

Digital is a full funnel solution – how best to unlock mid funnel opportunities



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Digital News



- 14m monthly UBs
- 1,5m ADUBs
- 7,3m ADPVs
- 50,000 subscribers
- 12min ave time in app

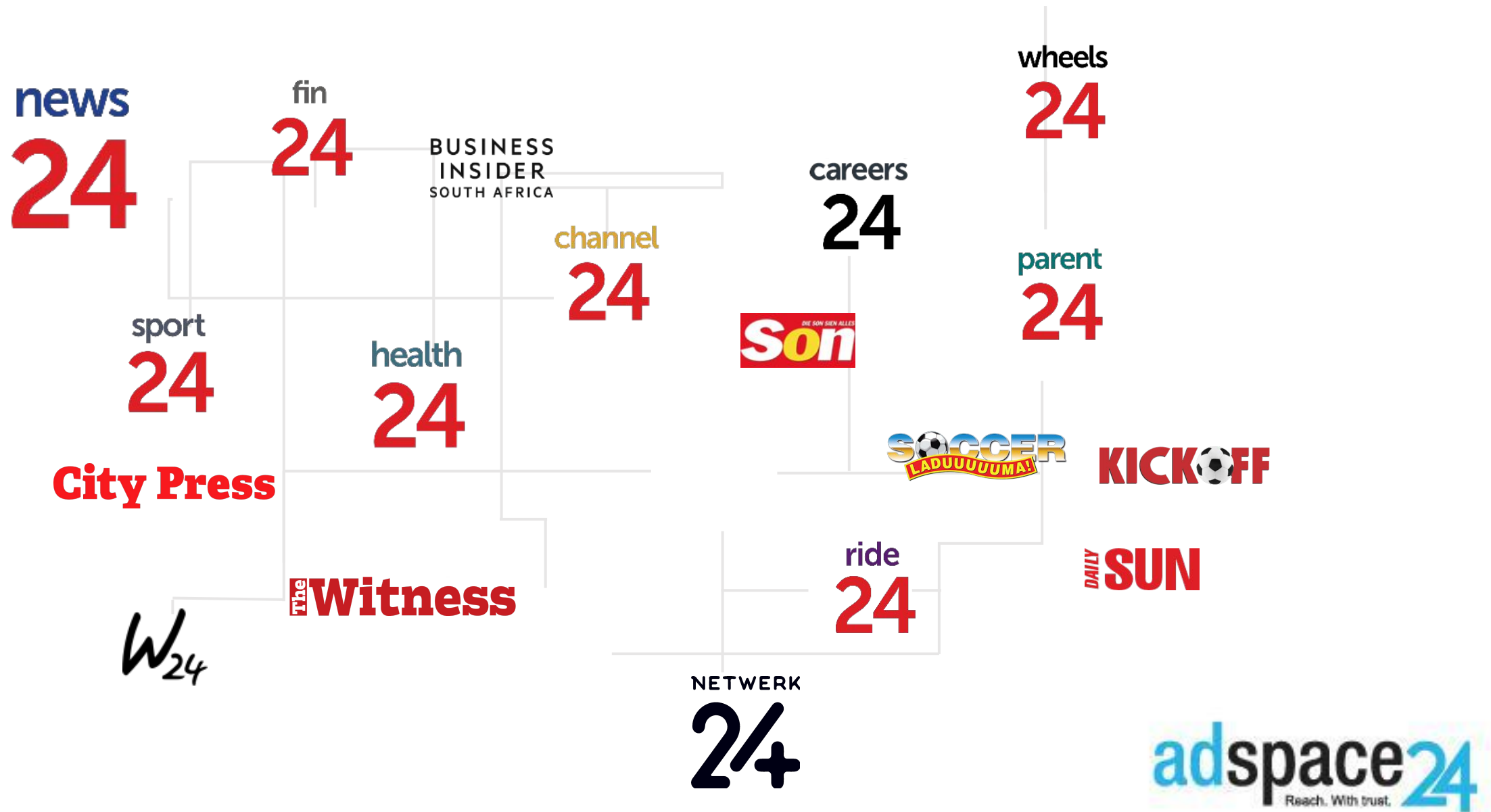
NETWORK24

- 1,8m monthly UBs
- 250,000 ADUBs
- 1,5m ADPVs
- 80,000 subscribers
- 21min ave time in app

- Digital is a full funnel solution – how best to unlock mid funnel opportunities
- Best formats for mid funnel success
- Increasing importance of viewability when attention metrics matter
- Benefits of programmatic marketplaces for publishers

- Digital is a full funnel solution – how best to unlock mid funnel opportunities

Shifting commercial thinking from this



To this



Current Affairs
42 Million



Financial/Business
5,5 Million



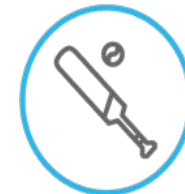
Sport
5,8 Million



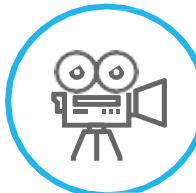
Soccer
3,3 Million



Rugby
860,324



Cricket
1,8 Million



Entertainment
2,6 Million



Afrikaans
5,1 Million



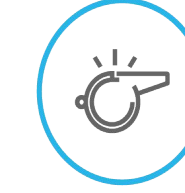
Motoring
2,3 Million



Travel
2,5 Million



Fashion & Beauty
1 Million



Healthy Lifestyle
2,8 Million



Food
443,918



Recipes
204,068



Parent
1,1 Million



Home
1,1 Million

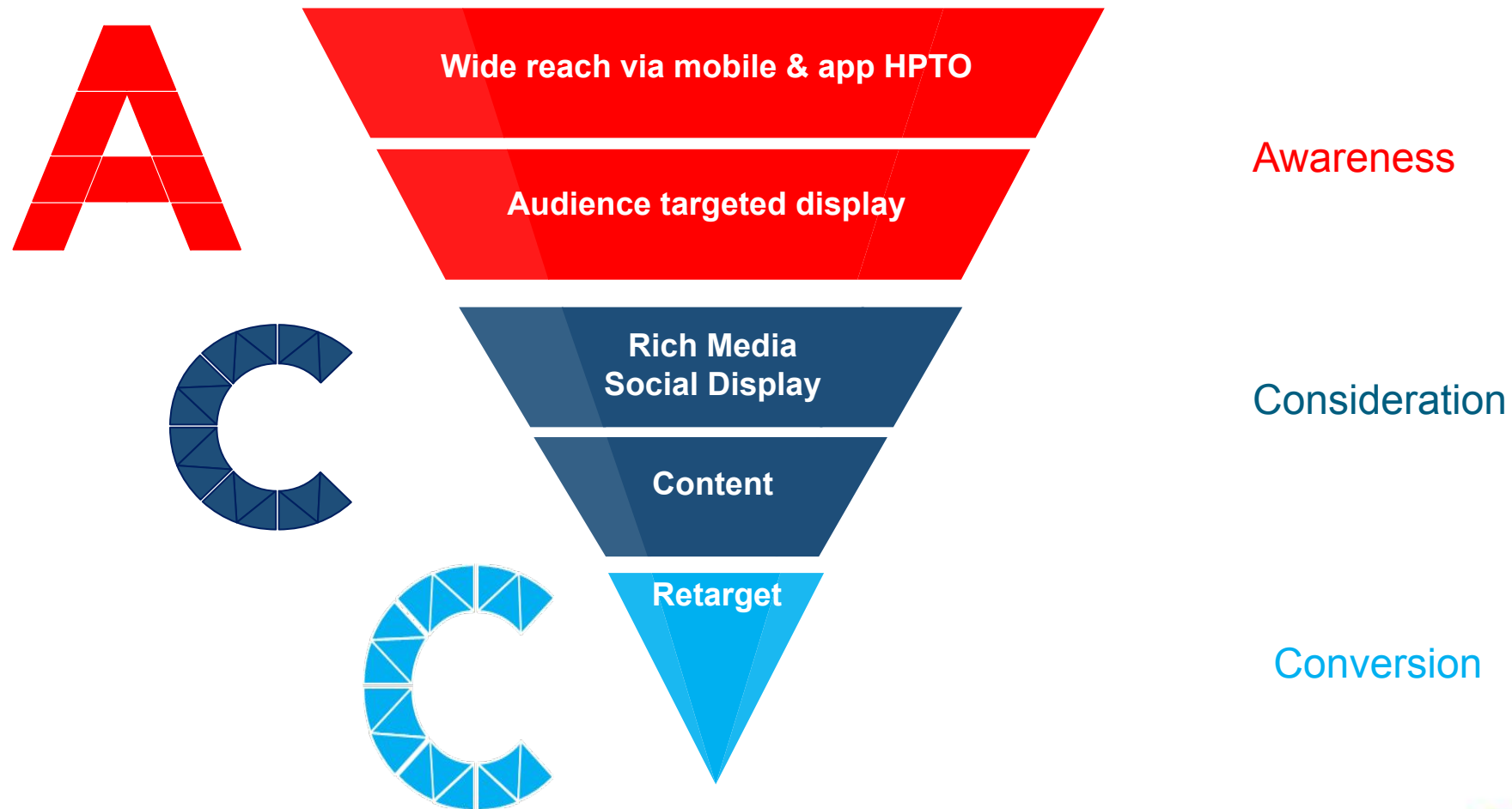


Agriculture
243,038

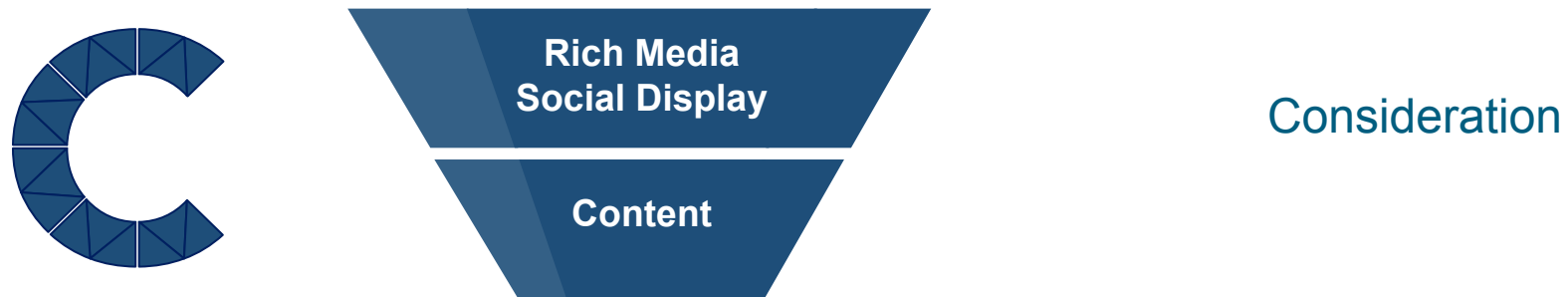


Online Shoppers
2,9 Million

And everything is underpinned by data



Success metrics all about attention – engagement, interaction and in view time



- Best formats for mid funnel success – rich media

Rich media is a digital ad that includes advanced features like video, audio or other elements that encourage viewers to interact and engage with the content.

While text ads sell with words, and display ads sell with pictures, rich media ads offer more ways to involve an audience with an ad.

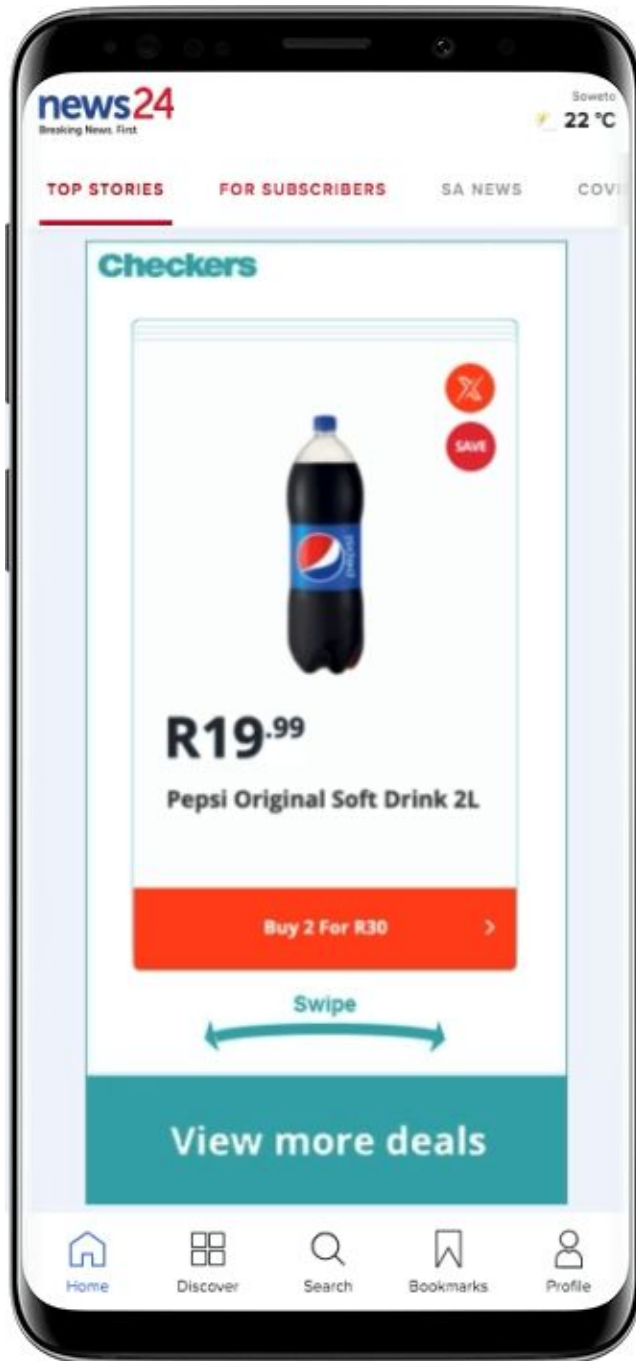
Benefits of rich media include:

- Create complex ads that can elicit strong user response
- Ads can include multiple levels of content in one placement
- Offers an engaging user experience leading to higher interaction
- Increased conversions, click-throughs, and in view rates
- Better metrics than traditional ads



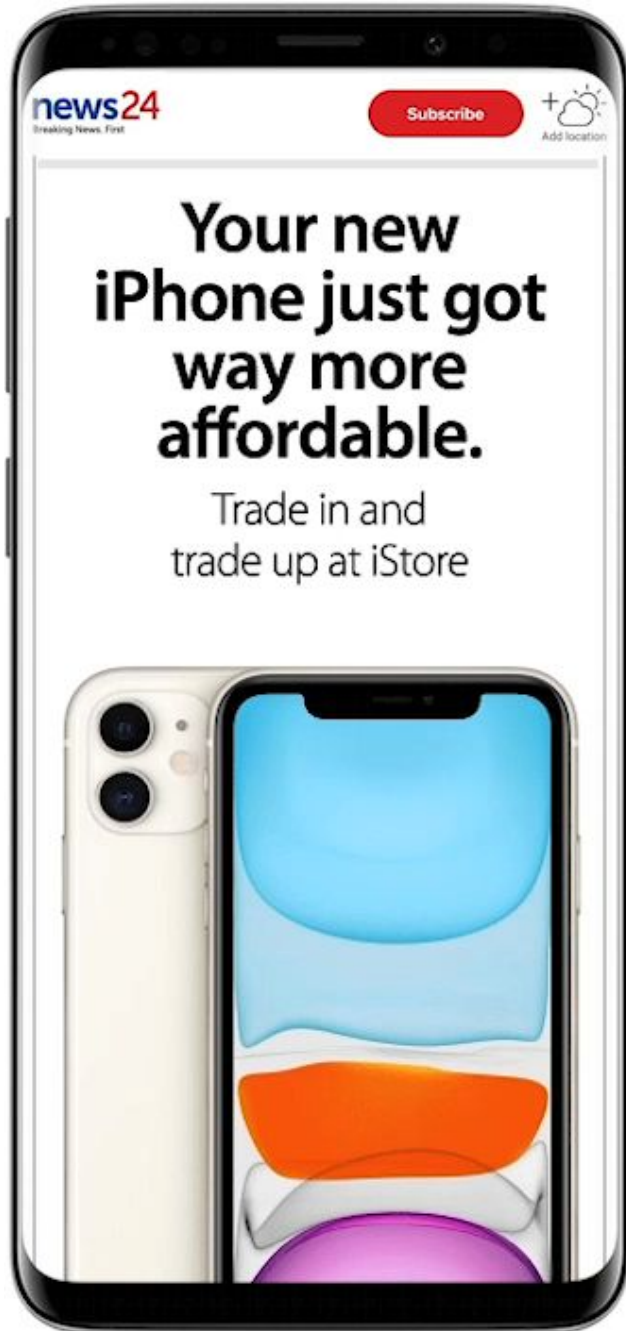
Adspace24 Stories

- Includes lead generation form
- In view time 22 seconds
- Target to an intent based audience



Adspace24 Swipe

- Digital solution to retail product and price catalogues
- Engagement rate of 24%
- Target to an intent based audience

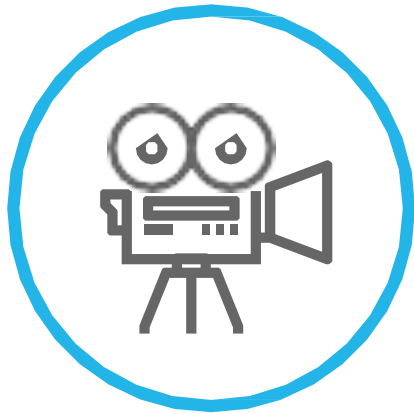


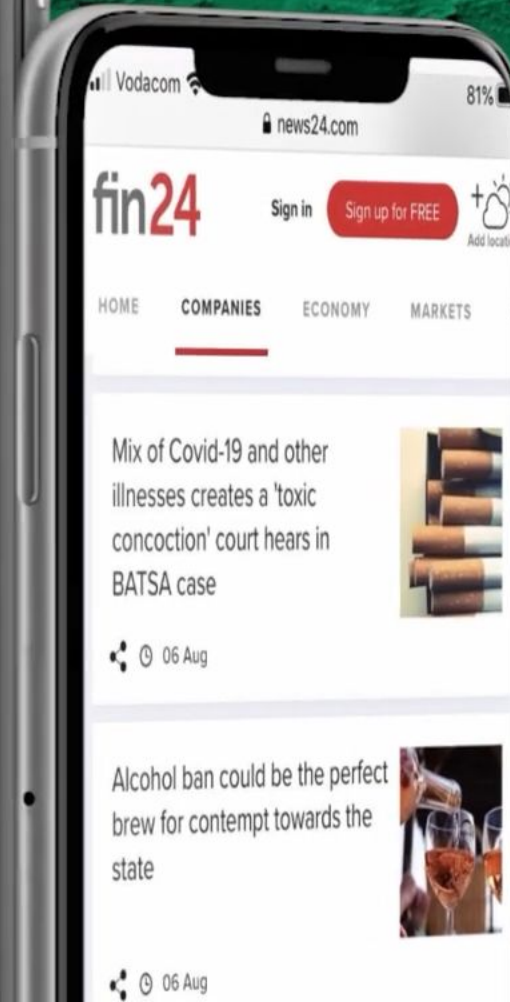
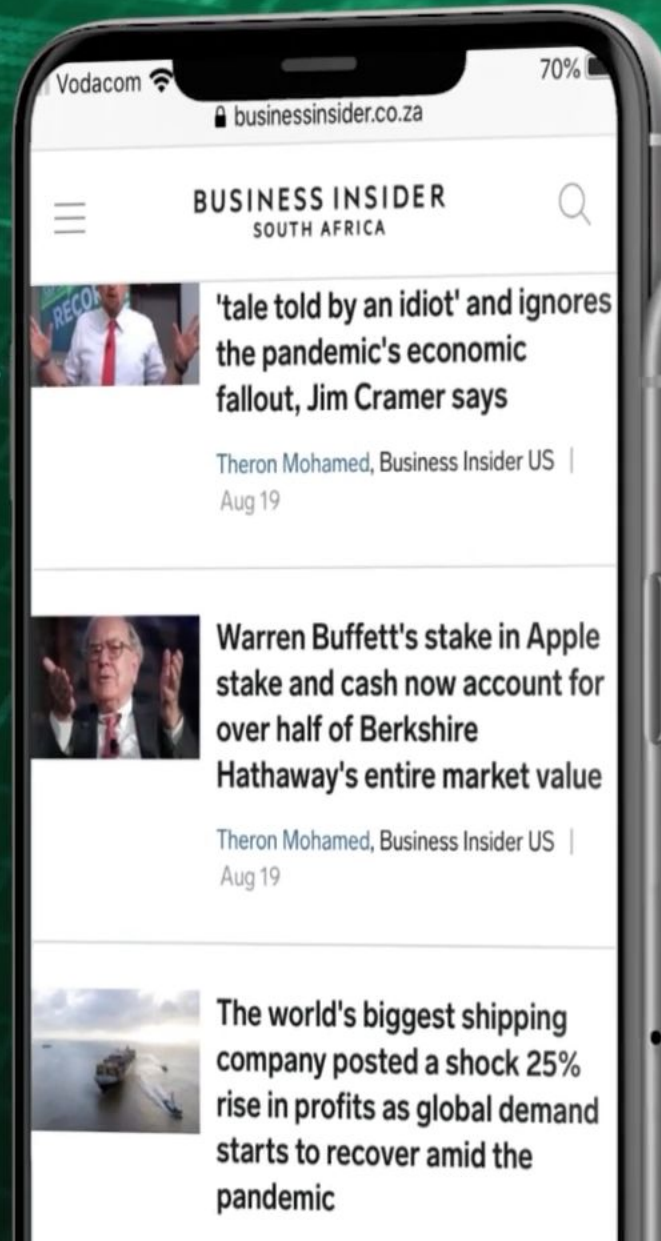
Interactive form

- Built in smart logic
- Capture reader data with ad unit
- Target to an intent based audience

- Best formats for mid funnel success – content

Native advertising or content marketing is about turning complex ideas into compelling stories





Nedbank – Behind The Business Headlines

- Nedbank’s “Behind the Business Headlines” campaign aimed to show the broader impact behind topical news stories and the effect they could have on business.
- Through clever ad targeting, Nedbank advertisements were built around editorial business content on News24 and Fin24, where readers were taken through to a content hub of 10 written stories and 5 podcasts – explaining the trends behind the news.
- We identified key areas of expertise and brought the campaign to life by partnering with 24.com in order to give readers insights into those related industries, trends and topics.
- Page view targets were exceeded by 195% and engagement targets by more than 3 mins.

292 530

PAGEVIEWS

4:52

AVERAGE CONTENT
HUB ENGAGEMENT

26 MINUTES

LONGEST ARTICLE
DURATION
(SA farmers growing more with less as
going green picks up speed)

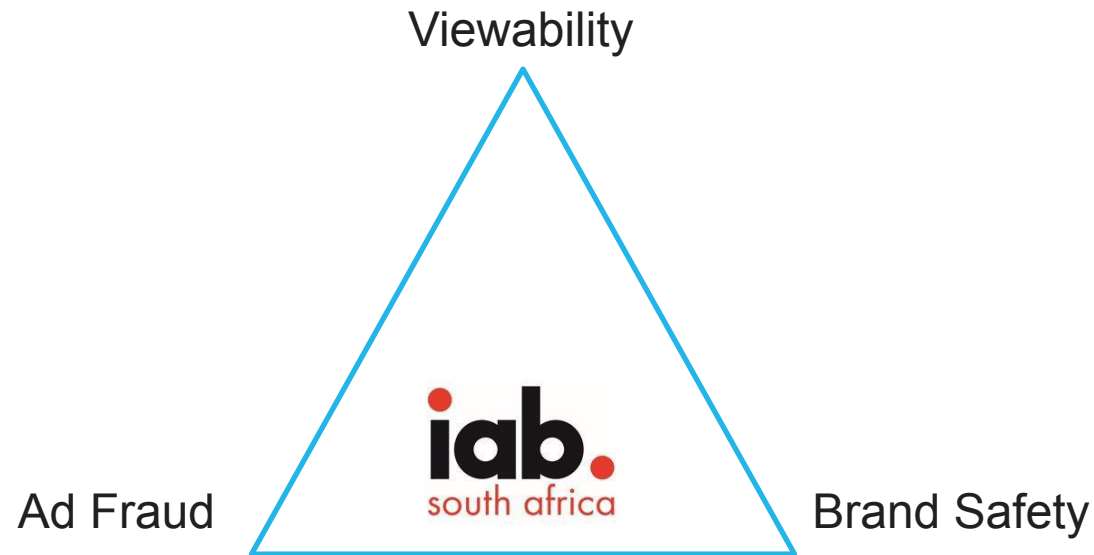
120 603

TOTAL CLICK THROUGHS TO
NEDBANK SITE

- Increasing importance of viewability when attention metrics matter

Why is viewability important?

Viewability works hand-in-hand with brand safety and ad fraud.



How is viewability measured?

In an effort to foster greater standardization around what is considered a viewable impression, the Interactive Advertising Bureau (IAB) and the Media Rating Council (MRC) collaborated with hundreds of major agencies, advertisers, publishers, and technology providers (including Google) to develop a collective industry standard.

The MRC & the IAB considers an ad to be viewable if the following criteria is met:

Display Ads

50% of the ad needs to be visible for at least 1 second.

Video Ads

50% of the ad needs to be visible for at least 2 seconds.

How do we stack up?

Viewability: Media24 continues to outperform SA market benchmark

76% vs 64% SA market average

How do we continuously optimise viewability?

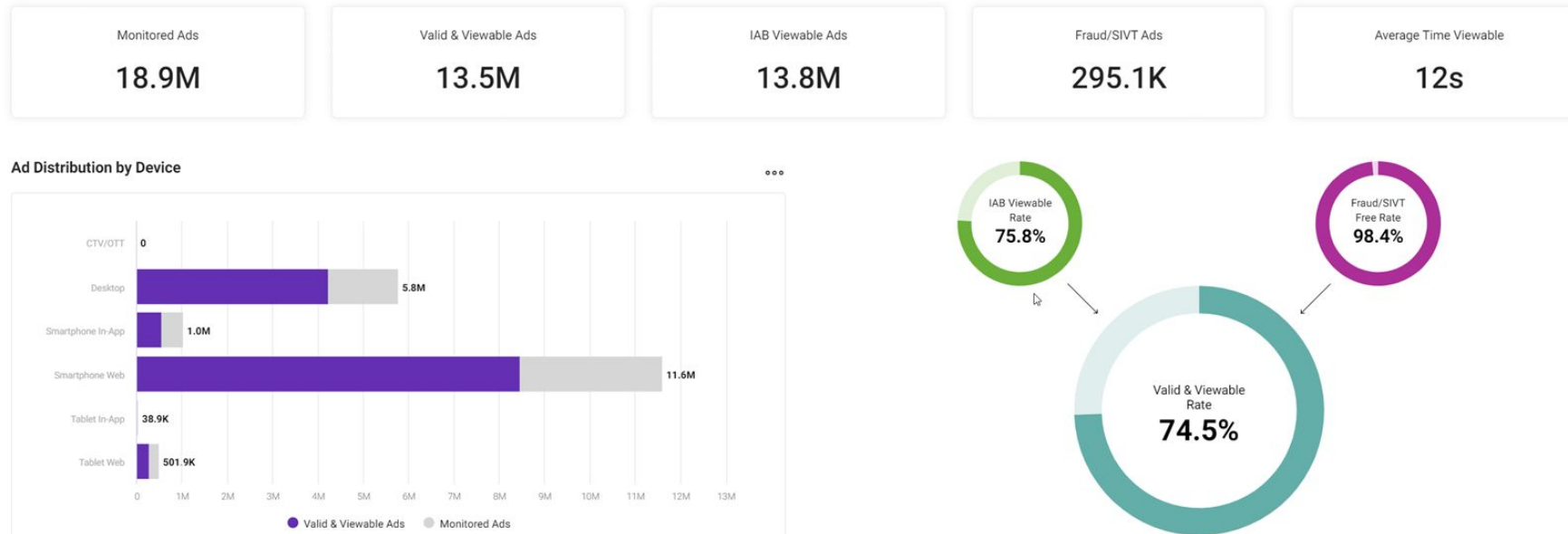
- Latency: Ads load faster and have better viewability rates on speedy and responsive sites and apps. Our redesigned sites have been optimized for speed and responsiveness.
- Smart Loading: Serving ads only when it's necessary. Smart loading enables our pages to load faster, further reducing latency and ensures our viewability is as healthy as possible.
- Tagging Audit: We embark on an annual tagging audit across the full 24.com network.

We also have a 3rd party viewability verification tool – DoubleVerify

- To meet the increasing need from buyers to access highly viewable inventory *beyond* the current IAB measurement
- To measure brand suitability and invalid bot traffic, which affects viewability
- Offers our buyers additional peace of mind - not just relying on Google Active View

DoubleVerify

DoubleVerify is a fully accredited 3rd party measurement platform that provides us with additional insights and measurements into our current viewability metrics, beyond the single IAB/MRC standard through Google Active View and Ad Manager.



- Benefits of programmatic private marketplace for publishers

How programmatic has evolved

Starting out as a cheap way to buy remnant inventory at an immense scale, programmatic buying has changed massively over the last few years from:

- Basic display inventory
- Mass scale at low cost
- Remnant inventory on auction
- Blind network buys
- Complex systems for buyers and sellers
- Large barrier to entry: specialist trading desks needed

Where are we now?

- Multitude of platforms and formats available:
Display | Video | Audio | Native | Connected TV | Digital Out of Home
- Data-driven buying – audiences not channels
- Offline & Online data integration – First-party data
- Quality Controls / Verification – Ads.txt / sellers.json / transparency / brand safety / MOAT / IAS
- Technology is now easily accessible – many brands have their own seat at the buying table

Benefits of programmatic deals



Agility



Data driven



Control



Scale



Media consolidation



Machine learning

What challenges do buyers still face?

- Click Fraud
- Lack of transparency
- Unsuitable content
- Fake sites
- Bot traffic
- Low viewability

What are we doing to overcome this?

To overcome these issues, buyers are increasingly seeking safer and more effective ways of doing programmatic buys.

This is why more and more buyers are now turning to programmatic
Private Market Places

Benefits of PMPs?

- A 1-to-1 deal between buyer and seller
- Negotiated fixed rates
- Cherry pick sites, audiences, ad units and formats
- Quality inventory at scale
- Transparency
- Publisher audiences and data
- High impact ad units and custom formats
- Managed services
- Brand safe environments
- Brand Safety controlled at publisher level (*no extra cost*)

Private Marketplaces allow you to use data effectively without sacrificing creativity.

Thank you

To run a successful programmatic campaign, we believe you need to be effective in 3 key areas:



Data



Creativity



Strategy

The value of data

Types of data available to buyers

Buyer Audiences

Google Data:

- Affinity
- In-Market
- Demographic (Age & Gender)

First Party Data:

- Floodlight tag audience
- Remarketing list
- CRM / CDP
- DMP owned audiences

Third Party Data:

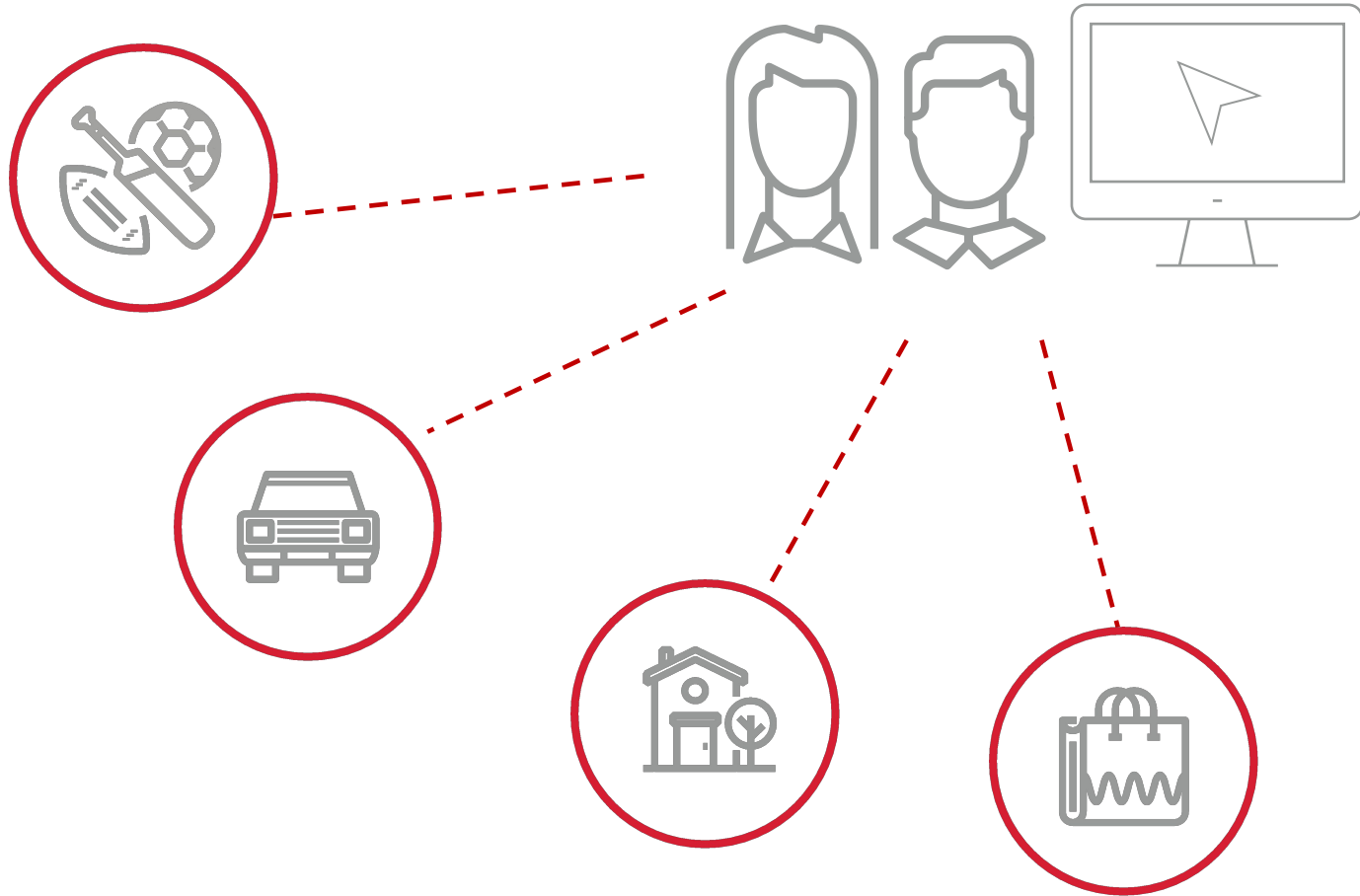
- DMP licensed audiences

Publisher Audiences

- Content Categories
- Interests
- Life Stages
- Affluency
- In-Market (new)
- *Advertiser-owned audiences

**Built by 24.com for the exclusive use of the advertiser it was built for*

Value in Publisher Data



Our News24 audiences are built from historic user behaviour and not lookalike modelling.

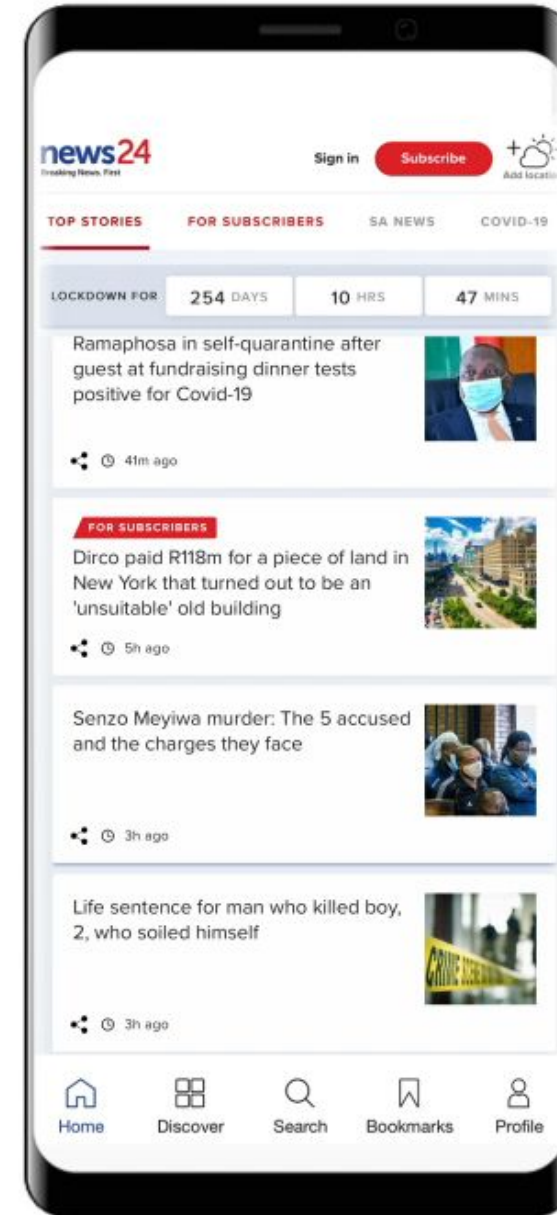
This is a far more accurate way to segment, using data points such as:

- Search results
- Page/section visits
- Product views
- Frequency of visits
- Recency of data

Creativity

Creative Strategy

Stand out from the competition using high engagement ad formats



PMP Strategies

Once you have powerful creatives and valuable data, you need a solid strategy and skilled people to bring it together.

Some effective PMP strategies include:

- Have a clear objective and targeting strategy
- Multi-variate testing
- Try different formats, audiences and creatives
- First-Party audience overlays
- Publisher audience strategies
- Contextual targeting
- Buyer frequency capping
- Dynamic creative optimisation
- Remarketing within trusted environments

But most importantly keep testing!