

Silverbullet

Playbook

What's the value of my **customer data**?

Discovering the questions asked by so many media owners; what truly is the value of my data? How can I best monetise it to realise my full potential? How can I safeguard against the looming data threats?

Data, data, data.

Data driven marketing is on the rise, and industry headlines continue to disclose impressive numbers; [80% of marketers](#) are prioritising their customer data assets to drive revenue. Yet the data story has somewhat been turned on its head recently, and the pressure on content owners to take advantage of the value that customer data brings, is stronger than ever.

We define 'content owners' as: publishers, media owners, broadcasters, games developers, etc. i.e. any company that has content that can be viewed by consumers.

Today, content owners are seeing a shift towards digital content; they now have the opportunity to engage with end users on a personal 1:1 level. Businesses are now looking to focus on a true consumer-centric future within brand safe environments.

However, to take advantage of these changes many traditional content owners have had to revamp their business models to focus on targeted content and predictive analytics to better understand the opportunities.

52%

of publishers only, feel confident in revamping their business models

And we don't blame them. With 'data' being scrutinised more so than ever over the past 24 months - scaremongering headlines including leakages from the likes of [Cambridge Analytica and Facebook](#), continuous browser restrictions from [Apple and Google](#), and the damning [ICO RTB report](#) released earlier this year – uncertainty is looming in the air.



"Digital media is now expected to create value, not cost. Digital transformation is forcing companies to change their business models and adapt to this new market reality. This change is being driven by the customer."

Jennifer Lund, SuperOffice Blog

Despite the nerves, media owners are extremely well positioned to start taking back control and leading the customer value narrative. They sit on a goldmine of intelligence that marketers truly want - a lucky dip of audience data that's waiting to be optimised.

So, how can media owners take ownership of the data story? And, what value can be created?

Data Value - The Numbers.

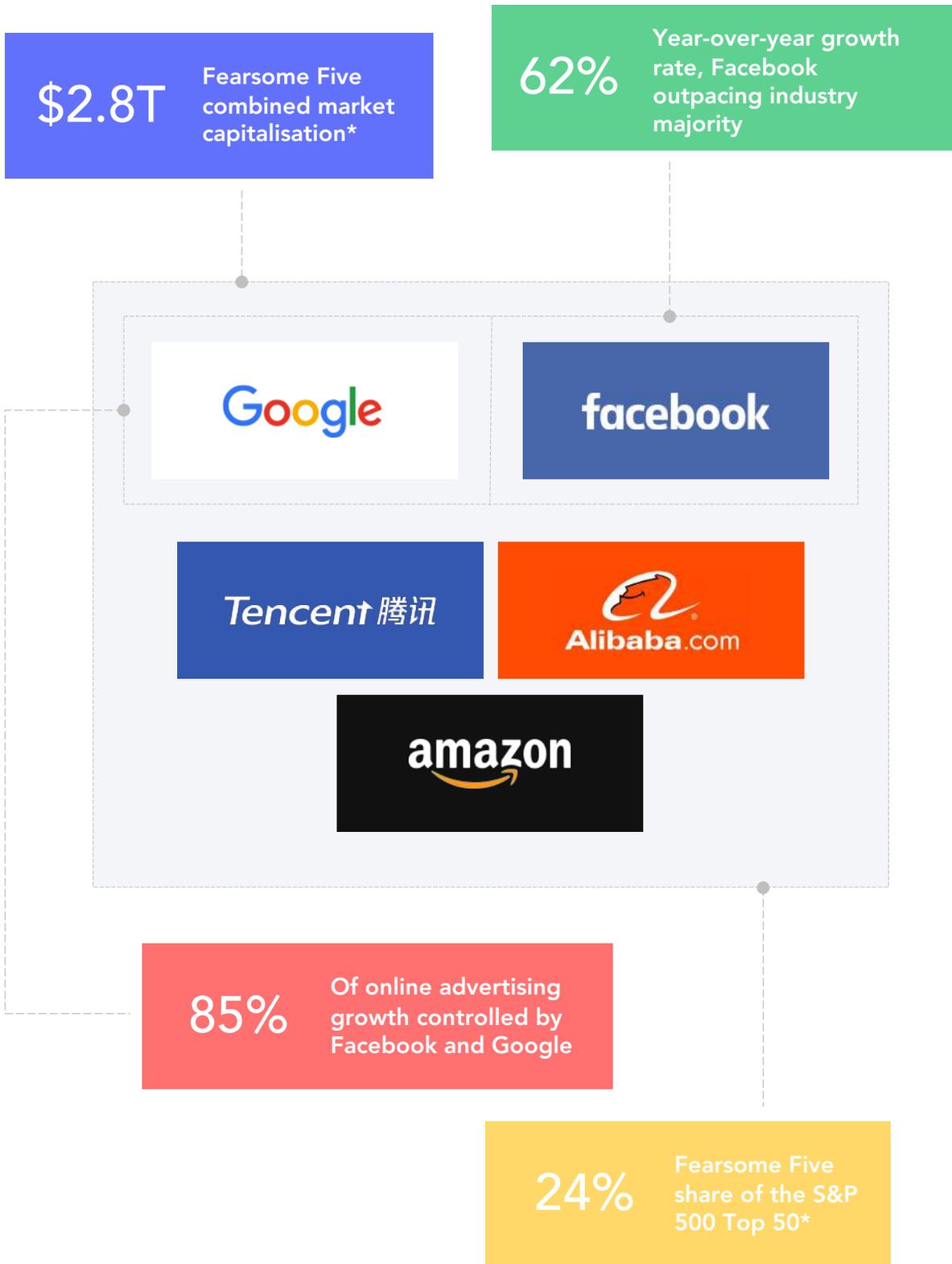
The global data market has been valued by some, and is expected to reach [\\$1bn per year](#) with rapid growth to follow. Despite the digital revolution creating a data 'rich' landscape, there's a common feeling of being 'information poor'.

And we'll never escape the looming pressures of the 'fearsome five':

[The 'fearsome five'](#) (Google, Facebook, Amazon, Alibaba and Tencent) are, quite simply, the leaders in data.

Over the last year we have seen these giants utilise their data to move into the premium content world. Google has owned the YouTube distribution channel for some time now, but in the last year, Facebook has released Facebook Watch; combining user generated content with premium videos.





*Mary Meeker's 2017 Internet Trends report

The Cookie Demise - The Damage

With more and more headlines proclaiming the death of the third-party cookie, content owners – and their relationships with their customers – is being damaged.

500

Revenue for global top 500 publishers dropped by an average of 52%, with a median per-publisher decline of 64%.

20%

Consumers are no longer getting a value exchange, with an increase of over 20% reporting ads are no longer relevant to them.

“While platform companies like Google and Facebook control an abundance of data about consumer purchases, they don’t own an abundance of content like publishers do. Therefore these platform companies cannot collect as much data about people’s engagement with content.”

[Digiday Article](#), 7th Feb, Seb Joseph

*Google Third-party Cookie report

The problem is third-party cookies have long been used for everything from frequency management to behavioural targeting. Many marketers are questioning how best to continue to employ these tactics moving forward.

The good news is, targeting will still be possible. However, the mechanisms and mindsets will need to change.

The scale and scope of addressable audience targeting will decrease and advertisers may turn to modern advances within contextual targeting and other techniques to drive business performance through programmatic platforms. *(Check out our WTF is a world without (third-party) cookies whitepaper we wrote with Digiday to explore this further).*

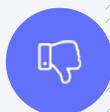
Contextual targeting for brands will be a big focus over the next two-years, but there are many other ways businesses can start to realise the potential of their data. And content owners are positioned very well indeed.

Effectively, anyone with first-party audience relationships will be able to fill in audience targeting gaps left by the removal of third-party data cookies. The control is heading back into the hands of content owners, and this paper will explore the what, why and how.

The Data
Clean Up.
From browser
lock-down's to
DMPs.

The browser lock-down.

It's not just the fearsome five's data dominance that is posing threats. With tighter regulations surrounding the GDPR, Apple's Intelligent Tracking Prevention (ITP), Firefox's Enhanced Tracking Protection (ETP) and Chrome's latest initiative(s), the industry is on 'data lock down'.



The "Bad Guys" Third Party Cookies

Programmatic's reliance on third-party cookies as the foundation for user-level targeting and measurement, will soon drastically change. Without them, however, marketers are struggling to create personalisation at scale. The 'damage' is already revealing itself, with match rates on the decline and many businesses retreating from the EU market in light of GDPR.



The "Good Guys" First Party Data

First-party data is going to be essential for everyone in the survival of marketing technology's future. If businesses are able to establish a direct connection with their user/consumer/customer - and adhere to consent and compliance - they will be able to reach profiles across a multitude of channels and run highly targeted operations.

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...
r_mod.use_x = False
r_mod.use_y = True
r_mod.use_z = False
...
r_mod.use_x = False
r_mod.use_y = False
r_mod.use_z = True
...
...select= 1
ob.select=1
...modifier_ob
...modifier_ob) # modifier ob is the active ob
...ob.select = 0
...selected_objects[0]
...select = 1
...

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Unlocking the
potential of
your
data.

Realise your value.

Data Platforms - Data Management Platforms (DMPs) and Customer Data Platforms (CDPs) - have long been associated with brands: marketers use these platforms to acquire new customers, engage with their current customers and derive insights and learnings. However, these platforms are increasingly being adopted by those on the supply side. See our [DMP vs CDP: Friend or Foe](#) report to find out more.

To fully unlock value out of consumer data, content owners need to setup and use the data platform slightly differently to brands. This is due to the nature of their business and how they interact with consumers.



As you can see in the diagram above, content owners can take a combined approach to utilising a data platform, by adhering to traditional methods adopted by a marketer (*offline*) blended with innovative methods embraced by a content owner (*online*).

Wrapped around all of these processes is the application of reporting, data science and insights. **Let's dig a little deeper.**



Engagement: Offline | **Acquiring new customers**

One of the main benefits of having a DMP is that you can utilise it to create audience segments, which can be used for a range of different revenue-boosting activities, including the acquisition of new customers, up selling and servicing customers.

Use the DMP to activate a “customer funnel journey”:

- A DMP can be used to find new customers, whilst advertising the brand off site (e.g. Facebook, Snap, Search).
- Once a potential customer makes the initial step to visit the site, the DMP can be used to ensure the customer journey is as seamless and straightforward as possible.
- When the customer makes the final leap to become a ‘paying customer’ (or even just a logged in user) a vast amount of data is generated: name, age, gender, interest information (such as the type of content they view or engage with) - and if a payment is involved, address, payment details.
- From this point onwards the media owner can offer 1:1 targeted messaging.

Real Life Example:



“I am not a registered user of Shudder. Shudder utilises a DMP to acquire and target potential consumers. After visiting the Shudder website on my desktop computer just once, I am retargeted with Shudder ads on multiple devices on my social media apps.”

Ben Chivers, SVP Global Delivery



Engagement: Online | Relevancy & "more impressions"

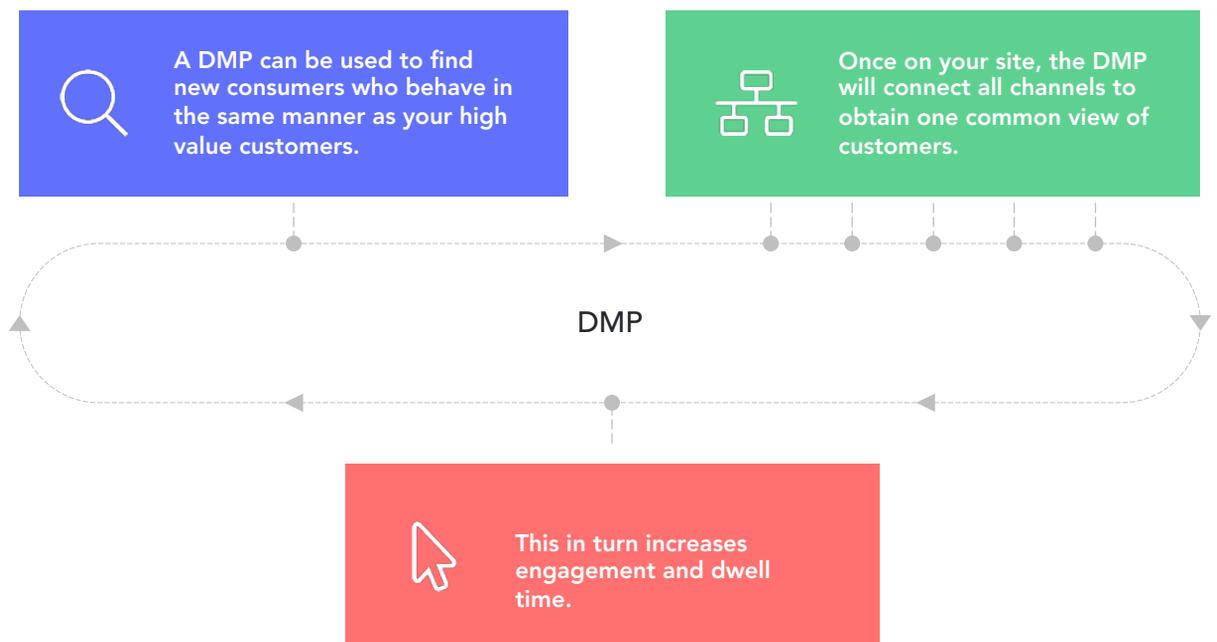
Many would think the previous example is the end of the journey. In fairness, this was once true; marketing teams would simply focus on bringing in new customers, and that would be that. Not today.

Customers, quite rightly, have come to expect a high level of individual service. Personalisation is key in the future of marketing, with demands including:

"As a customer I don't want to see messaging meant for new customers"

"When I switch on my streaming service in the evening, I would like to be spoon fed the shows it thinks I would like (based on my viewing history)"

"Each week I would like a broadcaster to send me an email recommending shows that are airing this week that it feels I might like (based on my viewing history)"



Real Life Example:

NETFLIX

Content personalisation (which includes content recommendation and remarketing) aims to display content to your visitors that matches their demographic information and interests whilst recommending related content (e.g. articles and videos) that consumers have visited previous.

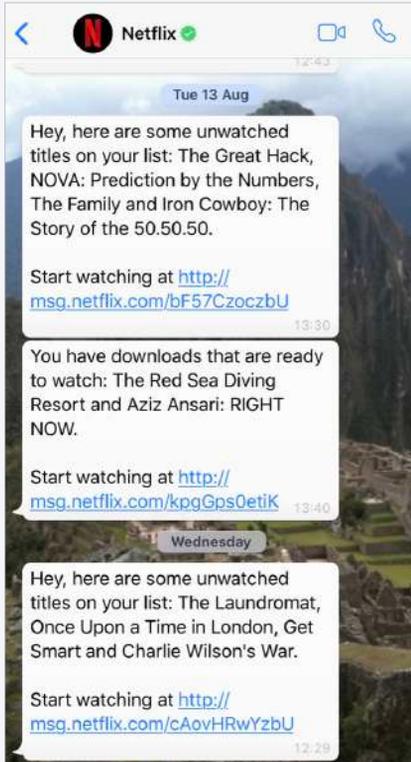


Netflix was one of the first content owners to fully embrace the application of streaming. They have built on this by applying a recommendation engine.



"Once I started the latest series of Stranger Things, the next episode automatically appeared in the queue. Naturally I then binged on the entire series, and the same happened; similar series joined the queue. This approach keeps me hooked and more content is consumed!"

Alex Jacobson, Director of Client Services



Watchlist.

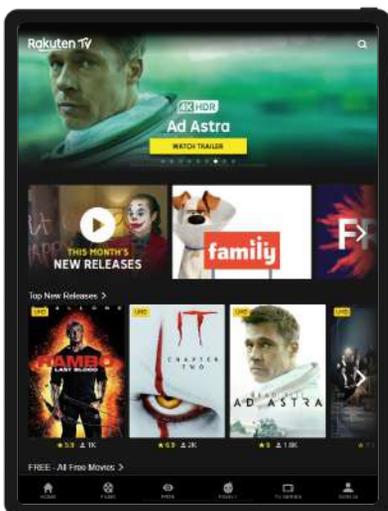
It doesn't end there. Emails, texts and even WhatsApp messages are sent when content has been added to a watchlist and not viewed, when downloads have been made and not viewed, or when content is added that might interest the consumer.



Revenue: Offline | Upselling

Once a consumer has moved from a 'prospect' to a 'user', value can be extracted.

This can be done by subscribing or registering for a service. The key here is that upon registration, data is collected, therefore providing valuable insight into the customer.



For the majority of content owners, the biggest advertiser on their site is themselves. These promotion ads are generally called "House Ads". House ads can be used to advertise other shows the consumer might enjoy or upsell an alternate product. In the digital world, content owners can track user journeys within their platform, personalising house ads every step of the way.

A data platform can allow content owners to track what products a user has already signed up for and target them with the most appropriate new product.

Real Life Example:



Rakuten offers free content to users, such as old films or short documentaries created by Rakuten themselves. When you watch these films, you see ads (note: if you have registered, these ads are targeted based around who you are).

At least one of the ads is advertising other, paid for, Rakuten content. These ads are specifically designed to upsell content to users who have not made purchases previously. They also advertise other Rakuten products, not related to their content business; Rakuten Viber for example.





Revenue: Online | Increasing (ad) revenue

Traditionally, advertising was always sold against content. As an advertiser, if you wanted to advertise to young professionals with a high disposable income, you might advertise within the news ad break, or a documentary. In parallel, if you wanted to speak to teenagers, you would consider placing the advertisement within a comedy show.

With the onset of the digital revolution, more consumers are turning to online and streaming services, meaning advertisers no longer have to target content to reach their desired audience; an advertiser can target the person, not the content.

It's a win-win situation. Advertisers will pay more money for this highly targeted reach, yet in turn will save costs on targeting the wrong consumer. Whereas the media owner sees increased ad revenues. Additionally, the end user sees more relevant ads.

Real Life Example:



Sky AdSmart allows advertisers to show different ads to different households watching the same programme. This means brands and businesses can advertise on some of the Sky channels, but only to relevant households and audiences.

Before AdSmart, TV advertising was mostly mass market and usually required big investments. AdSmart's controllability and precision radically reduces the outlay required, making TV advertising possible for almost any business. In fact, more than 70% of advertisers using AdSmart are new to TV or Sky.

Due to the precision of AdSmart, Sky can charge a higher CPM and thus increase advertising revenues. Brands are willing to pay this higher CPM as they are targeting the consumers they want to reach: media spend wastage has been massively reduced.



The Wrapper: Reporting, Data Science & Insights.

Wrapping around all of these areas are reporting, data science and insight generation:

Reporting

Reporting is essential to feedback into a content owner's data strategy. Understanding which advertising channels are working the best will help structure future media spend.

Understanding how users are consuming content also allows content owners to tailor their marketing strategy. Are users bingeing on new series? Do they come back time and time again? Should this influence how content is delivered to the platform: in one lump sum or drip-fed, week by week?

The beauty of using a data platform is that new theories can be tested, and new insights delivered quickly and efficiently. Reporting is essential to validate or challenge theories.

Data science

Data science is a multidisciplinary field combining technical skills across mathematics, statistics, computing and information to tackle real-world problems.

Businesses receive swathes of information about their worlds, but rather than being in a natural, readable form, this is often hidden in terabytes, sometimes petabytes, of data. It is the role of a data scientist to interpret and tease this valuable information from the data available, in any and all of its forms.

Data science allows a content owner to answer their questions through unlocking their data, and gain meaningful, actionable insights.

Generating Insights & measuring success

Advertisers will pay for insights surrounding customers. Even anonymous insights. Access to insights could help the advertiser answer questions such as:

- Where are people consuming content?
- What is the demographic make-up of these users?
- What devices are they using?

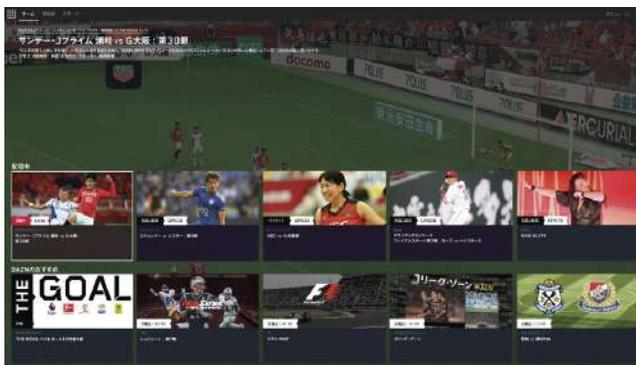
Measurement and analytics are key in testing new theories, and proving/disproving hypothesis. In fact, some more advanced data platforms use data science to show trends that may not have been visible to the human eye.

Real Life Example:



DAZN sports is a streaming service that allows consumers to watch sporting events such as Premier League, Serie A and NFL.

DAZN could see trends in consumer behaviour in line with sporting seasons. For instance people were subscribing for their service in Italy whilst Serie A was taking place. In the summer months, subscriptions were cancelled. Getting this insight allowed DAZN to start creating content to keep the “football crazy” consumer engaged. As such content was commissioned showing DAZN ambassadors (such Neymar or José Mourinho) reviewing their favourite goals of the last 10 years. This exclusive content kept users engaged and made them less likely to cancel their subscriptions.



Extending this further, publishers could start to analyse which audience segments are performing the best – i.e.. which type of consumer are advertisers willing to spend more on? Insurance companies may want to find people who have just moved to London; high end fashion brands may want to find people aged 30-45; airlines may want to find CEOs and as such all will pay more to reach these people.

Content owners could then tailor their shows or offsite marketing strategy to get more of this type of user on their platform. The insights generated could ultimately influence the content acquisition strategy.

In Conclusion: [The Data Platform Summary.](#)

Utilising a data platform in all of these areas is no easy task. Requirements from all areas need to be taken into consideration to ensure the best platform is procured and implemented in the correct way.



"In the past there were only 3-4 data platforms on the market. Today, many platforms exist with unique selling points. Picking the best platform, which addresses the highest priority requirements for a company's specific needs is no easy feat."

Simon Theakston, SVP Partnerships, Silverbullet

In our experience at Silverbullet, we have seen many content owners focus on 2-3 of the areas outlined in the previous chapter, but never all five.

This is where we can help.

Drawing on our experience in working with brands and content owners, we can ensure all requirements are gathered and the best platform is procured. We know how to get the most out a data platform both from the consumer acquisition point of view (getting more eye balls on your platform) and increasing revenues (through increasing subscriptions or ad value).

If you would like to hear more about the work we have done with Content Owners or if you would like to explore areas Silverbullet can help; please get in touch.



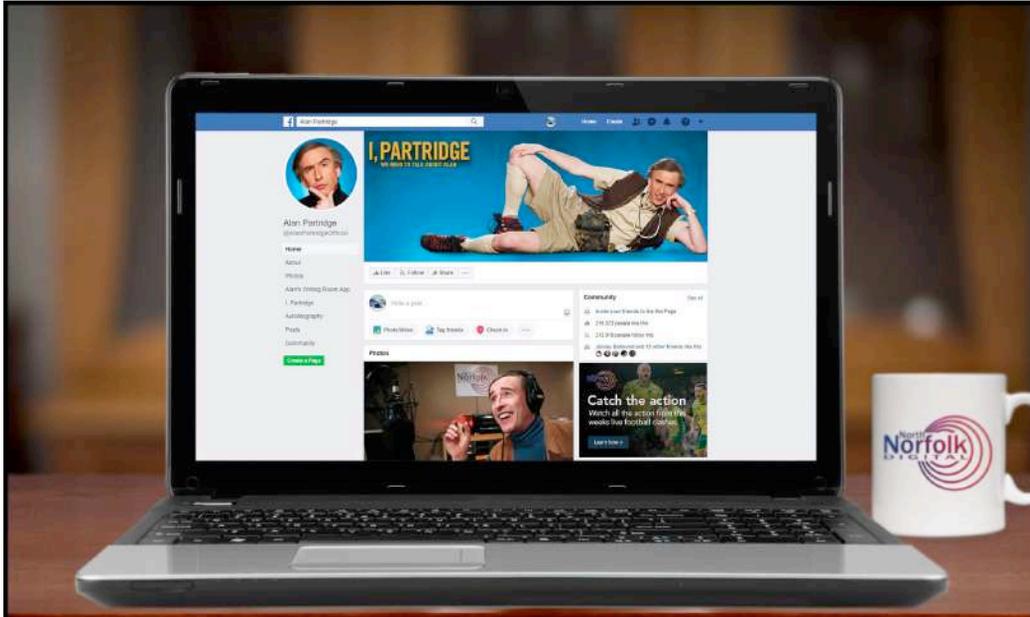
Ben Chivers

Email: ben@wearesilverbullet.com



Bringing it all
together.

A fictional worked example: North Norfolk Digital

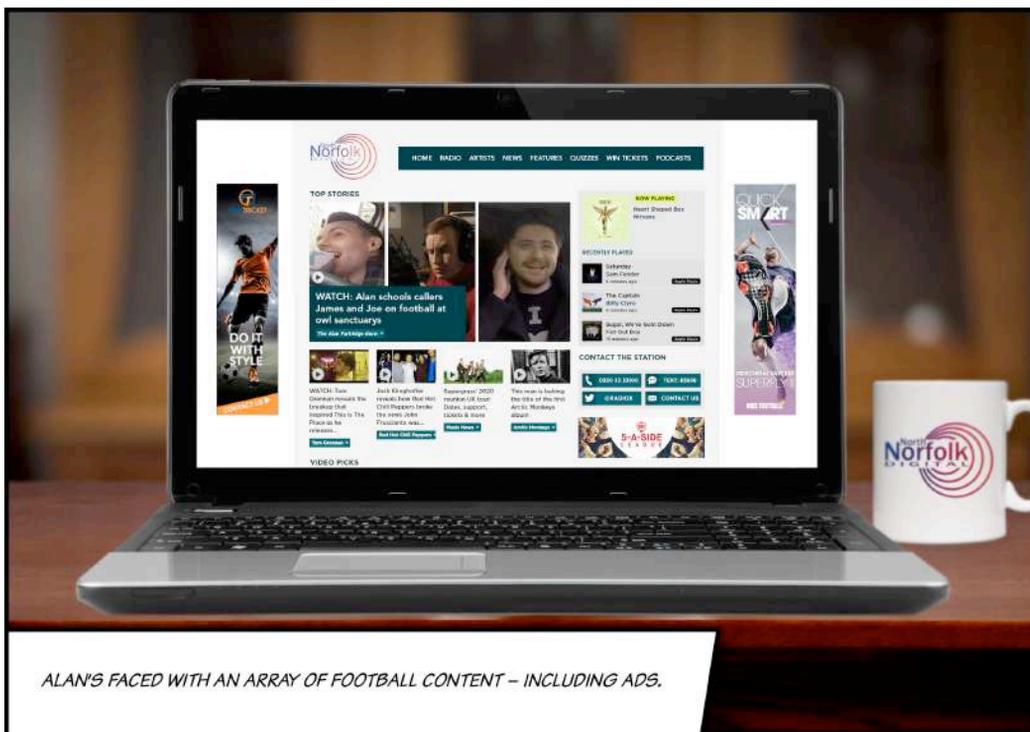


NORTH NORFOLK DIGITAL WANTED RUN A FACEBOOK CAMPAIGN TARGETING FOOTBALL FANS TO ENCOURAGE PEOPLE TO COME TO THEIR SITE TO SEE HIGHLIGHTS OF THE WEEKEND FOOTBALL MATCHES.

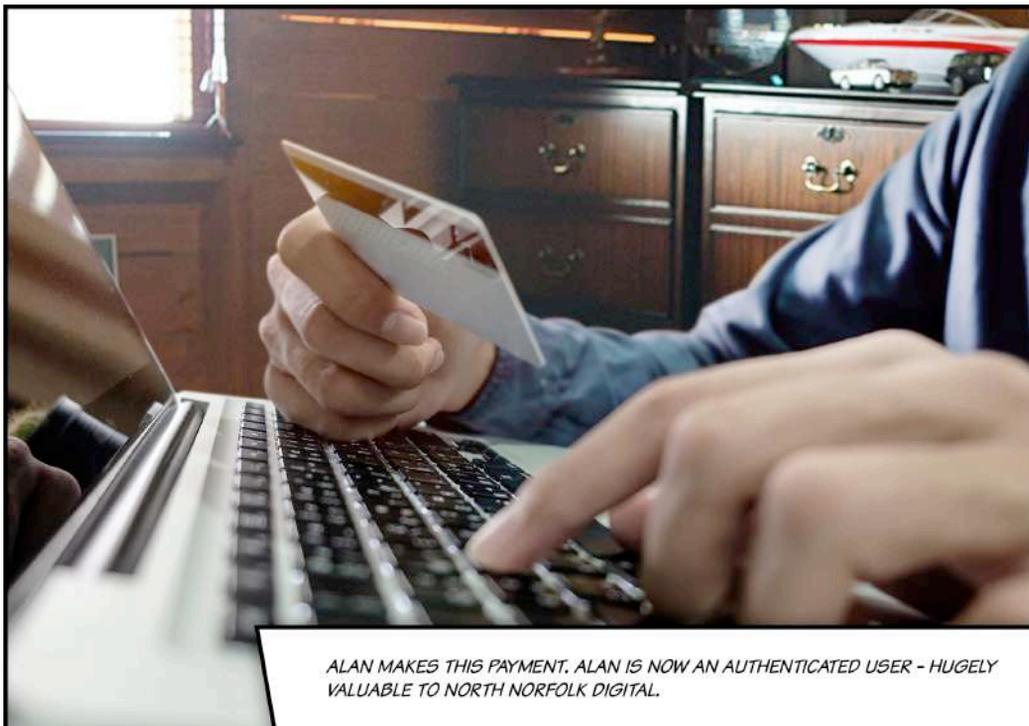


ALAN SEES THE NORTH NORFOLK AD AND CLICKS...

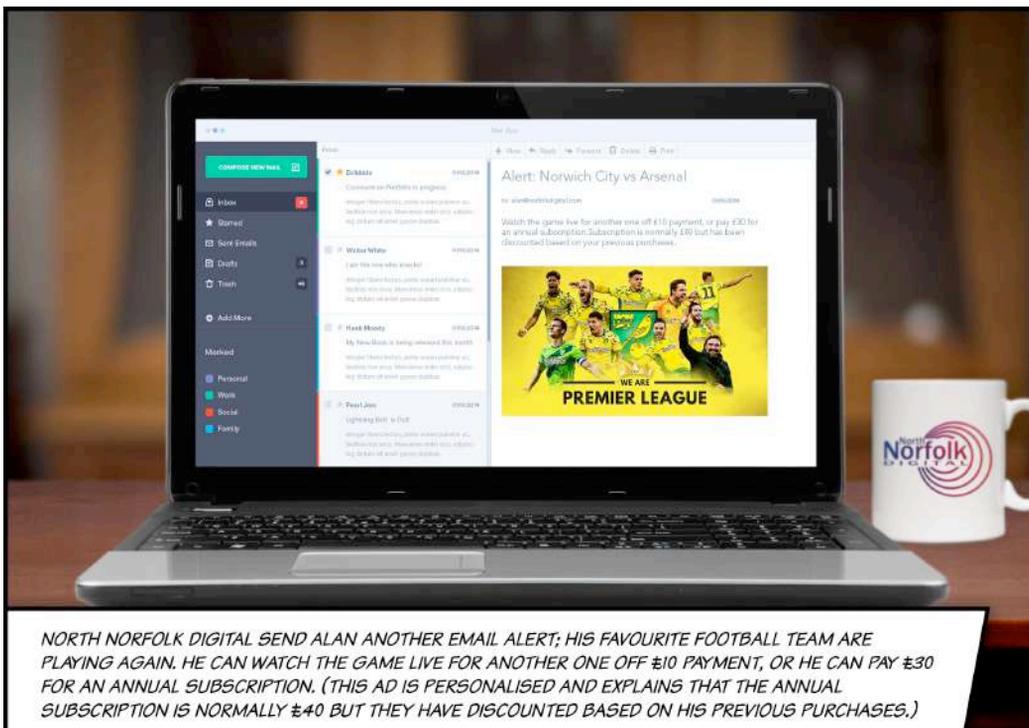
A fictional worked example: North Norfolk Digital



A fictional worked example: [North Norfolk Digital](#)



A fictional worked example: North Norfolk Digital



A fictional worked example: [North Norfolk Digital](#)



This is a simple, yet effective way of showing how brands can provide meaningful engagements to their users.

Going the extra mile.

Looking at where money is being spent by advertisers and agencies, North Norfolk Digital can identify that males, aged 18-35, and who watch football content are outperforming other segments.

As such, it would be profitable for North Norfolk Digital to have more of these consumers watching their content.

Fortunately, North Norfolk Digital have Terry Butcher as a brand ambassador. They arrange for Terry to create a short piece of content reviewing the best England goals of the century. This is accompanied by a marketing campaign featuring Terry to drive people to the site. This then equates to more males 18-35 who like soccer on the site and hence more revenue!



Smart usage
of data
will drive
powerful
results.

The future is bright, the future is data.

Many businesses understand the need for a stronger, more robust data architecture within their business. Yet most don't know how to do this or even where to start. The industry as a whole needs to be brave and make this shift; be ready to challenge the status quo, and make smarter business decisions for a brighter future.



When a UK heating company, Gasway, wanted to launch a campaign targeting homeowners in a specific town, it decided to try Sky's AdSmart platform instead of its usual social media approach, and the decision paid off.

After using the broadcaster's AdSmart platform — a technology designed for providing live TV viewers with adverts based on attributes including location, job and gender - Gasway's boiler sales in the area rose by 15%.

15%



"This new approach to technology is helping broadcasters go to war with Facebook and Google over Britain's £24bn advertising market. By giving clients the ability to harness data and target specific audiences, the likes of Sky, ITV and Channel 4 hope to beat the Silicon Valley titans at their own game."

Ben Wood, The Sunday Times, 2019

By take a data-centric approach to marketing technology, businesses can unlock a wealth of opportunities, from data flow through to content enhancement and activation.

The key is surrounding yourselves with trusted partners who can help you get there. And that's exactly why Silverbullet exist.



Introducing:

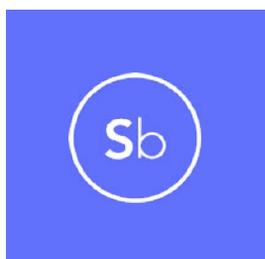
Silverbullet

The Silverbullet way.

The Silverbullet Data Services Group is a new breed of data-smart marketing services, designed to empower businesses to achieve the hybrid of data services, insight-informed content and programmatic.

Created through a 'buy and build' strategy to serve the needs of clients, the groups guiding principle is to create an insight-driven organisation in order to thrive in the new era of martech.

By creating a frictionless flow of data, we enable businesses to technically engineer an always-on, consumer-centric approach to marketing — underpinned by intelligence and expertise.



Your data consultancy, engineers and strategic service team.



Your next gen contextual intelligence platform.



Your native and content engagement solution.



Your independent trade desk for data driven programmatic.

Across the group, we have experts that reside in data activation for media owners. Two of our dedicated data specialists include:



Sandy Ghuman

Ran Sky's Adobe Data Management platform



Ben Chivers

Helped multiple publishers increase revenues through the use of advertising whilst at FreeWheel



Case Study.



Silverbullet Content Owner Mini Case Study.

Overview

Silverbullet has been working with a large UK broadcaster since 2018. The Broadcaster has been at the forefront of innovation since day one. Being one of the UK's most watched channels, they are now looking to super-charge their digital advertising offering by harnessing the power of consumer data.



Reaching their goals

The broadcaster was looking to create a market leading data driven product to increase advertising revenue through the use of data. Most importantly, the system had to work in a 'tagless', cookie-less environment and ensure data wastage was avoided.

The Broadcaster needed an expert partner to support them throughout their entire data life-cycle and identify the correct technology platforms, people and processes.

They turned to Silverbullet, for its proven aptitude in data and intelligence-driven marketing activation, to support their efforts in building a customer-centric future.

The Objectives

- Generate new revenue through the use of consumer data
- Design a 'new' adtech platform that both agencies and marketers will login to, to execute media buying
- Create a data-centric culture throughout the business
- Explore intelligence-driven marketing strategies and activation methods

The Solution

The Silverbullet team supported the broadcaster by utilising its Silverbullet Services methodology: Empower and Build:

- Empowerment of data assets
- Build of required tech

Silverbullet Content Owner Mini Case Study.

Empowerment Phase

Silverbullet developed and ran custom stakeholder workshops to gather requirements across the life cycle of data activation areas.

Through the workshops, the Silverbullet mapped the priority and complexity of each requirement to enable the broadcaster to create a custom roadmap for the implementation of any new platform.

Build Phase

Through a detailed gap analysis across people, process and tech, the Silverbullet team was able to identify the changes needed to realise the broadcaster's requirements. These ranged from:

- Recruiting new staff
- Configurations of existing process
- Implementation and customisation of new technologies

In addition to developing the technical rollout plan, Silverbullet worked with the broadcaster's ad sales to help develop core data driven 'audience products' and associated pricing models to take to advertisers and agencies.

Bringing this all together, the broadcaster is now able to see the relative size of each audience segment they create and are then able to judge the CPM they attribute to each segment.

The Results

With digital platforms constantly evolving, the broadcaster has found expertise and support with Silverbullet, to better identify and capitalise on business opportunities through the power of data. Silverbullet has done - and continues to - work closely with the Broadcaster to uncover customer insights and maximise its returns on investment.

To date, Silverbullet have enabled the Broadcaster to achieve:

1.

Implementation of two new technologies that enables both agencies and marketers will login to, to execute media buying

2.

Creation of four new audience-centric products, fuelled by data, for the Broadcaster to take to market and generate revenue

3.

Offering of Facebook-like customer audiences on premium video content (no other business is doing this globally)