

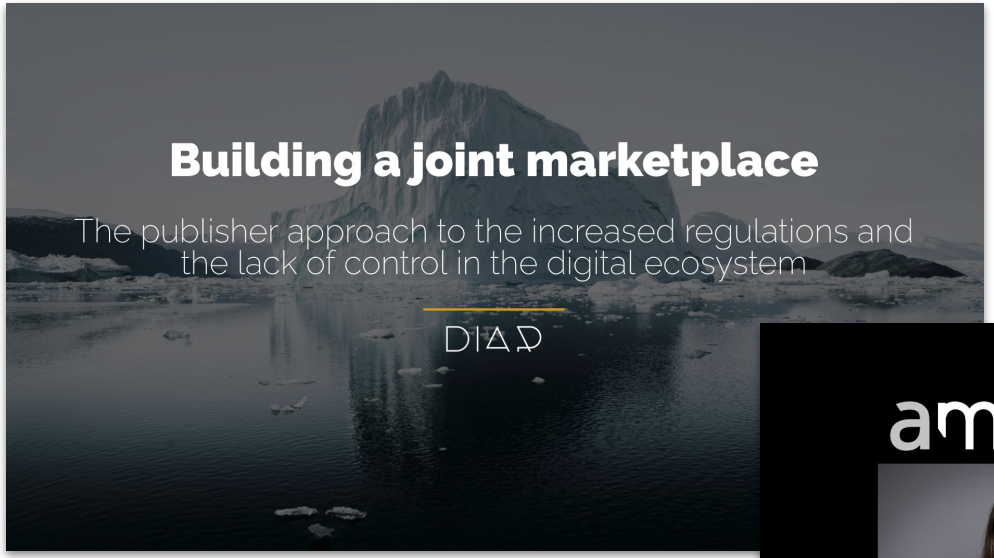
Building Publisher Strategy

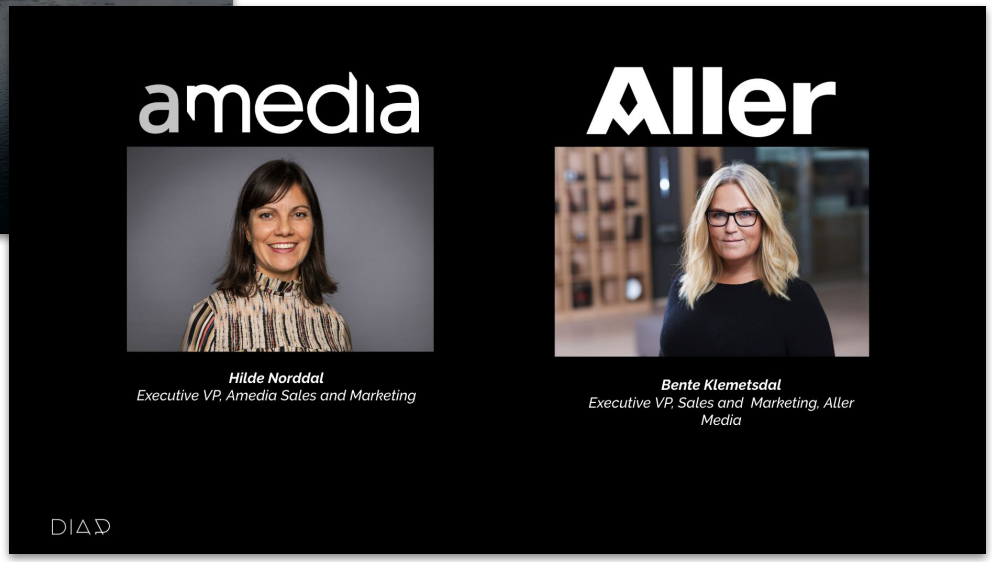
# Exploiting Our Own Data and Providing Advertiser Insights

DIAR

Helene Slettemoen,
*Director of Insight & Strategy, Diar*

# Part 1: Module 1



Diar is a Norwegian joint venture
established in 2019 by

amedia / Aller

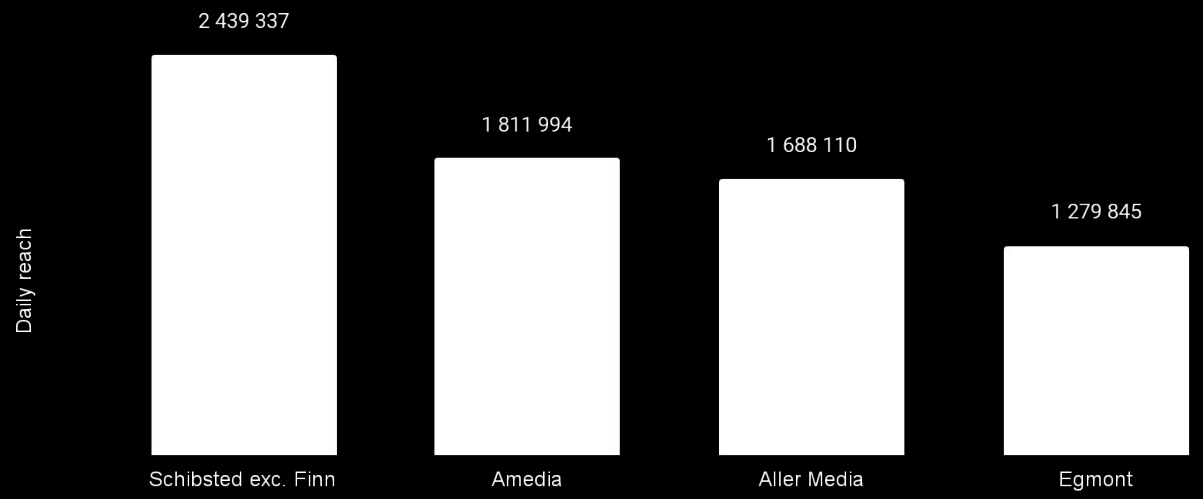
50% 50%

Diar is on a mission to create Norway's preferred marketplace
for social responsibly, cost-effective and accurate advertising

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# The Norwegian Digital Ad Market

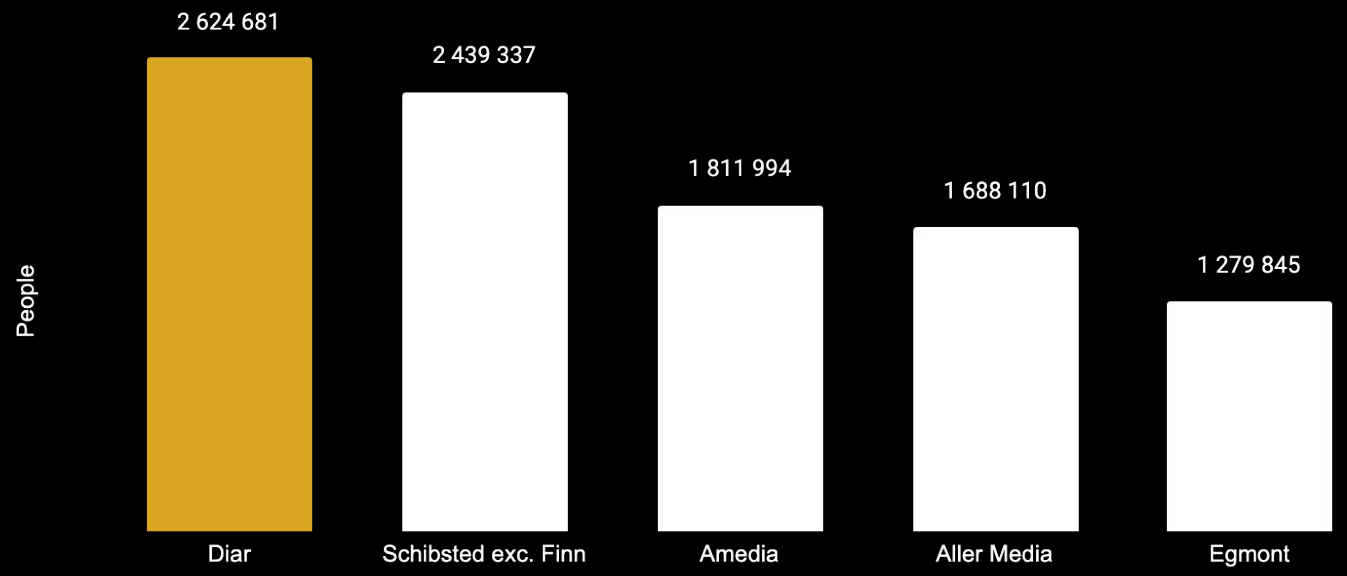
Media groups with editorial content




Source: https://medietall.no/?liste=persontall&r=PERSONTALL&pid=48509&p=2212&gs=1&ea=

# The Norwegian Digital Ad Market

Media groups with editorial content




Source: https://medietall.no/?liste=persontall&r=PERSONTALL&pid=48509&p=2212&gs=1&ea=

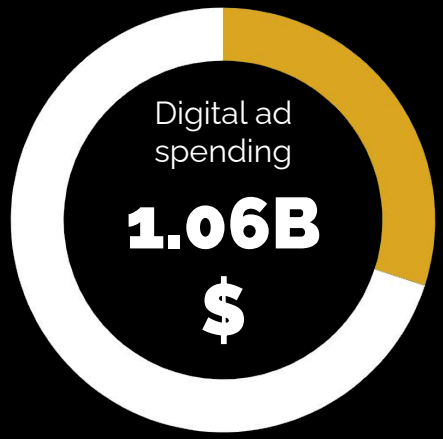
# Agenda

- What's Up With Norwegians?
- Data Disorder
- Publisher Benefits: This Is Why We Do It
- Meeting Market Expectations

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What's Up With Norwegians?
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# The Norwegian Digital Ad Market




Norwegian 🇳🇴 companies
(e.g. Aller, Amedia, Schibsted, TV 2, etc)

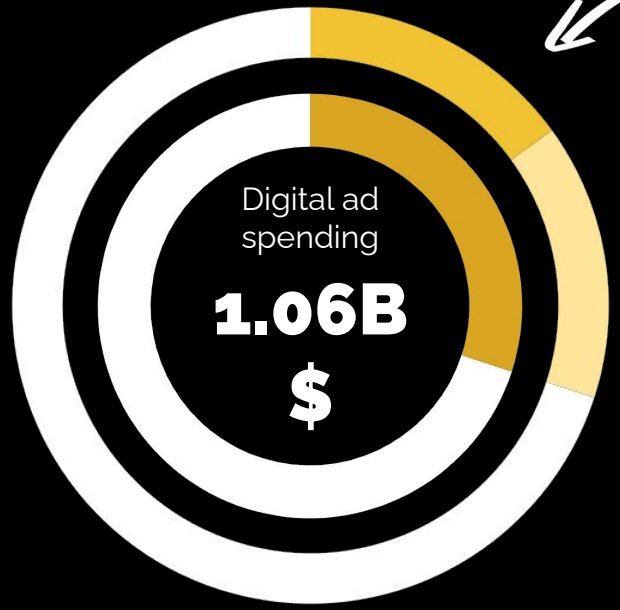
Multinational companies
(e.g. Google, Facebook)

DIAD

Sources: IRM 2022
GroupM 2021

# The Norwegian Digital Ad Market

Norwegian companies 🇳🇴
**Bought directly**



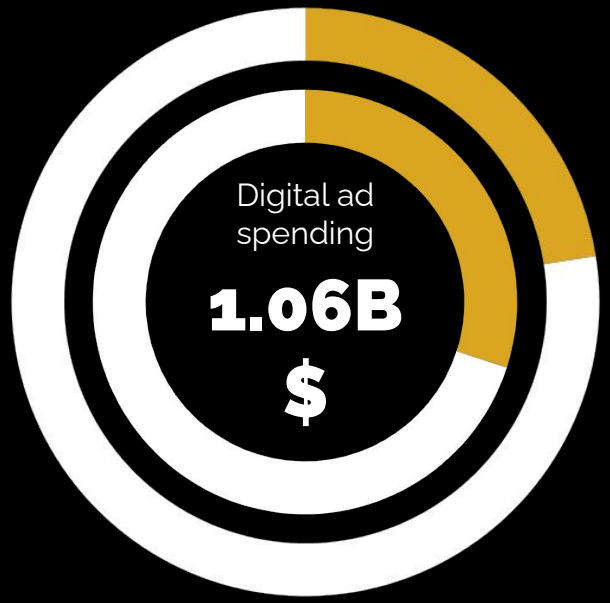

Norwegian companies 🇳🇴
**Bought programmatic**

Multinational
companies
(e.g. Google, Facebook)

DIAP

Sources: IRM 2022
GroupM 2021

# The Norwegian Digital Ad Market




Norwegian companies
(e.g. Aller, Amedia, Schibsted, TV 2, etc)

Multinational companies
(e.g. Google, Facebook)

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Sources: IRM 2022
GroupM 2021

# Norwegians Love Digital News

## and are willing to log in to access content

### Background

**9 in 10 Norwegians read digital news every week and 42% are willing to pay to access digital news.**



### Implications

**Publishers have access to first party data on 15-80% of their readers.**

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Illustration: Storyset

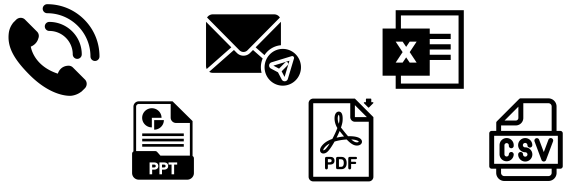
Sources: https://www.thelocal.no/20170925/why-norwegian-media-lead-the-world-in-digital-subscriptions/
https://www.digitalnewsreport.org/survey/2020/norway-2020/


Data Disorder
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# Buying methods

**DIRECT**

**Publisher** in control
**Advertiser** in the dark




**PROGRAMMATIC**

**Publisher** in the dark
**Advertiser** in control



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# MartechMap an initiative by chiefmartec & MartechTribe

# 2022 Marketing Technology Landscape May 2022

## Advertising & Promotion

### Display & Programmatic Advertising


### Mobile Marketing


### Native/Content Advertising


### PR


### Print


### Search & Social Advertising


### Video Advertising


## Content & Experience

### Content Marketing


### CMS & Web Experience Management


### DAM & MRM & PIM


### Email Marketing


### Interactive Content


### Marketing Automation & Campaign/Lead Management


### Mobile Apps


### Optimization Personalization & Testing


### SEO


### Video Marketing


## Social & Relationships

### ABM


### Call Analytics & Management


### Customer Experience Service & Success


### Influencers


### CRM


### Advocacy Loyalty & Referrals


### Community & Reviews


### Events, Meetings & Webinars


### Social Media Marketing & Monitoring


### Live Chat & Chatbots


## Commerce & Sales

### Retail, Proximity & IOT


### Affiliate Marketing & Management


### Sales Automation Enablement & Intelligence


### eCommerce Platforms & Carts


### eCommerce Marketing


### Channel Partner & Local Marketing


## Data

### Marketing Analytics Performance & Attribution


### Audience/Marketing Data & Data Enhancement


### Ipaas Cloud/Data Integration & Tag Management


### Business/Customer Intelligence & Data Science


### DMP


### Dashboards & Data Visualization


### Governance Compliance And Privacy


### Mobile & Web Analytics


### Customer Data Platform


## Management

### Agile & Lean Management


### Collaboration


### Talent Management


### Budgeting & Finance


### Projects & Workflow


### Product Management

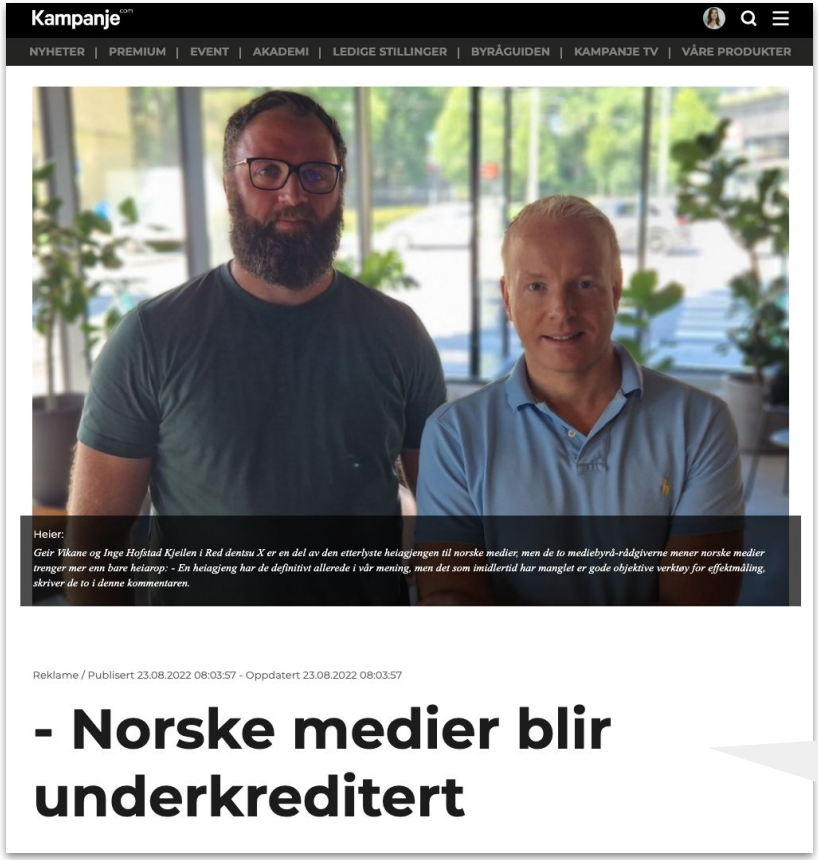

### Vendor Analysis & Management


visit martechmap.com to search, sort & filter




# Who owns the story?

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*"Norwegian media are not recognized for their advertising effect on digital sales."*

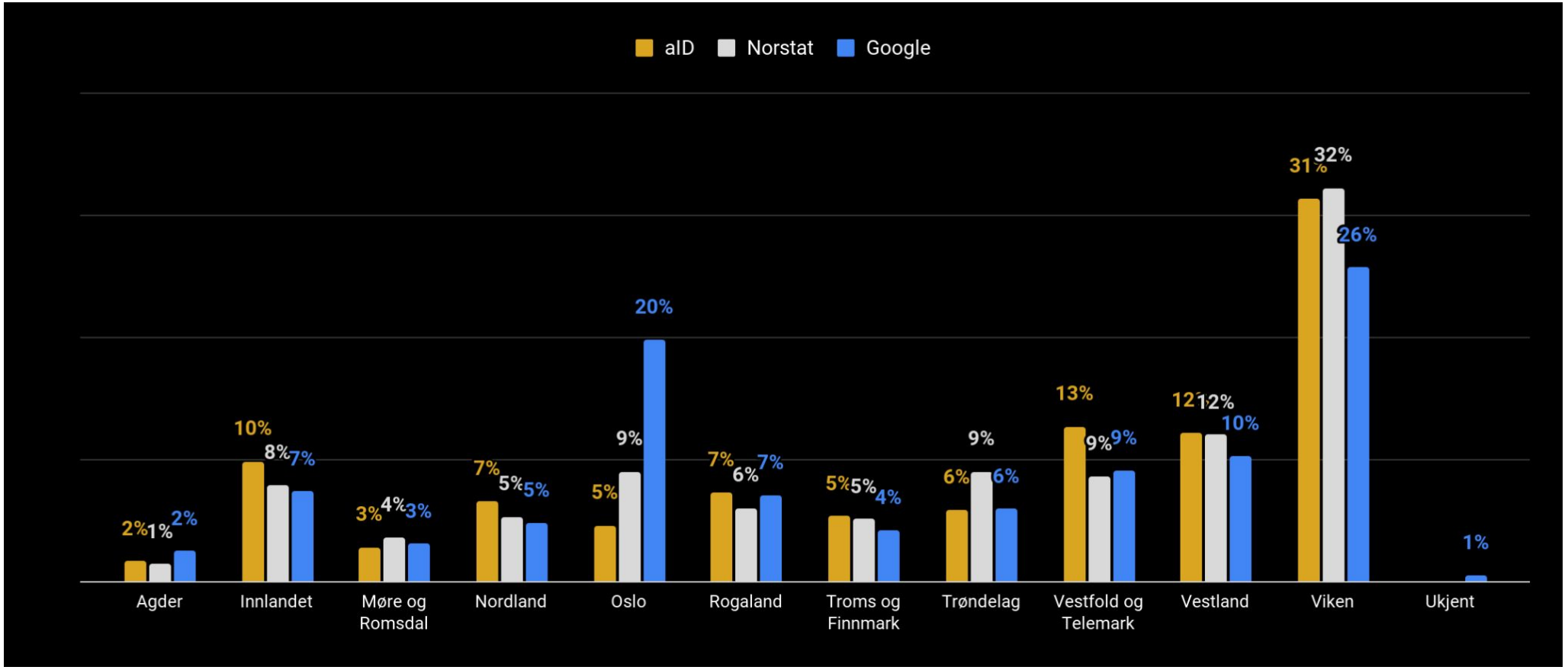
Inge Hofstad Kjeilen, Innovation Director, RED dentsu X

DIAD

Source: https://kampanje.com/medier/2022/08/kommentar---norske-medier-far-ikke-alltid-den-creden-de-fortjener/

Campaign data

# **Residential Address** vs **IP Geolocation**




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Clicks



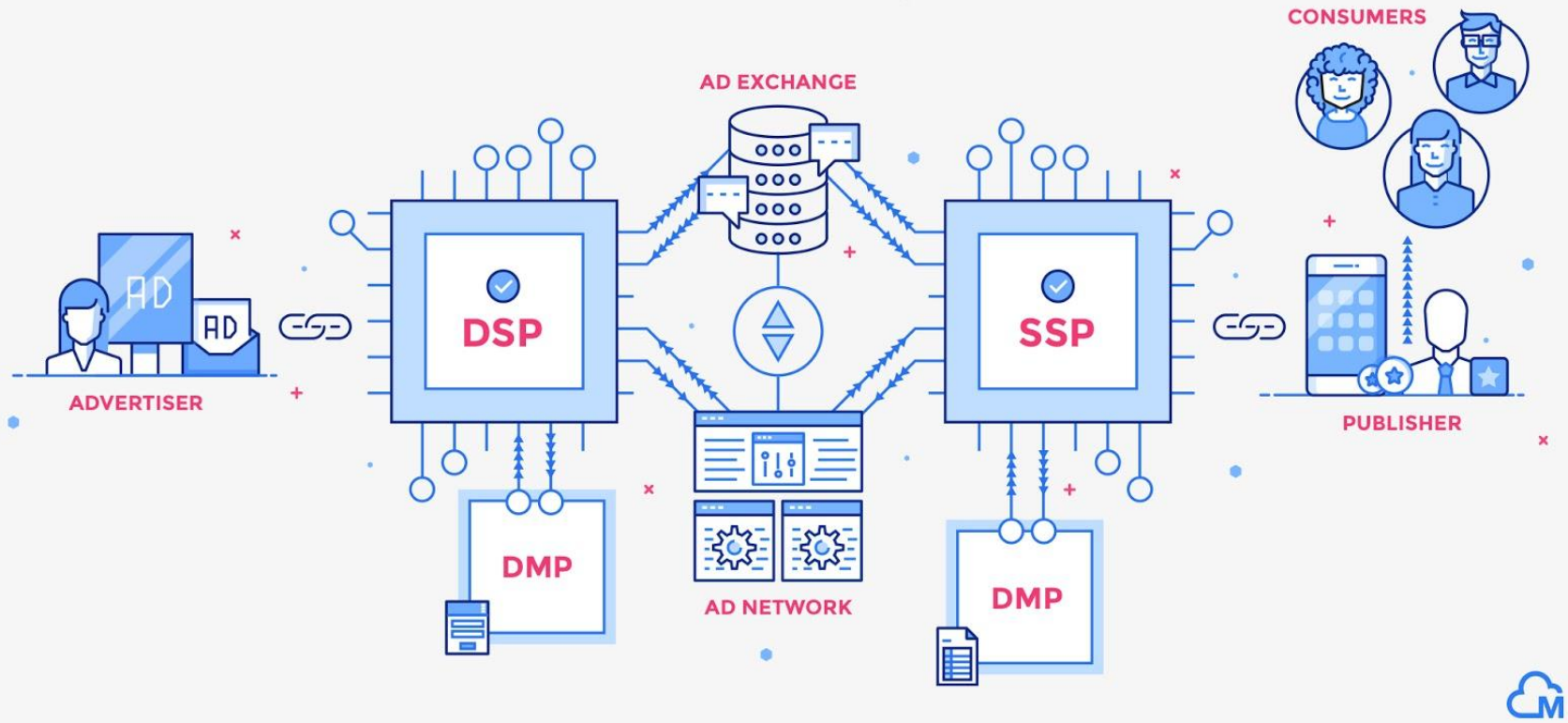
Users

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Illustration: https://storyset.com/illustration/superhero/amico


Publisher Benefits:
This is Why We Do It
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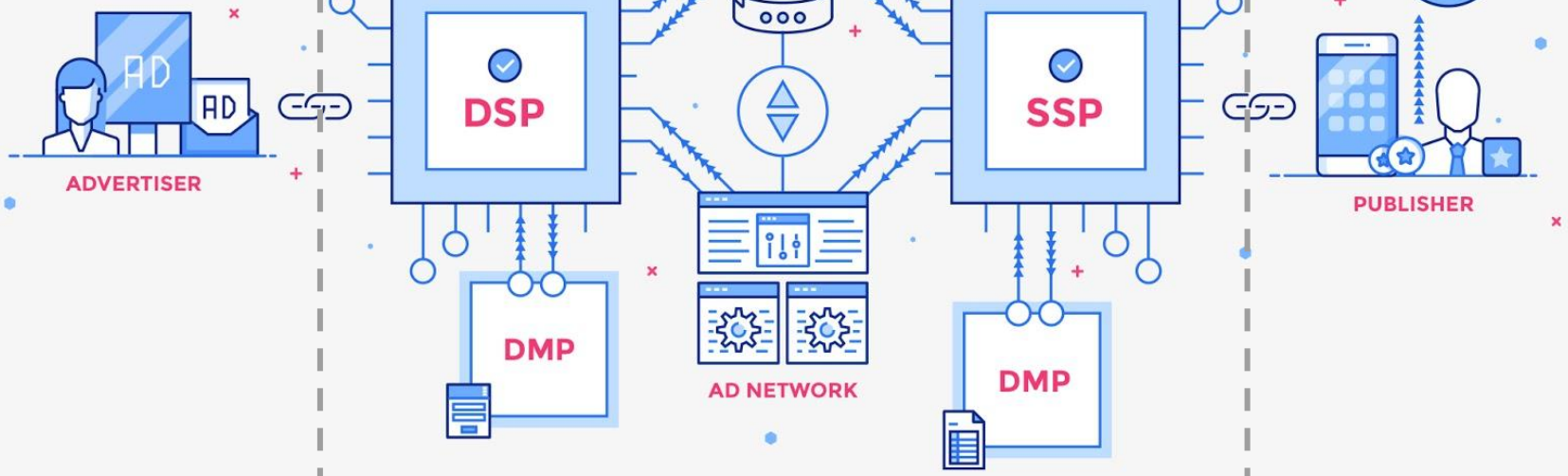
# The Advertising Supply Chain
and its technologies




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Illustration: https://www.moloco.com/blog/dsp-vs-ssp

# The Advertising Supply Chain
and its technologies




**Stakeholder:** Buyer
**Decide:** Price

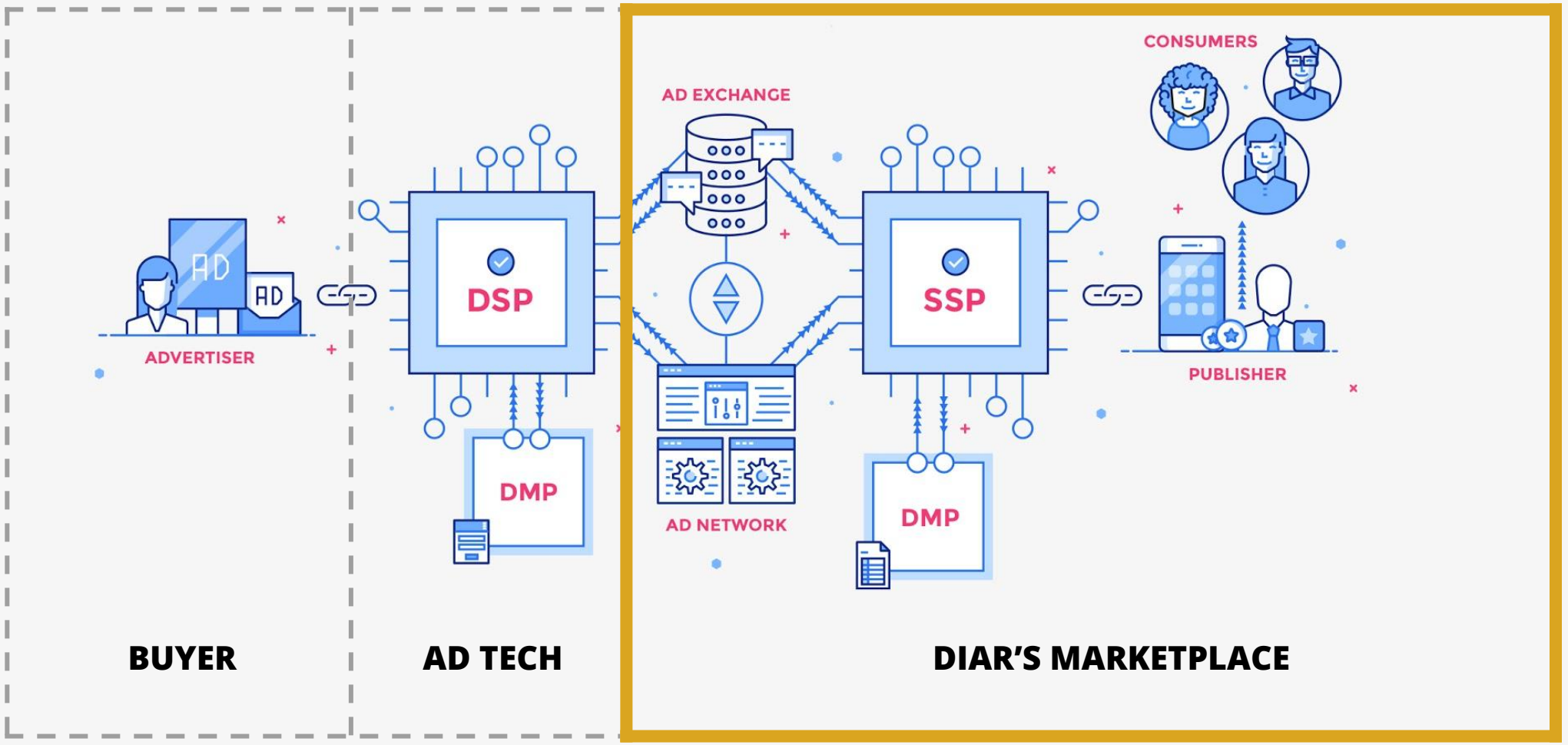
**Stakeholder:** Ad tech
**Decide:** Cost and functionality

**Stakeholder:** Publisher
**Decide:** Inventory and price

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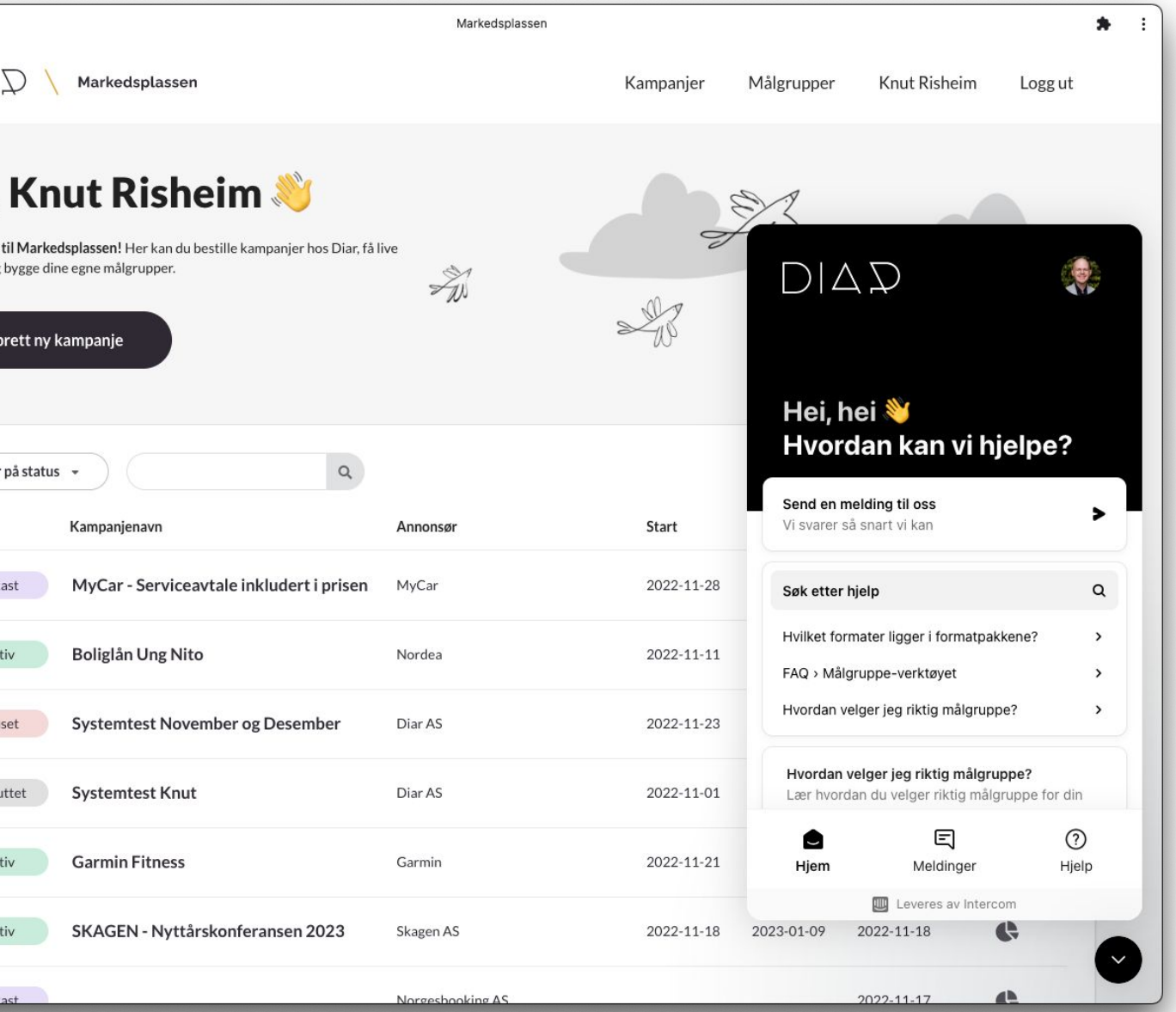
Illustration: https://www.moloco.com/blog/dsp-vs-ssp

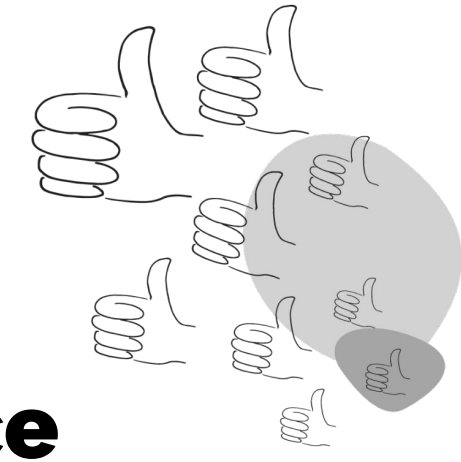
# **Gaining Control**
## of the digital ecosystem




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Illustration: https://www.moloco.com/blog/dsp-vs-ssp



# The Marketplace

*A self serve platform*

- ✓ For planning, activation and reporting – all in one platform
- ✓ Intuitive booking system
- ✓ Access to first party data
- ✓ Build you own targeting based on logged in users
- ✓ Reporting based on publishers first party data
- ✓ Integrated and automated

From **distribution**...





...to **added value** and **storytelling**

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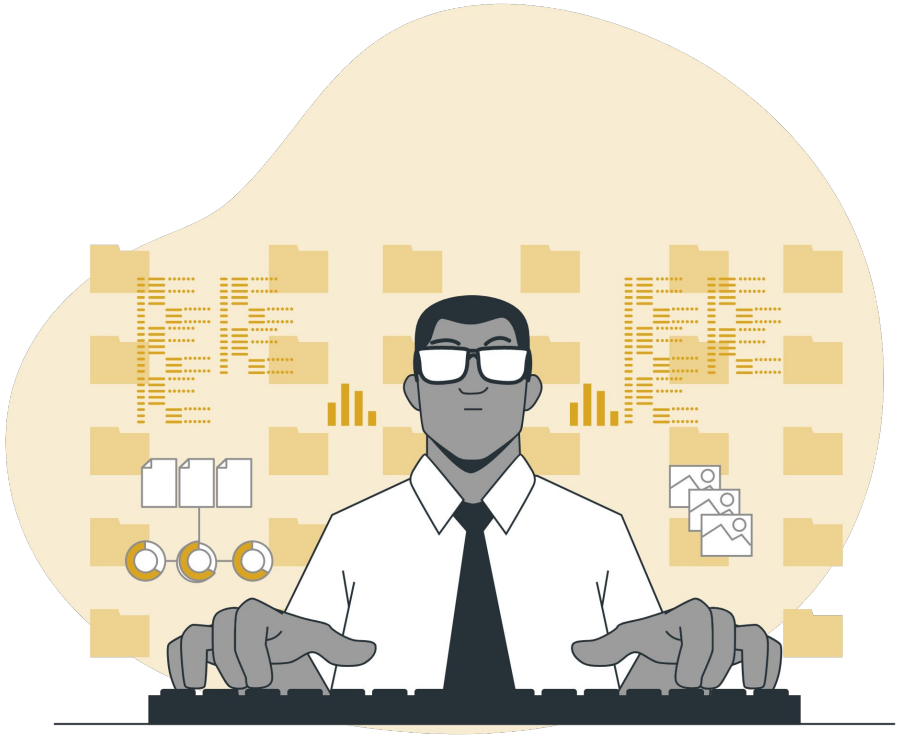
Image: https://www.pexels.com/photo/woman-sitting-inside-a-vehicle-5329208/
https://www.pexels.com/photo/couple-travelling-in-car-together-4577859/

# Examples of
# **Gained Opportunities**

**Access** to a larger part of **the customer journey** (e.g. campaign drafts)

Explore other **currencies** than CPM, such as Target CPM (TCPM)

**Control inventory** and adapt accordingly



Create, offer and deliver new **ad products**

**Determine KPI**s relevant to the campaign and the publisher

Extra revenues from **value-added services and products**, such as insight reports or extended campaign reports

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Meeting Market Expectations
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General

# Market Expectation




Image: https://13thfloor.co.nz/everything-everywhere-all-at-once-film-review/

# **Expectations**
## throughout the customer journey




**Planning & Buying**

- Forecasting
- Intuitive and easy booking solution
- History based on previous campaigns

**Reporting**

- Trust and transparency
- Benchmarks on previous campaigns or industry
- Ability to validate report with third party

**Tracking & Follow-up**

- Live tracking of campaign performance
- Ability to make changes

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# 72%

*"We trust the **quality** of an ad exposure in **Norwegian media** to be significantly **higher than in foreign media**."*

Norwegian advertisers



DIAD

Source: ANFO, Advertiser Report 2022

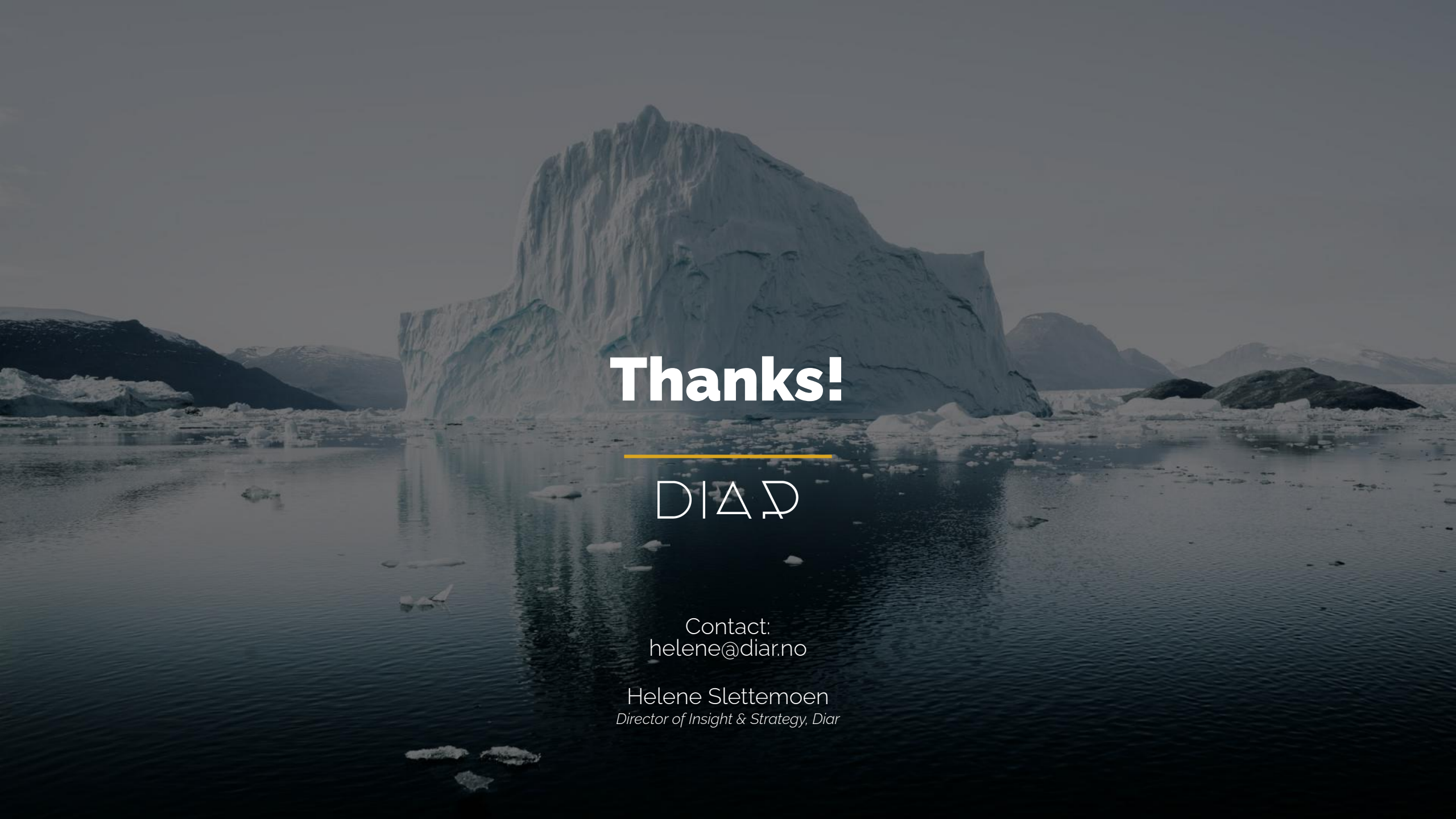
# 99%

*"It's **important** for us that Norwegian media has a **positive development**."*

Norwegian advertisers



Source: ANFO, Advertiser Report 2022



# Thanks!

DIAR

Contact:
helene@diar.no

Helene Slettemoen
*Director of Insight & Strategy, Diar*