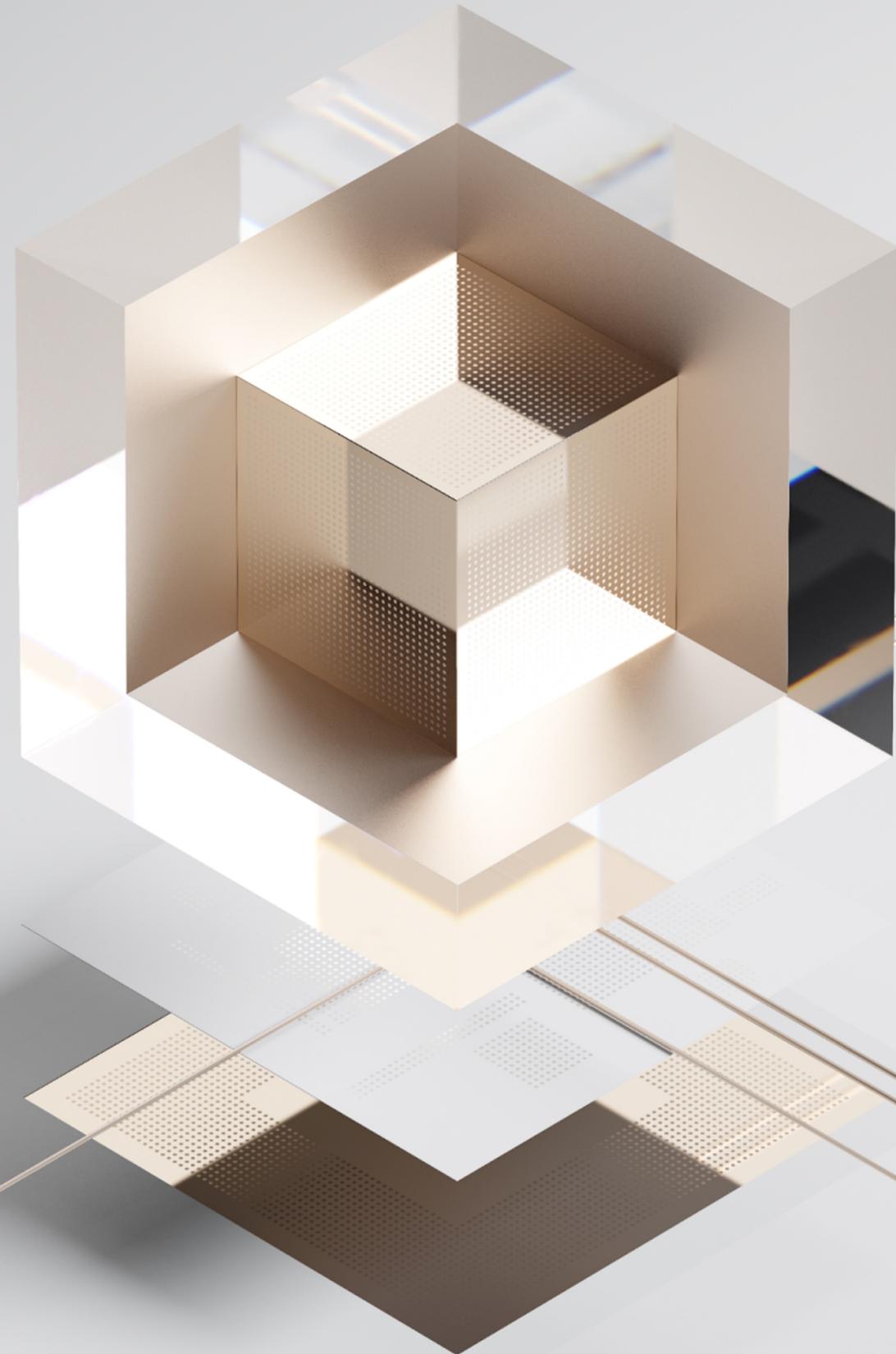


piano ANALYTICS + ACTIVATION

Digital Media Asia 2022

Empower every team to understand and influence customer behavior

Tim Rowell, General Manager, APAC



FUNKE
Mediengruppe

L'ORÉAL

TC TechCrunch

Golf Digest

Allianz 

AIRFRANCE 

 bien'ici

Le Parisien

EL  **MUNDO**

INSIDER

FORTUNE

Winnipeg Free Press

DERSTANDARD

LONGCHAMP
PARIS



 **MEDIAHUIS**

 **OVHcloud**

L'EQUIPE

The Telegraph

KIRIN

Forbes

GRUP  **GLOBO**

A Gazeta

THE SPECTATOR

 **NielsenIQ**

Le Monde

RTE


france télévisions

T...

 **CBS**

Daily Memphian
TRUTH IN PLACE

Harvard Business Review

Rakuten

B B C

leboncoin

BONNIER

The Washington Times

America
THE JESUIT REVIEW

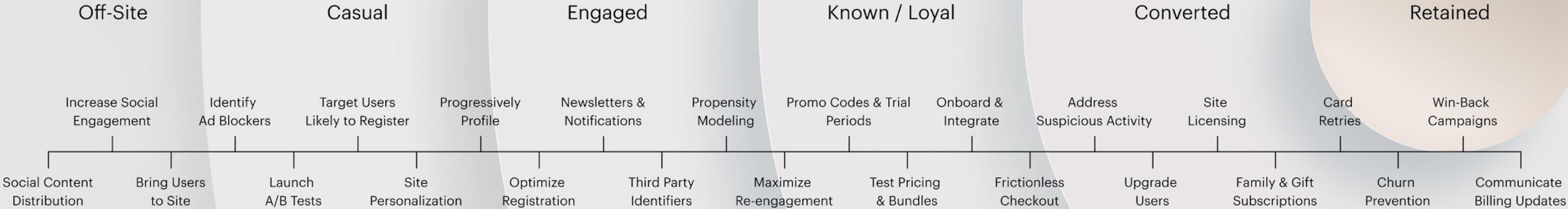
 **NEWS**

El Confidencial



 **AAAS**

Solutions designed to serve every stage of the user journey



Audience segmentation & targeting

Journey orchestration

Content delivery & recommendations

Identity management

Billing & commerce

Customer and audience insights

Our benchmark data provides unparalleled insight.

9.2 billion

Unique visitors monthly

430 billion

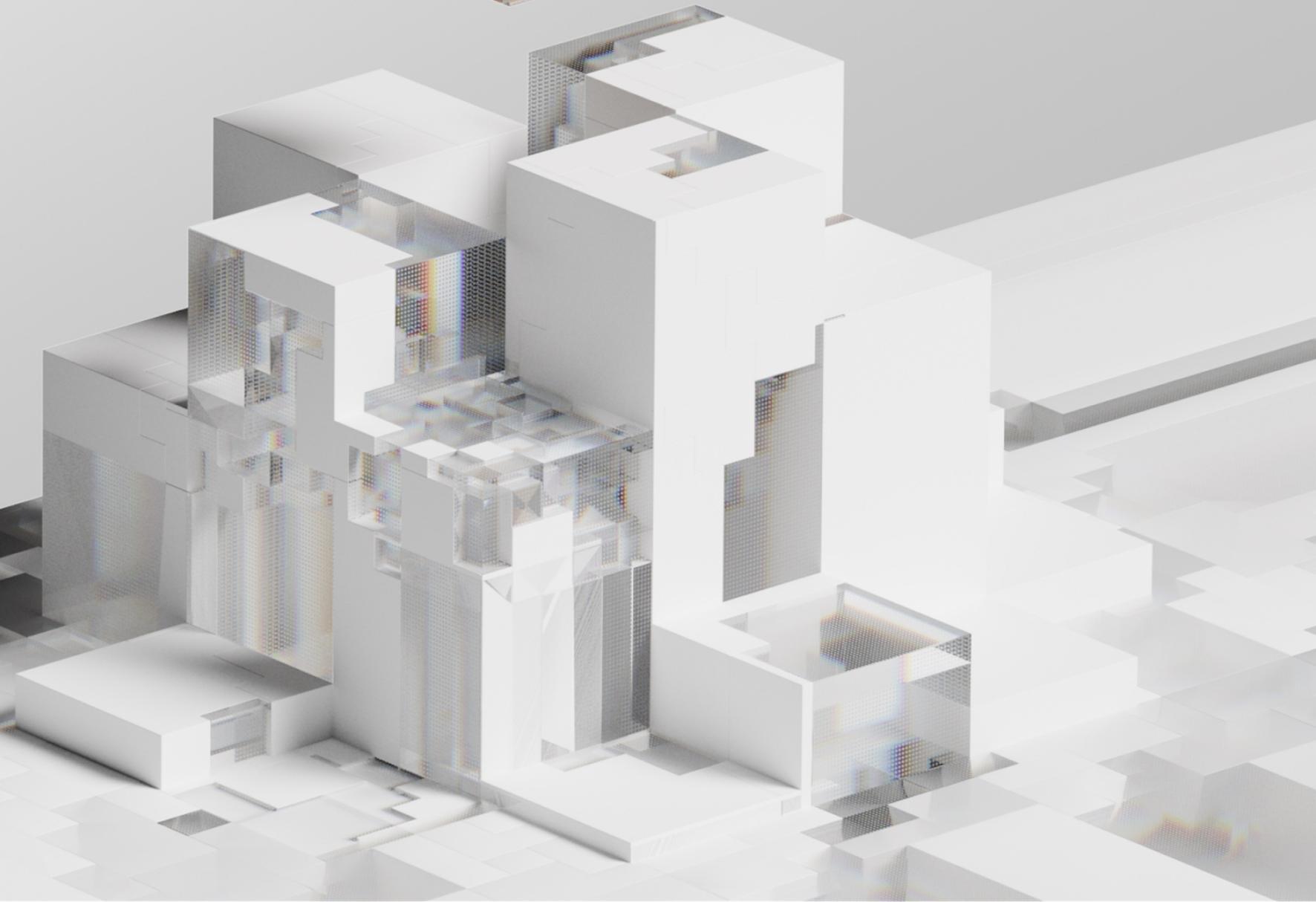
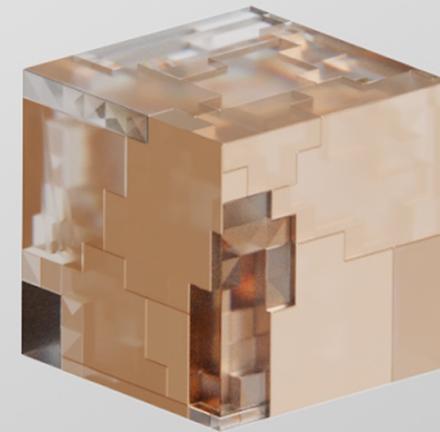
Events monthly

97.1 billion

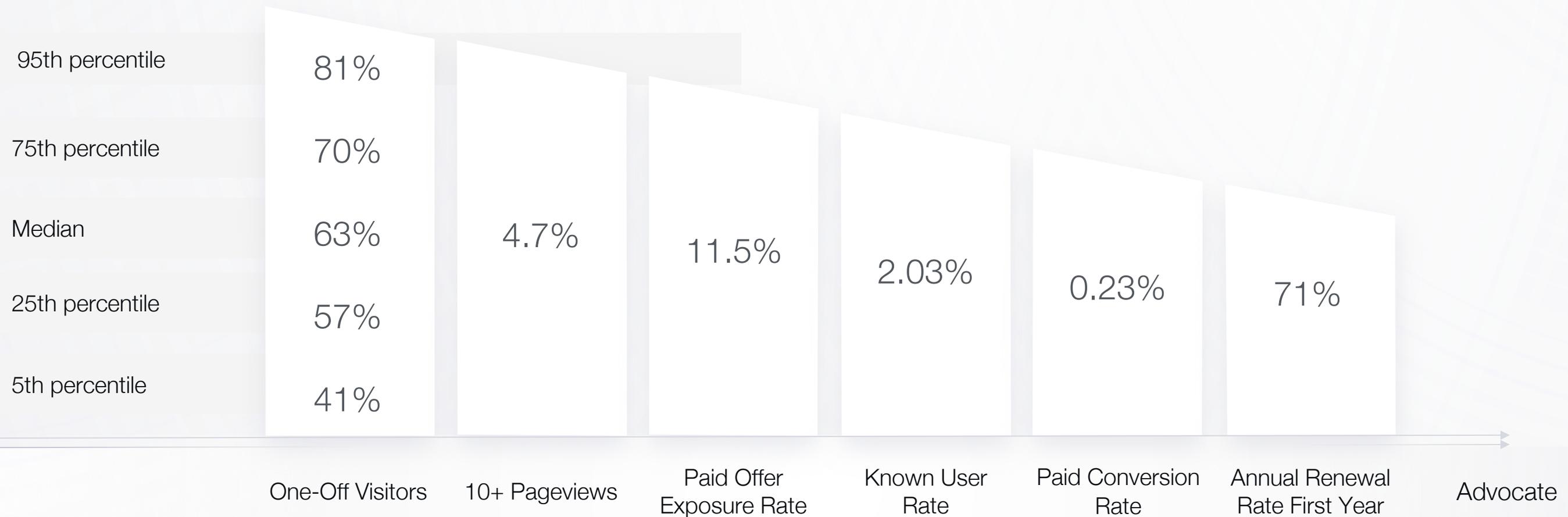
Pageviews monthly

7.7 billion

Content recommendations monthly



Subscription optimisation requires tracking KPIs along the customer journey



Major news publishers produce thousands of articles weekly, but can normally showcase a handful at a time.

Many don't focus enough on discoverability, on making sure each reader is seeing articles that are of interest specifically to them. Piano ingests and indexes more than 3 million articles every day.



Performance Optimized

Deliver what has highest performance within the given placement



Yield optimizing

Recommend articles with high historical CTR



Collaborative context

People who have read the current article have also read these articles



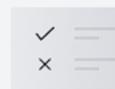
Behavioral

Articles similar to those the current user has previously read



Contextual

Articles semantically similar to current article



Trending

Articles with the highest number of visitors

Machine learning is better than humans at surfacing the best content

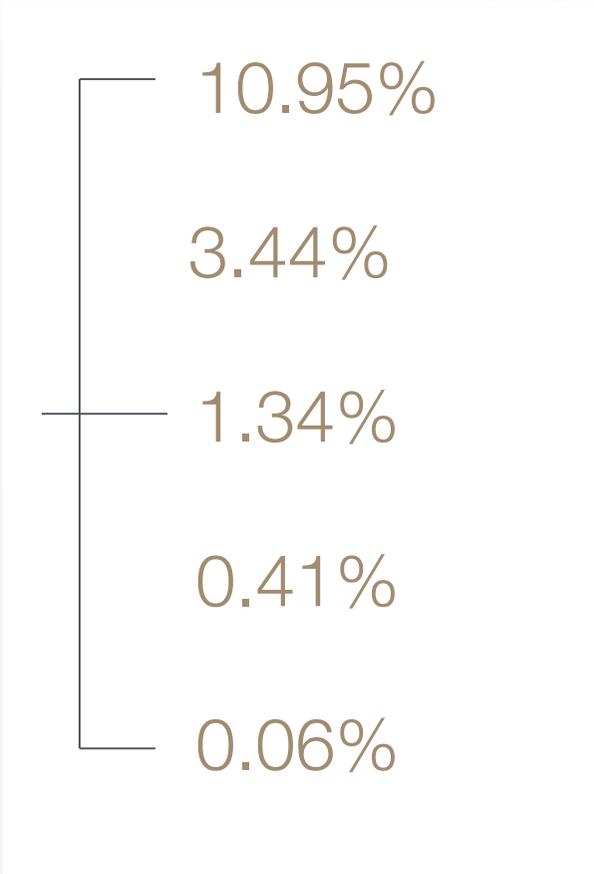
95th percentile

75th percentile

Median

25th percentile

5th percentile



Not Auto Optimized

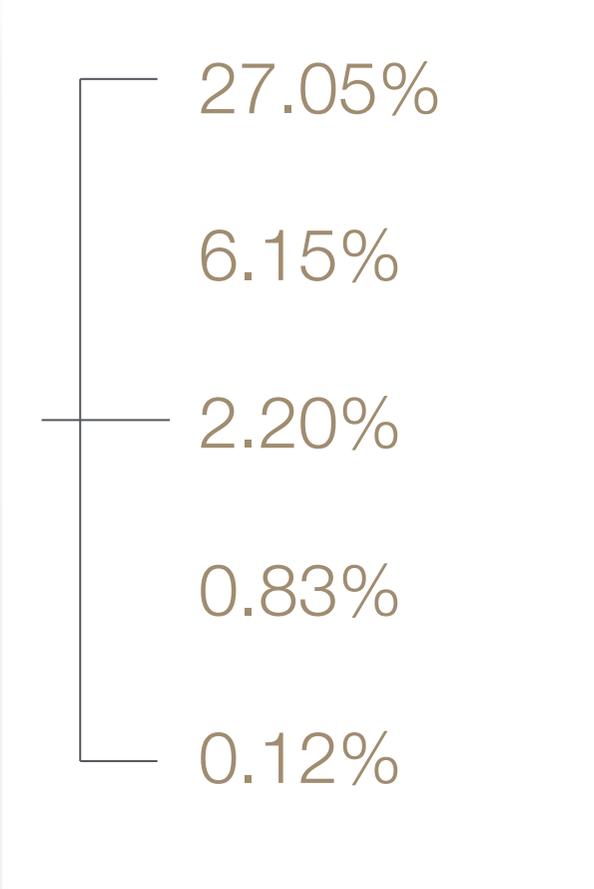
+147%

+ 79%

+ 64%

+102%

+100%



Auto-Optimized

Click-through rates on content recommendations

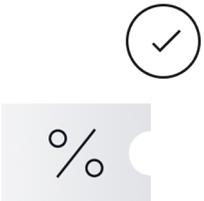
Likelihood to Subscribe propensity modelling requires understanding the metrics that matter

Our LTs algorithm currently has 93 features, which were designed based on our knowledge of characteristics and behaviors that matter most for paid conversion. The model will generally use 40-60 features at a time, because highly correlated features are dropped to improve performance.

To the right are a few of the features that most commonly pop up as important for clients in the algorithm.

Examples of commonly important features:

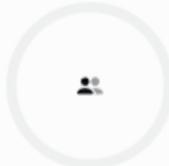
- Pageviews per visit last 15 days
- Breadth of referrers
- Share of non-article pageviews
- Social visits share
- Paywall hit intensity
- Morning pageviews share
- Click velocity
- Median age of content read



Likelihood to Subscribe

Propensity-based, Machine Learning segments for launching or fine-tuning subscription strategies — based on real-time subscription scoring — to rapidly test paywall rules to boost conversion rates.

ALL USERS
CUSTOM SEGMENT
EVERYBODY ELSE



0% (0) of your total audience fit the selected segmentation criteria in the last 31 days.

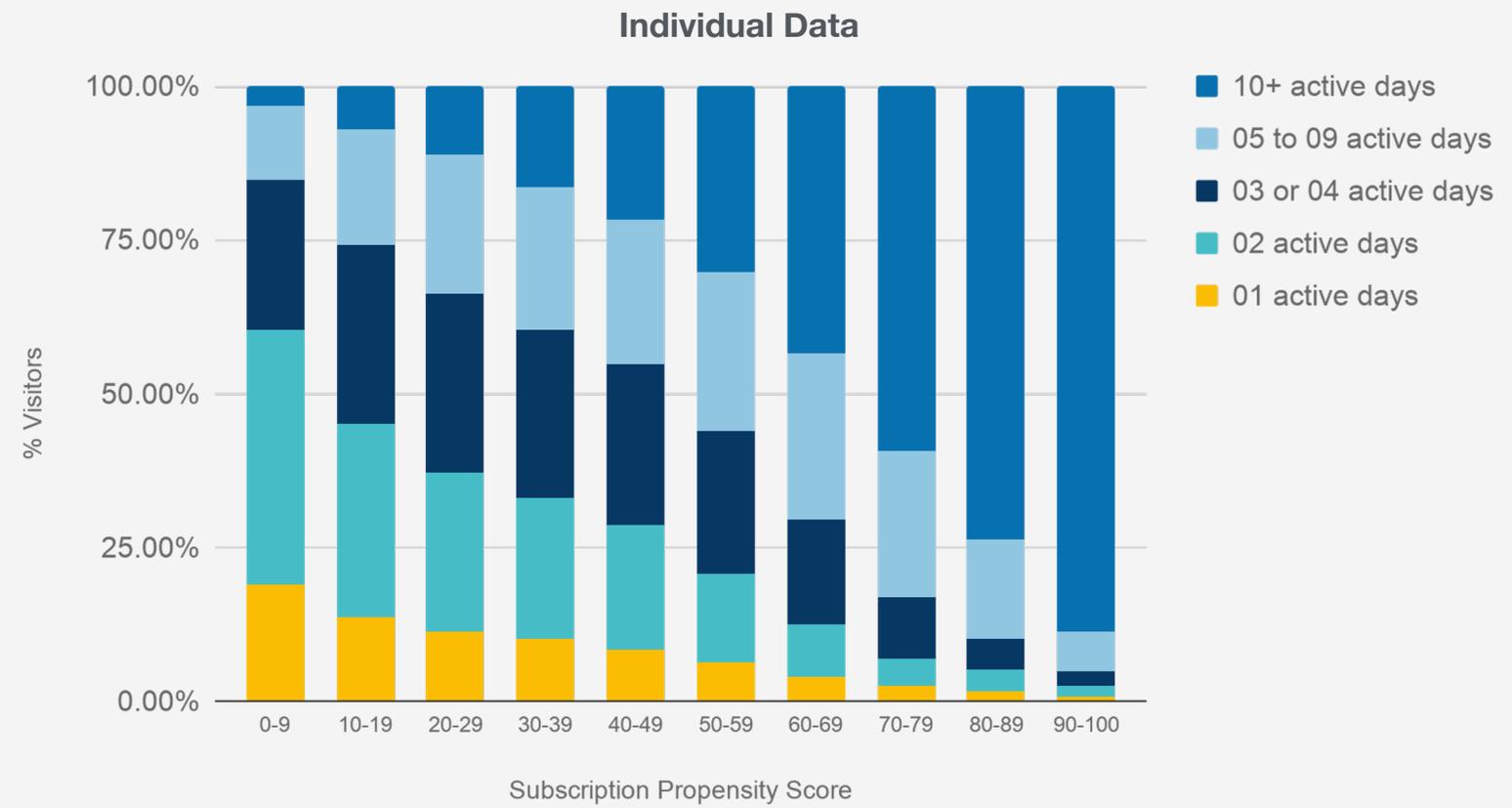
0% (0) of your total pageviews were generated by this segment in the 31 days.

Segmentation engine Composer1X
IGNORE TARGET

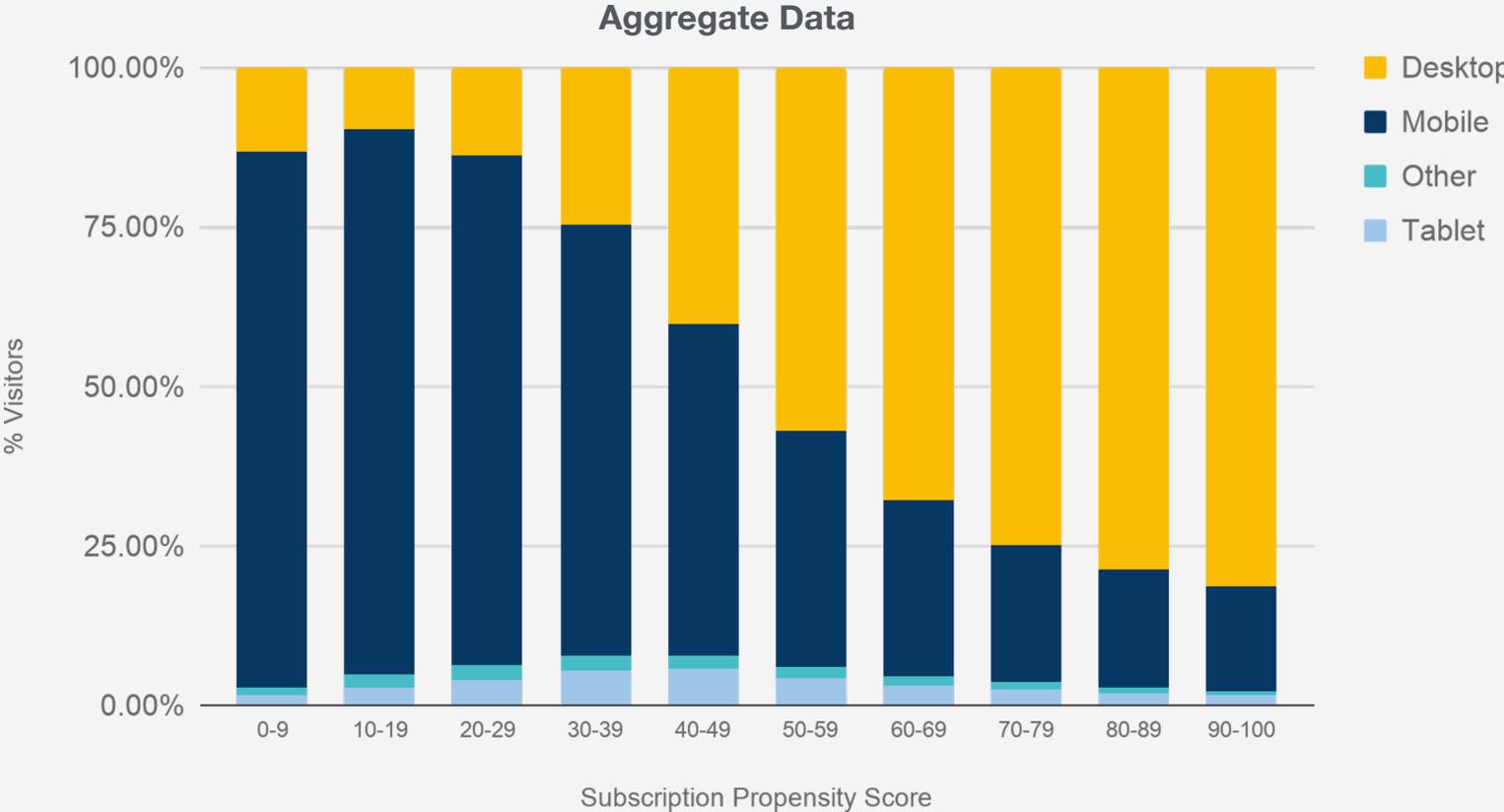
	<input type="checkbox"/>	LTS Score	Unique users	
MACHINE LEARNING PROPENSITY				
<input type="checkbox"/> Likelihood to Cancel	<input type="checkbox"/>	0	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 100%; background-color: #007bff;"></div></div>	571501
<input type="checkbox"/> Likelihood to Subscribe	<input type="checkbox"/>	1	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 20%; background-color: #007bff;"></div></div>	229135
PREDEFINED				
<input type="checkbox"/> Brand Relationship	<input type="checkbox"/>	2	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 10%; background-color: #007bff;"></div></div>	114126
<input type="checkbox"/> Checkout Abandonment	<input type="checkbox"/>	3	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 5%; background-color: #007bff;"></div></div>	68133
<input type="checkbox"/> Expiring Subscribers	<input type="checkbox"/>	4	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 3%; background-color: #007bff;"></div></div>	41643
<input type="checkbox"/> Subscription Length	<input type="checkbox"/>	5	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 2%; background-color: #007bff;"></div></div>	30579
<input type="checkbox"/> Subscription Tenure	<input type="checkbox"/>	6	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 1.5%; background-color: #007bff;"></div></div>	25346
<input type="checkbox"/> User Frequency	<input type="checkbox"/>	7	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 1%; background-color: #007bff;"></div></div>	20748
<input type="checkbox"/> User Interest	<input type="checkbox"/>	8	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 0.5%; background-color: #007bff;"></div></div>	17067
<input type="checkbox"/> User Recency	<input type="checkbox"/>	9	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 0.2%; background-color: #007bff;"></div></div>	14247
		no_score	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 0%; background-color: #007bff;"></div></div>	1672384

Model was trained on 12/09/20 — 10:48 PM

Loyalty metrics matter more for some products than others.



Conversion rate differences, such as those by device, are picked by the model.



Understand and monitor the health of your subscription business

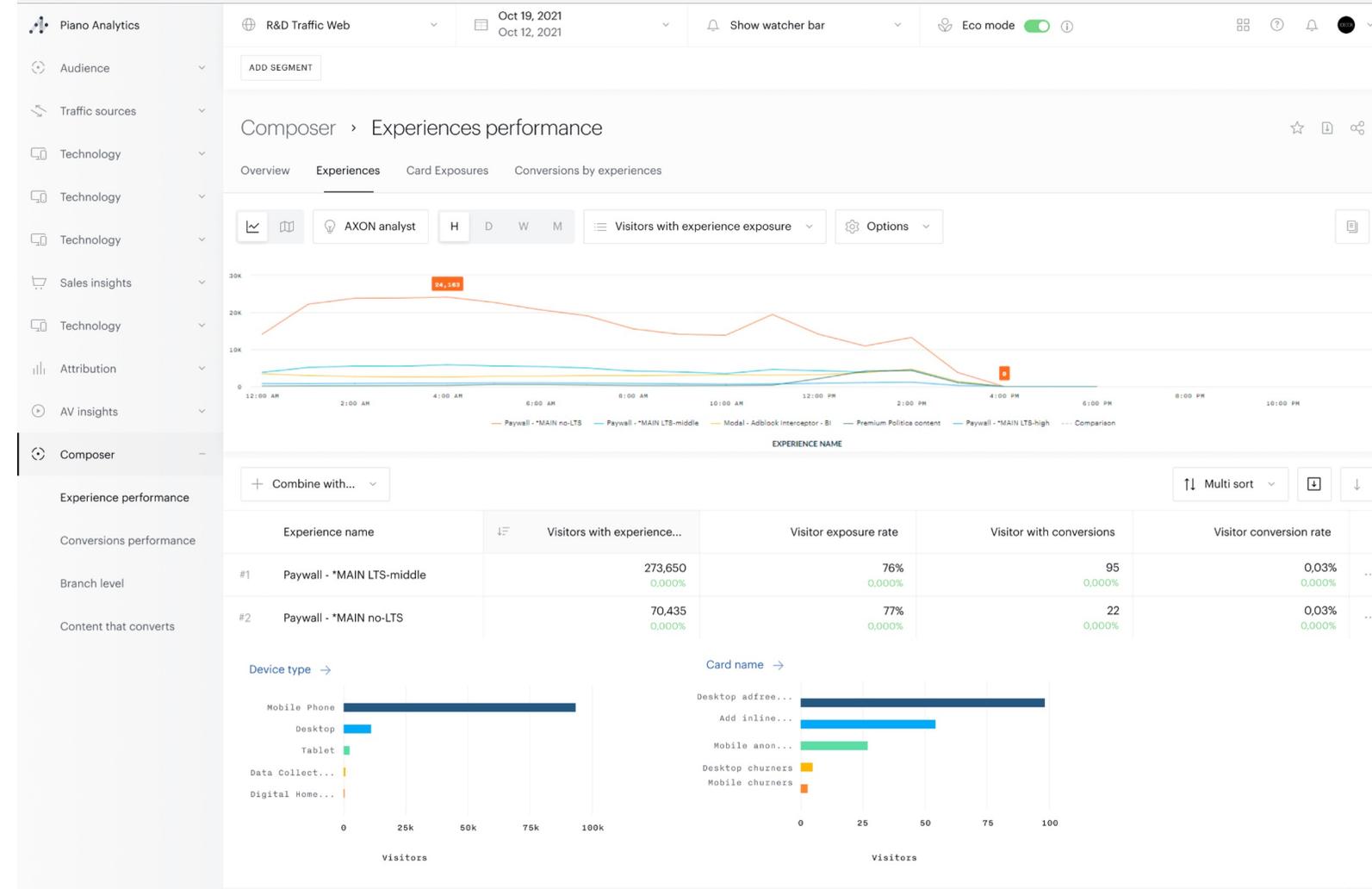
Do away with silos and get a true view of subscription performance with aggregated data across experiences, conversions, templates, traffic sources, and much more.

Composer Insights allows you to access detailed, customizable reports in Explorer that reveal the overall health of your subscription business. Plus, you can easily share reports with other team members or executive teams to ensure everyone's on the same page.

Easily and quickly report on total subscription performance

Create automated alerts on key performance metrics

Send reports to Data Query for deeper analysis and data mining



Ad Analytics

Benefits

- Understand the value of different kinds of users and content from an advertising perspective.
- Make data driven decisions while introducing new subscription products and experiences to drive conversions (e.g., new paywalls).
- Measure the ROI of DMP segmentation, an FPDA strategy, or other initiatives.

How it works

- Associate an impression-level revenue metric to the pageview to enable analyses, first based on CPM campaign data from Google Ad Manager and then expanding to other data sources.

