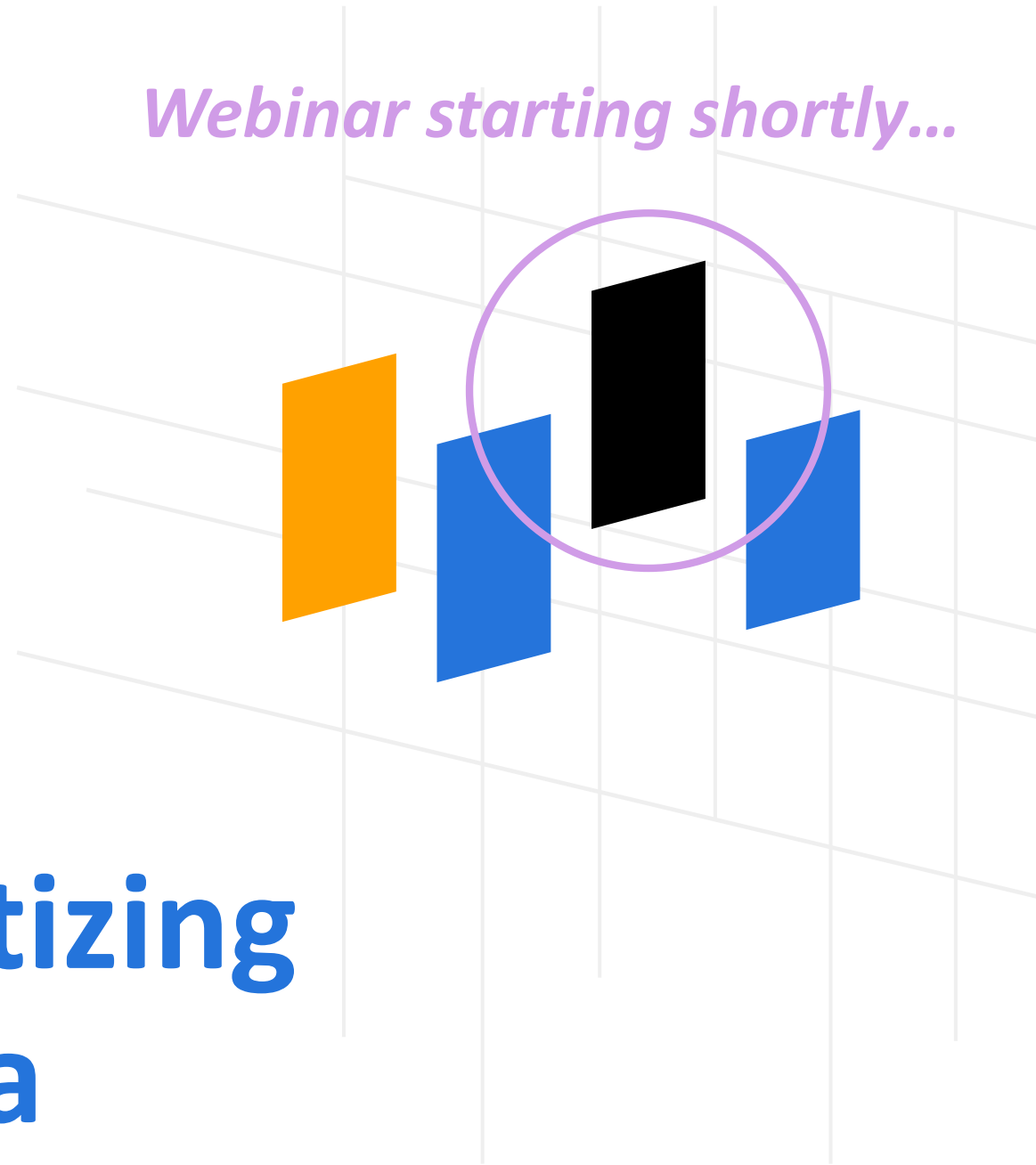
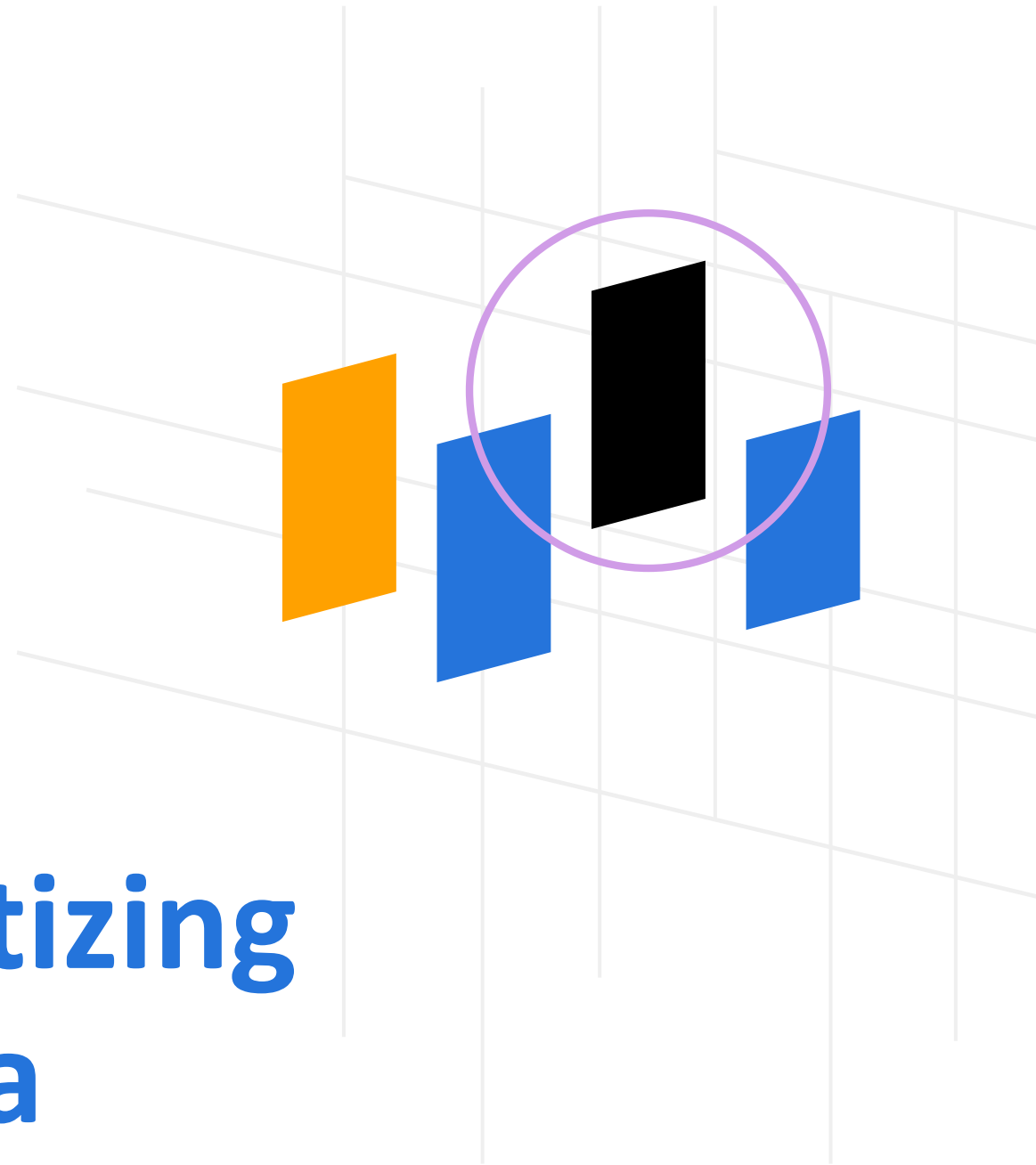




*Webinar starting shortly...*



# Growing and Monetizing Your First Party Data



# Growing and Monetizing Your First Party Data

# Welcome!



**Liz Huff**

Sr. Director of Customer Success  
Second Street

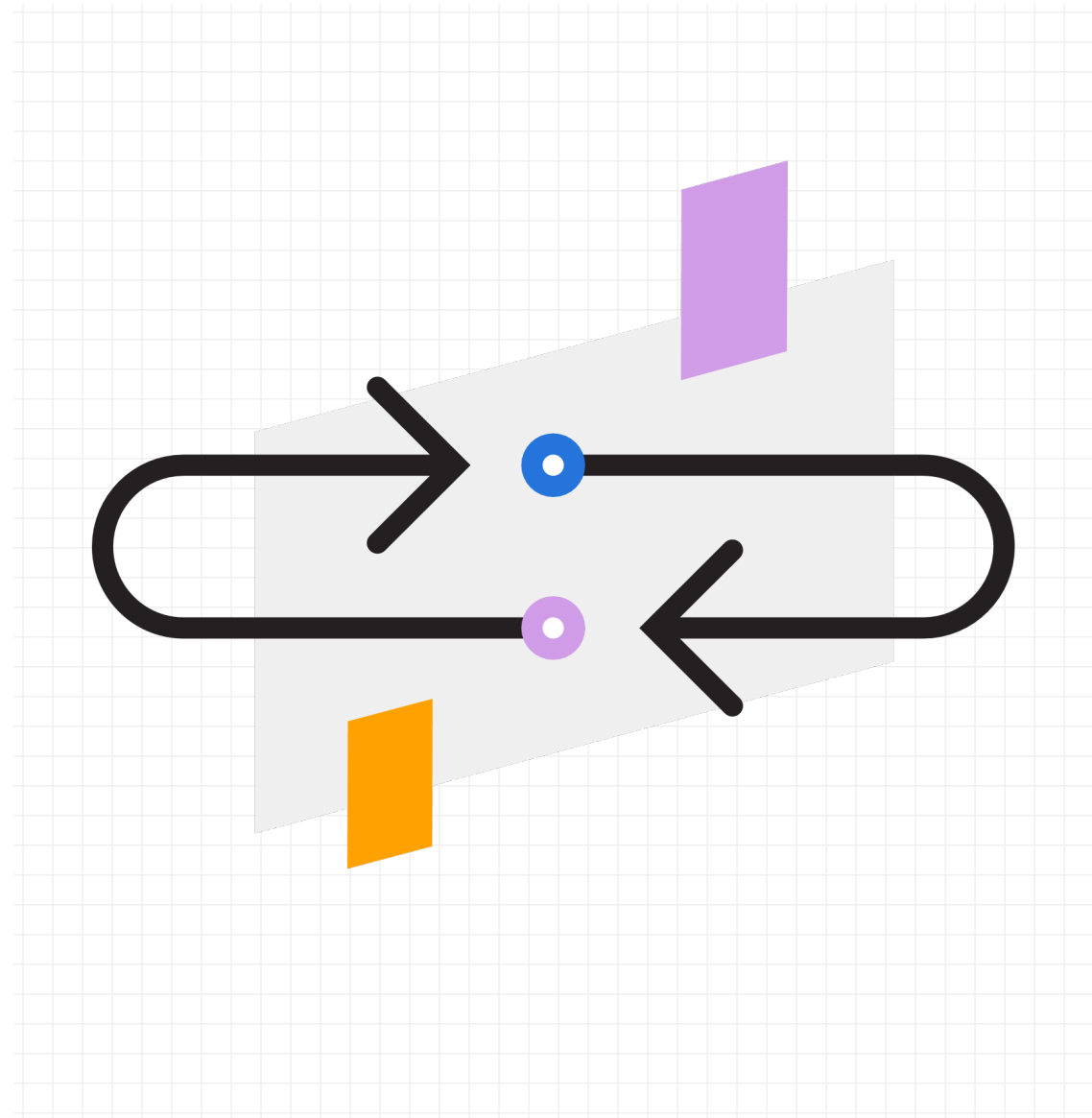


**Julie Foley**

Sr Customer Success Manager  
Second Street

# What we will cover

- What is First Party Data
- Why is it important
- Where you should start
- Case studies
- The way forward
- Q&A





# What is First Party Data?

# What is First Party Data?

- Data supplied directly to you by your audience
- Registration forms can help collect this data



Email Required

First Name Required

Last Name Required

Postal Code Required

How often do you shop for groceries? Required

1-2x a week

2-3x a month

1x a month

What factor(s) most influence where you shop for groceries? (Check ALL that apply) Required

Low Prices

Convenient Store Location

Extensive Beer and Wine Selection

Fresh Quality Meats

Fresh Local Produce

Clean Store with Excellent Customer Service

Do you regularly shop at ABC Store? Required

Yes

No

# What is First Party Data?

- Don't forget about **Consent** and **Permissions**
- You cannot utilize your data without **explicit** consent
- DO NOT PRE-CHECK OPT-INS
  - Less likely to end up with Spam Trap emails
  - Collect **engaged** users that are worth more \$\$
  - Higher list quality leads to **higher open/click rate**
  - Get ahead of potential privacy/consent law changes



Leave that checkbox alone!



Yes, I'd like to receive emails and offers from ABC Advertiser!

**Stop...Wait...**

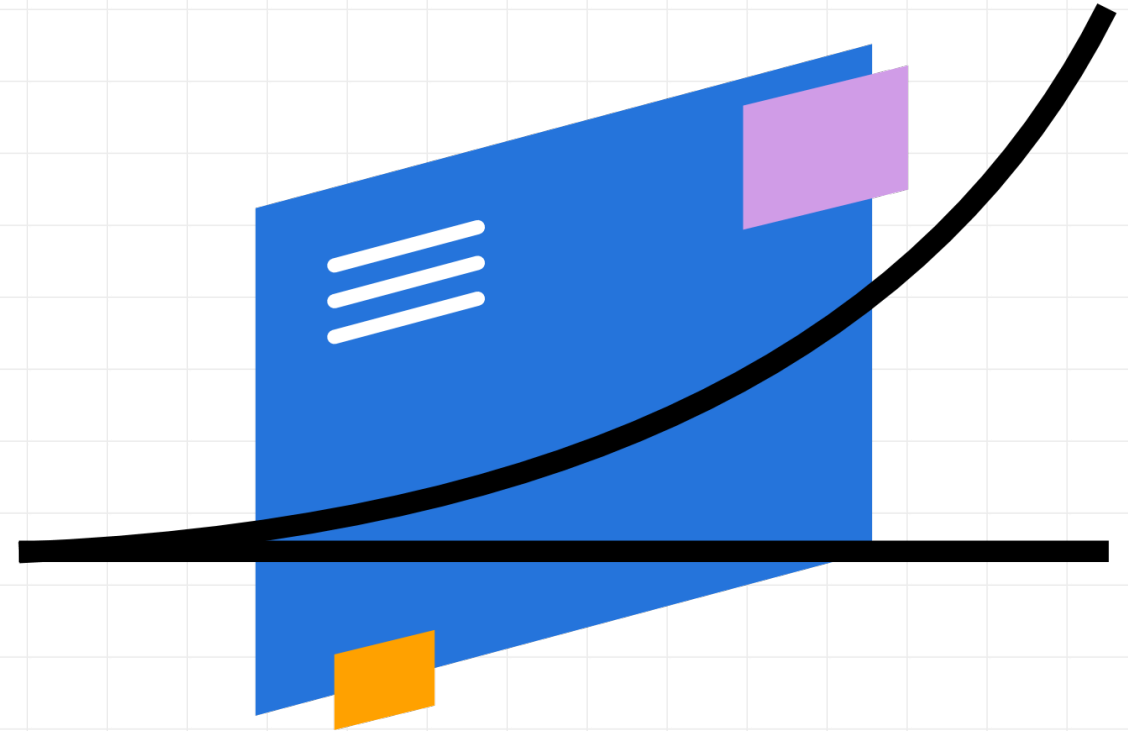
Do **YOU** have an Opt-In on **EVERYTHING**?



Amongst current partners:

87%

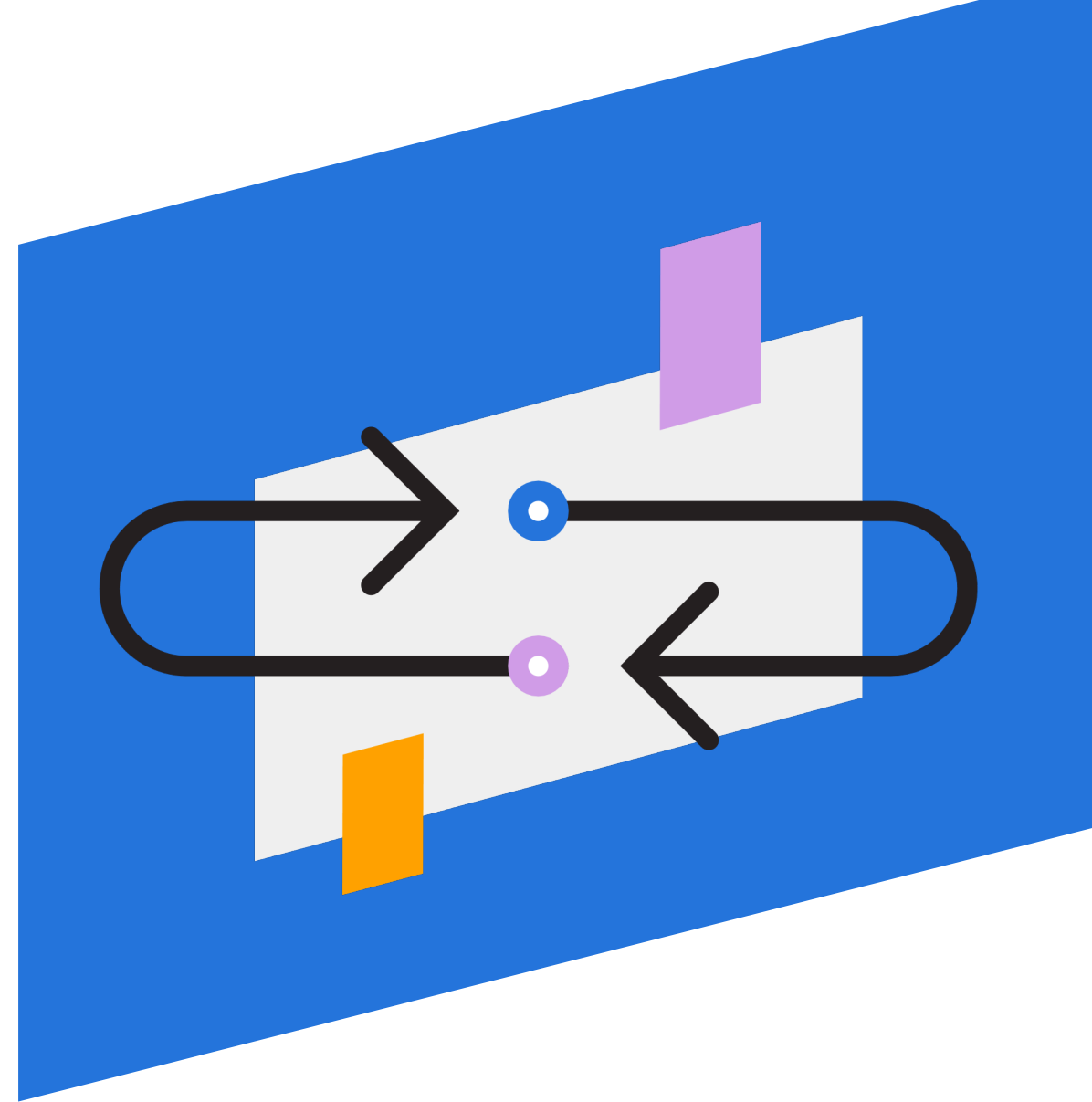
Of email database growth comes from  
contests & interactive content through  
Second Street



# How do you use First Party Data today?

First Party Data is already part of your goals

- Audience growth
- Increased revenue
- Higher email open rates



# How do you use First Party Data today?

## Niche Newsletters

- Dining
- Sports
- Travel


**StLouis**  
**DINING**  
4.14.23  
*This newsletter is presented by*  
**Doobie**  
Cannabis Delivery

---

**A MESSAGE FROM DINING EDITOR GEORGE MAHE**

It's springtime, and some of us just turned the page on a new wine season. There are wine drinkers who drink only a particular color of wine all year long: red, white, or rosé, for that matter. Then there are *seasonal* wine drinkers (like us) who drink reds in the winter, whites in the summer, and rosés in the transitional seasons of spring and fall. This month, wine stores have been stocking up on rosés, restaurants have been placing orders, and right on schedule, [Parker's Table](#) is hosting one of our favorite wine events of the year. Next Tuesday, April 18, from 5–7 p.m., the wine store and more will be pouring 50 (fifty!) different rosés from all across the world, complemented by an enviable cheese and charcuterie platter. The price of admission is a ridiculously low \$10. Should you be *ocupado* on that evening, consider celebrating the wine in a more charitable way from noon–6 p.m. on May 6 for [Rosé Day](#), the annual walking wine festival through the Central West End, which was created to raise awareness for nonprofits empowering women and girls in St. Louis. Participants purchase a \$35 passport ticket, choose a charitable partner to support, and proceed to sample rosés at tasting stations along business storefronts and side patios, entertained by musicians and street artists along the way. Hundreds participate in this event every year. [Tickets](#) are limited, required, and will sell out.

*Know someone who would like this newsletter? Share [this link](#) with them to direct them to our newsletter subscription page.*



### What the Cluck? pop-up concept opens inside Baileys' Range in downtown St. Louis

On weekends, Baileys' Restaurants' director of culinary development Cassy Vires will serve up "fried chicken, reimagined," as well as sides and drinks with a "Texesean" theme.

[Read More >](#)



**A MESSAGE FROM DOOBIE CANNABIS DELIVERY**

### Doobie offers safe and convenient cannabis delivery directly to your door

From the curious to the connoisseur, Doobie is here to guide you along the way. Questions? Call 1-888-8DOOBIE. Must be 21+. Please consume responsibly.

[Get Delivery Now >](#)



### Best patios in St. Louis

150-plus alfresco spots to unwind, listed by neighborhood

# How do you use First Party Data today?

Promotions that tie into programming

- Morning show quiz

The screenshot shows a website interface for a quiz. At the top, there is a navigation bar with the logo 'wdef.com 12 NOW' and 'DUNKIN' with an 'ORDER NOW' button. Below the navigation bar, there is a weather alert for Alabama. The main content area features a large image of a coffee cup with the text 'MORNING COFFEE BREAK' and 'BROUGHT TO YOU BY: DUNKIN''. Below the image, there is a text block describing the quiz: 'Test your coffee knowledge and enter to win a Dunkin' Prize Pack including a \$25 gift card, coffee mug, and a bag of coffee. Watch News 12 This Morning every Friday for the Morning Coffee Break where a weekly winner will be announced.' The quiz is titled 'Question 1 of 3' and asks '#1 Where was the first Dunkin' restaurant?'. There are four answer options: 'New Haven, Connecticut', 'Quincy, Massachusetts', 'Allentown, Pennsylvania', and 'Albany, New York'. At the bottom of the page, there are social media icons and a footer with 'Terms of Service', 'Privacy Policy', 'Rules', and 'Powered by Second Street'. On the right side of the page, there are several promotional banners for 'NEW Roasted Tomato Toasts Hummus • Avocado' with 'ORDER NOW' buttons, a 'LATEST VIDEO' section, 'LOCAL EVENTS' section, and a 'CREATE AN EVENT' section.

# How do you use First Party Data today?

## Content Creation

- Babysitter Poll
- Dining Bracket

Finding A Babysitter, And How Much To Pay Them In 2022  
By GRKIDS Team / August 30, 2022



### Finding - and Paying - Babysitters

How many children do you have? Required

-- Select One --

How often do you hire a babysitter per month? Required

-- Select One --

What age group does your babysitter belong to? Required

-- Select One --

How much do you pay your babysitter on average, in \$ per hour? Required

-- Select One --

How do you find your babysitters? Required

### Buffalo Wild Wings WINGS. BEER. SPORTS. DAILY FREE-TO-PLAY GAMES FOR REAL PRIZES CHECK IT OUT!

Voting has ended

FINAL

Parmesan Garlic VS Honey BBQ

Mid: No Opponent, scroll/move to next match up

Mild: No Opponent, scroll/move to next match up

Hot: No Opponent, scroll/move to next match up

Medium: No Opponent, scroll/move to next match up

Semi-Final: Parmesan Garlic VS Honey BBQ

Final: Parmesan Garlic VS Honey BBQ

Sweet BBQ: No Opponent, scroll/move to next match up

Caribbean Jerk: No Opponent, scroll/move to next match up

Original Buffalo: No Opponent, scroll/move to next match up

Thai Curry: No Opponent, scroll/move to next match up

Teriyaki: No Opponent, scroll/move to next match up

Orange Chicken: No Opponent, scroll/move to next match up

Spicy Garlic: No Opponent, scroll/move to next match up

Honey BBQ: No Opponent, scroll/move to next match up

Jambon Japonais: No Opponent, scroll/move to next match up

Honey BBQ: No Opponent, scroll/move to next match up



# Why is First Party Data Important?

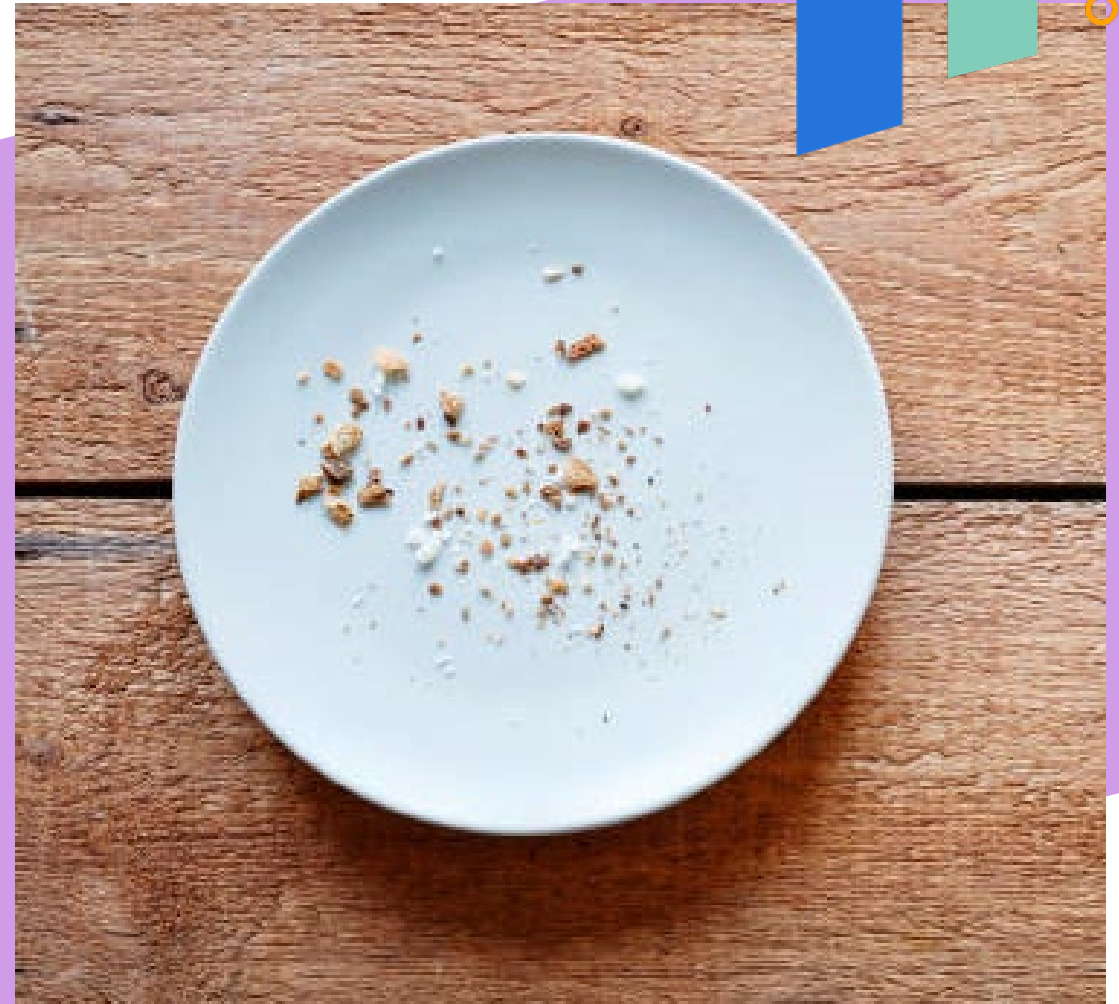


*The local media industry stands to lose **42%** of its digital ad revenue, equating to **\$4 billion** annually by 2024.*



## Why is it Important?

- 3<sup>rd</sup> Party cookies going away
- Clean Data – you're getting it straight from the source
- Lowers marketing costs, increases ROI





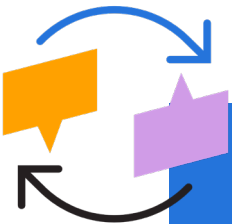
# Why are 3<sup>rd</sup> Party Cookies going away?



Lack Of Consumer Trust On Privacy



GDPR & CCPA Drove Privacy Regulations



Device Manufactures Force A New Era



# Losing 3<sup>rd</sup> Party Cookies



*The phase-out of 3rd-party cookies is likely to deliver **more benefit than loss to local media.***



# The Benefits of First Party Data

- Take control of your audiences
- Establish First-party relationships
- Reach beyond your traditional audiences that reside outside of print geographies

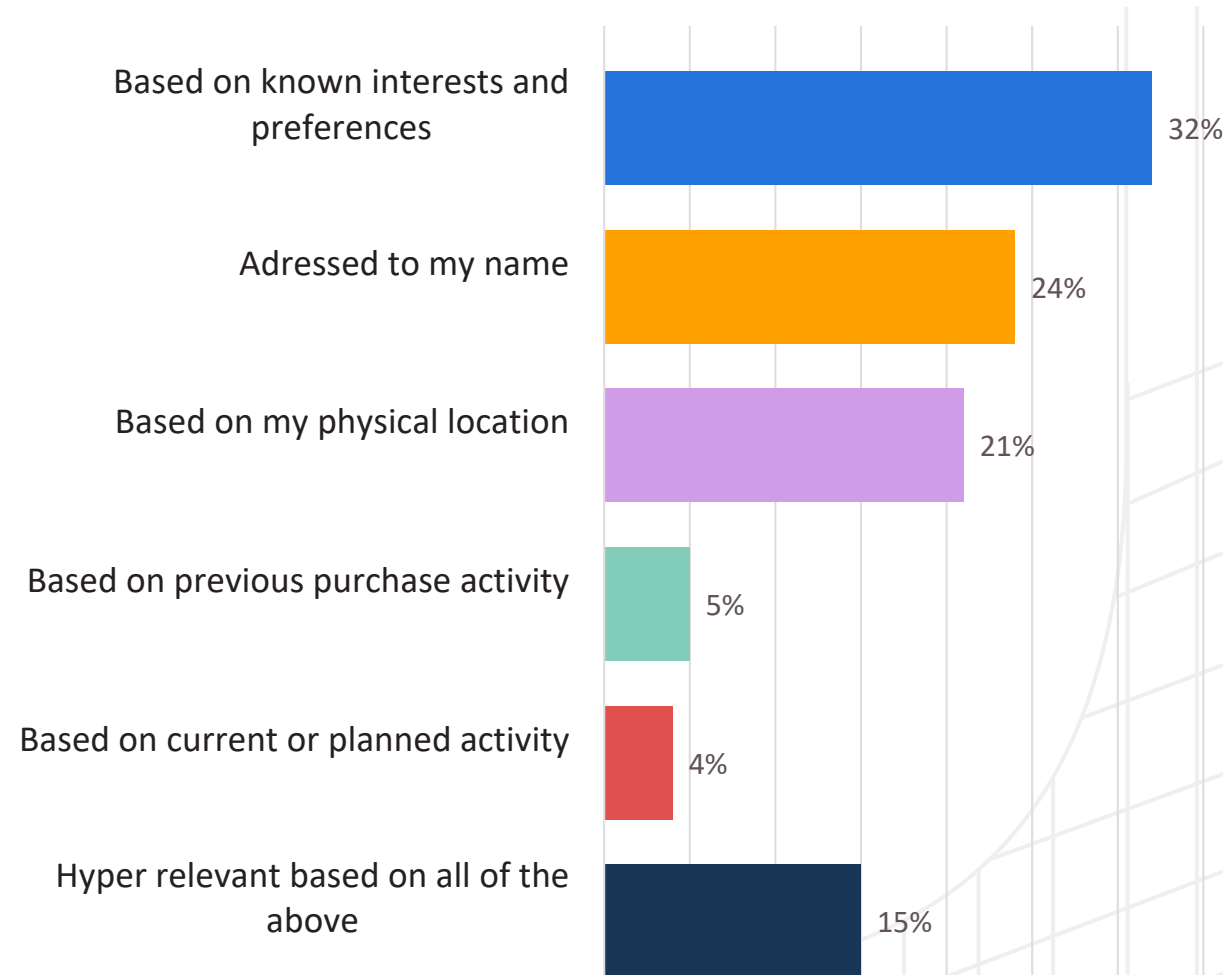


Source: Borrell & Associates



# Personalization

Customers expect brands to customize the experience



# Engagement Funnel

## Middle of the Funnel

**CRUZE INTO Summer**

Email Required

Keyword Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

**CONTINUE >**

You could win a 2-year lease on a brand new Chevy Cruze LS from Bob Johnson Chevrolet

*Watch - Enter - Win!*

Starting on June 29th, watch Good Day Rochester weekday between 7-8am on Fox Rochester for a keyword. Enter that keyword on the 13WHAM Facebook page each day before midnight. A bonus keyword announced each weekend on the Bob Johnson Chevrolet Facebook page. Earn up to 24 entries! Grand prize will be randomly selected on Friday, July 31st and live on Good Day Rochester. Good luck!

*Read the Official Rules before entering.*

**Bob Johnson Chevrolet**

GOOSE ISLAND BEER COMPANY

**Pedal TO WHAT'S NEXT**

Enter For Your Chance To Win A Goose Island Cruiser!

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

**Edward Jones** *Are you ready for retirement?*

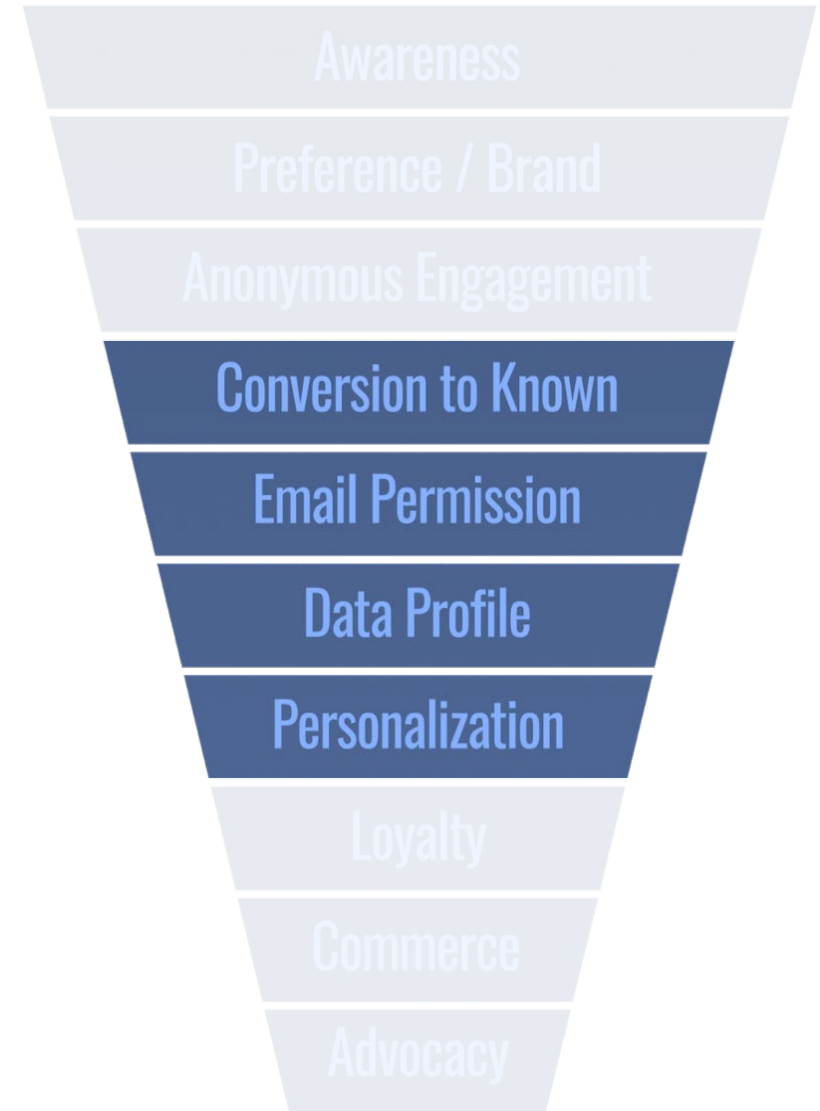
SENSE OF INVESTING

Question 1 of 8

What percentage do you contribute to your 401K on a regular basis?

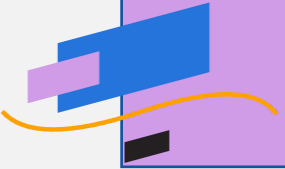
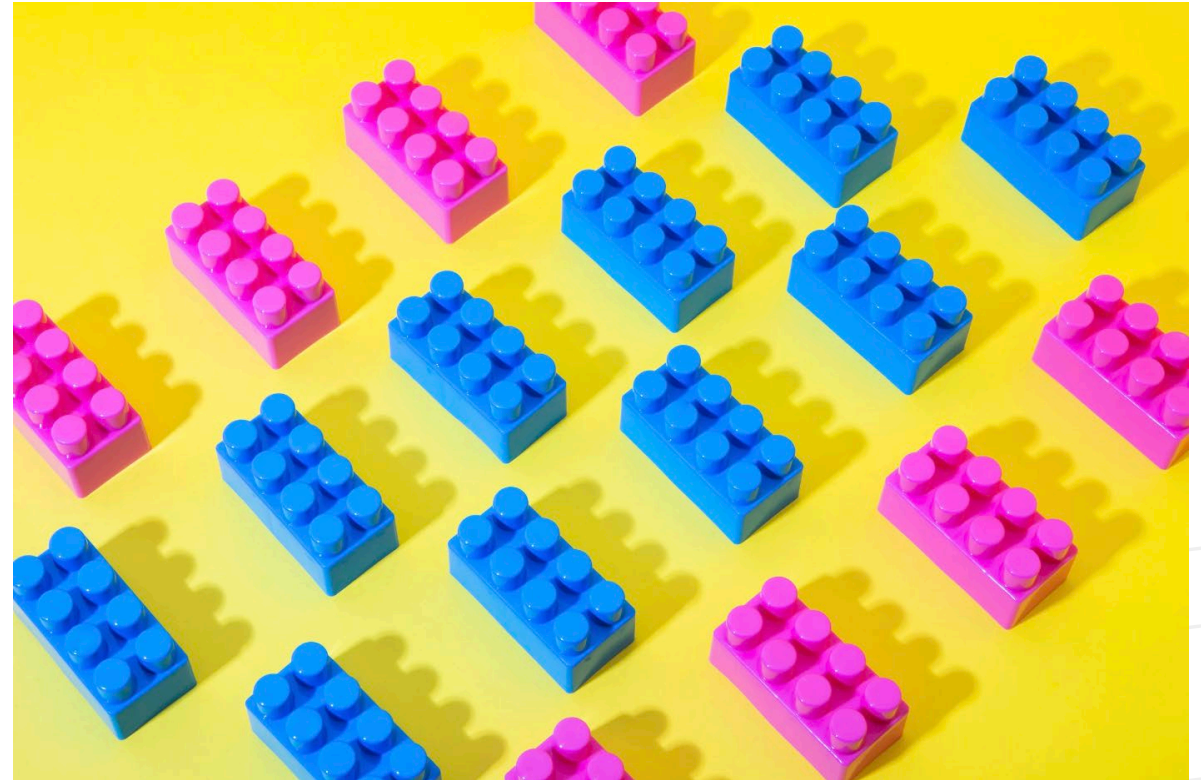
%     3-6%     6--10%     over 10%

Share with your Friends! [f](#) [t](#) [e](#) [p](#)





Start to evaluate and  
categorize your data





# Your User Profiles

- Age: 74
- Gender: Male
- Location: England
- Father, Married, Divorced, Re-Married, Grandfather, Extremely Wealthy





# Your User Profiles

- Age: 74
- Gender: Male
- Location: England
- Father, Married, Divorced, Re-Married, Grandfather, Extremely Wealthy



# Your User Profiles

- Age: 74
- Gender: Male
- Location: England
- Father, Married, Divorced, Re-Married, Grandfather, Extremely Wealthy







# Where do you Start?

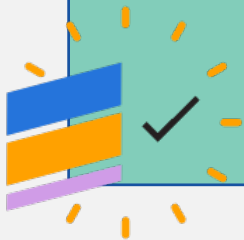
## 4 Simple Steps



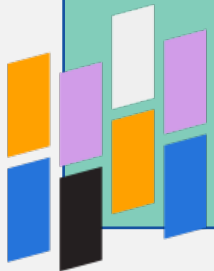
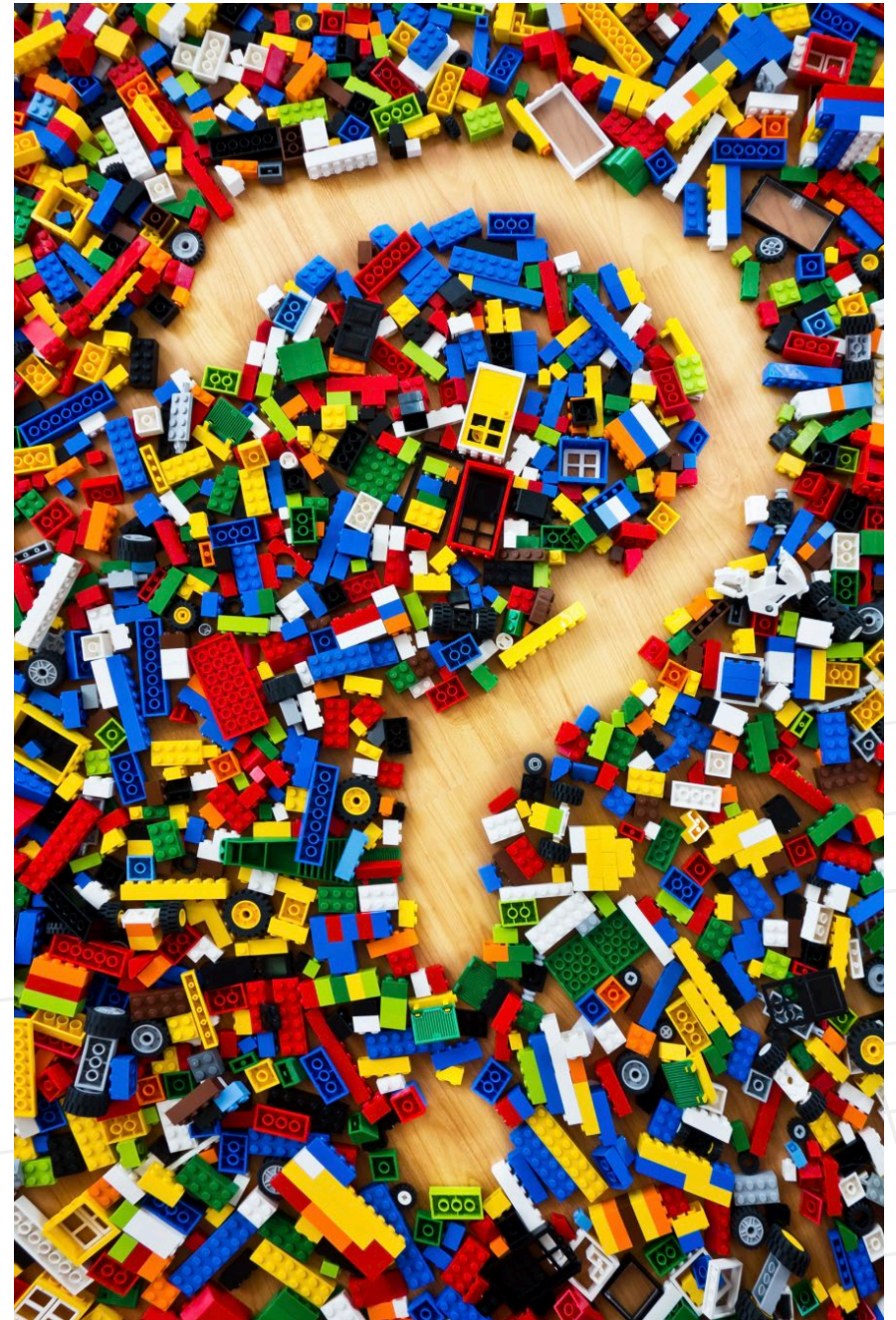
You are already sitting on a treasure trove of First Party Data!

The collage features several overlapping screenshots of digital content:

- Survey Question:** A poll titled "Question 1 of 9" asking "You're taking a trip to Traverse City. Choose your must pack item:" with options: Hiking Boots, Bathing S, Your coffee pour, and All the thin.
- Advertisement:** "CHATTANOOGA TIMES FREE PRESS READER POLL" with a question "Have you ever solved a Rubik's Cube?" and "No/Yes" options.
- Contest:** "MERCY HEALTH ATHLETE OF THE WEEK" for recognizing stand-out high school athletes, with a "VOTE TODAY!" button.
- Contest:** "GARTH MADN" with a question "Which song will reign supreme? Cast your vote!" and a "Voting has ended" notification.
- Contest:** "BEST OF VENICE" for celebrating local businesses, with a "Voting has ended" notification and category options like "Auto / Marine", "Eat & Drink", "Entertainment / Recreation", and "Healthcare".
- Advertisement:** "WARM UP YOUR WINTER WITH \$5000 CASH" featuring a house icon and "SHIELD EXTERIORS" logo.
- Image:** A horse pulling a carriage decorated with lights.
- Image:** A house icon with a winter hat.
- Image:** A car.
- Image:** A burger and fries.
- Image:** A green apple.



But what data do  
you already have?



# Step 1: Get Proper Consent

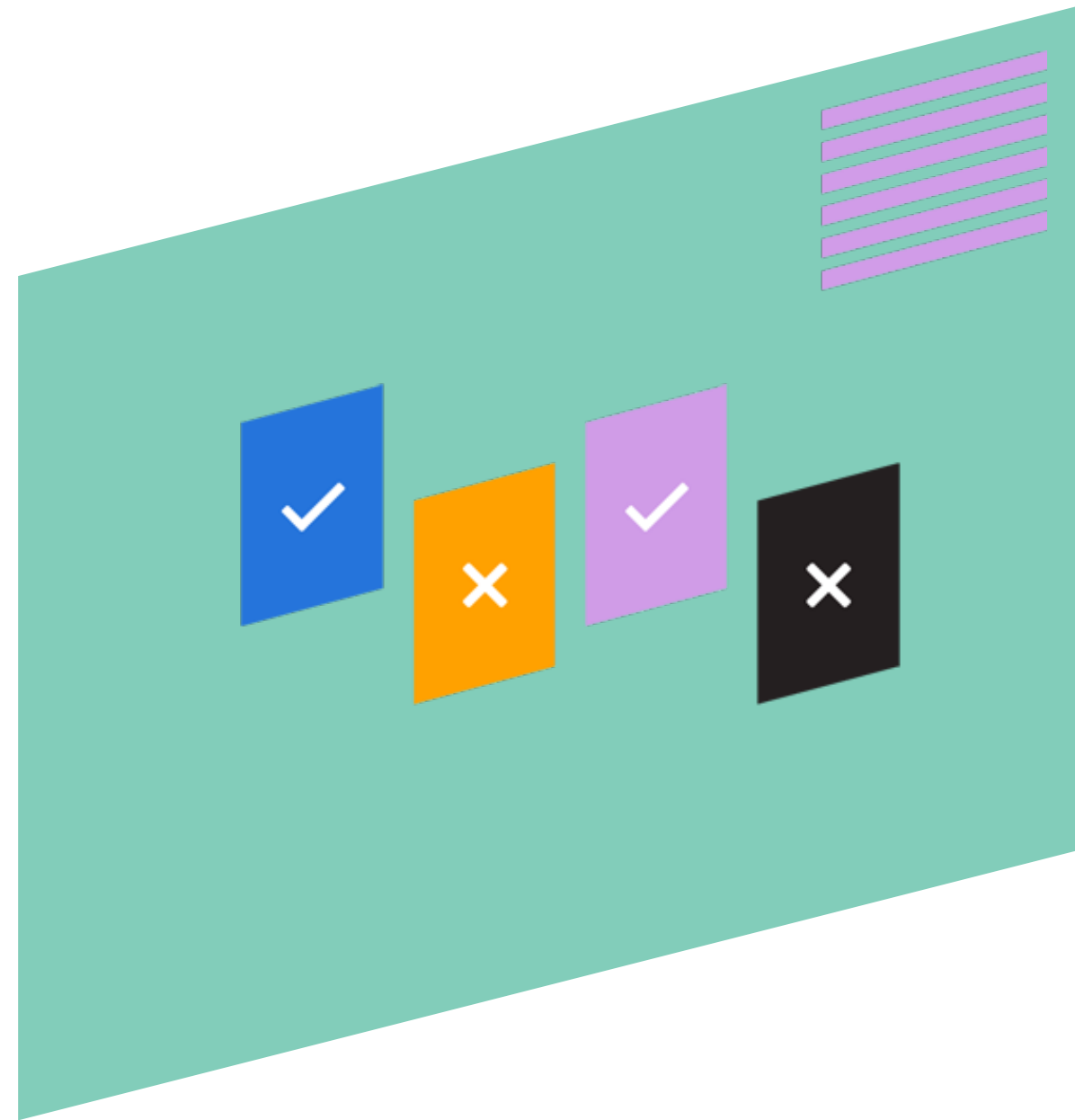
- Make sure you have **explicit** consent
- Scrub your list of unengaged users
- Do **NOT** precheck your opt-ins – the user needs to make an explicit action to opt-in





## Step 1: Get Proper Consent

- If you don't have it, start NOW
- Start a re-engagement campaign to gather consent





# Sample Opt-In

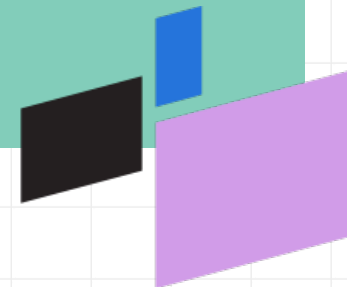
*Keep in mind – we are not lawyers!*

*Always talk to your legal team*

*before making consent decisions*

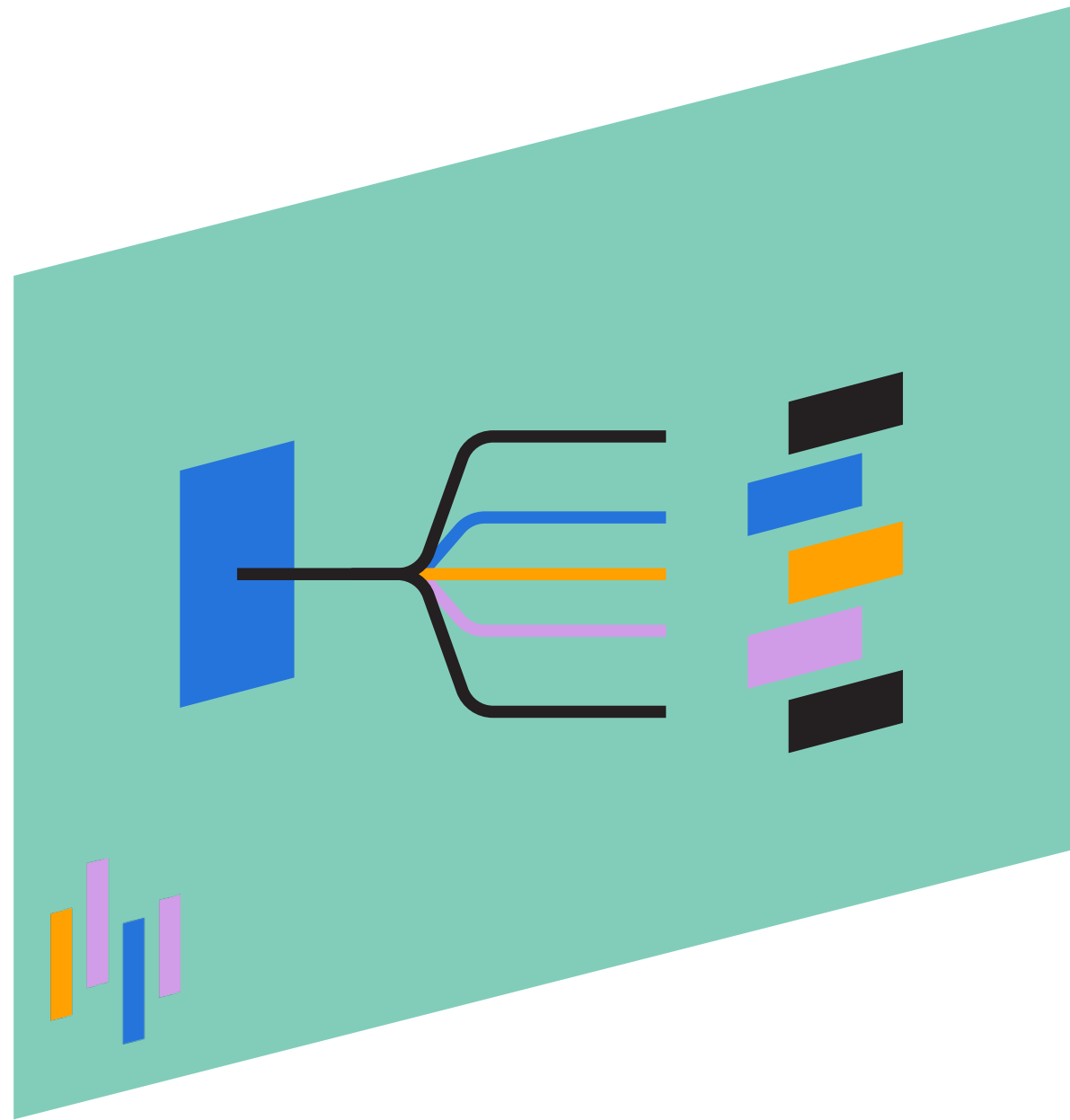


*Get emails from Foley Media company, its affiliates, and advertisers about promotions, offers, deals and events!*



## Step 2: Use Interest Tagging

- What should you tag?
  - Promotions
  - Email
  - Niche Newsletters
  - Purchase Behavior
  - Website Behavior



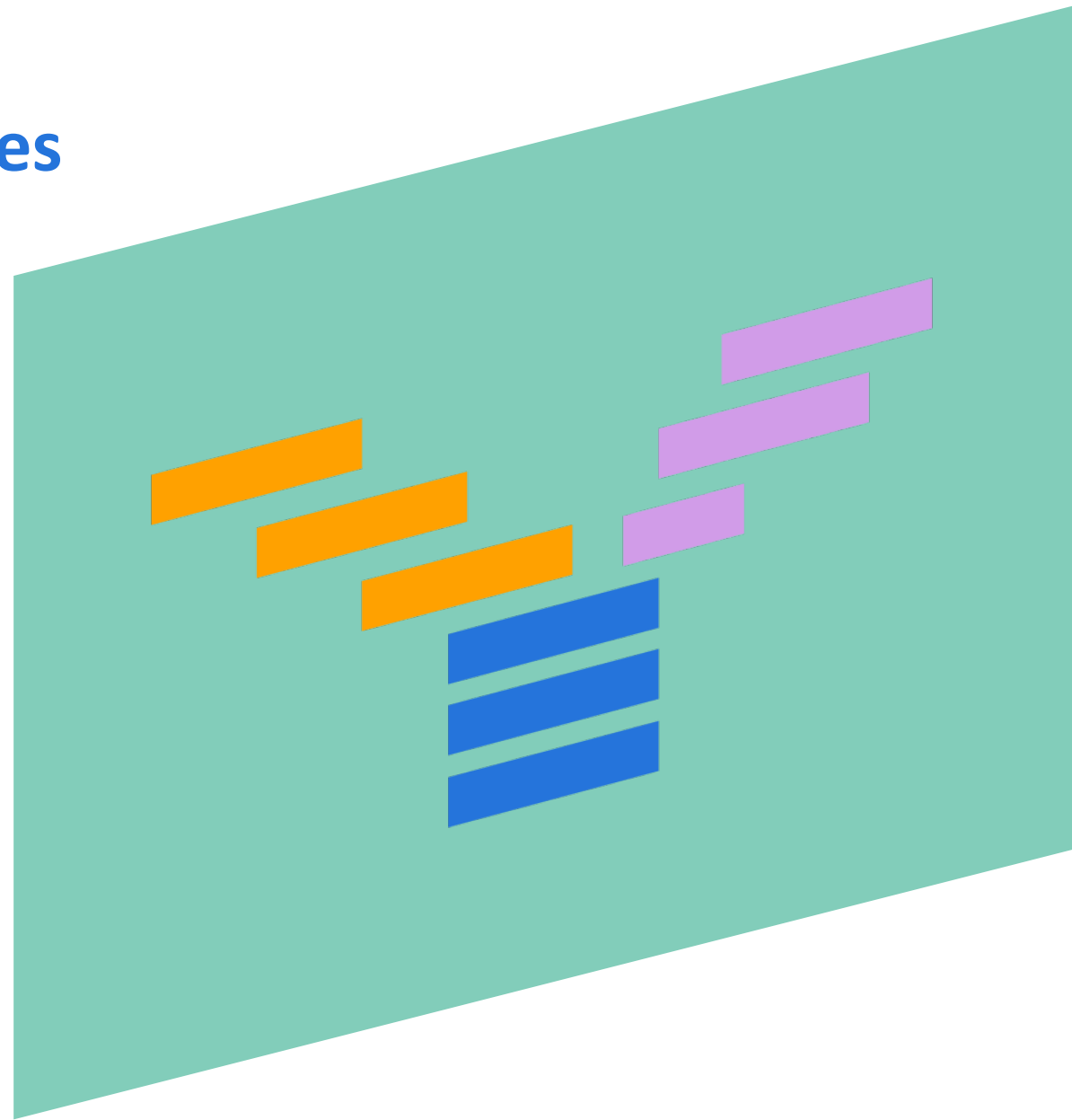
## Step 2: Use Interest Tagging

- Tag **past** promotions
  - Best Of
  - Massive Participation
  - Key Audience



## Step 3: Create Segmented Audiences

- **START** with opted-in users
- Add filters that will build out your ideal audience:
  - Gender
  - Zip
  - Age
  - Interest tags that compliment your audience/revenue goals



## Step 4: Evaluate and Act

- What segments can you act on immediately?
- Grow what you're lacking
  - Automotive
  - Parenting
  - Real Estate
  - Financial
- Start here
  - Best of Ballot
  - What else?

**How Much Do You Know ABOUT TAX BASICS**  
Question 1 of 9

#1 If your exemptions and withholdings are correct, your tax refund should be:

\$2,500 or more \$1

**SHOULD YOU SELL OR RENOVATE YOUR HOME?**  
Question 1 of 8

#1 What is the real estate market like in your area?

It seems like every other house on the block is for sale!

**\$5,000 SWEEPSTAKES**

Complete the form below for your chance to win a \$5,000 prize!

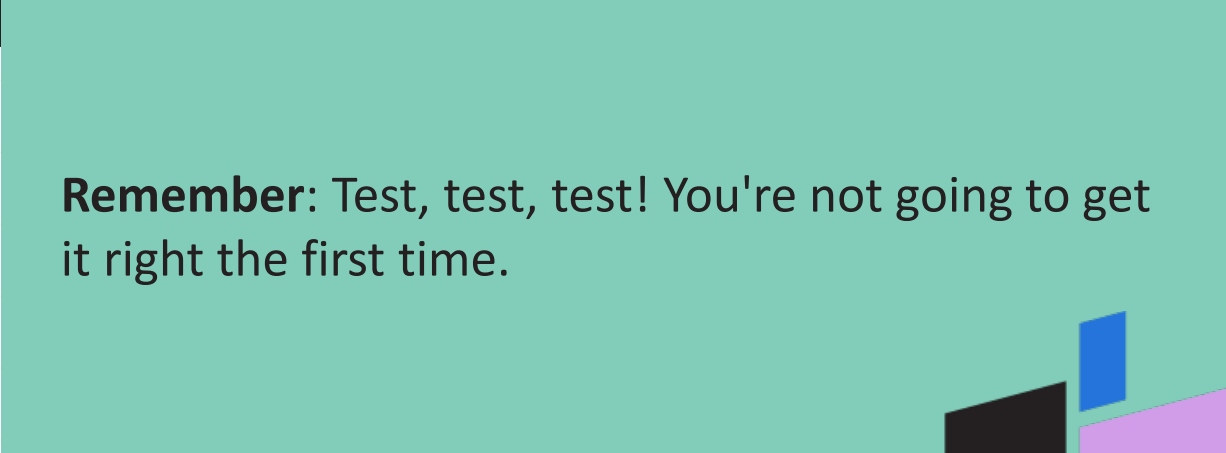
**Additional Prizes:**  
Enter your local prize sponsor info here. If no local sponsor, delete this text.

**Entries accepted**  
Monday, April 24, 2023 through Tuesday, May 23, 2023

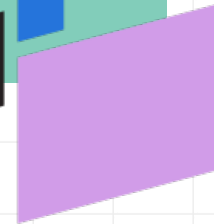
# Test, Test, Test!



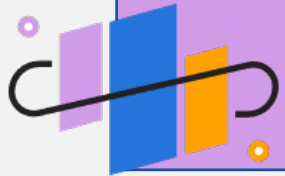
“



**Remember:** Test, test, test! You're not going to get it right the first time.



Find out what audiences and segments you already have waiting for you!





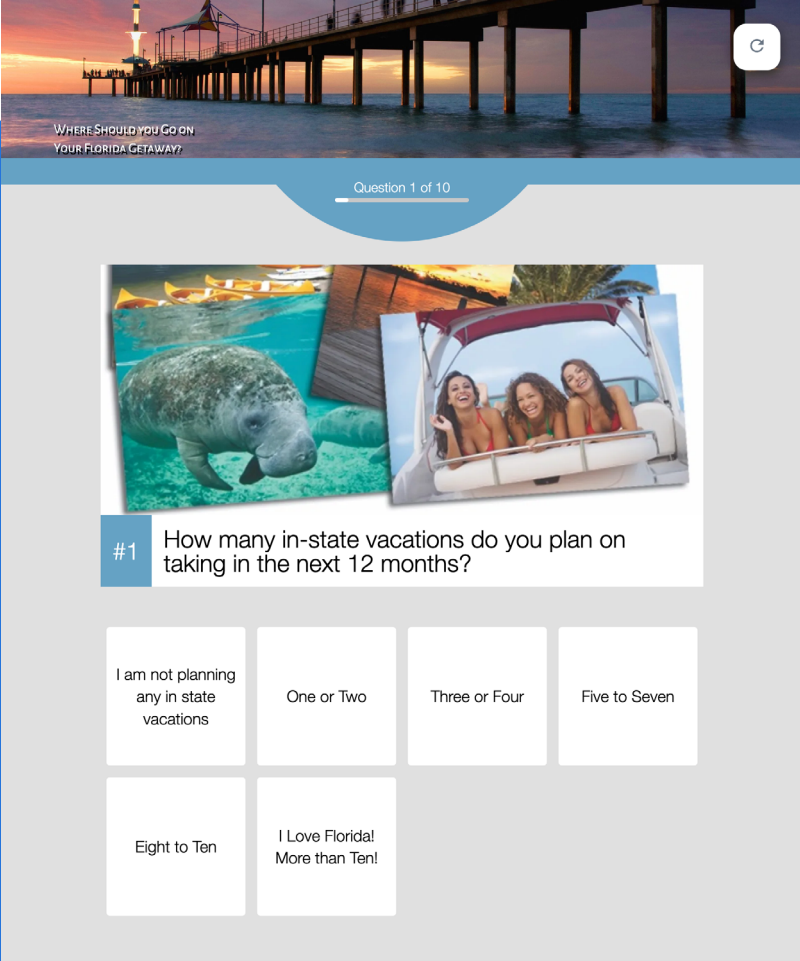
# Case Studies



# Where Should You Go on Your Florida Getaway


## The Villages Daily Sun

- Gathered important travel information for client
  - How many in-state vacations do you plan on taking in the next 12 months?
  - Are you interested in beach getaway packages?
  - When you plan "short getaways", which do you prefer?
- Created media piece from travel data collected to share with travel clients and prospects



WHERE SHOULD YOU GO ON YOUR FLORIDA GETAWAY?

Question 1 of 10



#1 How many in-state vacations do you plan on taking in the next 12 months?

I am not planning any in state vacations	One or Two	Three or Four	Five to Seven
Eight to Ten	I Love Florida! More than Ten!		

# 2022 River Country Listener Appreciation Quiz

WRCV-FM

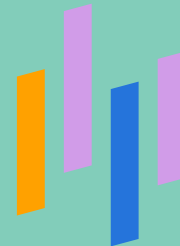
- Gathered much needed listener data
  - When do you listen?
  - Have you downloaded our app?
  - How many hours a week do you listen?
  - Where do you listen?
- 300+ opt-ins each for promotions, presale ticket alerts, and news updates lists



# The BBQ Store & More

WMME-FM & WQHK-FM

- Data gathered allowed them to segment users for targeted follow up about specific products
- \$4,455 in revenue
- Client signed on for another sweeps



# Food Fight: Best Breakfast Bracket

St. Louis Magazine

- Collected dining information from users to drive further content in dining category
- 508 new dining newsletter opt-ins



# Piggly Wiggly Payday Giveaway

AL.com

- Created custom questions to strengthen Piggly Wiggly's data
  - How often do you shop for groceries?
  - What do you value most when shopping for groceries?
- \$5,000 in revenue
- Huge increase in category specific opt-ins and app downloads
  - 1,900+ Wine Opt-ins
  - 1,300+ E-newsletter opt-ins
  - 750+ App Downloads



# WEHCO Media Inc.

- Determine what content converts users to subscribers
  - Daily Polls
  - Quizzes
  - Low barrier to entry
  - Good incentive – prizes!



CHATTANOOGA TIMES FREE PRESS READER POLL

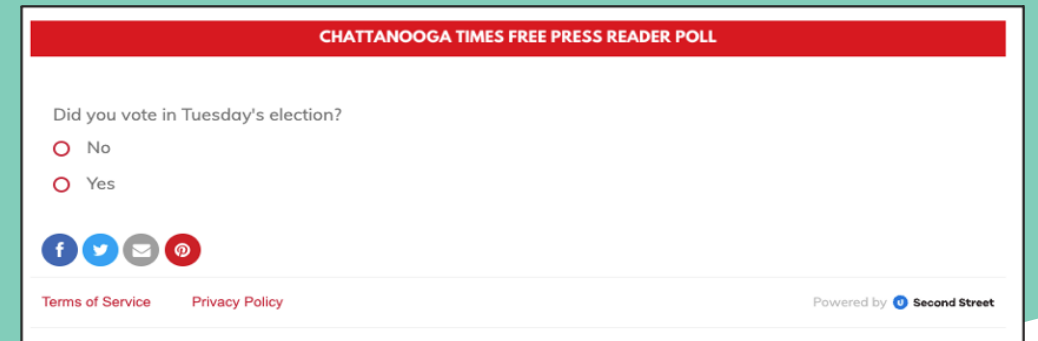
Have you ever solved a Rubik's Cube?

No

Yes

[f](#) [t](#) [e](#) [p](#)

[Terms of Service](#) [Privacy Policy](#) Powered by [Second Street](#)



CHATTANOOGA TIMES FREE PRESS READER POLL

Did you vote in Tuesday's election?

No

Yes

[f](#) [t](#) [e](#) [p](#)

[Terms of Service](#) [Privacy Policy](#) Powered by [Second Street](#)



# WEHCO Media Inc.

- Get the most out of one engagement
  - “Barstool topics”
    - Best Coffee Bracket

## What is the best coffee shop in the Chattanooga area? Vote in our bracket challenge

March 1, 2023 at 11:11 a.m.

by Staff report



The votes are in and our readers have nominated what they consider to be the best coffee shops in the Chattanooga area and we narrowed it down to a Sweet (Caffeine) 16.

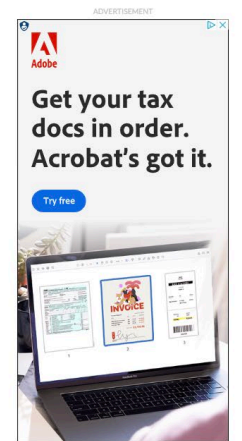
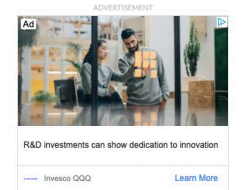
Vote in each round below and be entered to win a \$25 gift card to the winning coffee shop.

Each round begins at 9 a.m. and ends at 9 a.m. the next day.

- Round 1: March 13 - March 14
- Round 2: March 14- March 15
- Round 3: March 15 - March 16
- Round 4: March 16 - March 17

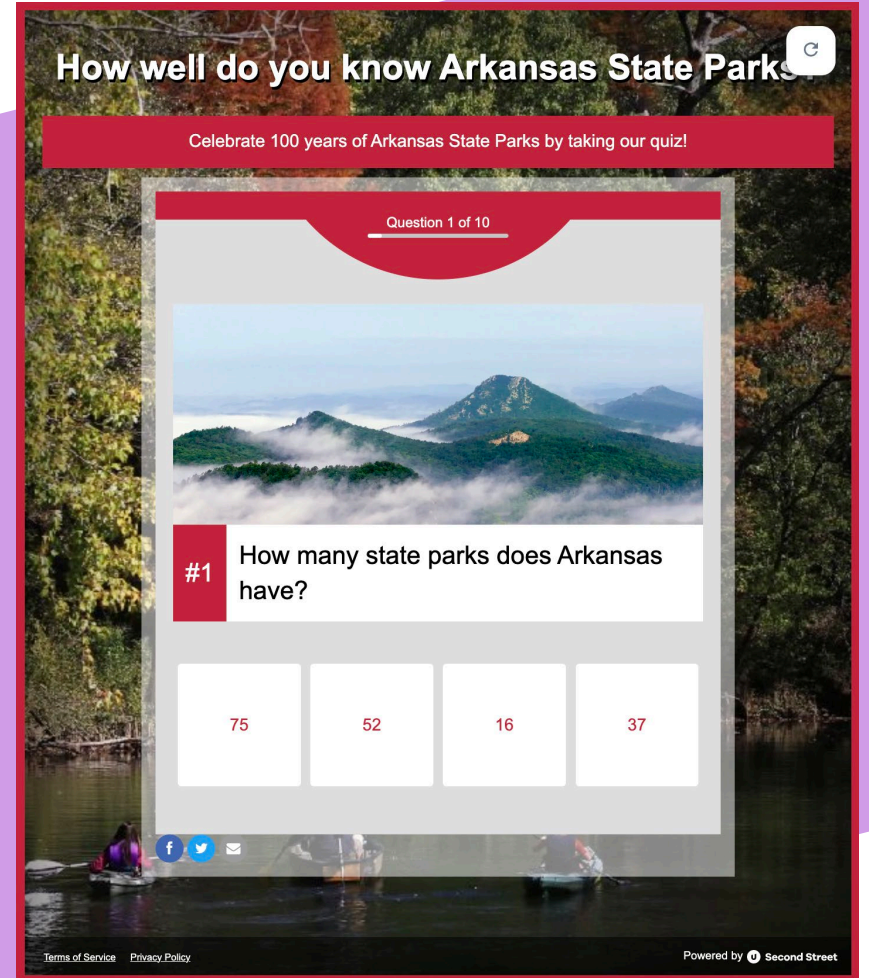
Already Voted?

Voting has ended



# WEHCO Media Inc.


- Innovate in larger markets
  - Replicate successful ideas across your group
- Cross collaborate and meet with other departments regularly



How well do you know Arkansas State Parks


Celebrate 100 years of Arkansas State Parks by taking our quiz!

Question 1 of 10



#1 How many state parks does Arkansas have?

75      52      16      37

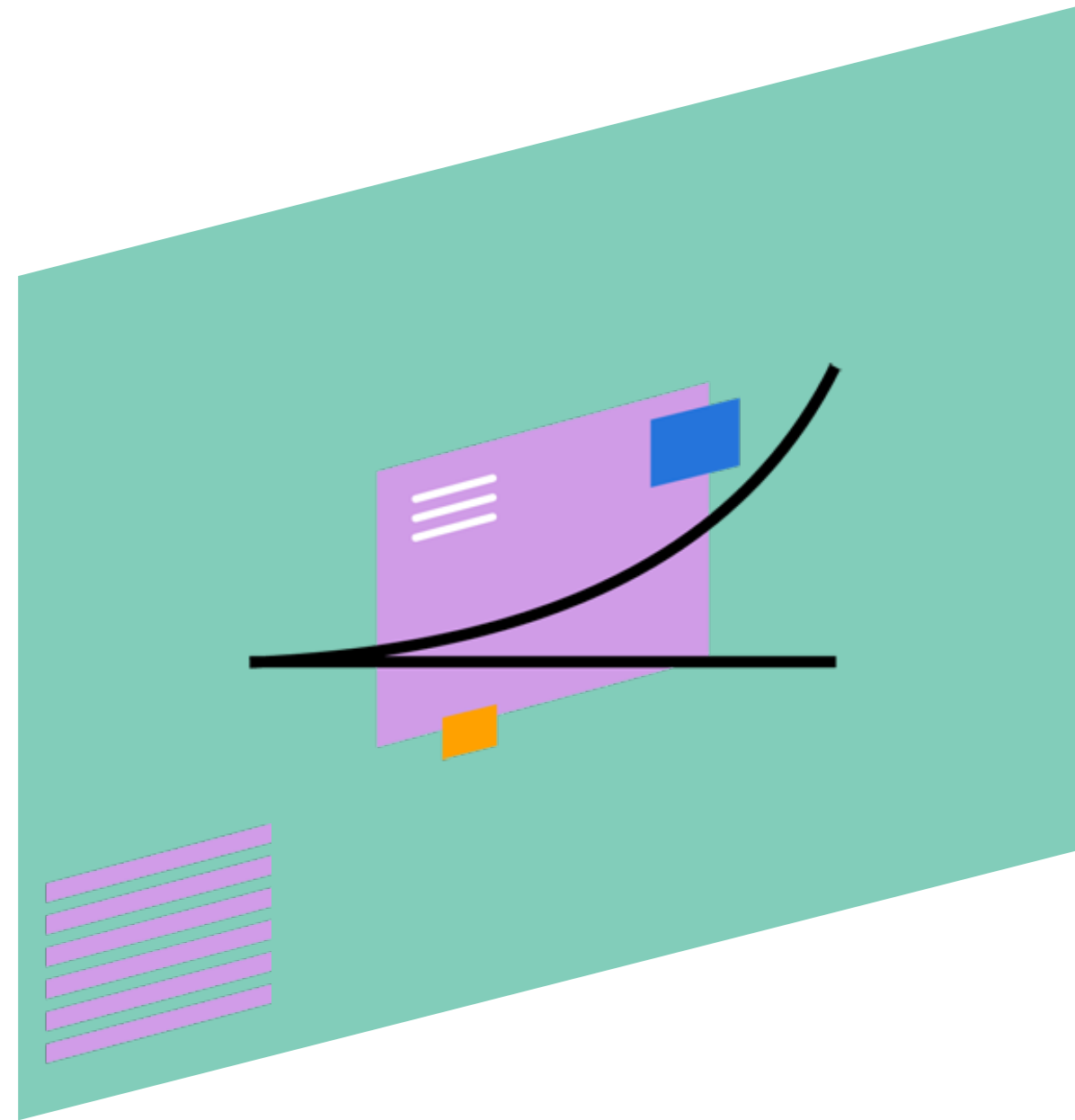
Terms of Service   Privacy Policy   Powered by  Second Street

The image shows a mobile-style quiz interface. At the top, the title 'How well do you know Arkansas State Parks' is displayed in white text against a dark background. Below the title is a red banner with the text 'Celebrate 100 years of Arkansas State Parks by taking our quiz!'. The main content area is a light gray box with a red header that says 'Question 1 of 10'. Below this is a landscape photograph of a mountain range with mist. Underneath the photo is a red box with the number '#1' and the question 'How many state parks does Arkansas have?'. Below the question are four white buttons with red text: '75', '52', '16', and '37'. At the bottom of the gray box are social media icons for Facebook, Twitter, and Email. The bottom of the entire image has a dark footer with 'Terms of Service', 'Privacy Policy', and 'Powered by Second Street'.



# WEHCO Media Inc.

- Segments we are growing with engagements/newsletters
  - Morning News
  - Breaking News
  - Lifestyle
  - Food and Dining
  - Sports
- **\$9 LTV for every email collected!**



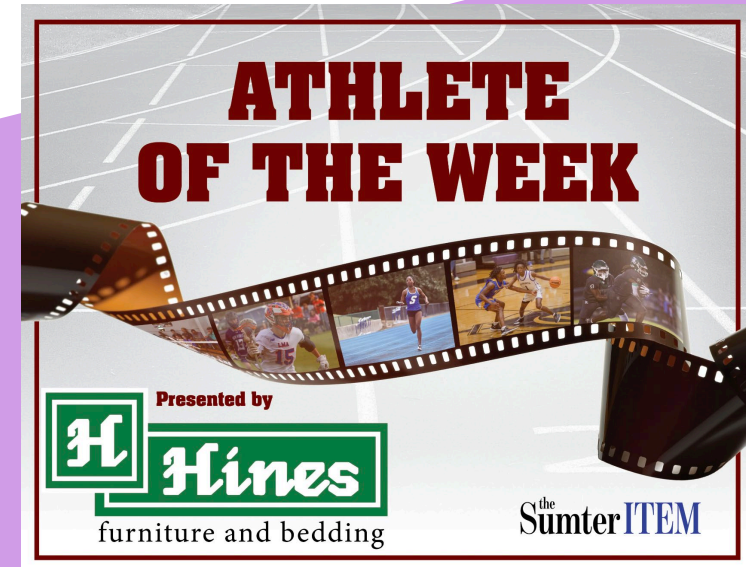
# Gulf Coast Media/ The Sumter Item

- Promotions are the biggest drivers of First Party Data
- Build vertical segmented audiences
  - Ex. Real Estate, Sports, etc.

The screenshot shows the Gulf Coast Media website interface. At the top, there is a navigation bar with the logo "GULF COAST MEDIA", a search bar, and social media icons for Facebook, Twitter, and Instagram. A "SUBSCRIBE" button is located on the right side of the navigation bar. Below the navigation bar, there is a main banner for a quiz titled "WHERE IN BALDWIN COUNTY SHOULD YOU LIVE?". The banner features a hot air balloon and text that reads "THE TESLA AGENTS- JONATHON & STEPHANIE MANSMANN- JPAR GULF COAST PRESENT". A call to action says "TAKE OUR QUIZ NOW TO FIND OUT!". A yellow starburst graphic on the right side of the banner says "BE ENTERED TO WIN A \$100 GIFT CARD!". Below the banner, there is a green bar with the text "Complete the quiz for your chance to win a \$100 VISA gift card!". The main content area features a large graphic for "The Tesla Agents" real estate company. The graphic includes a house icon, a car icon, and the text "The Tesla Agents Making A Difference One Family At A Time". Below this, the contact information for Jonathon & Stephanie is listed: "251-278-3752" and "www.TheTeslaAgents.com". The JPAR Real Estate logo and "GULF COAST" are also visible. Below the graphic, there is a green bar with the text "Question 1 of 7". The quiz question is "#1 What is your favorite pastime?". There are four options with corresponding images: "Hunting" (a waterfall), "Dining Out" (a plate of food), "Shopping" (a store interior), and "Boating" (a boat). At the bottom of the page, there are social media icons for Facebook, Twitter, and Email, and a footer with "Terms of Service" and "Privacy Policy" links, and a "Powered by Second Street" logo.

## Gulf Coast Media/ The Sumter Item

- Grow your audience while driving revenue
  - Sports Newsletter
  - Daily Newsletter
- Site opt-ins since 2022
  - 248 through an opt-in form
  - 506 through in-article opt-ins
- Opt-ins from promotions
  - 5,959 through Athlete of the Week
  - 17,037 through Best Of Sumter & Best Of Clarendon





# The Way Forward

# Next Steps. If you have...

## 1

### Week

- Do you have an opt-in?
- Consent!
- Look at opt-in language
- Identify potential High-Value Segments
- Prioritize Tagging

## 1

### Month

- Explore and identify new segments you're not currently targeting
- Connect with other departments to set recurring meetings and goals
- Test weekly content

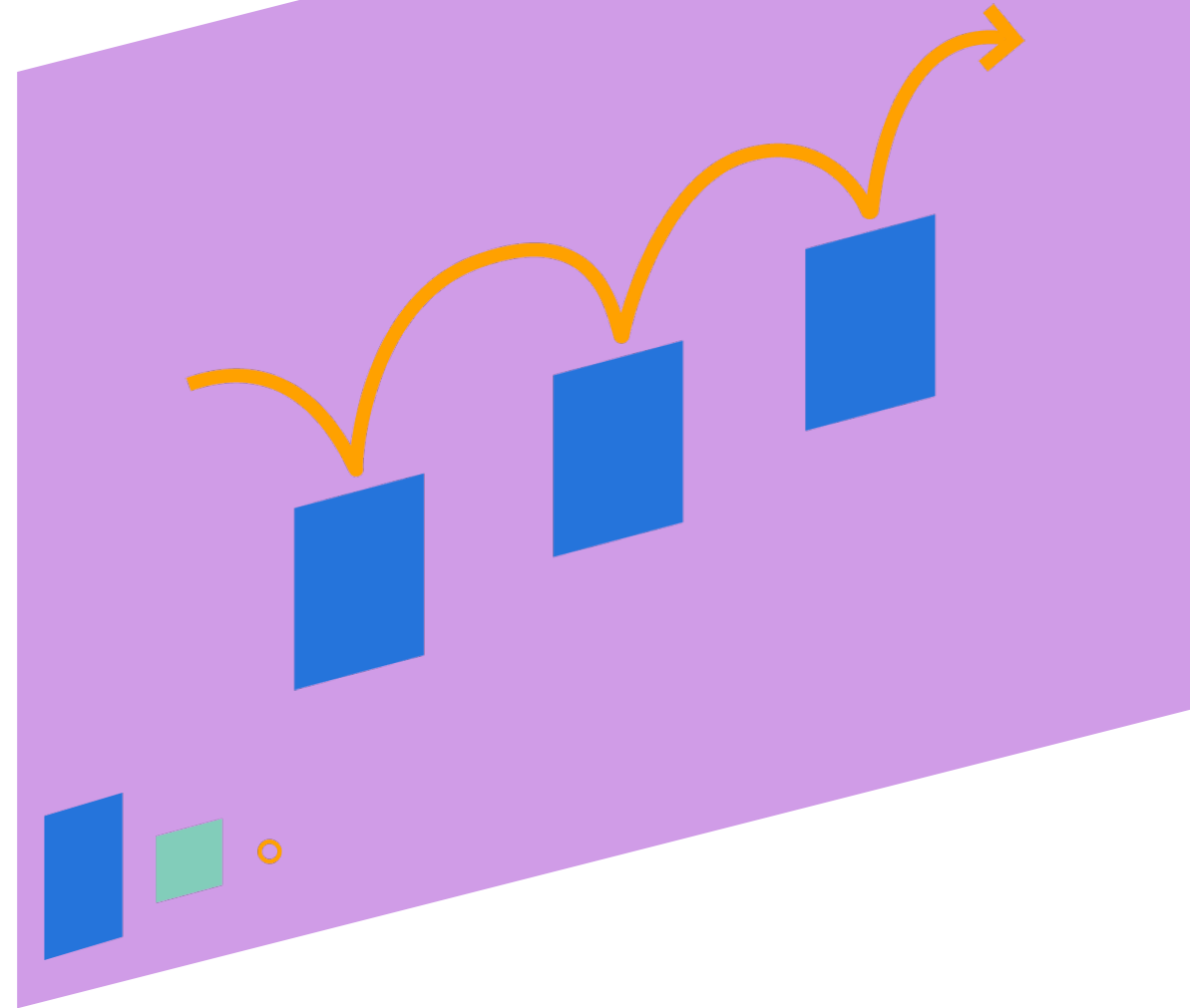
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### Year

- Unify first party data
- Plan an acquisition calendar tied to existing initiatives to drive sustained growth and learnings

# The Way Forward

- The time is **NOW**
- Again...**stop** pre-checking opt-ins!
- Get executive-level buy-in
  - Establish **point person**
- Make First Party Data part of your year-long strategy
  - Use promotions!
- Continue to innovate, develop, and test, test, test





Q&A





# Resources

# 30in30: Top Ideas to Drive Revenue, Audience Engagement and Plan for 2023!

LEARN MORE



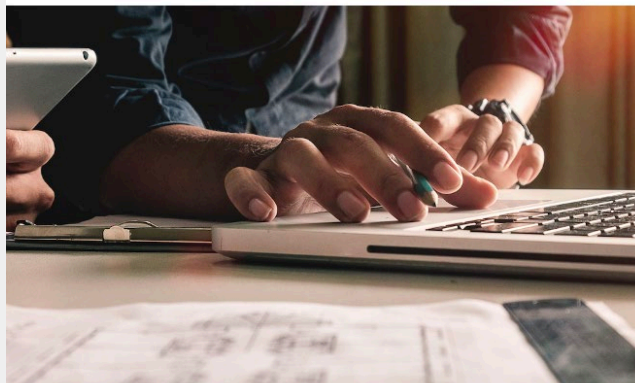
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## First Party Data: A Beginner's Guide

by Ellen Trunk | Second Street



Having a First Party Data strategy is becoming more and more important in today's landscape, but you may be starting from scratch and don't have a clear understanding what it is and why you need it. This guide will go over First Party Data for our beginners so you have a fast and effective way to get started!

### What Is First Party Data?

Everyone is abuzz about the importance of First Party Data, but what is it, really? First Party Data is information that you collect directly from your audience. So this is data that you have not received from another business or third party— your audience supplied this data directly to you.

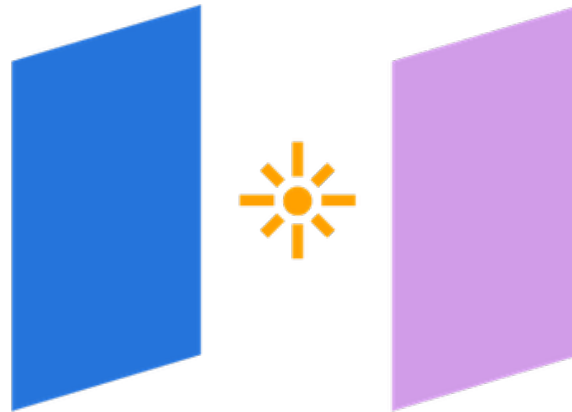
As an example, you can collect First Party Data by running a promotion in which users have to fill out a registration form to participate. In that registration form, you have the ability ask users to provide demographic information, opinions about your organization, lead generation information for your sponsors, etc. All of the information your users provide from that registration form is considered First Party Data because the user submitted it directly to you.



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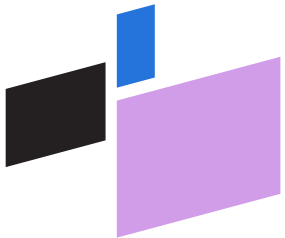
*Save the Dates!*



# 3rd Annual Second Street Master Class

**Monday, June 12th – Thursday, June 15th**

11:00 am CDT / 12:00 pm EDT



# Thank you!



**Liz Huff**

Sr. Director of Customer Success  
Second Street



**Julie Foley**

Sr Customer Success Manager  
Second Street