

# Publisher Sales Opportunity In The Era of Data

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- ▶ **Landscape**

- ▶ **Data**

- ▶ **Innovation**

- ▶ **Summary**

# Publishers Now Face An Army of Competitors



# What Clients Hear

**Individualized, personalized & addressable**

**Mass Demos**

**Hyper-fragmentation**

**Networks, cable, print and portals**

**Data rich at a granular level**

**Nielsen**

**Technology enabled**

**Linear**

**Complex and fluid**

**Repeatable performance**

**Time, place and message decisioning**

**Spots and dots**

**Biddable media**

**Buying Scale**



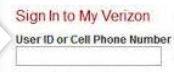
Key Players



SSO Identity Layer



Apple ID



Operating System



iOS

Marketplace Activation



Aol.

Content


 Spotify
 ESPN
 amazon.com Prime
 NETFLIX
 PlayStation.Vue
 PANDORA
 hulu

Devices

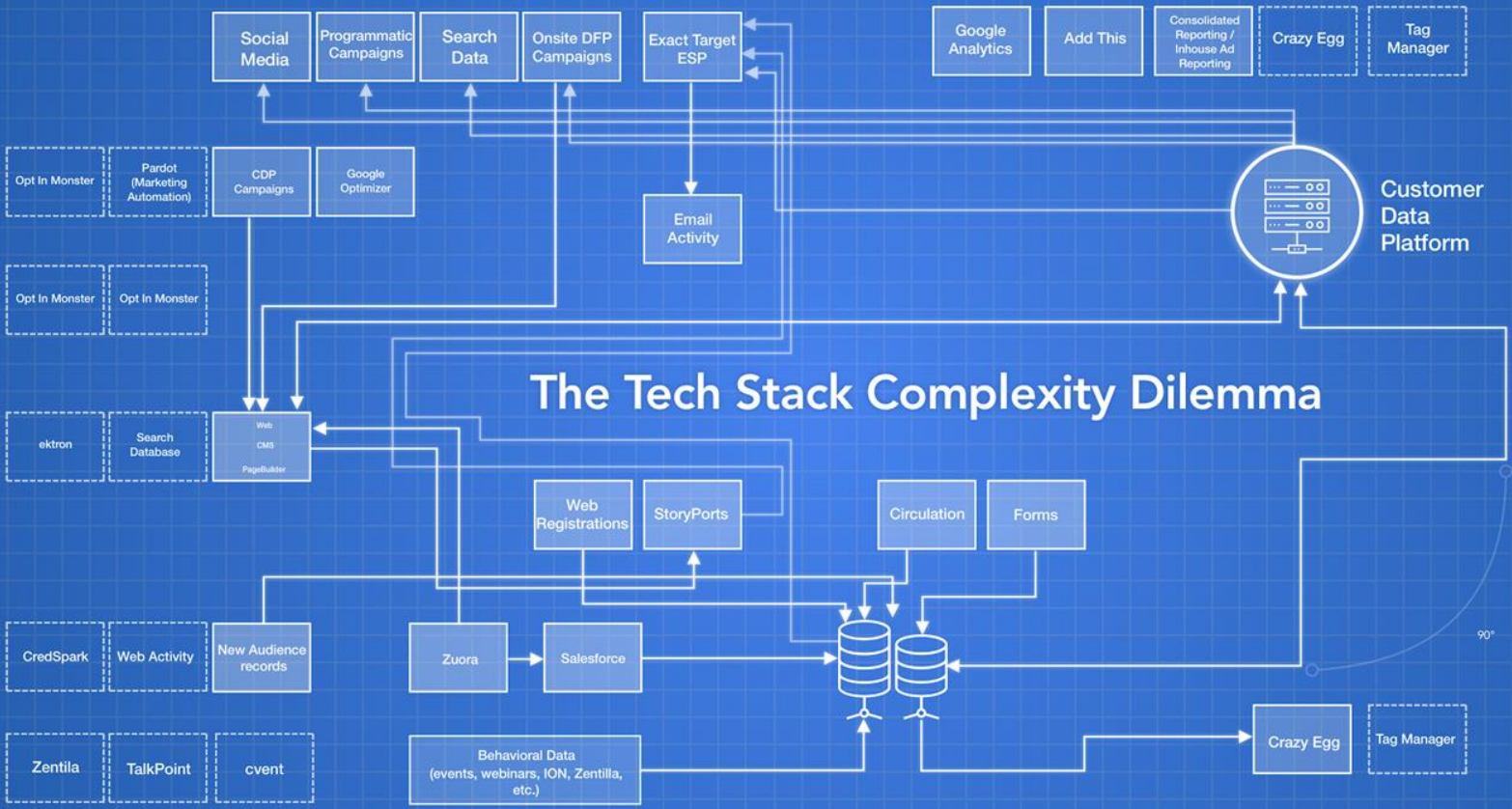


# Marketing Expenses

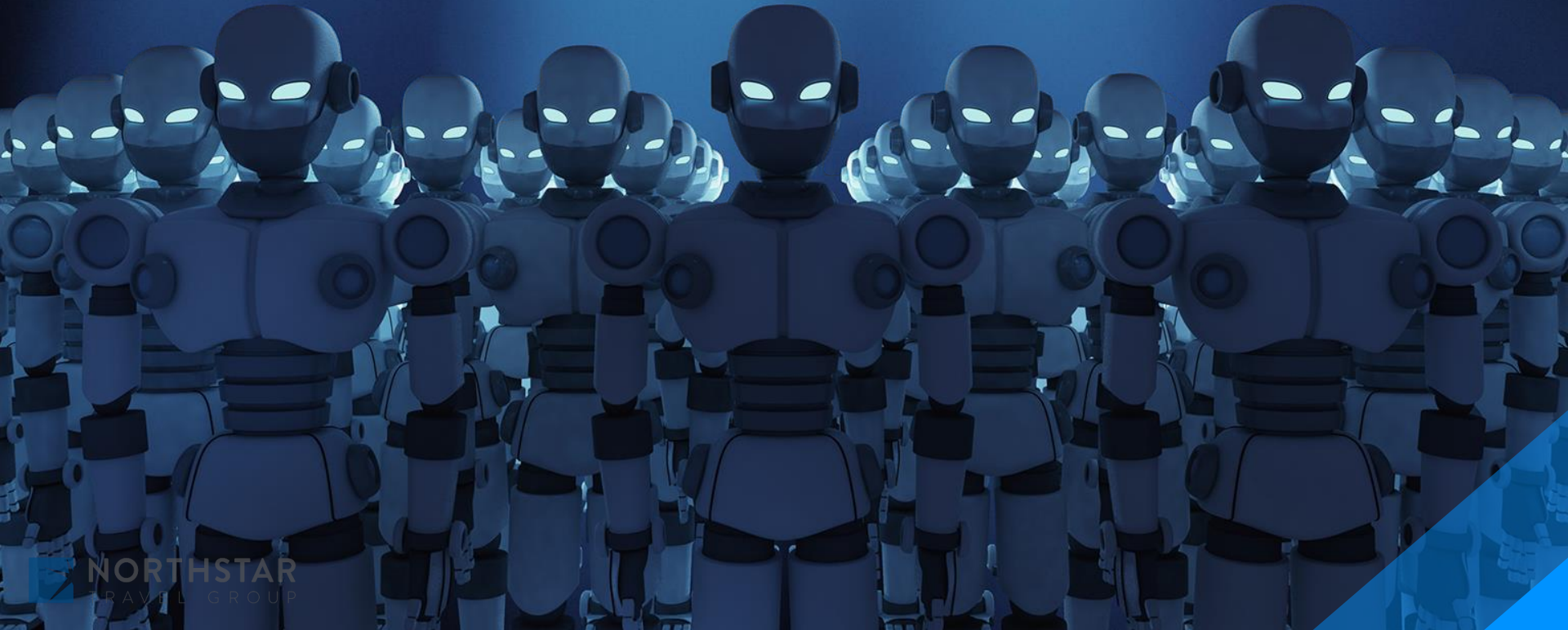
## Most Common MarTech Categories and Products

Advertising	Analytics	Content / Email	CRM / Sales	Social Media
     	     	     	   	     

# The Tech Stack Complexity Dilemma



# New World Order





# The Realities of Data

Data is your friend

Data is your enemy

Data is your salvation

Data is your demise

Data will set you free

Data will expose everything

# The Realities of Data

Data is your friend  
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Data will set you free  
Data will expose  
everything

ALL  
TRUE

“

Data is to this century what oil was to the last one: a driver of growth and change

–The Economist

”

430%

Projected Increase in  
Data Generation  
by 2020

(Forbes)

# But most organizations do not feel that they have great data!



**Of marketers consider the overall health of their data as unreliable.**

– SiriusDecisions



**Of those surveyed don't feel their sellers have the right account intelligence.**

– Dun & Bradstreet  
Customer Insights



**Of leads that B2B marketers generate turn into customers.**

– Forrester

**70%**

of a customer's  
journey today is  
self-directed

**2,900**

marketing  
messages per day  
vying for each  
customer's attention

**For marketers, influencing  
buyers' decision-making has never  
been more difficult.**

**50%**

of all purchasing  
decisions are influenced  
by third parties

**5-21**

influencers involved  
in every purchase decision

# B2B Priorities Are Shifting

*Customer experience*

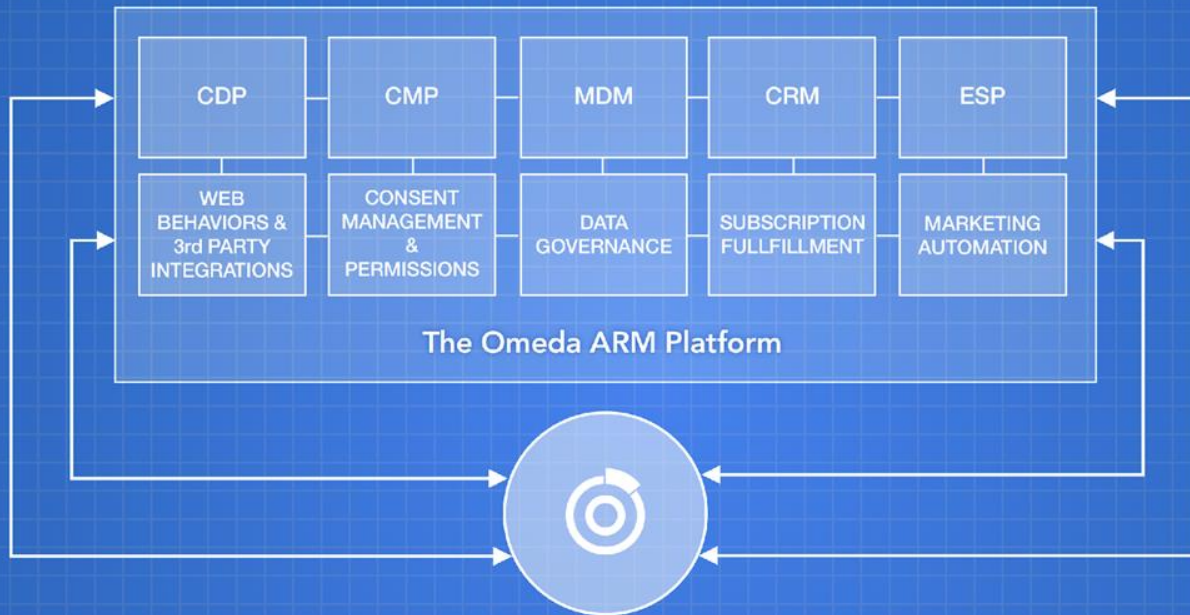
*Data-driven marketing*

*Cross-channel marketing*

*Mobile*

*Programmatic*





**NorthStar's**  
**Audience Relationship Management Platform**



# Not About “Democratization of Data”



# But “Democratization of Analytic Utility”



Enabling Specific Aspects of Data Driven Marketing



Focused on Application



Standardized Process and Outputs



Open Architecture



Scalable in Nature



# Moving Users from Unknown to Known



# The Mission

- **ARM**  
Audience Relationship Management
- **True Audience Value**

0  
4  
0  
3  
0  
2  
0  
1

• ———— Manage efficiently to improve retention and limit audience fatigue

• ———— Activate data to create, manage and grow products and revenue streams

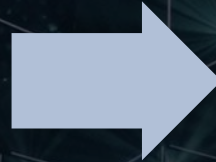
• ———— Unify all data to create a single view of the audience

• ———— Acquire new audience members with effective targeting

# A Shift In Business Strategy

The 'What'  
Product Sales /  
Advertising

- One size product fits all
- Deploy
- Manual Optimization
- Post Campaign Insights



The 'Why'  
Business Outcomes  
leveraging data &  
dynamic insights

- Speed to insight
- Outputs and recommendations tailored to client objectives/KPIs
- Dynamic Optimization
- Real time insights

A long-exposure photograph of a tunnel with vibrant, multi-colored light trails from vehicles, creating a sense of motion and speed. The trails are primarily orange, yellow, and white, with some blue and purple accents. The tunnel walls are dark and curved, and the floor is also dark. The overall composition is dynamic and futuristic.

# Programmatic Media

# Programmatic Comes of Age

**2/3** of digital  
ad spend is  
programmatic

**65%** of B2B  
marketers  
currently buy or  
sell advertising  
programmatically

**70%** of B2B  
marketers plan  
to increase  
programmatic  
spend in 2017

The challenge is a **lack of transparency** into inventory sources and quality..  
**46%** of B2B marketers said that programmatic and ad tech companies **don't "get"**  
B2B marketing and advertising.

# The Data Paradigm

**Access to intelligent data, dynamic platforms, and powerful audiences** uniquely positions select B2B Publishers to effectively **target and deliver** measurable results on marketing objectives.



# Transforming Sales



# Portfolio Launch: Northstar Social Suite



- Thought Leadership Presentation combining PCW market research on social media trends in travel and new Northstar products:
  - Social.amp
  - Social Access
  - Social Fuse
  - Social FAMS
- Anchored by our brands & data
- Product pipeline—Twitter Chats, Influencer content services
- Projected \$1M revenue line in FY19

Inputs

## Data-Driven Insights

Audience (personas)  
Real-time intent  
Intelligence

## Consultation

High-level objectives Vision  
and voice Goals and KPIs

# Branded Content at Work

## Informed Content

High-value content  
Applied analysis

Outputs

## Performance

Activate on insights  
Dynamic Optimization

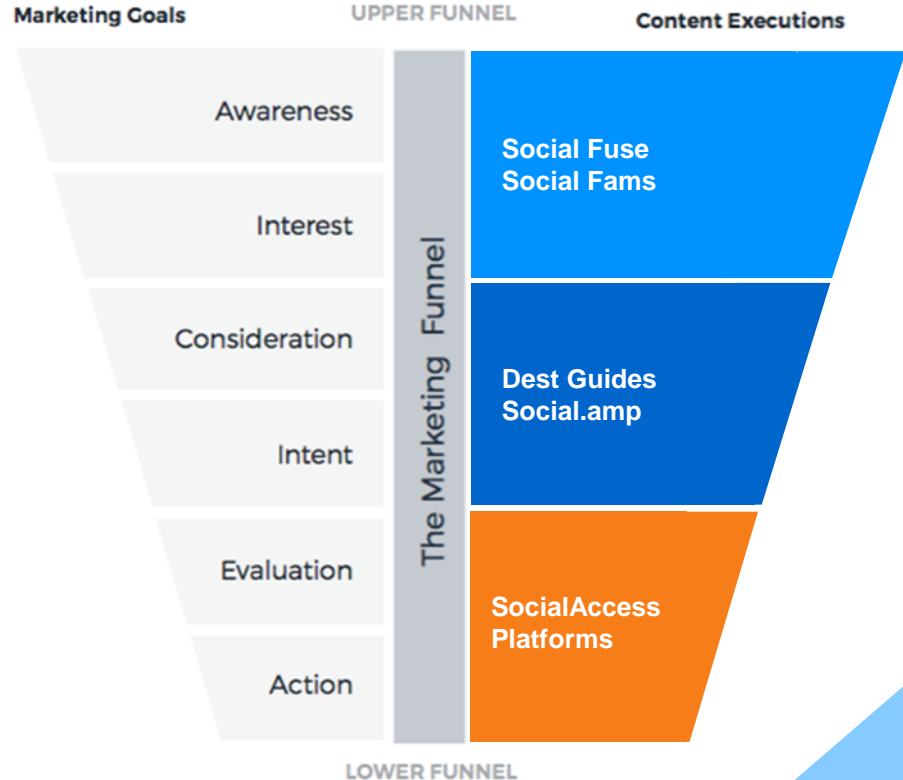
CONNECT  
MARKETING GOALS TO

# Data Solutions

TO DRIVE RESULTS

## Full Funnel

AT EVERY PART OF THE BUYER'S JOURNEY



# Using Data-Driven Insights

ABM we bring audience and intent together to identify the right individuals to target.

## First-Party Data

Demographics  
Firmographics  
On-site behavior  
Newsletters Events  
Print  
More



## Artificial Intelligence

Customer data platform  
(Olytics)



## Third-Party Data

Dun & Bradstreet  
Adaptive Insights  
Bombora



## High Value Customers

Audiences that demonstrate core buying traits and a propensity to engage with your brand

# Northstar Client Database Services

Leveraging Northstar technology, intelligence and expertise to improve the quality, depth and performance of your audience databases



A person wearing a red hoodie, brown pants, and a dark backpack stands on a rocky ledge, looking out over the vast, layered landscape of the Grand Canyon. The sky is filled with large, white, fluffy clouds. The image is framed by blue diagonal overlays in the top-left and bottom-right corners.

# Scale of the challenge Opportunity

# Summary

- Consumers not readers
- Tech is a means to an end not the end
- Empower Sales with Products
- Build a Process for Scale
- Brands + Tech + Data = Success
- True Audience Value





**Thank You**



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