth the most meaningful insights on NL readership in company history
- Go beyond full list or clicker group level data only

Drive Better Decision Making for Editorial & Sales

- Provide Content team with precision lens into readership composition
- Arm Sales team with firmographic and behavioral information on audiences

Methodology

Year	Unique Emails / Unique Known Users	Pageviews by Known Users	Total Time Spent by Known Users in Minutes	Average Time Spent in Minutes	
2021					
2022	26,754	262,682	792,066.40	3.75	
2023					
Date Range For Table					
4/1/2022	7/1/2022				
2022	/workforce/article/15294260/positive-drug-tests-in-transportation-jobs-on-the-rise	2,697	4,217	12,158.60	3.59
	/regulations/article/15293288/nations-truck-stops-say-theres-no-def	2,423	4,013	10,834.95	3.43
	/regulations/article/15288654/cvsa-sets-dates-for-annual-roadcheck-inspection-blitz	2,404	4,019	10,288.73	3.31
	/business/article/15290546/are-you-adapting-to-changes-in-the-trucking-industry	2,350	4,137	18,480.00	5.96
	/workforce/article/15293001/truck-drivers-lost-48-trillion-through-overtime-rules	2,318	3,413	15,640.17	5.54
	/equipment-controls/article/15290376/us-xpress-kodiak-robotics-complete-6350-mile-131-hour-autonomous-run	1,918	3,261	12,116.98	4.67
	/economic-trends/article/15294423/trucking-authority-revocates-paint-a-misleading-picture	1,721	2,535	11,087.43	5.34
	/preventable-or-not/video/14933361/trucker-avoids-being-hit-but-ends-up-with-flipped-trailer	1,716	2,515	4,776.15	2.40
	/business/article/15293583/usa-truck-acquired-by-db-schenker	1,702	2,587	5,739.83	2.84
	/regulations/article/15291529/speed-limiter-notice-officially-published-wednesday	1,659	2,396	8,014.58	3.98
	/alternative-power/article/15292318/cummins-hydrogen-engine-offers-advantages-over-allelectric	1,607	2,423	11,393.70	5.72
	/business/article/15292022/ryder-confirms-takeover-bid	1,573	2,180	4,682.63	2.61
	/preventable-or-not/video/14933747/video-trucker-backs-into-incoming-car	1,530	2,412	4,990.32	2.62
	Total	26,754	262,682	792,066.40	3.75

Article consumption by editor and topic

Company	Name	Title	Duration in Minutes
PS Logistics		Director Carrier Services	329.73
		Director of Safety	785.03
		VP of Technology	16.12
		VP of HR	70.77
		Vice President Maintenance	28.13
AVERITT EXPRESS		Business development	90.63
		Regional Safety Coordinator -- Averitt Express	28.18
		Executive	92.2
		Corporate Safety Manager	202.55
		Director Corporate Transportation	81.85
		VP Corporate Transportation	234.17
Cargo Transporters Inc		Director Of Risk Management/Legal Affairs	6.67
		Director of Operations	11.93
		Sales Executive	8.38
		Sales Manager	50.28
SCHNEIDER		Director of Maintenance	499.47
		Director of Account Development	37.75
		Director of Sales	5.18
		Recruiting Manager	2.35
		DRIVER	37.58
		Recruiting Manager	304.53
		Operations Manager	13.5
MELTON TRUCK LINES		Driver Team Leader	1.32
		Orientation Mgr	71.27
		Owner-Operator	50.05
		DIRECTOR	127.57
		Pricing Analyst	41.82
	Controller	116.53	

Quarterly custom reports combine data from Google Analytics, CDP, and Olytics



Methodology

Engagement & Planning

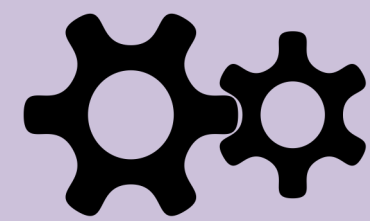
- Double digit YoY growth in unique monthly email readership
- Editorial now using performance data in content development
- Audience tailoring acquisition toward revealed gaps

Sales

- Multiple digital campaigns sold off of these insights
- Enriched media kits
- A pathway to quoting engagement and job function vs. contact volume

"I have been asking for this kind of information for as long as I can remember." - SVP Audience

How it Works in



When an email address is processed to the Omeda database, a hashed email is created and stored on that customer record.



Hashed emails can be added to web strings in Email Builder defaults and automatically tagged on links to your sites in email content.



When customers click on links to your sites from an email, their hashed email is carried over and can be picked up by Google Analytics.

Default Web Strings in Email

Approval Queue **Tools** CMS Summary Stats Oleads Calendar

Organization Defaults for: Acme Media Company
Database Defaults for: Acme Global DB
Type Defaults for: Business News (157)

Recipient	Email	Test	Seed	Report - Full
{add recipient}	{add file}			?

Final approver: {select one}

Owner receives comment/approver email: yes no

Disable follow up messages: yes no use Database setting

Domains to be Excluded:
{comma separated and may include top-level domains, e.g. "competitor.com,abc.com,.gov,.edu"}

External Domain Suppression File: (test file)

External Email Suppression File: (test file)
{example: sftp://user:password@sftp.yourcompany.com/suppressionfile.txt}

Audience Size Limit: unlimited limited use Database setting

External Hard Bounce Filter: yes no use Database setting

Internal Hard Bounce Filter: yes no use Database setting

Enable olytics: yes no use Database setting

Enable Web Tracking: yes no use Database setting variable Web Tracking String: GA tracking1 (manage)

Enable Mail-to Tracking: yes no use Database setting

Default Web Strings in Email

Enable analytics ? yes no use Database setting

Enable Web Tracking yes no use Database setting variable Web Tracking String: GA tracking1 (manage)

Enable Mail-to Tracking yes no use Database setting

Reuse Link Category ? yes no use Database setting

Web Tracking Configuration Select Web Tracking String ▼ Create New Clone

Web Tracking string name
Example hashed email to GA

Available Parameters ?
Brand Alternate ID
Brand Name
Customer ID
Deployment Designation Name

Your Current Web Tracking Parameters

Add Tag ↑ ↓ ×

Tag

Default Web Strings in Email

Available Parameters ?

- Brand Alternate ID
- Brand Name
- Customer ID
- Deployment Designation Name
- Deployment Designation Name Abbrev
- Deployment Promocode
- Deployment Sent Date
- Deployment Sent Time
- Deployment Tracking Number
- Deployment Type Name
- Encrypted Customer ID
- Link Sequence Number
- Link Tracking Category
- Link Tracking Category Abbrev
- Link Tracking Keyword
- Message Type
- Split ID
- Constant**

Your Current Web Tracking Parameters

Add Tag ↑ ↓ ✕

Tag	utm_medium
Constant	email
Tag	utm_campaign
Deployment Type Name	
Tag	enter Tag name
Constant	@{hashed_email_address}@

Buttons: Add > (highlighted), < Remove

Connecting Omeda and GA

Leverage Omeda APIs

- Call the Customer Lookup by Hashed Email Address to return the customer ID
- THEN
- Call the Customer Comprehensive Lookup by Customer ID to retrieve contact information, demographics, subscriptions, behaviors, external IDs, products, promo codes or acquisition dates.



Questions



Q:



A: