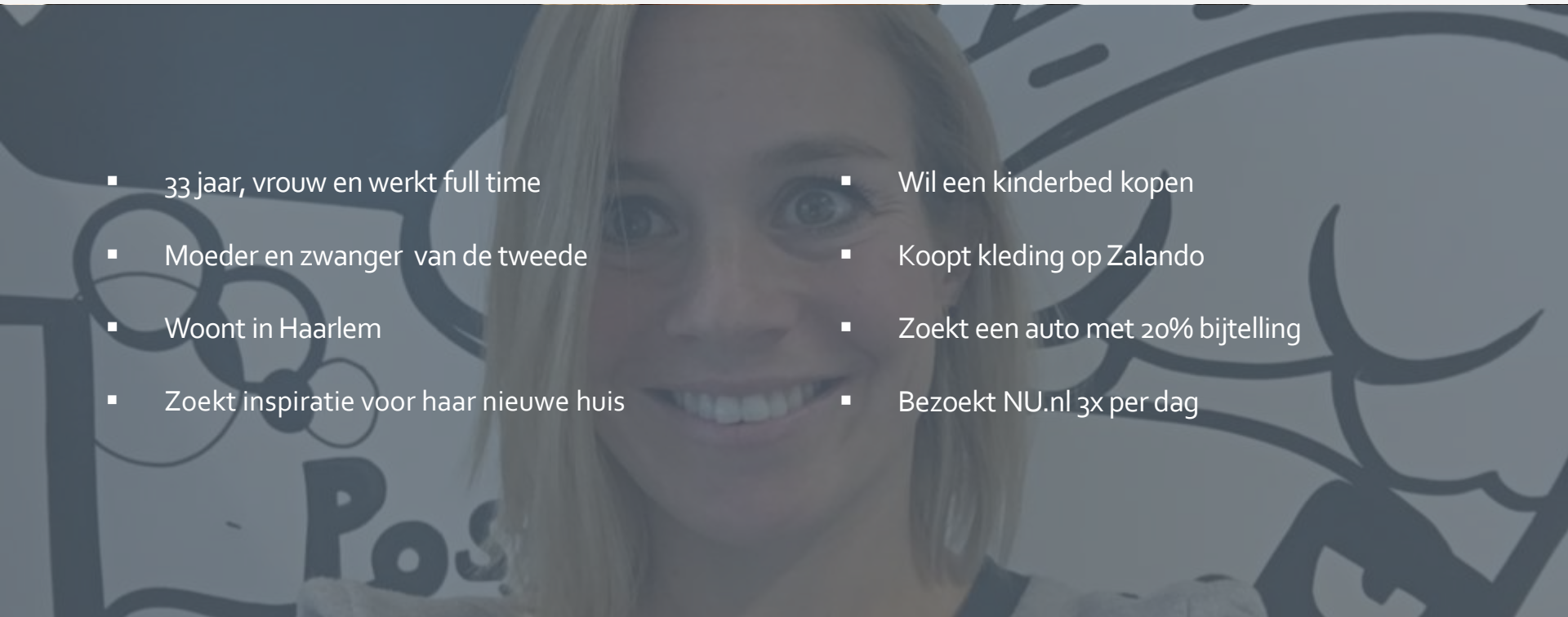


Gebruik van data in de praktijk

sanoma SBS

■ Maak kennis met Janou

UUID: 3498012761

- 
- 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

The background image shows a person's hands holding a tablet. The tablet screen displays a dashboard with three data visualizations: a 3D bar chart with blue bars, a donut chart with four segments in shades of blue and green, and a table of numerical data. The person is wearing a blue long-sleeved shirt and a black watch on their left wrist. The overall image has a semi-transparent blue overlay.

1982-1985 NL
GTO

**Auto
Week Classics**

**Auto
Week**

SBS
9

VERONICA

KUK

NU

WTF

Story

**TOTAAL
TV**

6

MAMA libelle

FASHIONCHICK

nl
VIVA LINDA.

E flow

VIVA Ouders
van nu

FLAIR NOUVEAU

Margriet COOKLOVESHARE

Donald Duck

FASHIONISTA

TINA

Katrien Duck

**ZO?!
ZIT DAT**

vtwonen

myhome
SHOPPING.NL

EIGEN HUIS **&** INTERIEUR

*Ariadne at
Home*

Stijlvol
WONEN

Landelijke stijl
WONEN

Startpagina

blog.today

SchoolBANK

KOESKEURIG.NL

het
testpanel⁹

S1

SCOUPI

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

LINDA.



Content

Ouders van Nu Zwangerbox

Ouders^{van nu}



Direct consumer benefit

Margriet premium content

Margriet *Happy & healthy*



Content

CookLoveShare

COOKLOVESHARE



Content

Libelle boodschappentasjes actie

libelle



Direct consumer benefit

■ Identified user benefits



B2B

Unidentified



Identified



Monetization

- 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

B2C

Customer
Intimacy



Engagement



Cross and Upsell

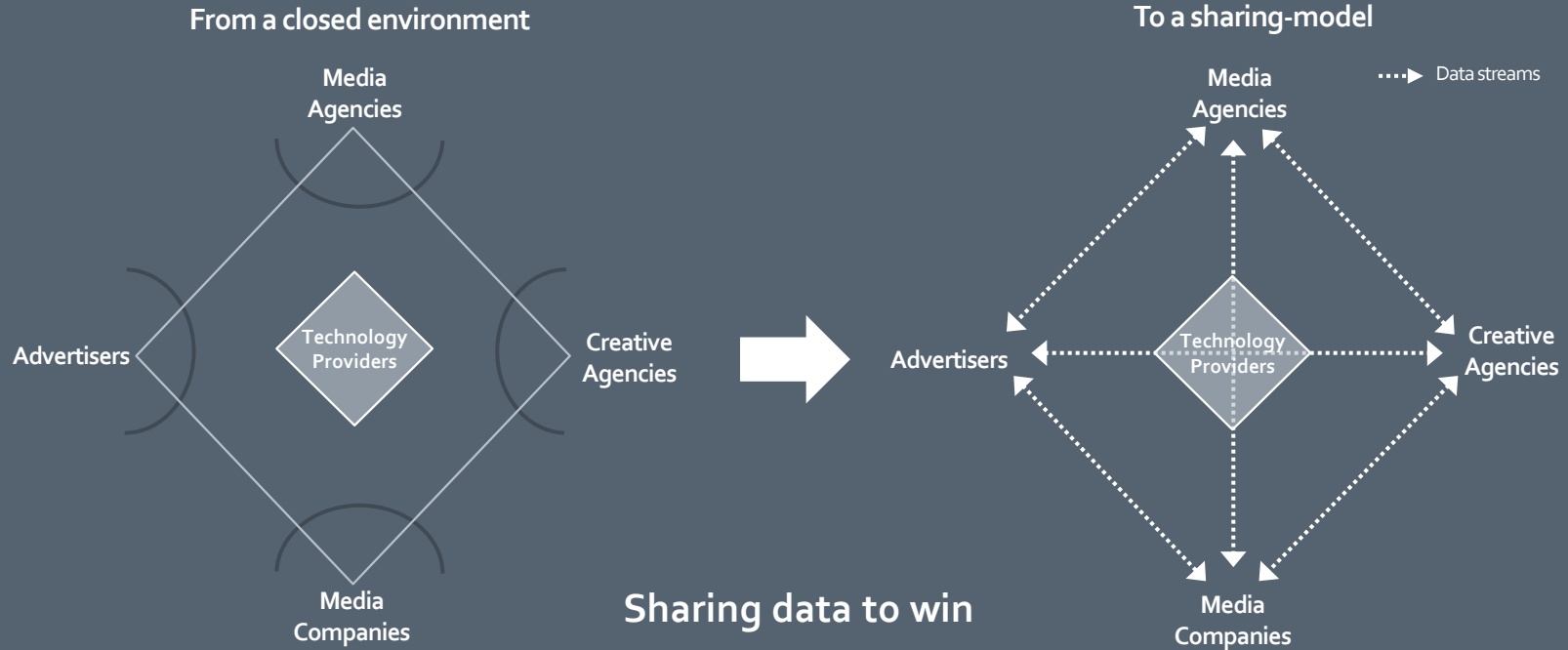


- Personalize settings and notifications
- Manage my subscriptions
- Easy payment across platforms
- 3rd party benefits

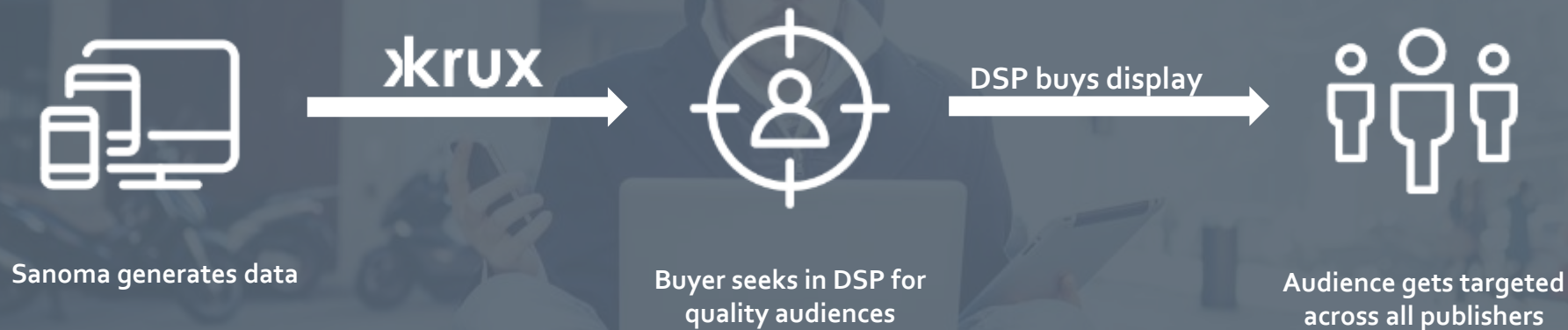
A man and a woman are sitting at a wooden table, looking at a tablet together. The man is wearing a plaid shirt and the woman is wearing a patterned top. There are two white coffee cups on the table. The background is blurred, suggesting an outdoor or semi-outdoor setting like a cafe or patio.

Don't be scared: Share!

■ Improving our data-proposition by cooperating



■ Data can be used outside the Sanoma | SBS network



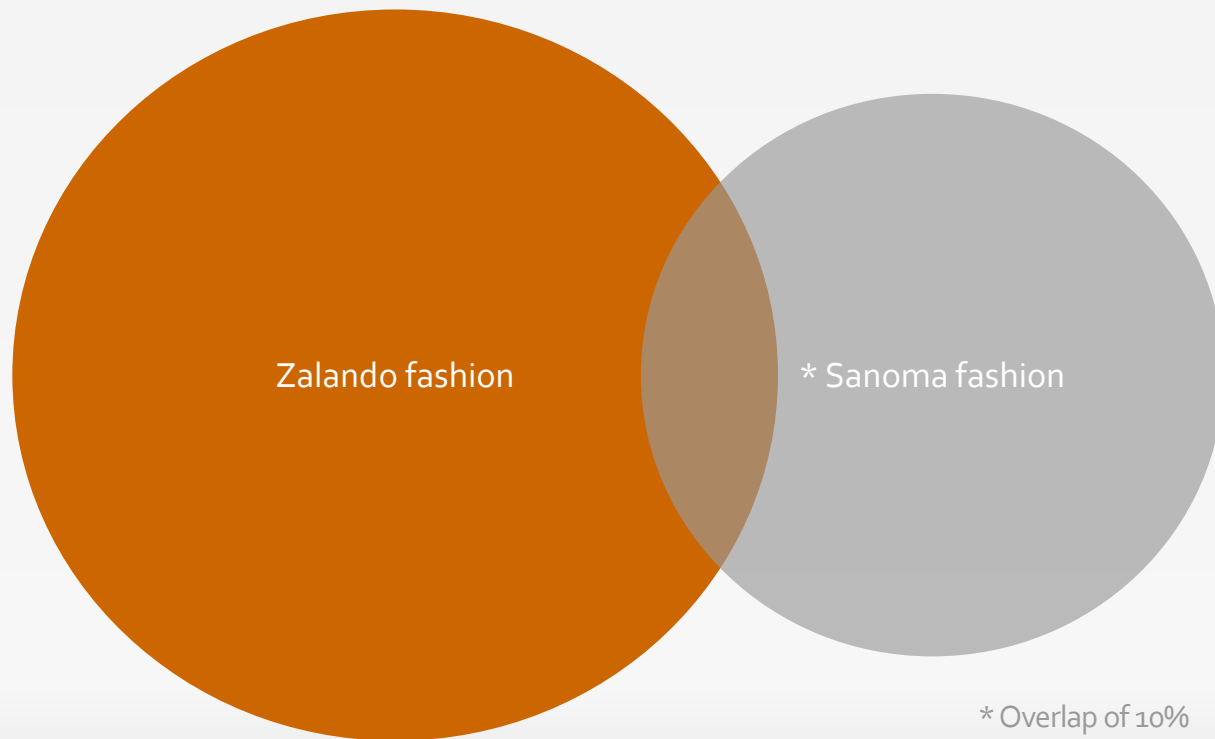
- We add quality second party to our own data

s a n o m a SBS & zalando

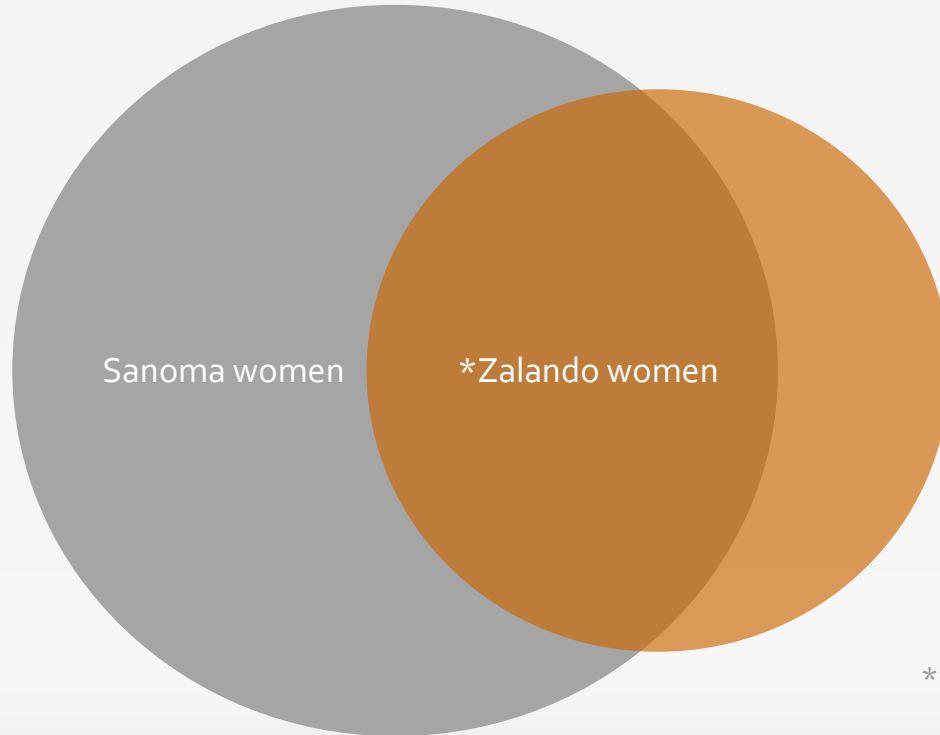
■ Data partnership with Zalando



■ Zalando's fashion data is complementary to Sanoma data

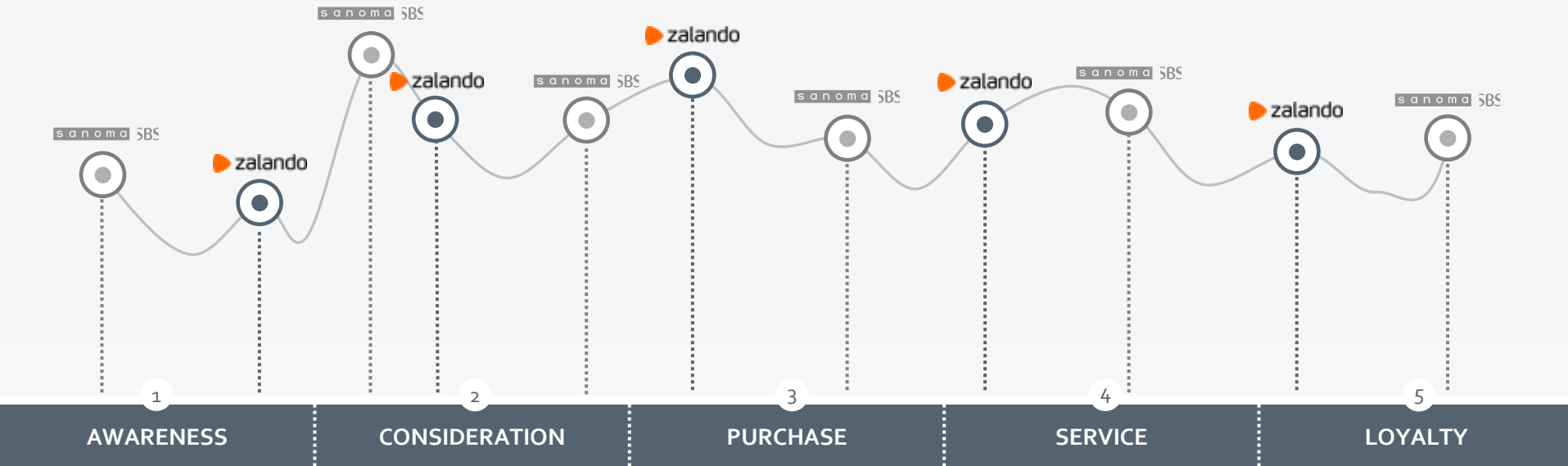


■ We can improve our own audiences as well



* Overlap of 75%

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



A row of raised fists of various skin tones against a dark background. The fists are raised in a gesture of solidarity or protest. The text "Transparency is key" is overlaid in white.

Transparency is key



■ Demographics



9 million

Unique browsers daily



6 million

Unique users daily



57%
men



43%
women



└─ **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 vtwomen.nl web shop to build up these profiles.



■ We use topic modelling to enrich profiles



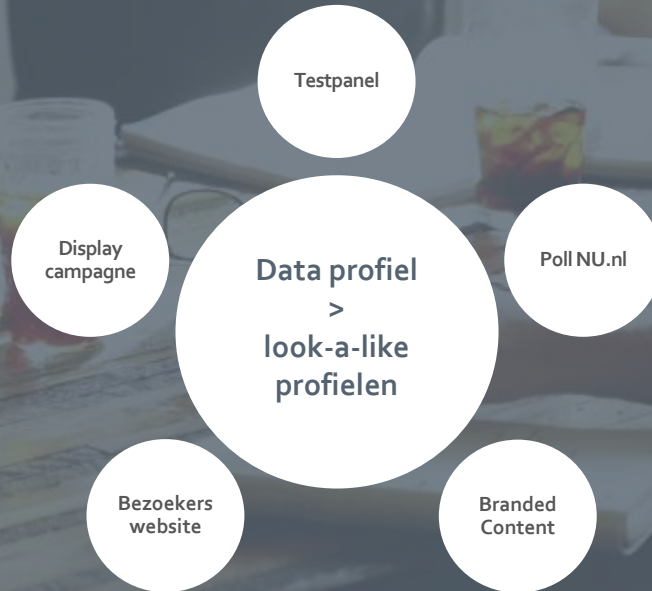
26.03 Technologie, Science - Algemeen, Ontwikkelingen
21.35 Automotive, Business - Autofabrikanten, Productiecijfers
10.83 Economie - Beurs, Japan, Azie
3.51 Technologie - Laptops, All-in-one pc's, Tablets, Televisies
2.47 Justitie – Rechtspraak
2.42 Business - Ondernemen, MKB, Investeerdere

How accurate can we predict a
user's gender?

A hand holding a white smartphone. The screen shows a mobile app interface with a status bar at the top displaying '12:13' and '100%' battery. Below the status bar, there's a header '128 km' and '453'. The main content area has a question 'Benit is een man of een vrouw?' (Benit is a man or a woman?) with two large buttons: 'Man' (with a male icon) and 'Vrouw' (with a female icon). Below these buttons, there's a small image of a person and some text. The background of the slide is a blurred cobblestone street.

85-90%

■ 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% revenue



- 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 revenue with 24% by using a personalized offer per email



- 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%)

■ 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



Web



Mobile



Tablet



Video

A nighttime photograph of a cityscape, likely Tokyo. In the foreground, a historic building with a large, ornate dome and classical architectural features is visible. Behind it, a dense cluster of modern skyscrapers rises into the dark sky, their windows glowing with light. A multi-lane highway with a central roundabout is visible in the middle ground, with some light trails from moving vehicles. The overall scene is a mix of old and new architecture.

Thank you

sanoma SBS