Gebruik van data in de praktijk
sanoma
SBS

Maak kennis met Janou

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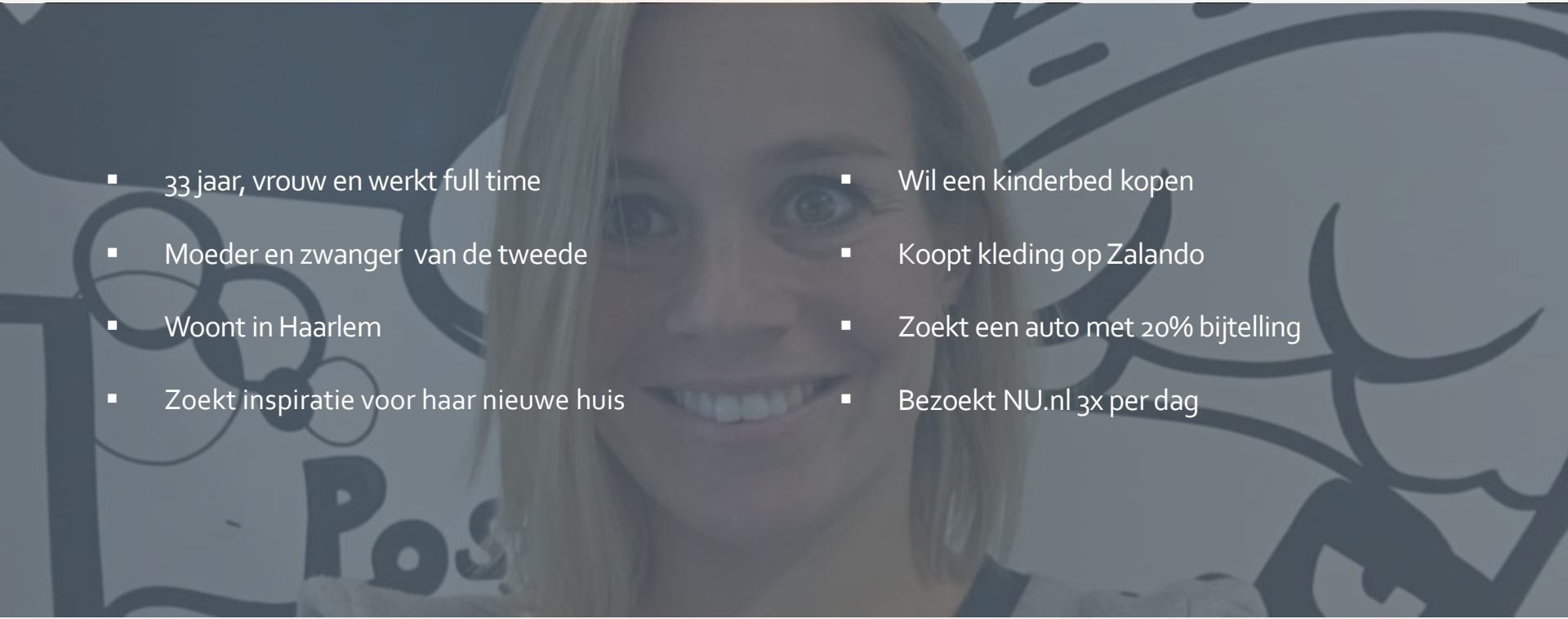


- 33 jaar, vrouw en werkt full time
- Moeder en zwanger van de tweede
- Woont in Haarlem
- Zoekt inspiratie voor haar nieuwe huis
- Wil een kinderbed kopen
- Koopt kleding op Zalando
- Zoekt een auto met 20% bijtelling
- Bezoekt NU.nl 3x per dag

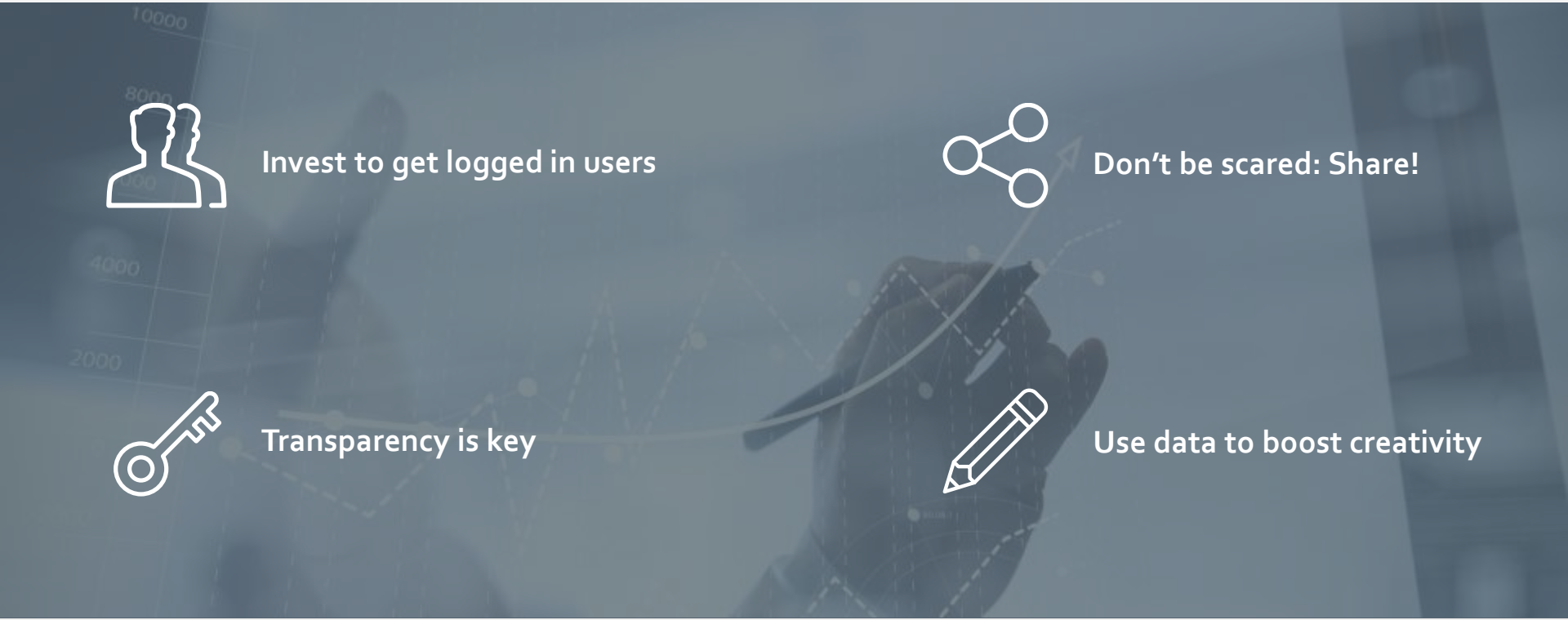
- Meer dan 1.4 miljoen mensen op één moment tegelijk op NU.nl na ontknoping Trump

- In de categorie bekende Nederlandse vrouwen werd in 2016 het meest gezocht op Kim Holland

- Het VIVA/forum en NU/achterklap worden opvallend vaak bezocht door mannen

- Fashion advertenties responderen significant beter als het slecht weer is

Data is our new game changer



Invest to get logged in users

Don’t be scared: Share!

Transparency is key

Use data to boost creativity

Invest to get logged in users

Automotive | News, sport & entertainment | Women | Kids & Teens | Home deco | And more...

With data and the right validation we can be truly cross-media

From unidentified to identified: how do we harvest logins and additional data?

By implementing value propositions across brands that trigger consumers to login

Livestream Champions League on NU.nl & SBS/ Veronica

Content

LINDA.tv

Content

Ouders van Nu Zwangerbox

Direct consumer benefit

Margriet premium content

Content

CookLoveShare

Content

Libelle boodschappentasjes actie

Direct consumer benefit

Identified user benefits

- Improved profiling Cross-device targeting
- Lower cost per sale
- Loyalty and churn improvements
- Deliver sequential creative messages
- Improve and increase traffic
- (Personalized)E-commerce opportunities
- Customer self-care

B2B

Unidentified

Identified

Monetization

B2C

Customer Intimacy

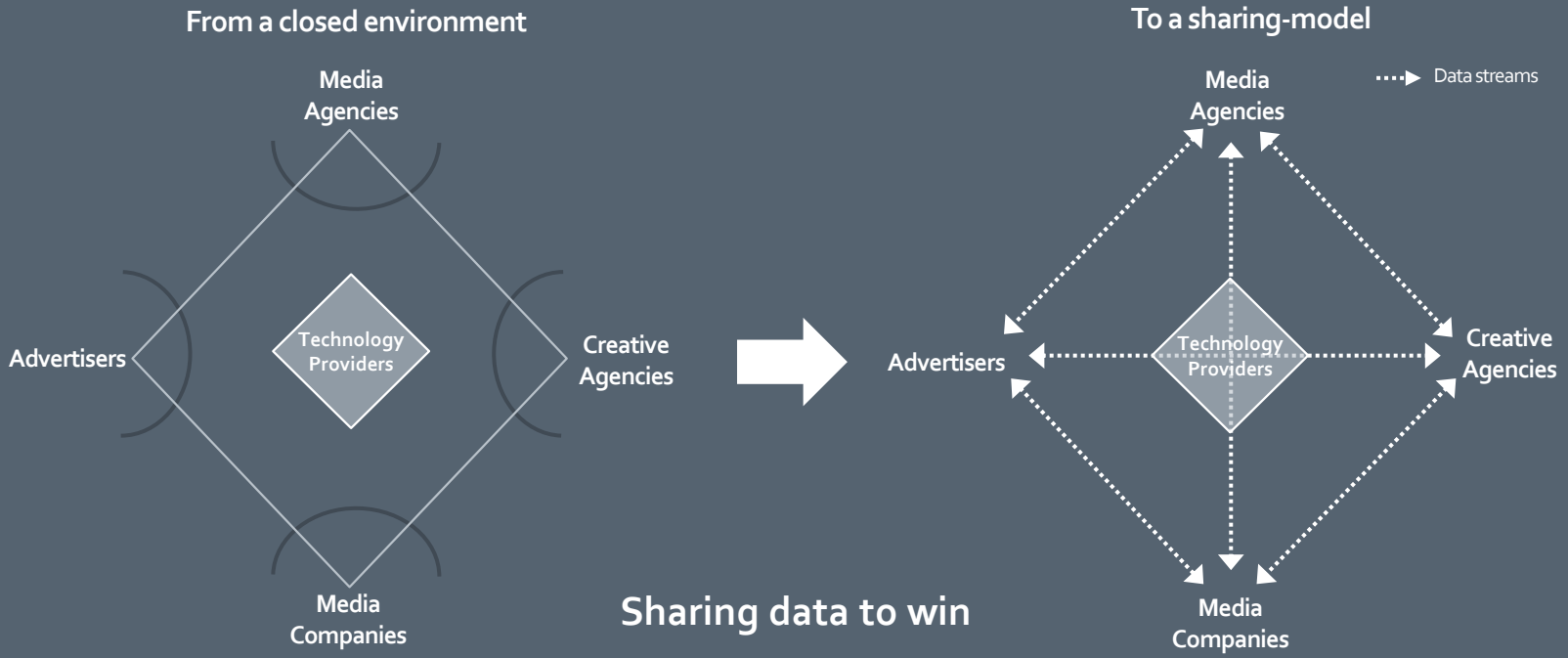
Engagement

Cross and Upsell

- Personalize settings and notifications
- Manage my subscriptions
- Easy payment across platforms
- 3rd party benefits

Don’t be scared: Share!

Improving our data-proposition by cooperating

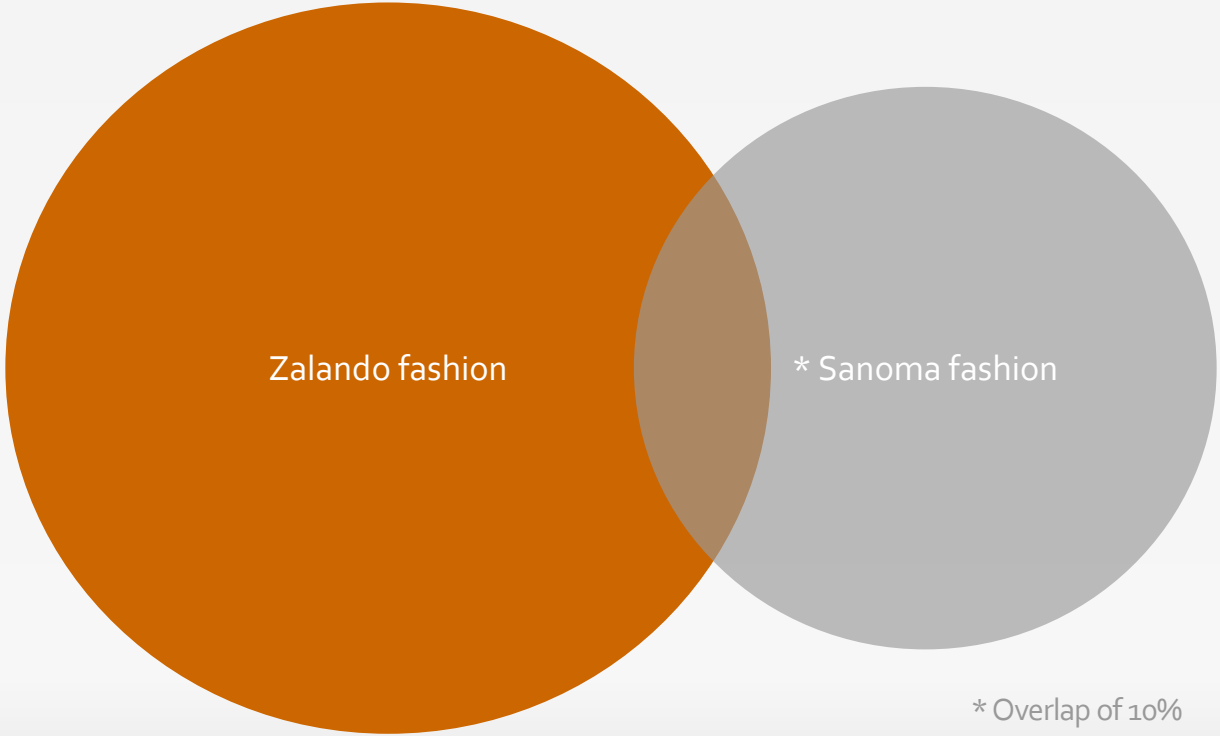


Data can be used outside the Sanoma | SBS network

- We add quality second party to our own data

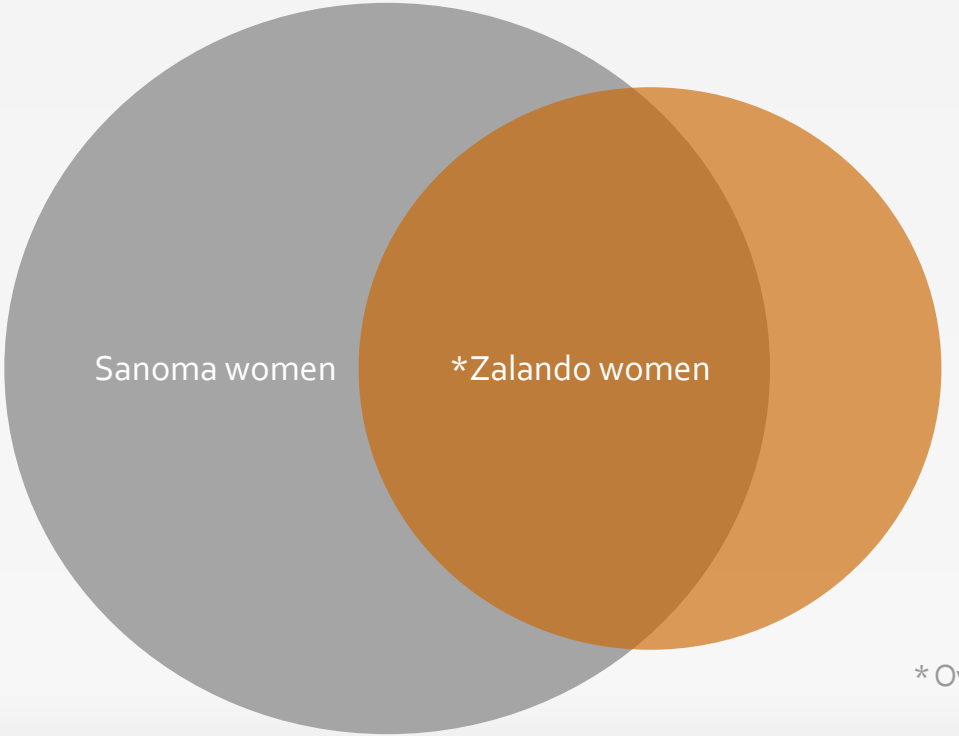
Data partnership with Zalando

Zalando's fashion data is complementary to Sanoma data



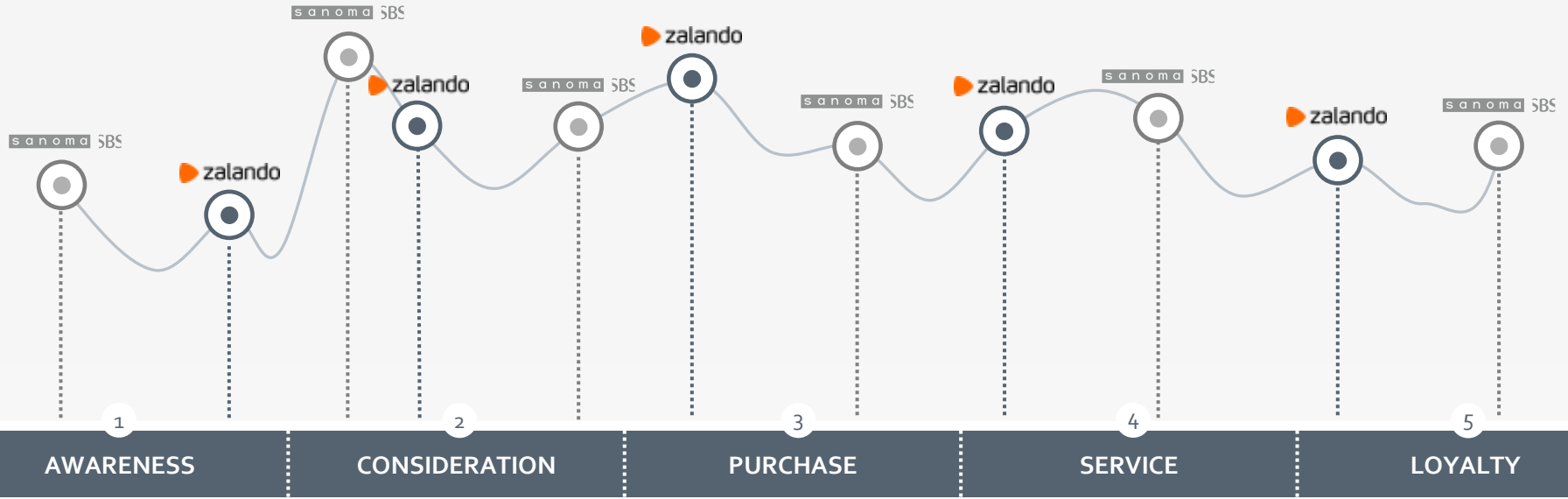
* Overlap of 10%

We can improve our own audiences as wel



* Overlap of 75%

In this way we can reach consumers in the whole customer journey



Transparency is key

Demographics

9 million
Unique browsers daily

6 million
Unique users daily

57% men

43% women

15-34 **35%**

35-54 **25%**

55+ **40%**

8 million

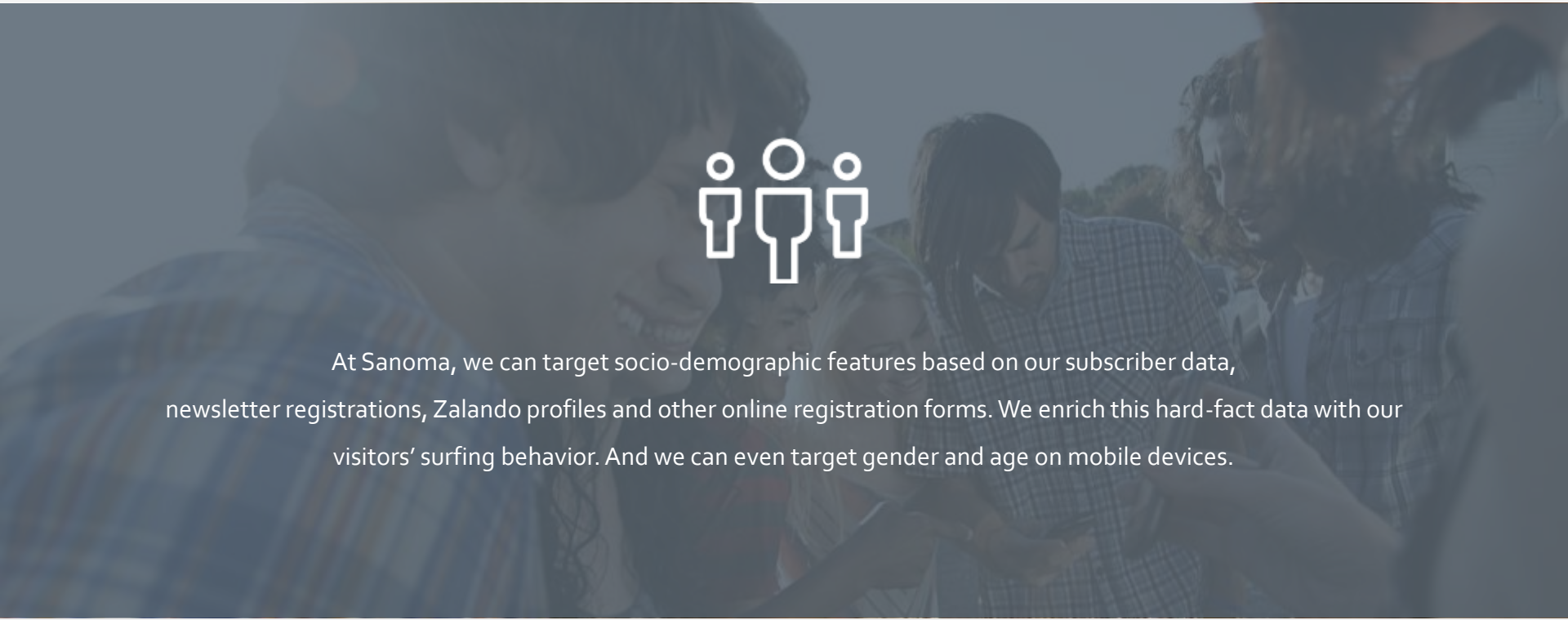
Our data solutions can be defined in 3 target options

Demographics

Interest & buying intent

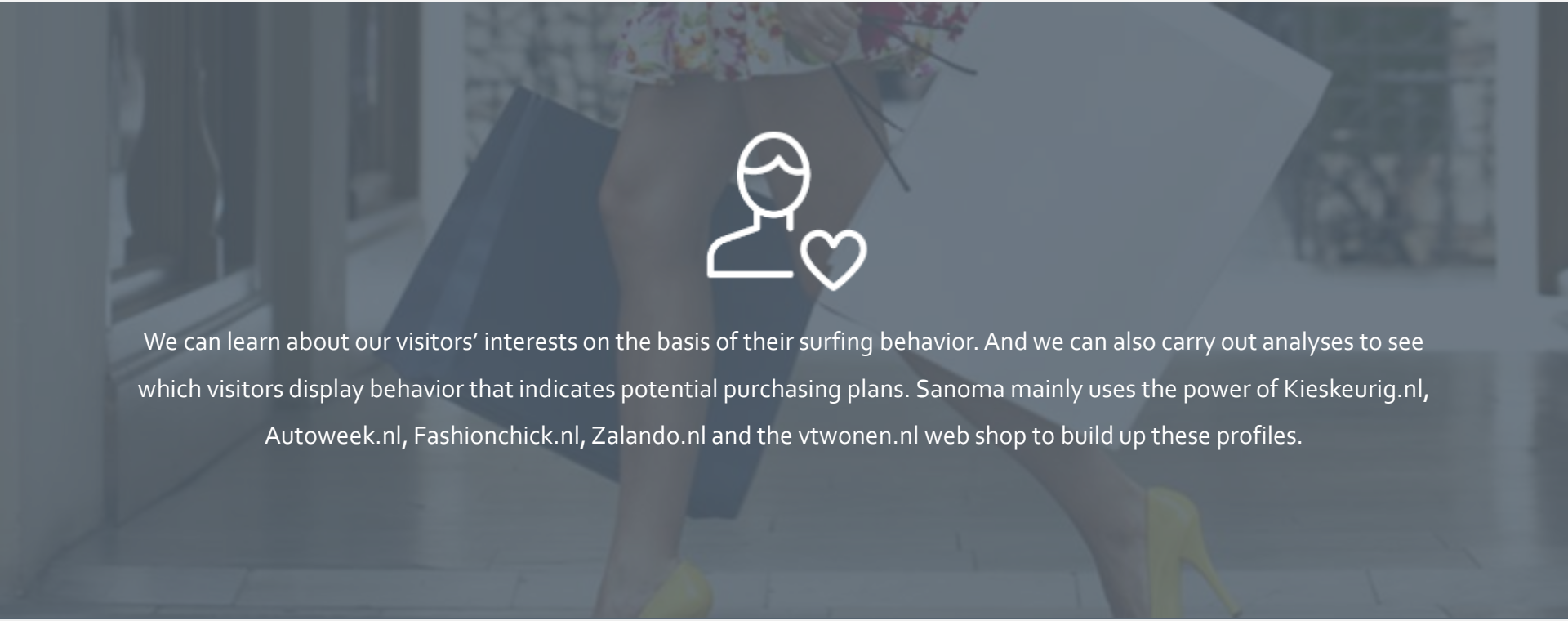
Custom

Demographics



At Sanoma, we can target socio-demographic features based on our subscriber data, newsletter registrations, Zalando profiles and other online registration forms. We enrich this hard-fact data with our visitors' surfing behavior. And we can even target gender and age on mobile devices.

Interest & buying intention

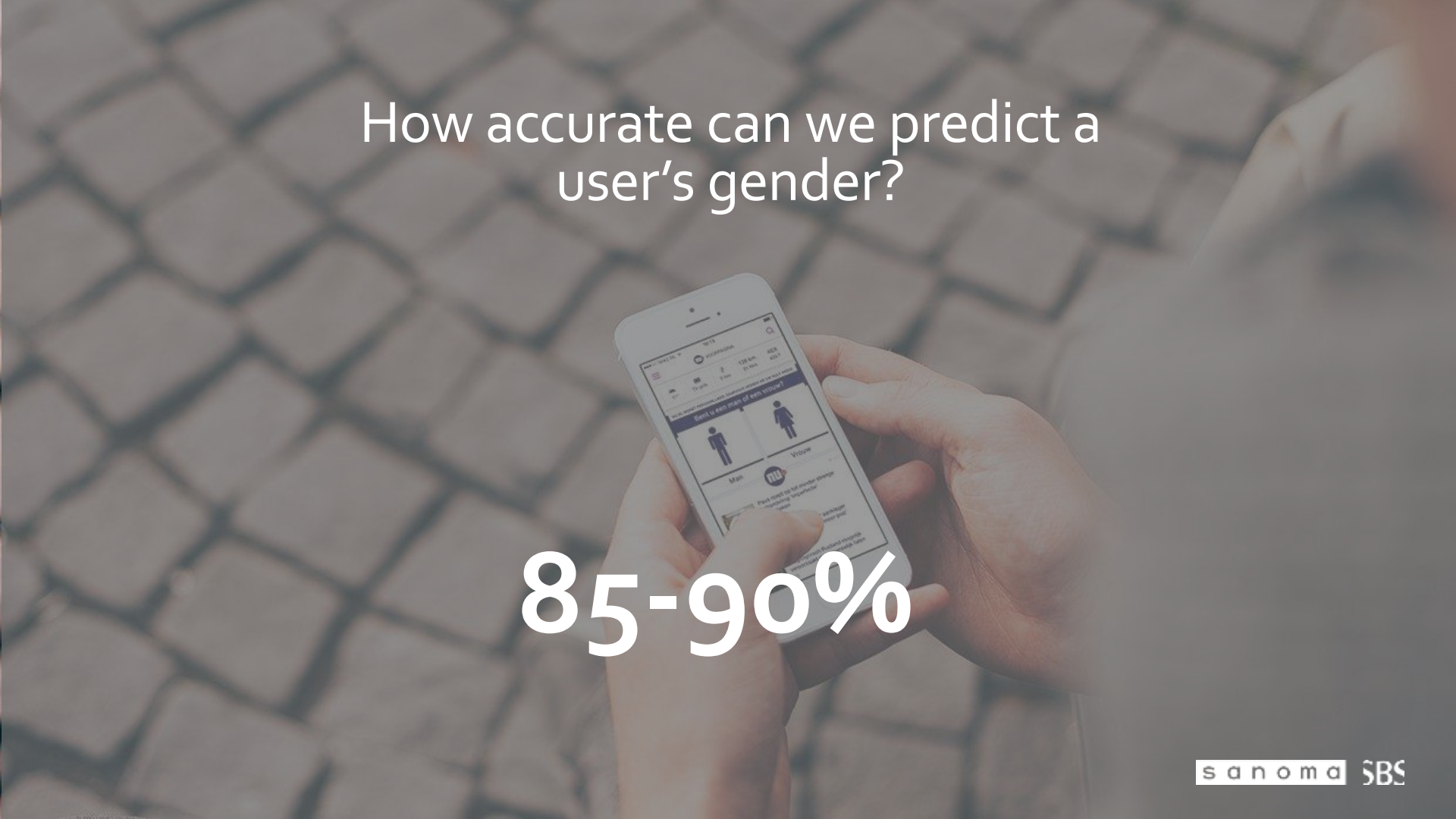


We can learn about our visitors' interests on the basis of their surfing behavior. And we can also carry out analyses to see which visitors display behavior that indicates potential purchasing plans. Sanoma mainly uses the power of Kieskeurig.nl, Autoweek.nl, Fashionchick.nl, Zalando.nl and the vtwonen.nl web shop to build up these profiles.

We use topic modelling to enrich profiles

26.03 Technologie,Science - Algemeen,Ontwikkelingen
21.35 Automotive,Business - Autofabrikanten,Productiecijfers
10.83 Economie - Beurs,Japan,Azie
3.51 Technologie - Laptops,All-in-one pc's,Tablets,Televisies
2.47 Justitie – Rechtspraak
2.42 Business - Ondernemen,MKB,Investeerders

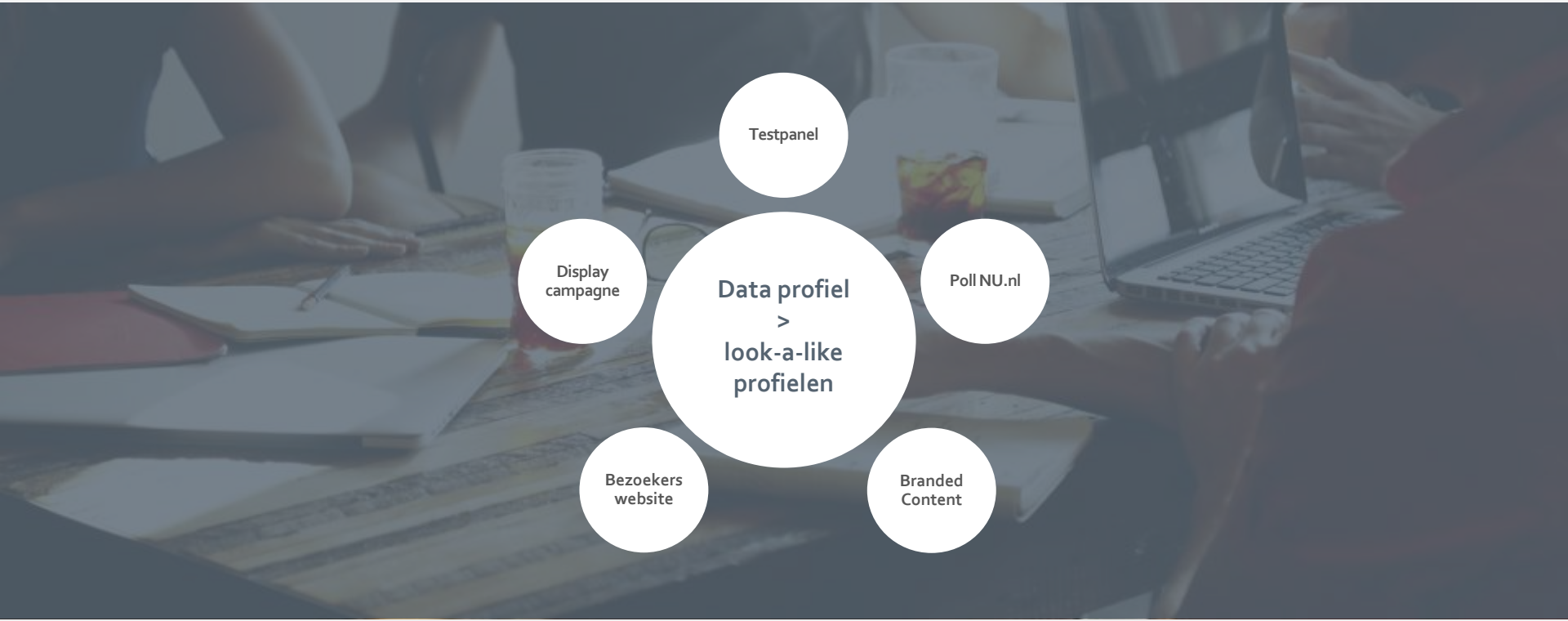
How accurate can we predict a user's gender?



85-90%

sanoma SBS

Use content to create audiences



Use data to boost creativity

Use data to target the right audience with the right message

How we use data in daily practice

The use of big data is showing some impressive results within vtwonen

Collaborative filtering	Yearly additional sales revenue from recommendations online	**+ € 940k**
Look-a-like modelling	Additional participants by use of analytics in targeted campaign	**+39%**
Shopping analytics	Increase in sales from personal product offers in email campaign	**+24%**

Collaborative filtering realized an additional 17% revenu

- Use of personal product suggestions in emails results in a revenue increase of 24% compared to fixed product suggestions
- 3 suggestions generate more traffic (+30% CTO) however 1 suggestion has much more impact on actual sales (additional increase in revenue per prospect of 48%)

Increase of revenu with 24% by using a personalized offer per email

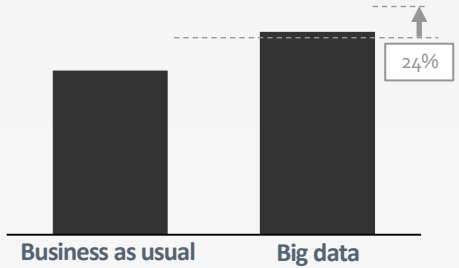
A **Business as usual**
Fixed product suggestions

Generic emails: one version to all

B **Big Data**
Data driven product suggestions

Personalized emails: suggestions based on individual shopping behavior

C **Result**
vtwonen



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CPA's decrease by using the right audiences

The CPA decreases the more specific targeting we use

Line item name	Impressions	Clicks	CTR	Conversions	CPA
RON	3.950.755	4.071	0,10%	17	€250,58
ROC Zakelijk	2.258.414	2.639	0,12%	30	€100,99
ROC Automotive	1.376.464	1.708	0,12%	61	€56,97
Targeting automerk	1.000.757	1.561	0,16%	53	€44,93
Targeting similar	345.487	321	0,09%	14	€52,68

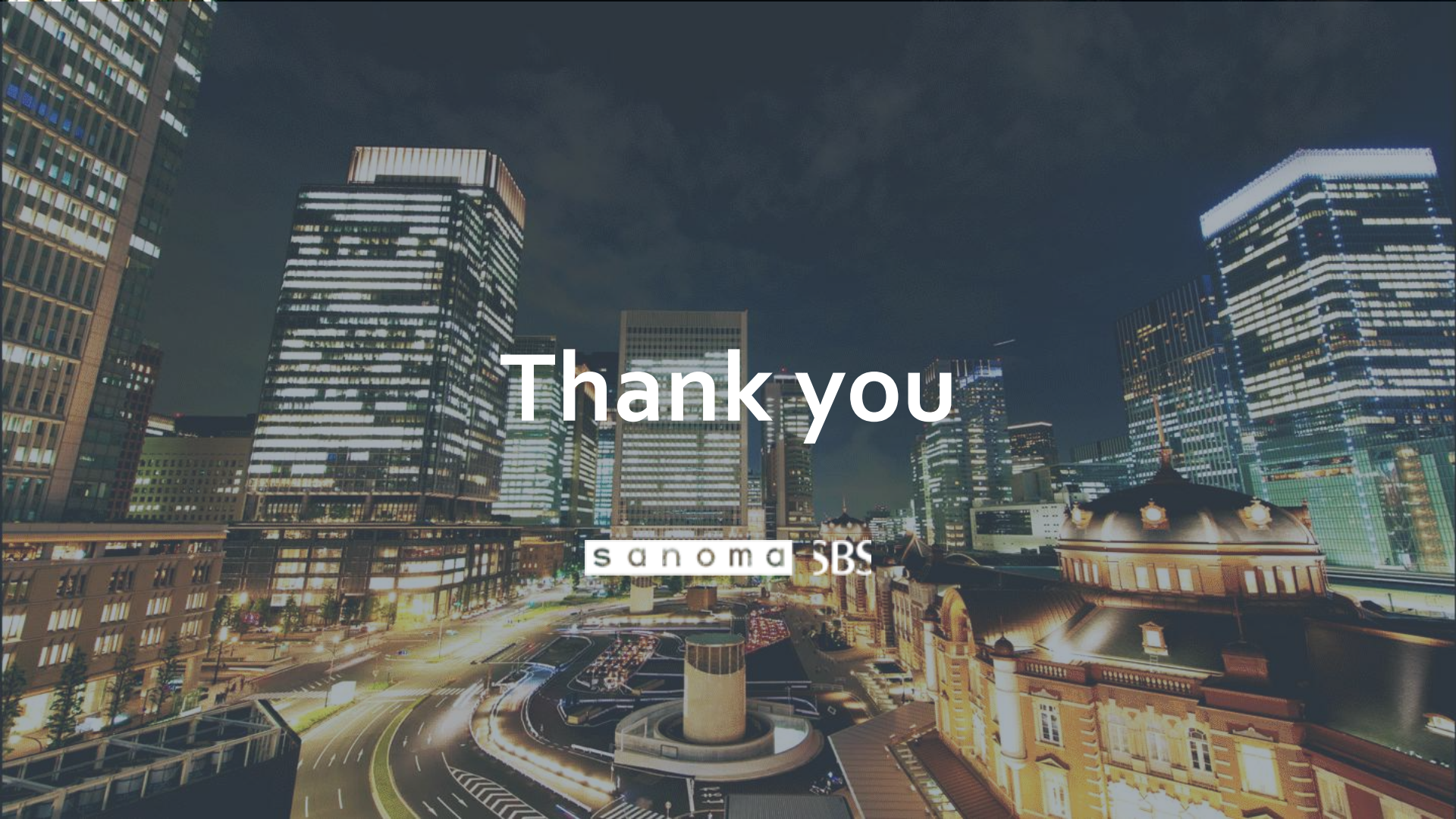
- Targeting on female generates 40% more clicks. And even 81% more conversion

CTR +40%

CCR + 81%

We can use the data on almost every channel or format.

From standard display to rich media and native . And we sell it direct , programmatic or data only


Thank you
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