

News Corp Australia

BIG DATA & ANALYTICS

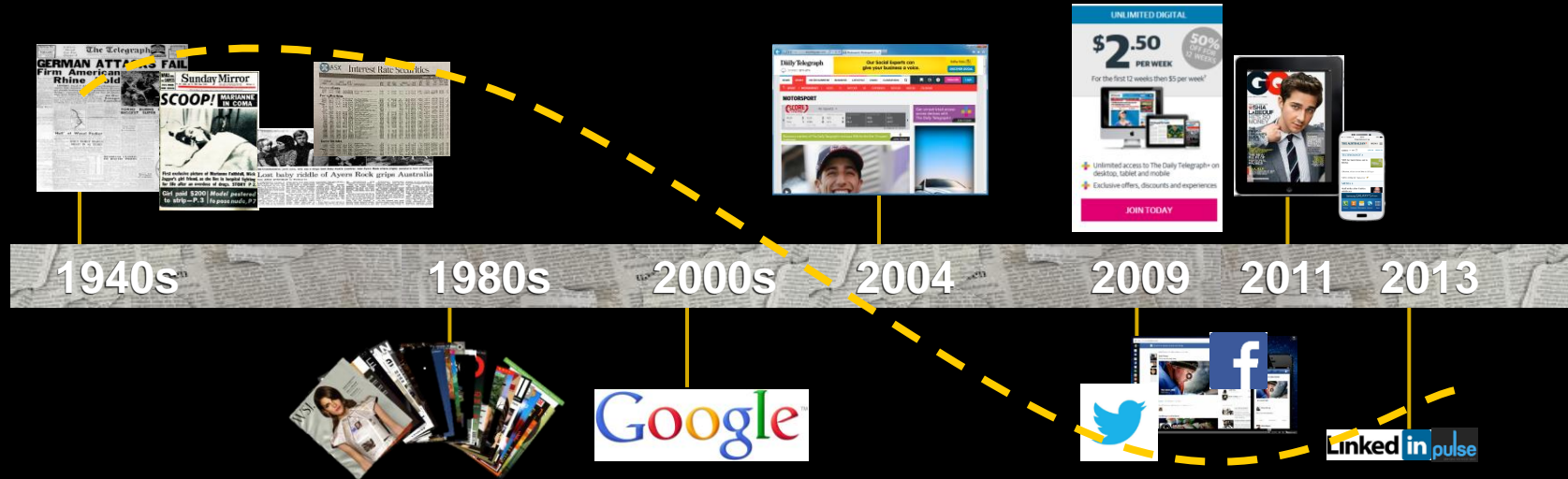
Using **MORE** data to increase loyalty (and revenue)

James Hartwright

Data Services Manager

News Corp

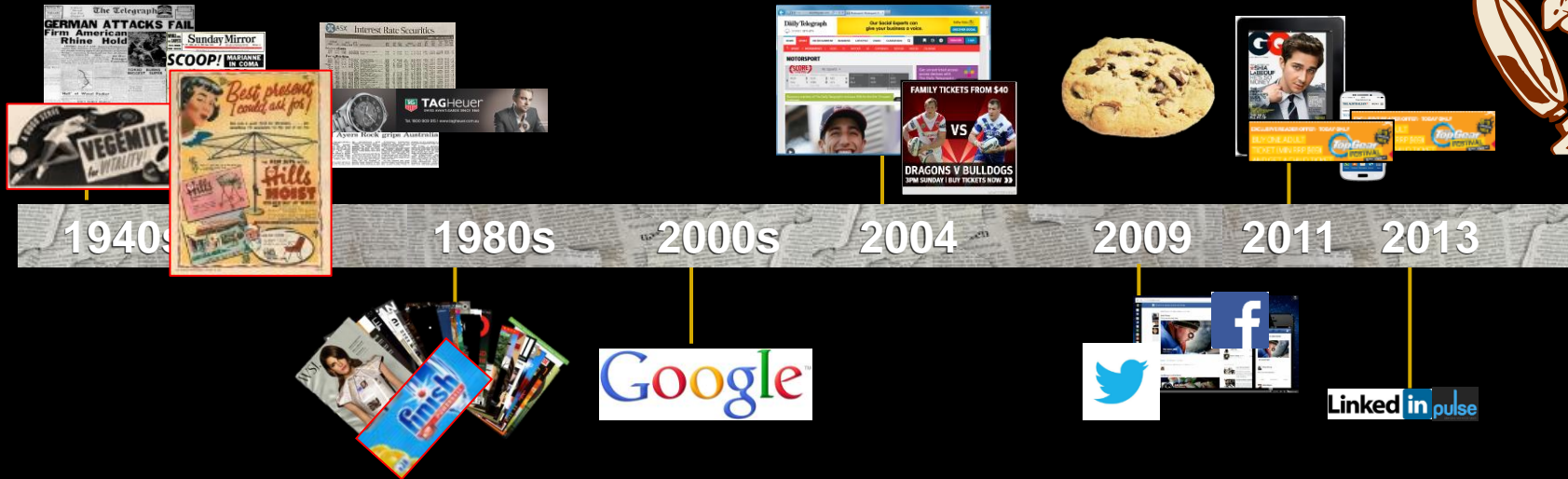
The Publisher-Consumer Landscape is changing



Along with consumer Brand Loyalty and propensity to pay...

The Publisher-Advertiser Landscape has also changed

“We need more *targeted* ads”



... News needs more information on our audience

We have plenty of potential contact points:
150+ brands across papers, magazines, online

The Daily Telegraph

The Courier Mail

Golf Digest

news.com.au

Herald Sun

THE AUSTRALIAN

NEWS LOCAL

taste.com.au

mx

kidspot.com.au

VOGUE

Business Spectator

GQ

Big League

FOX SPORTS

realestate.com.au
Australia's No.1 property site™

carsGuide

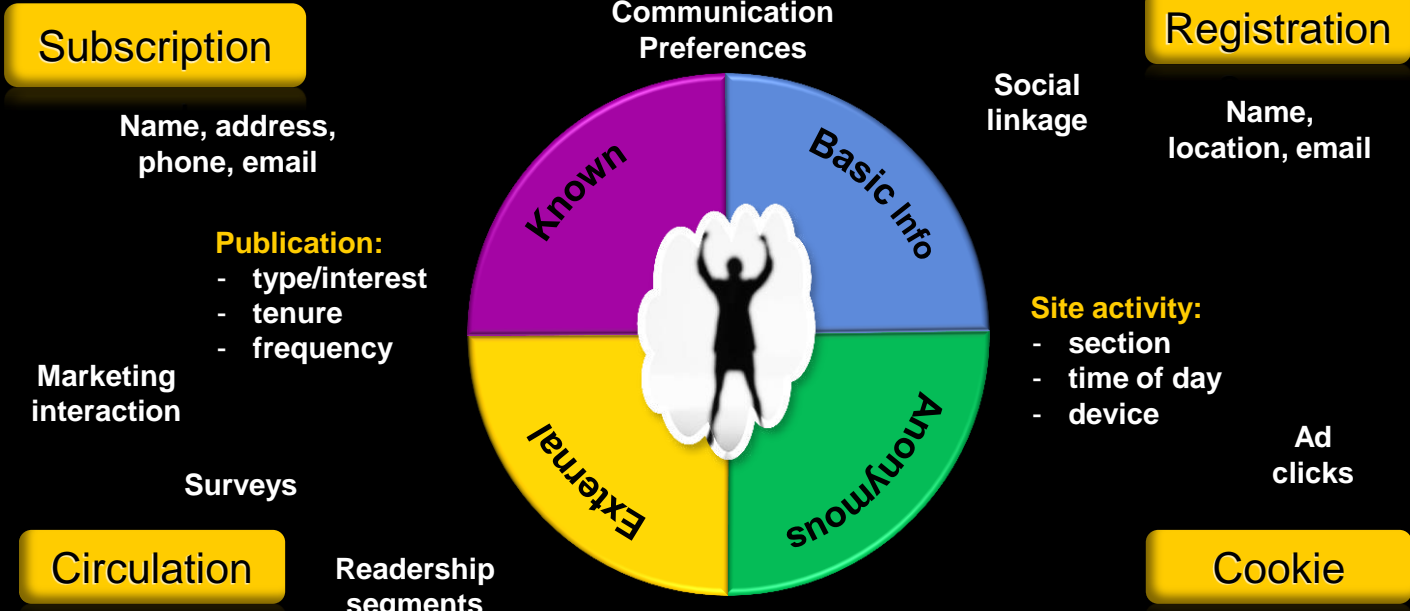
delicious.

careerone.com.au

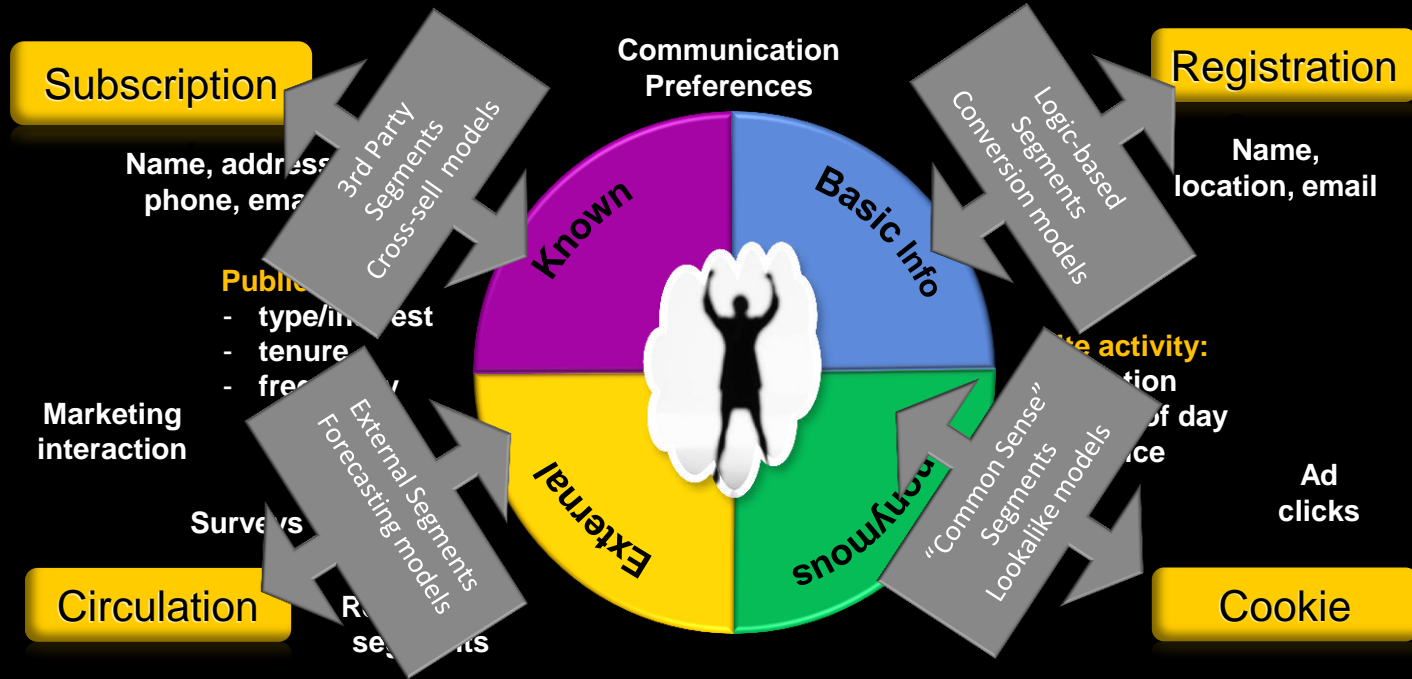
Escape.com.au
Escape

money saver HQ

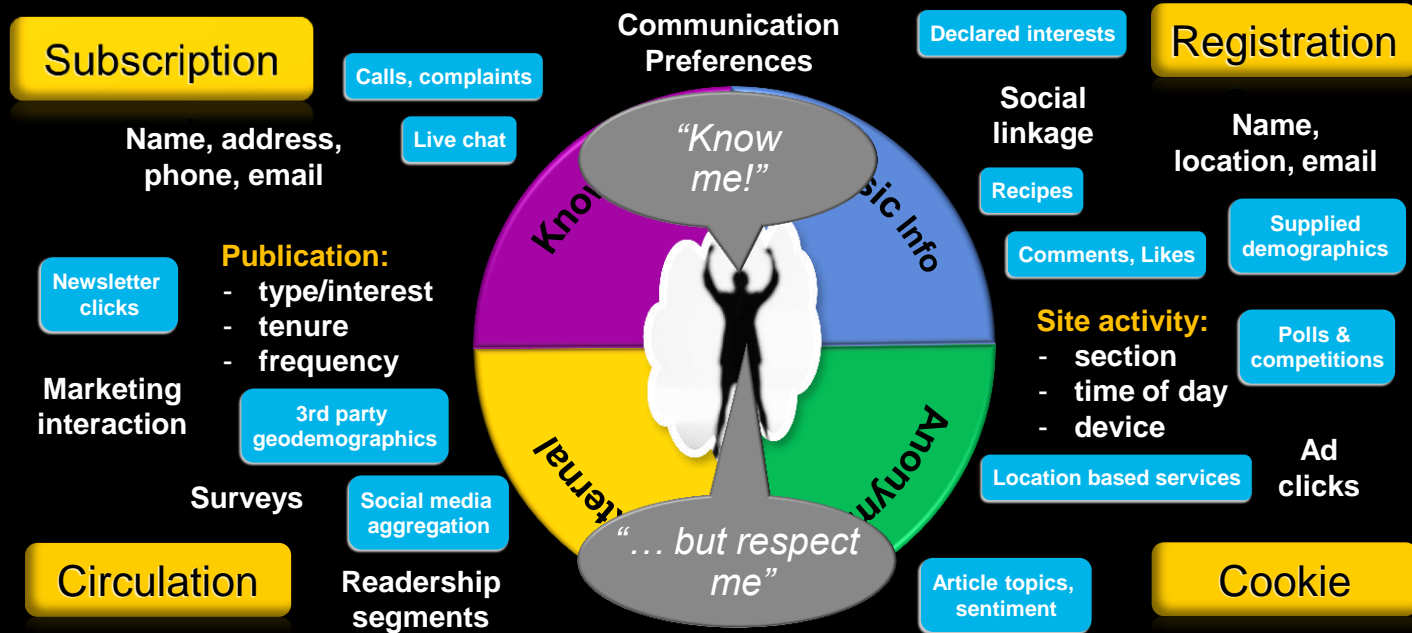
And a good amount of audience information to hand



But utilised by each business area using their own view of the consumer...



And the volume and breadth of data keeps growing. Always MORE!



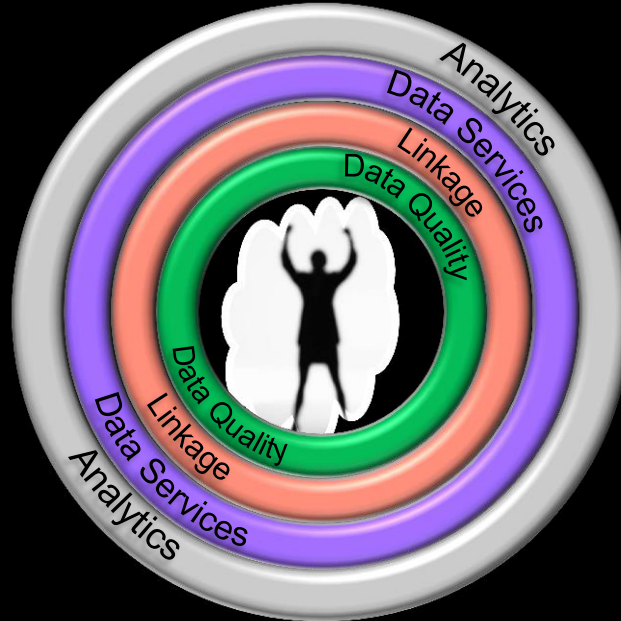
A 'whole of News Corp' strategy for content

Data Quality

- Name parsing and 'correctness'
- Address parsing / PAF match
- Phone & Email parsing
- Salacious/Profanity
- Quality flags

Linkage: audience connections

- Any hard links across accounts
- Consumer & Household
- Fuzzy matching
- Enrichment (Single Customer View)



and processes to manage and monitor

Data Services

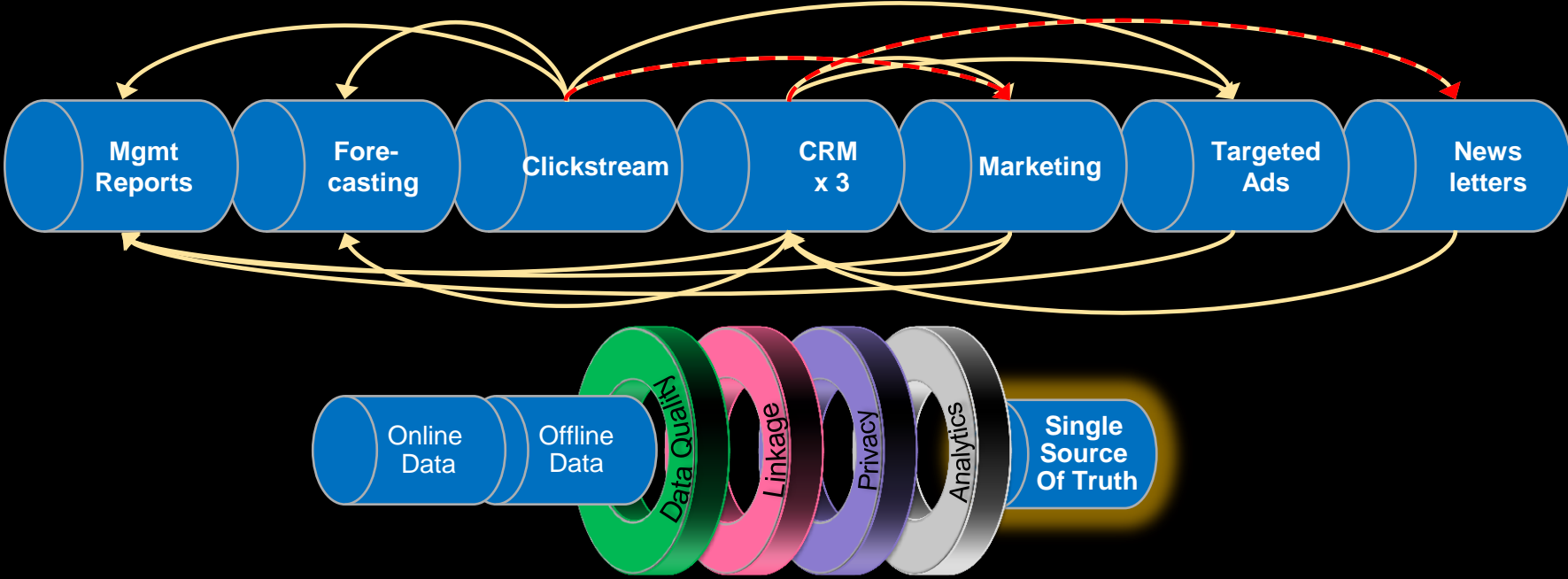
- Master Data Management
- Privacy compliance
- Governance & Access
- Trends and Metrics

Analytics

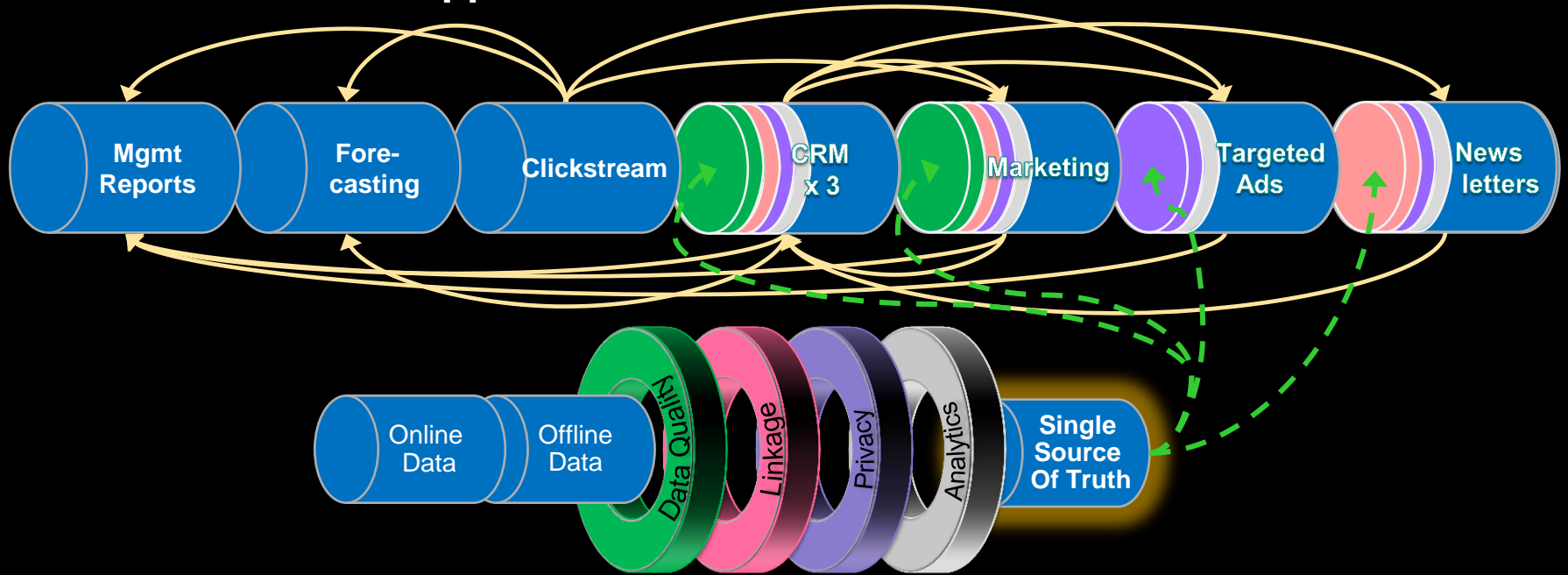
Insights and Execution

- Formatted for use
- Ad hoc data analysis
- Modelling
- Segmentation

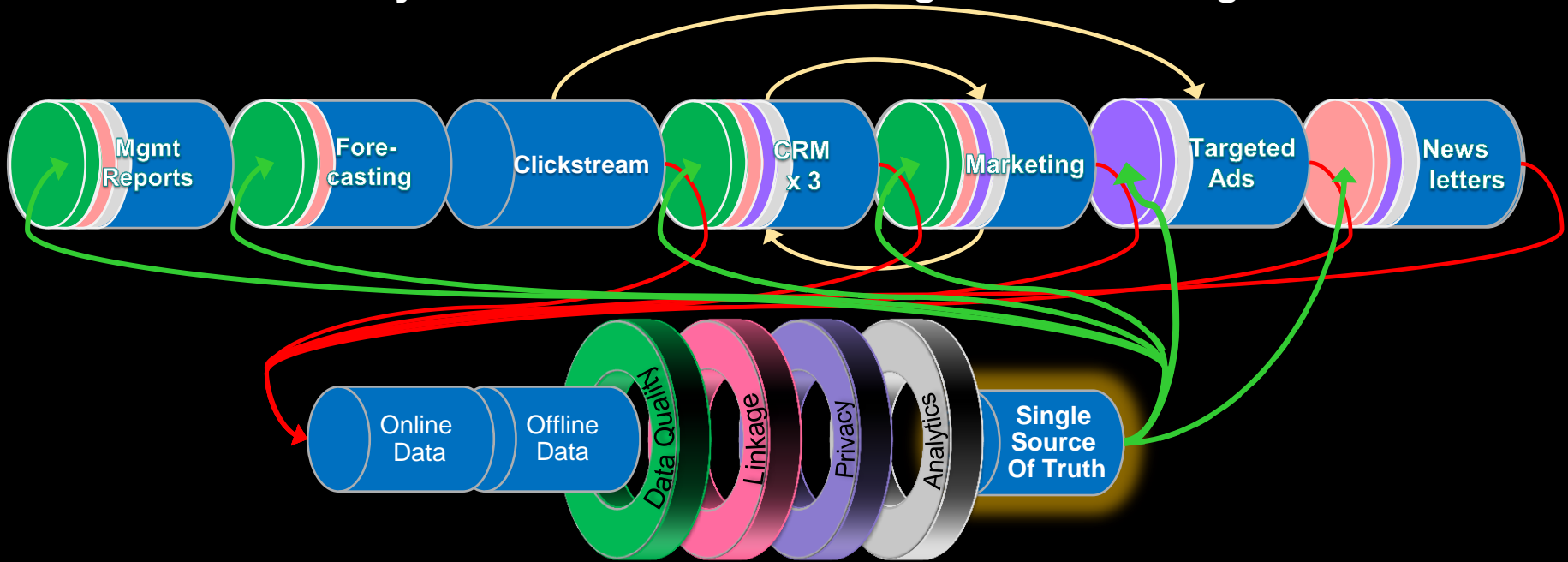
But how to intercept and integrate?



... with a soft-touch approach



... and incrementally reduce batch data moving around the organisation



What did it take to get to this stage?

The Call to Action: Consumer and Advertiser expectation



Leadership backing from the top; staying the course



Brands agreeing that sharing has more benefit than damage



Common privacy wording and privacy processes in place



Small, quick wins to show value



A practical delivery framework. Speed aligned to architectural principles



An experienced team: with skills in the four areas



Industry maturity: more intuitive tools, cheaper hardware



Open APIs: allowing us to provision and integrate data more easily

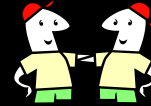


Base standards for data capture ongoing

What results have we seen so far?

10%

More newsletter article clicks
More articles read per session



Lookalike acquisition model
increasing conversion



Strong Ad revenue growth

20%

Increase on Churn retention rate
(no discounting required)

More data (when used effectively)



Increased engagement



Increased revenue

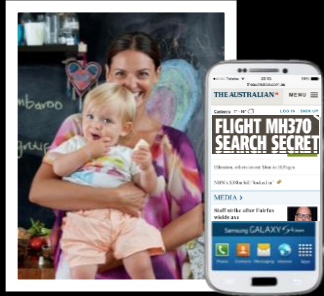


Decreased risk

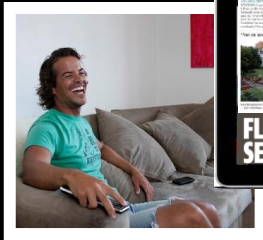


Less 'gut feel'

The next bold move?



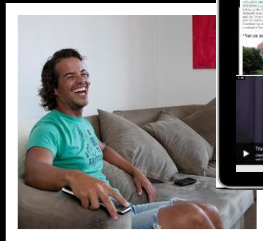
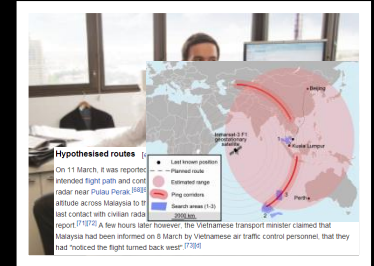
**FLIGHT MH370
SEARCH SECRET**



**Same content,
tailored to the
channel**



Personalised content



...to how the audience consumes it



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QUESTIONS

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News Corp