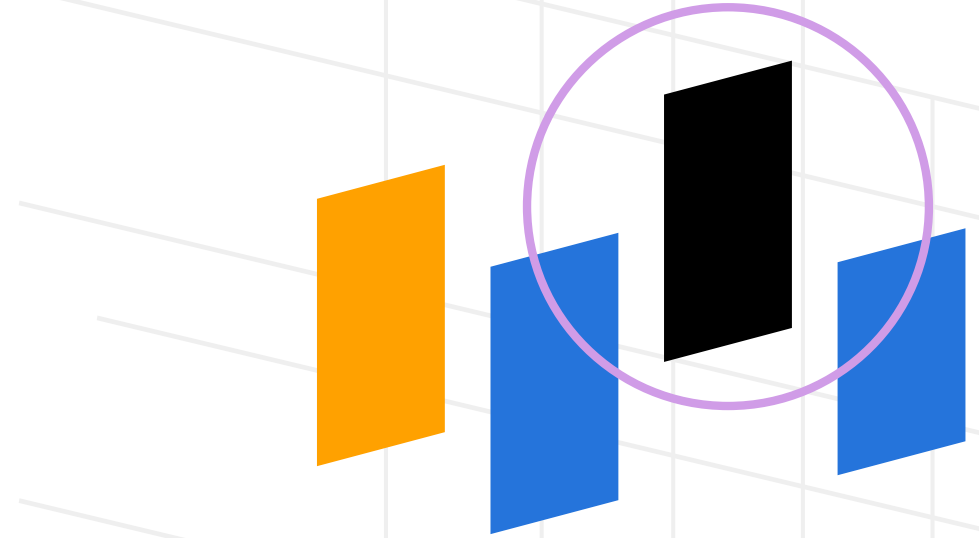
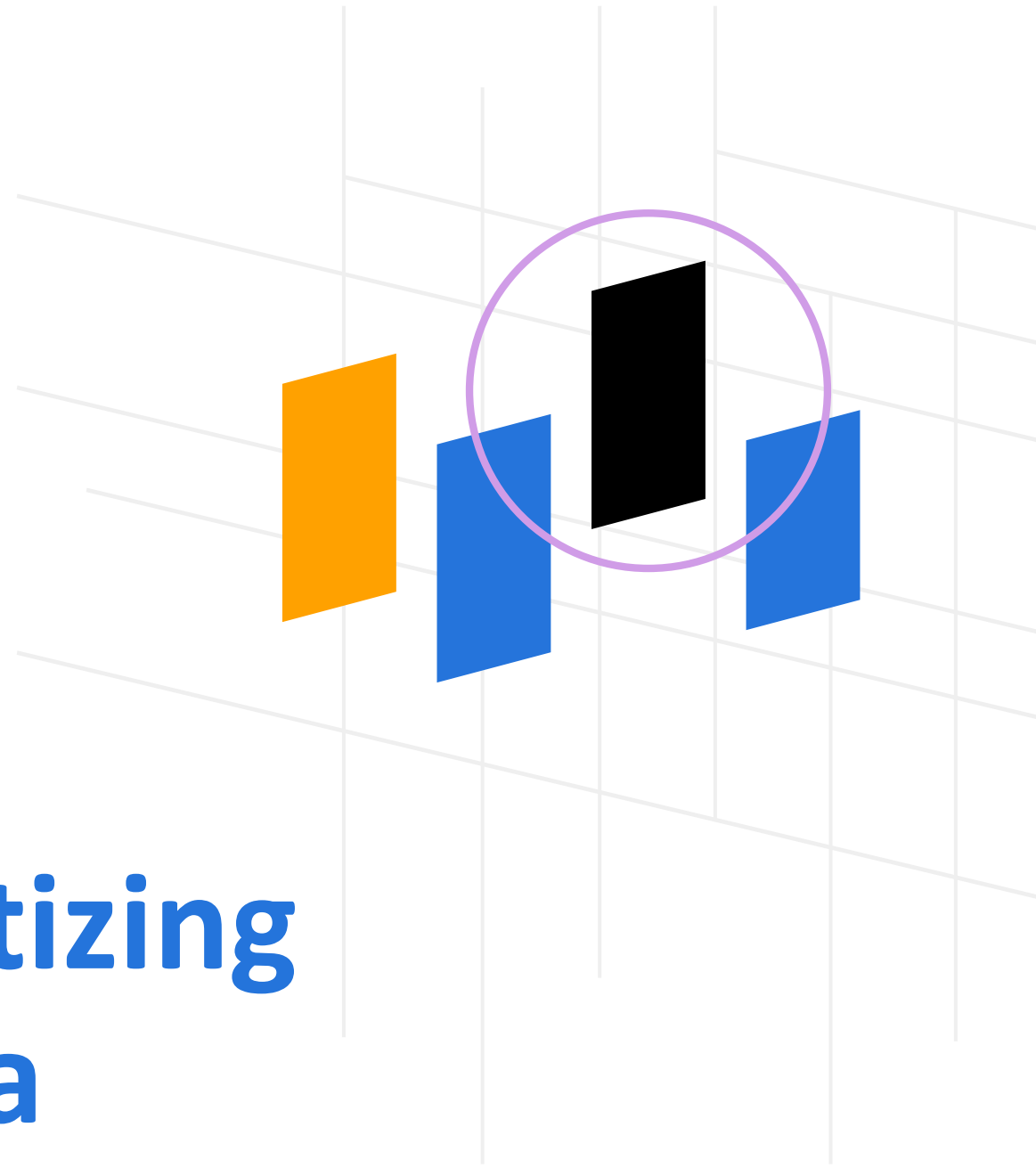




Webinar starting shortly...



Growing and Monetizing Your First Party Data



**Growing and Monetizing
Your First Party Data**

Welcome!



Liz Huff

Sr. Director of Customer Success
Second Street

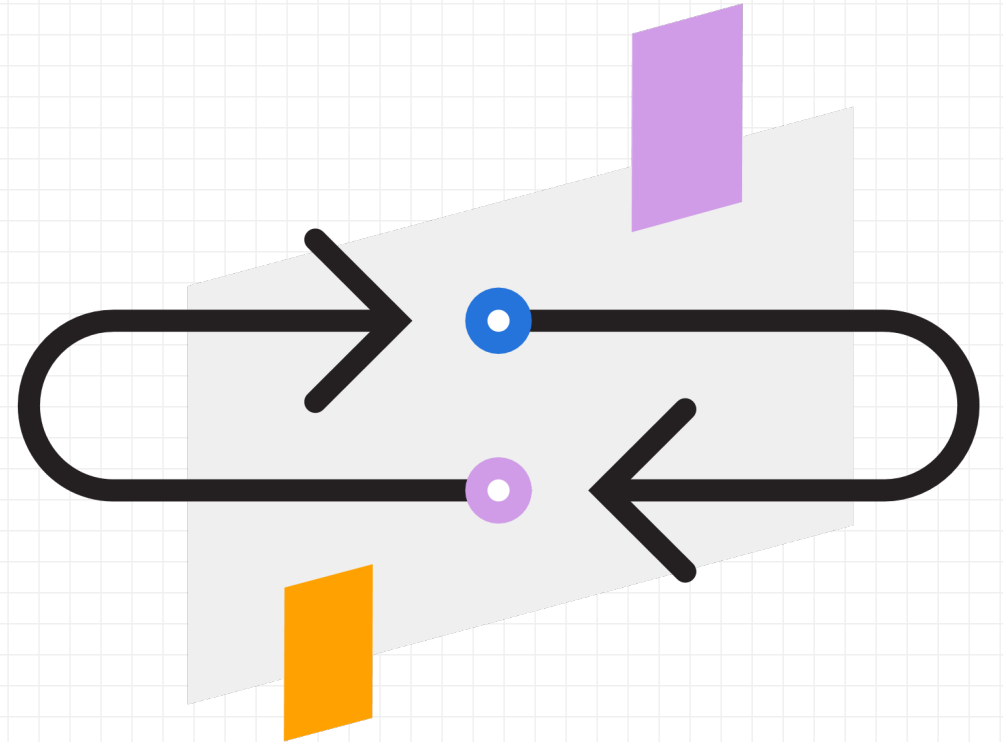


Julie Foley

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



Registration form illustrating data collection:

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



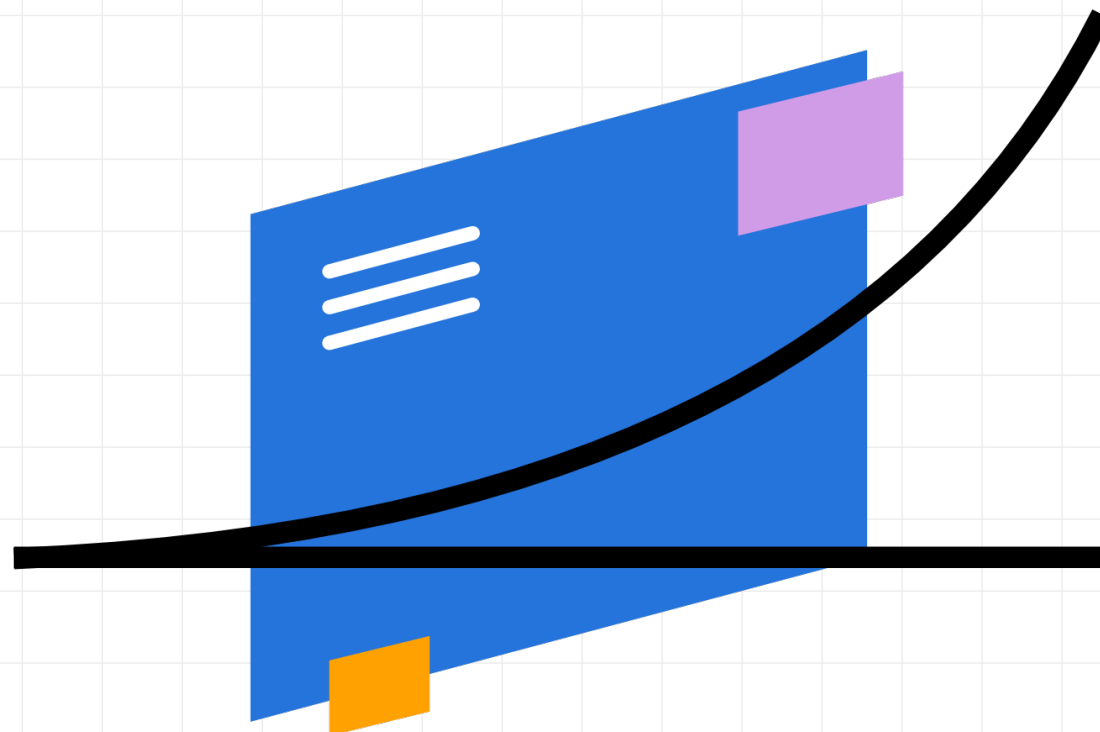
Stop...Wait...

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

Amongst current partners:

87%

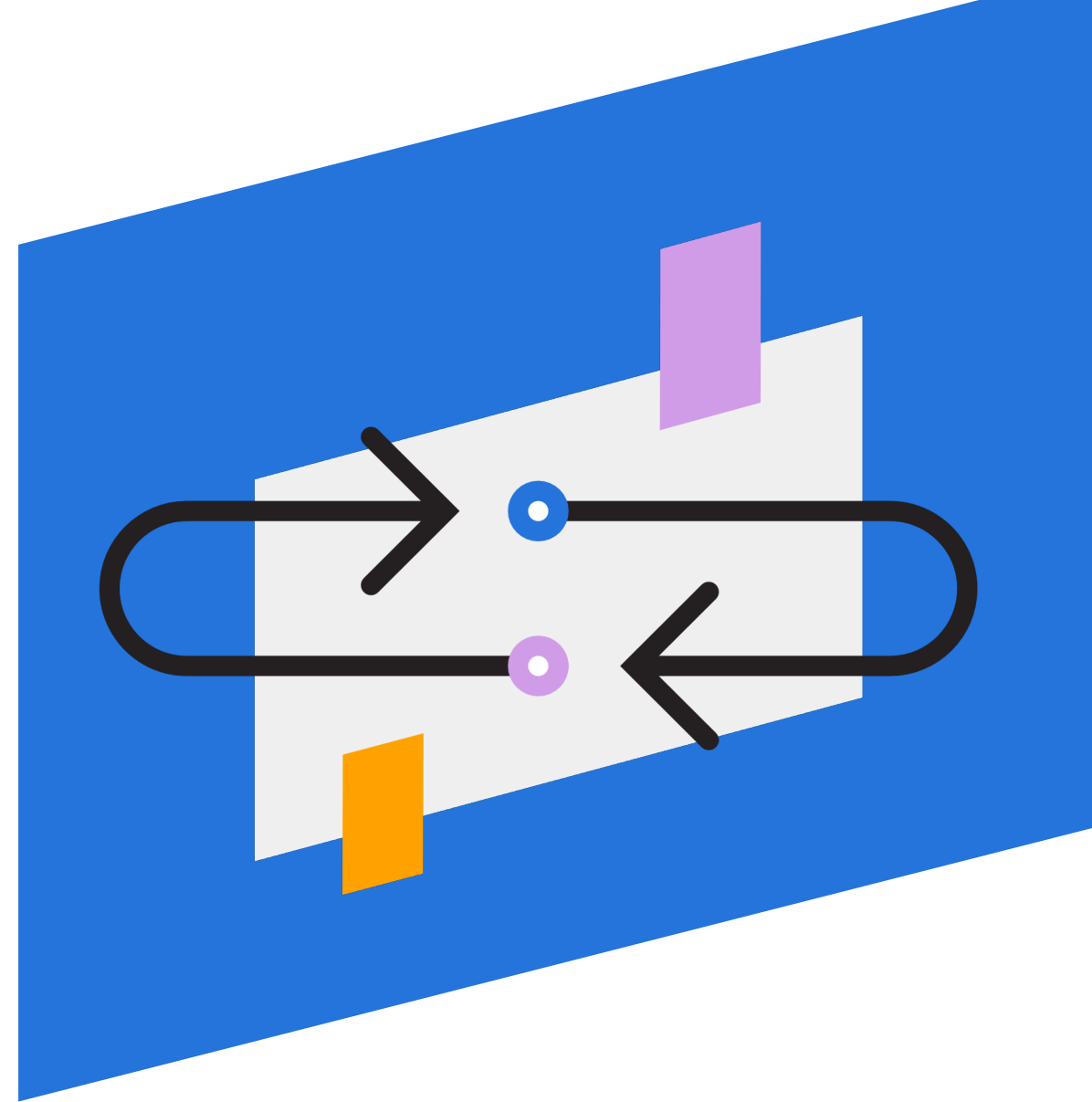
Of email database growth comes from
contests & interactive content through
Second Street



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



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 "Texsean" 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 displays a website interface for a promotion. At the top, there's a navigation bar with 'wdef.com 12 NOW' and social media icons. Below this is a red banner for 'NEW Roasted Tomato Toasts Hummus • Avocado' with an 'ORDER NOW' button. A weather alert for Alabama is shown. The main content area features a large image of a Dunkin' coffee cup with the text 'MORNING COFFEE BREAK' and 'BROUGHT TO YOU BY: DUNKIN''. Below the image, text describes the promotion: '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 section is titled 'Question 1 of 3' and asks '#1 Where was the first Dunkin' restaurant?'. Four options are provided: New Haven, Connecticut; Quincy, Massachusetts; Allentown, Pennsylvania; and Albany, New York. Social media sharing icons are at the bottom. The footer includes 'Terms of Service', 'Privacy Policy', 'Rules', and 'Powered by Second Street'.

77° Chattanooga

ORDER NOW

DUNKIN'

NEW Roasted Tomato Toasts Hummus • Avocado

NEWS WEATHER SPORTS FEATURES VIDEOS LET'S CHAT TV CONTESTS ABOUT LIVESTREAM SHOP

Flood Warning (Severe) - Alabama: Jackson, AL, Madison, AL, Marshall, AL

MORNING COFFEE BREAK

BROUGHT TO YOU BY: **DUNKIN'**

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.

Question 1 of 3

#1 Where was the first Dunkin' restaurant?

New Haven, Connecticut Quincy, Massachusetts Allentown, Pennsylvania Albany, New York

Facebook Twitter YouTube Instagram

Terms of Service Privacy Policy Rules Powered by Second Street

NEW Roasted Tomato Toasts Hummus • Avocado

DUNKIN' ORDER NOW

LATEST VIDEO

LOCAL EVENTS

CREATE AN EVENT

Search for events

MAY 13 -FANDOM JENTION- Film / Cinema

Metrotham Con Episode III "Revenge of the 80's"

Chattanooga Convention Center 2:00PM

Content Creation

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



How many children do you have? Required

-- Select One --

How often do you hire a babysitter per month? Required

-- Select One --

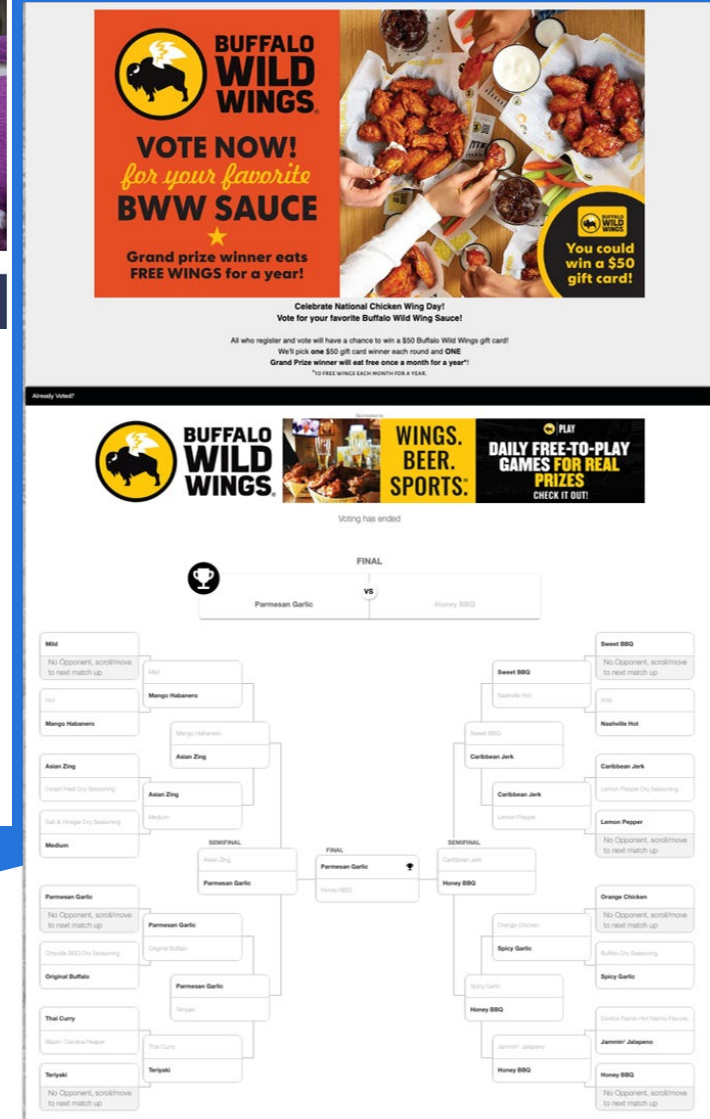
What age group does your babysitter belong to? Required

-- Select One --

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

-- Select One --

How do you find your babysitters? Required





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?

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



Source: Borrell & Associates

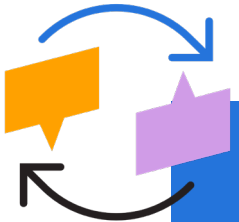
Why are 3rd Party Cookies going away?



Lack Of Consumer Trust On Privacy



GDPR & CCPA Drove Privacy Regulations



Device Manufacturers Force A New Era



Losing 3rd 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

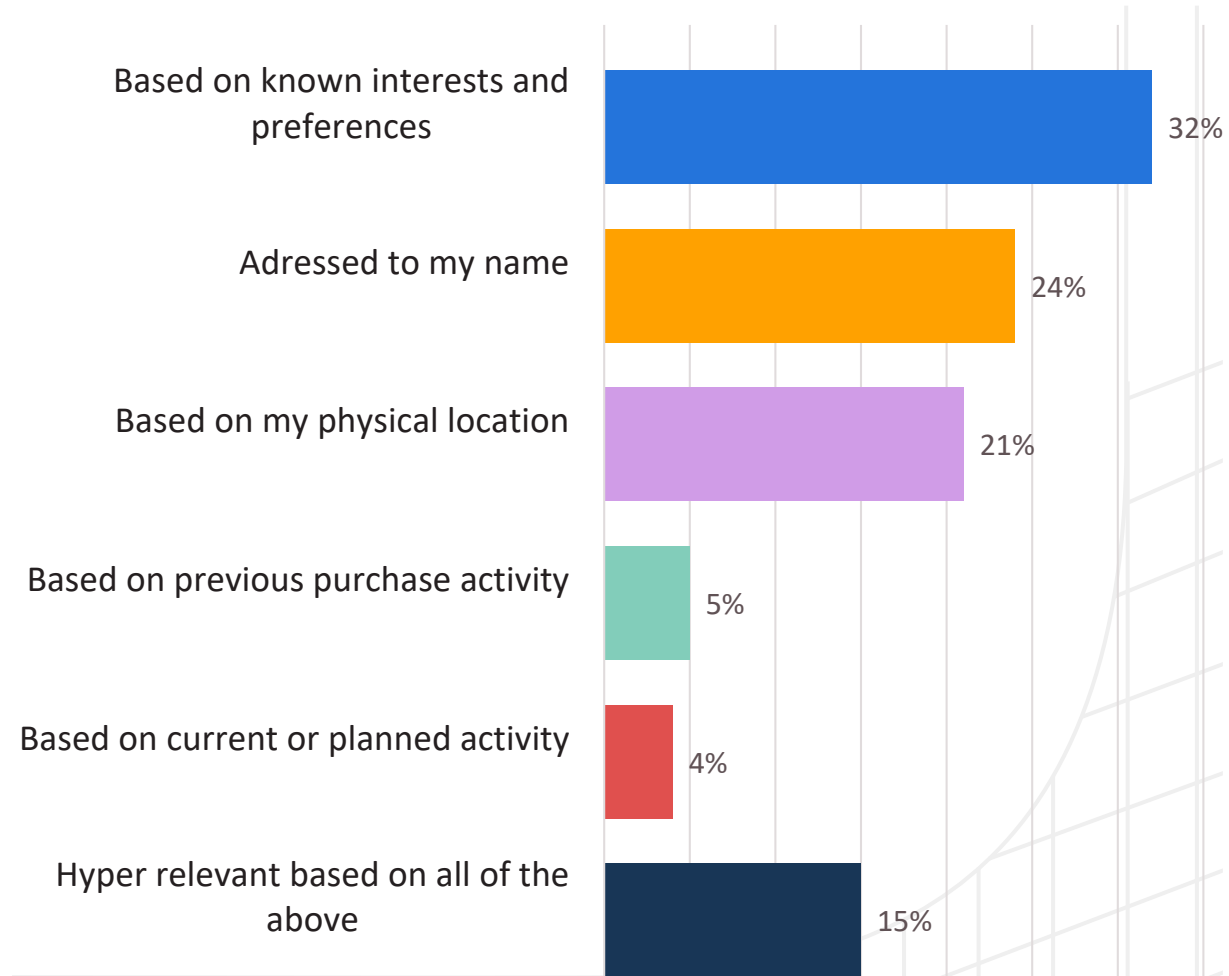


Source: Borrell & Associates



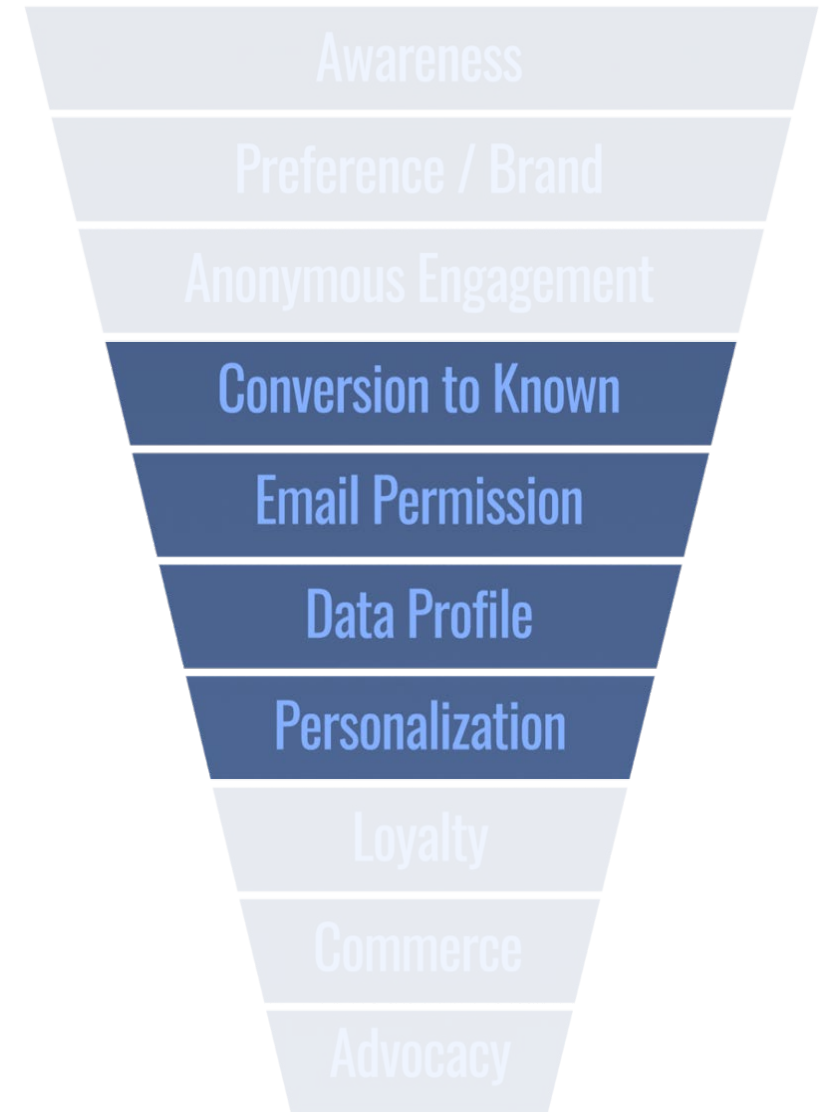
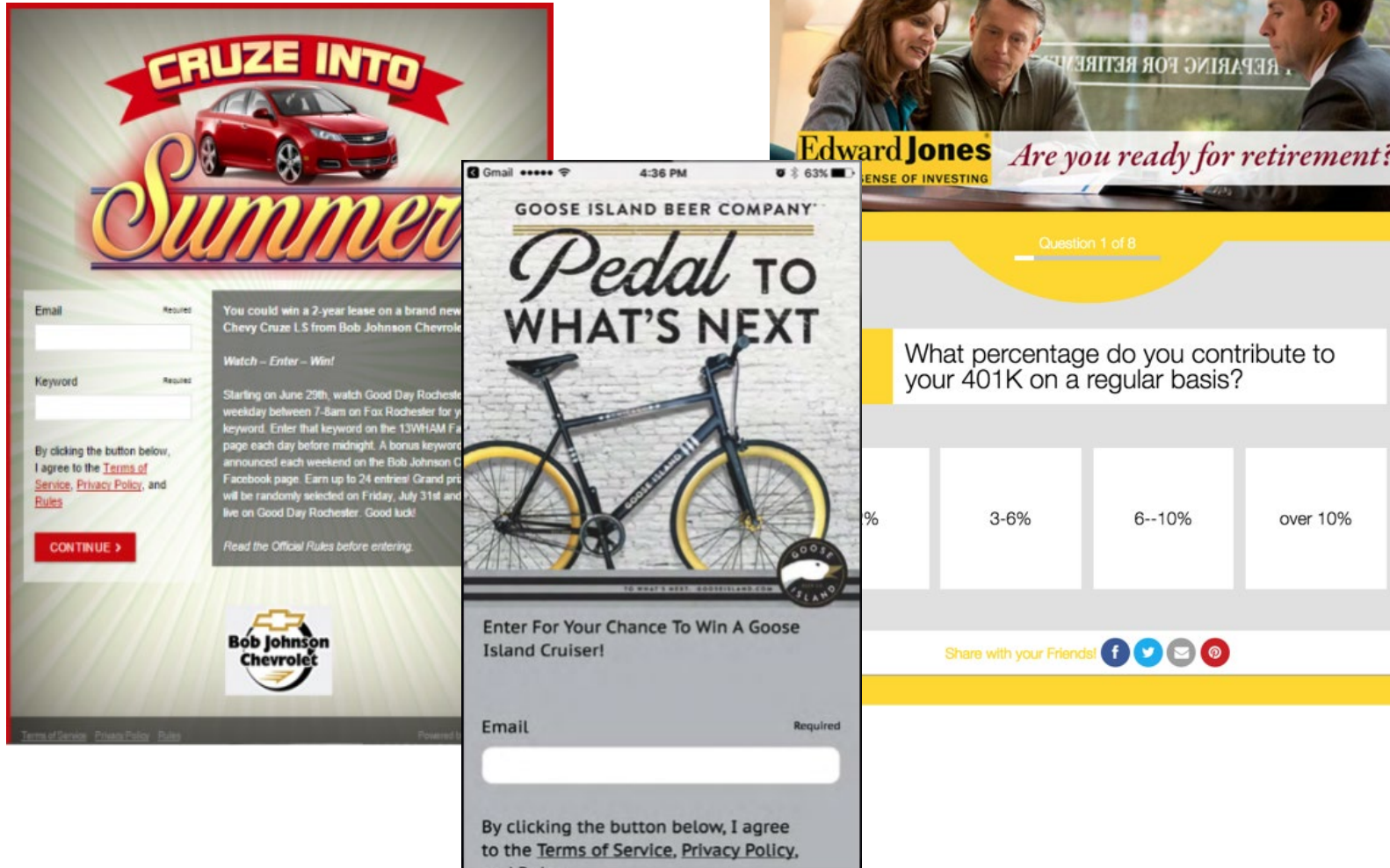
Personalization

Customers expect brands to customize the experience



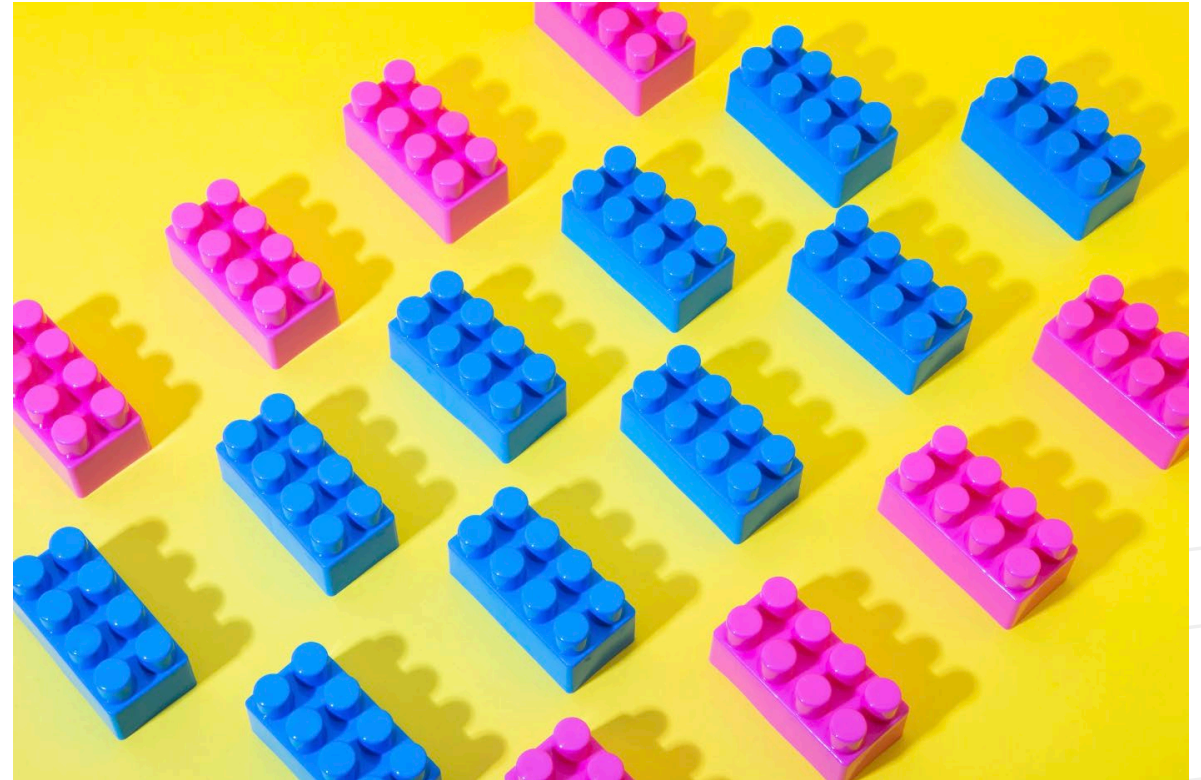
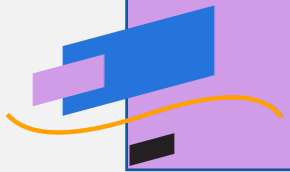
Engagement Funnel

Middle of the Funnel





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!

Question 1 of 9


#1 You're taking a trip to Traverse City. Choose your must pack item:




Hiking Boots




Bathing Suit




Sweater



Books



Your coffee pour



All the things

Have you ever solved a Rubik's Cube?

☐ No

☐ Yes

Terms of Service Privacy Policy

ENTER TO WIN!

\$5000

BACK TO SCHOOL bonanza

SHIELD EXTERIORS®
The Roofing Experts

CHATTANOOGA TIMES FREE PRESS READER POLL

MERCY HEALTH

ATHLETE OF THE WEEK

RECOGNIZING STAND-OUT HIGH SCHOOL ATHLETES

VOTE TODAY!

Vote hourly in each poll for your favorite athlete!

Register one time and then vote in each poll!
Voting open between Tuesday and Friday each week.

Already Voted?

The Promotion has Ended

Categories

Basketball team of the week (Ohio Boys)

Basketball team of the week (Ohio Girls)

NKYWD boys basketball team

Basketball team of the week (Ohio Boys)

Cincinnati Country Day - Cincinnati Country Day topped Norwood and Lockland before

GARTH MADNESS

Which song will reign supreme? Cast your vote!

time to figure out once and for all which Garth Brooks song will reign supreme? Cast your vote!

Be sure to return for each round of voting and you will win a prize!

Brooks May 7, 2022 at Notre Dame

Warming Up Your Winter with \$5000 Cash

BEST OF VENICE

Sponsored By: GULF SHORES, Home Instead, Door Depot

Presented By: Venice Gondolier

Welcome to the Best of Venice 2021! We're looking for the best local businesses, forget the big chains and box stores, we want to celebrate the Best of Venice's own local business community.

Vote from October 29th through November 15th, 2021.

The awards banquet will be on January 28th at The Plantation Golf and Country Club. Winners will be announced to the public in a special section in the Venice Gondolier in March.

Own a business in Venice? Don't forget to download your **FREE marketing kit HERE!**

Already Voted?

The Promotion has Ended

Auto / Marine

Eat & Drink

Entertainment / Recreation

Healthcare

Should San Antonio have been chosen as the 2021 World City?

☐ Yes

☐ No

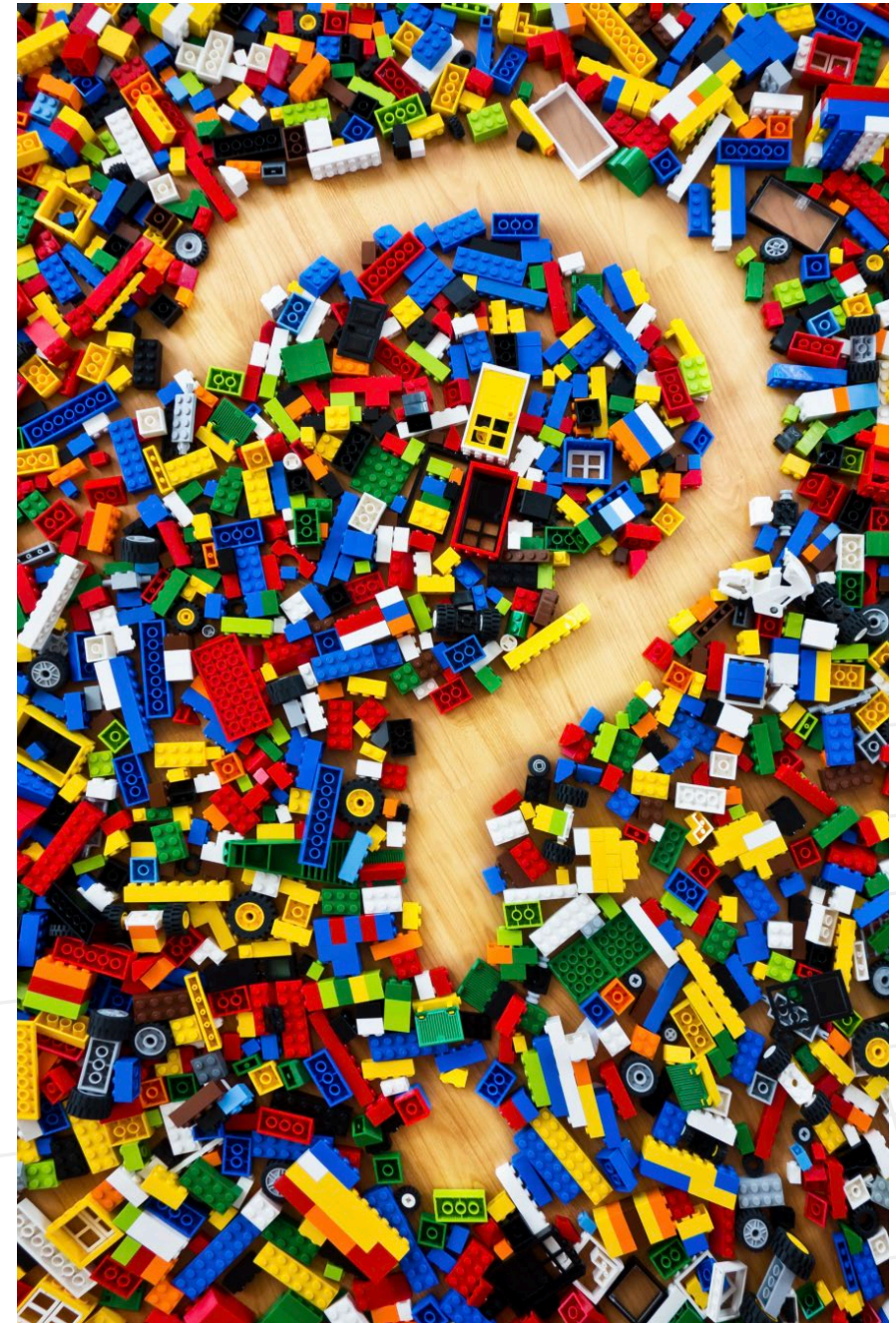
Terms of Service Privacy Policy

Voting has ended

FINAL

Low Places VS Unanswered

But what data do
you already have?



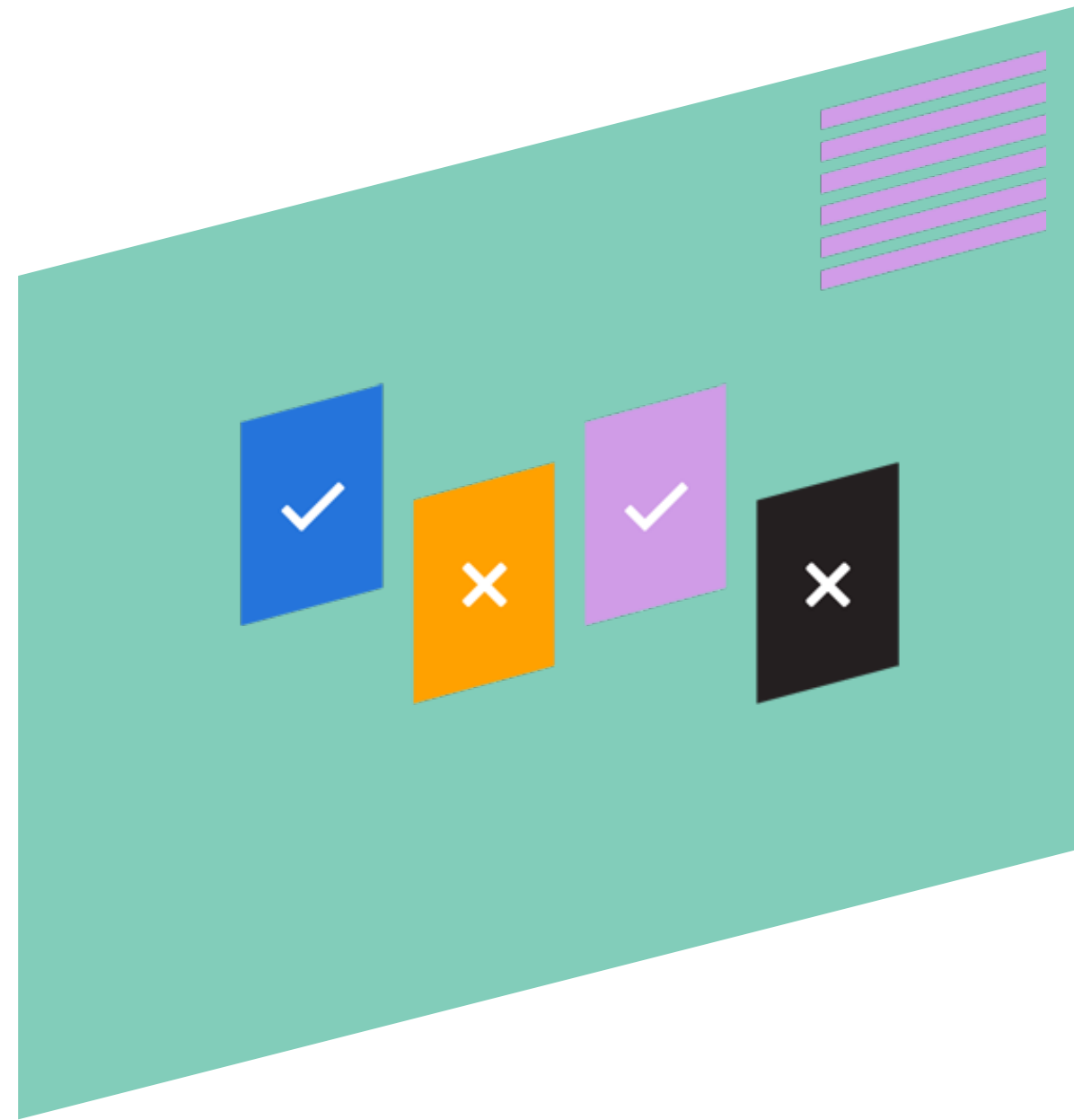
Step 1: Get Proper Consent

- 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

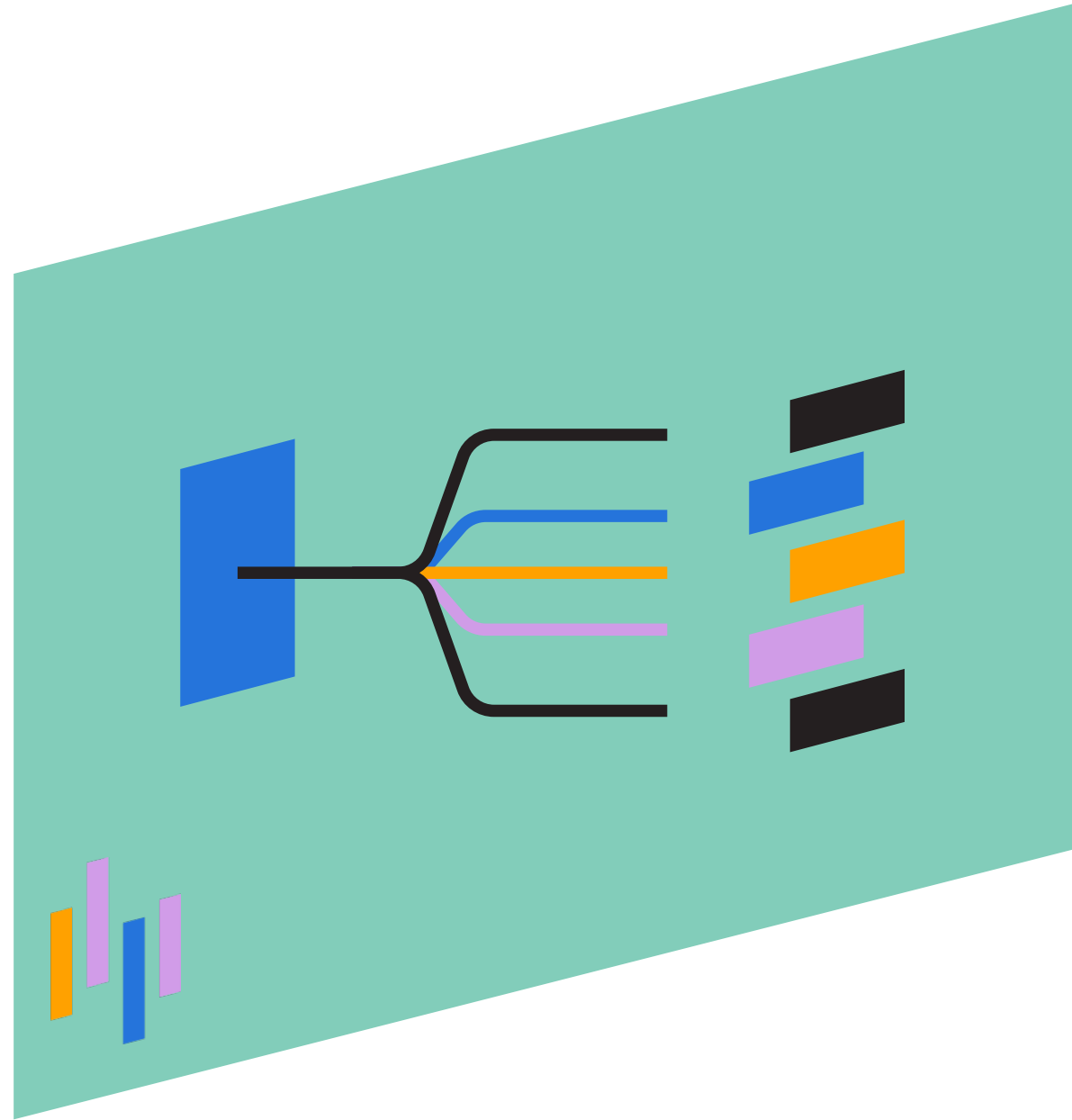
before making consent decisions

“

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



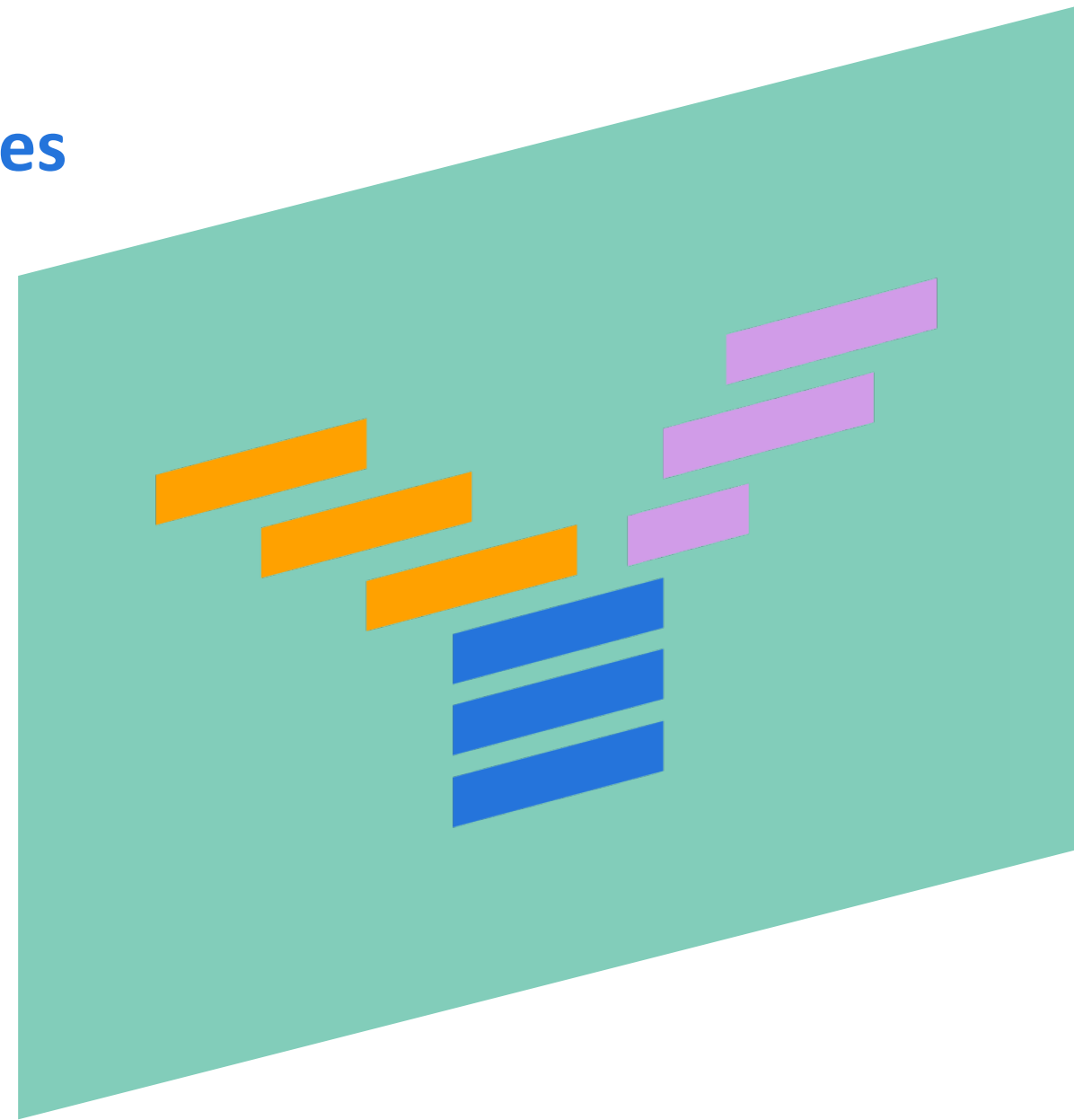
Step 2: Use Interest Tagging

- 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?

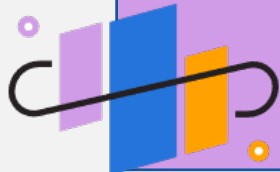


Test, Test, Test!

“

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!



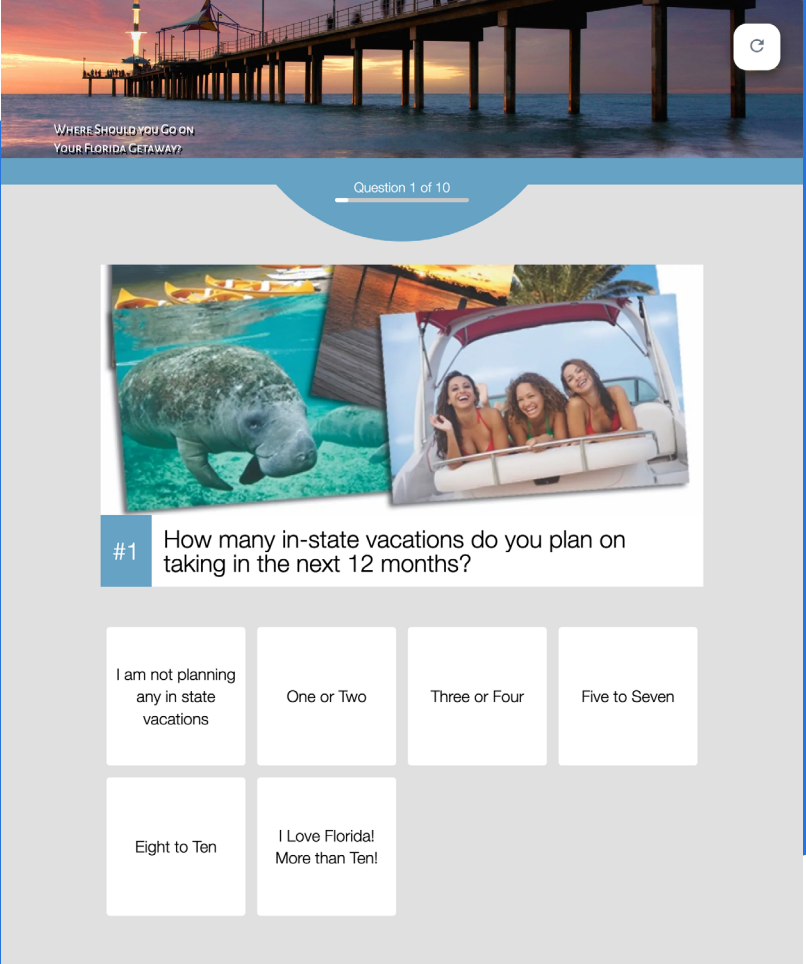


Case Studies

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



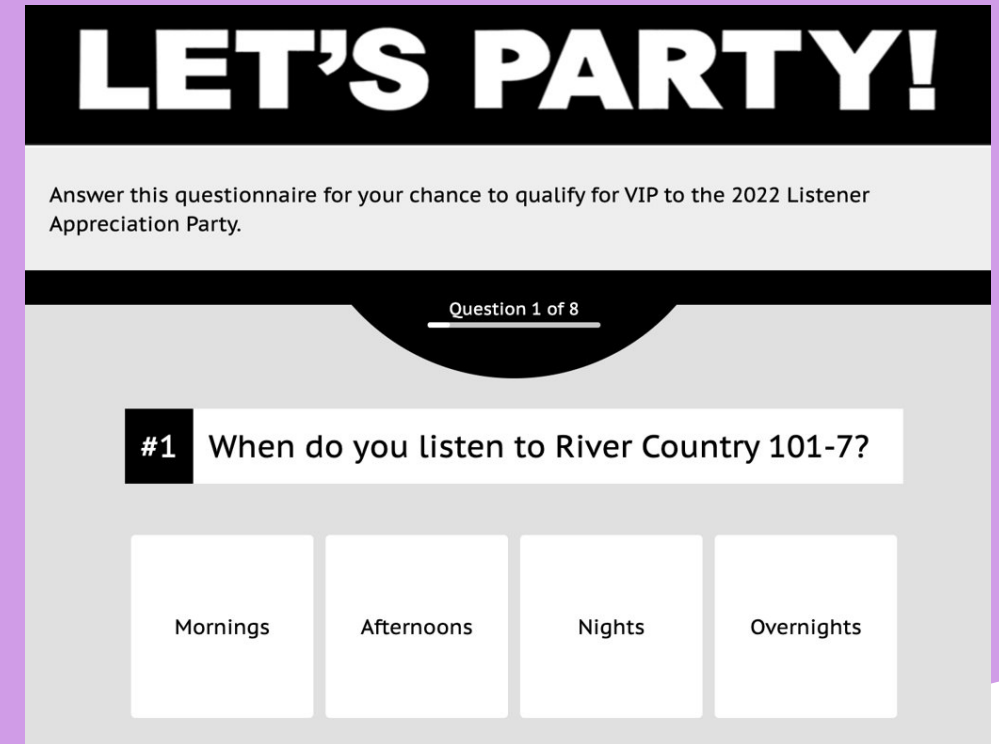
#1 How many in-state vacations do you plan on taking in the next 12 months?

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



LET'S PARTY!

Answer this questionnaire for your chance to qualify for VIP to the 2022 Listener Appreciation Party.

Question 1 of 8

#1 When do you listen to River Country 101-7?

Mornings Afternoons Nights Overnights

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?

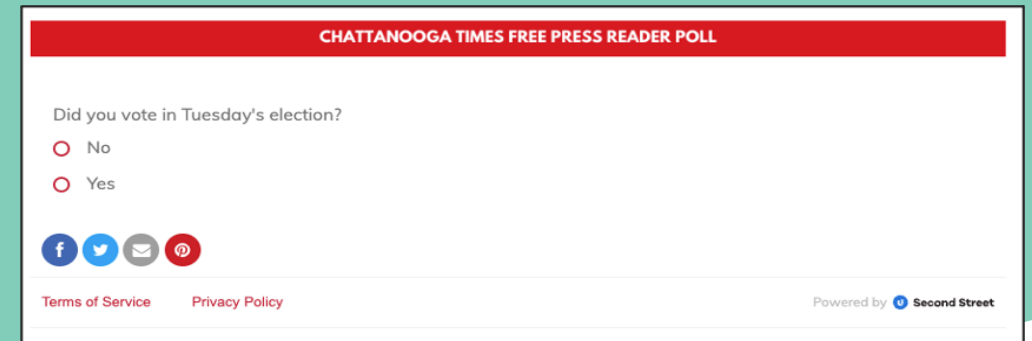
☐ No

☐ 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](#)

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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



Velo

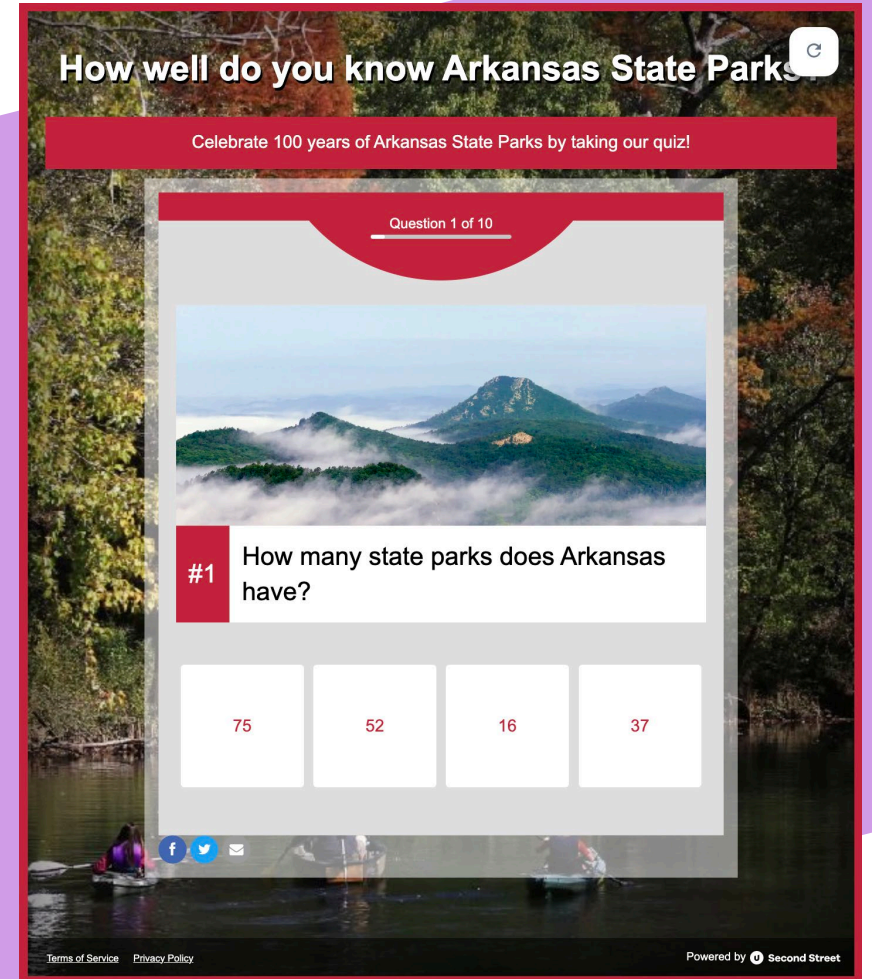
FINAL

VS

Mean Mug

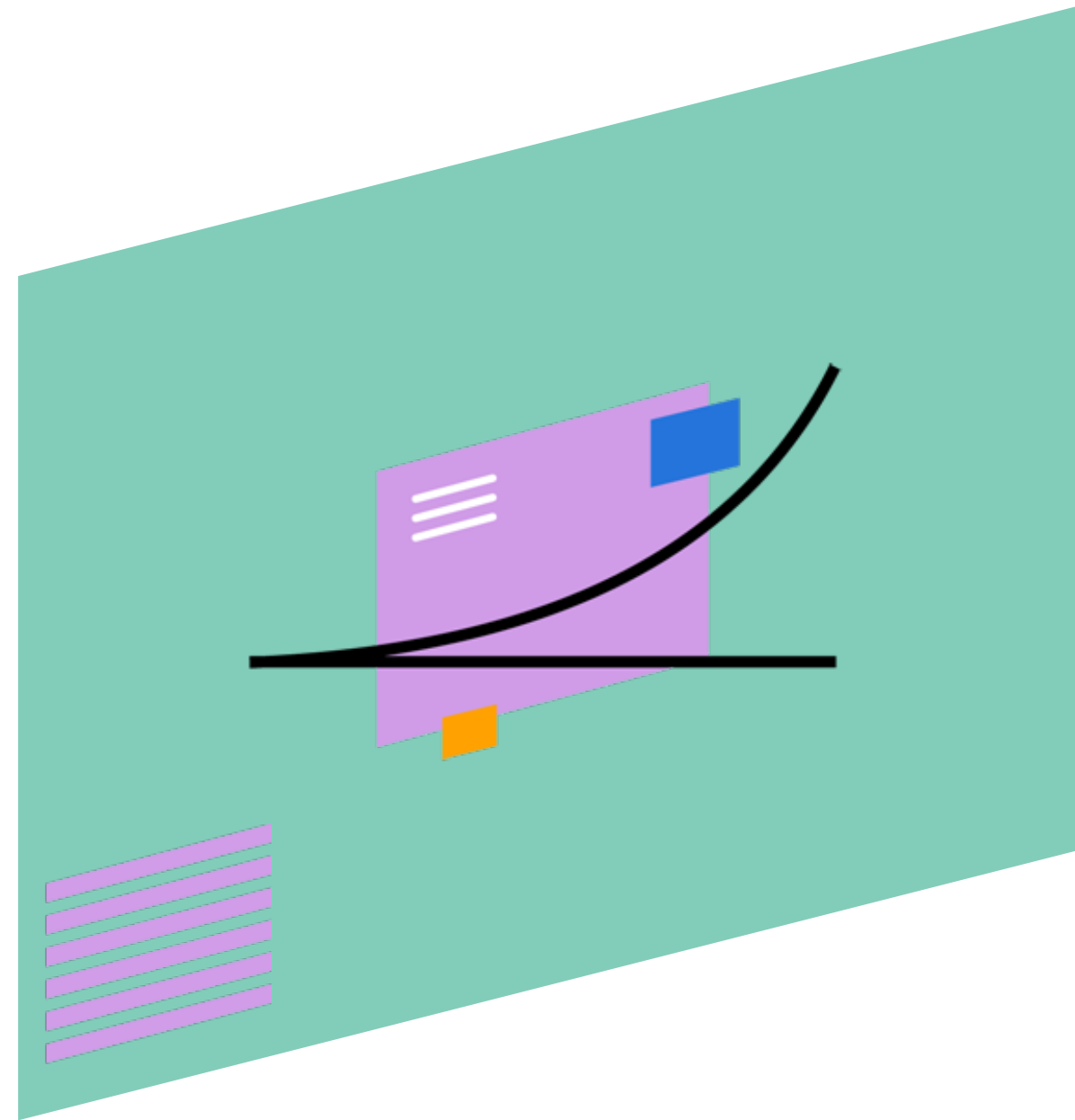
WEHCO Media Inc.

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



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 displays the Gulf Coast Media website. At the top, the header includes the 'GULF COAST MEDIA' logo, a search bar, social media icons for Facebook, Twitter, and Instagram, a 'MOSTLY CLOUDY, 71°' weather widget, and a 'SUBSCRIBE' button. Below the header is a navigation menu with links for 'Subscribe', 'Newsletter', 'Quizzes', 'Calendar', 'News', 'Sports', 'E-Editions', 'Obituaries', 'Classifieds', 'Legals', 'Magazines', 'Life', 'Best Of Baldwin', and 'Contact'.

The main content area features a large banner for a quiz titled 'WHERE IN BALDWIN COUNTY SHOULD YOU LIVE?' presented by 'THE TESLA AGENTS- JONATHON & STEPHANIE MANSMANN- JPAR GULF COAST'. The banner includes a hot air balloon graphic and a call to action: 'TAKE OUR QUIZ NOW TO FIND OUT!'. A yellow starburst on the right says 'BE ENTERED TO WIN A \$100 GIFT CARD!'. Below the banner, a green bar states 'Complete the quiz for your chance to win a \$100 VISA gift card!'.

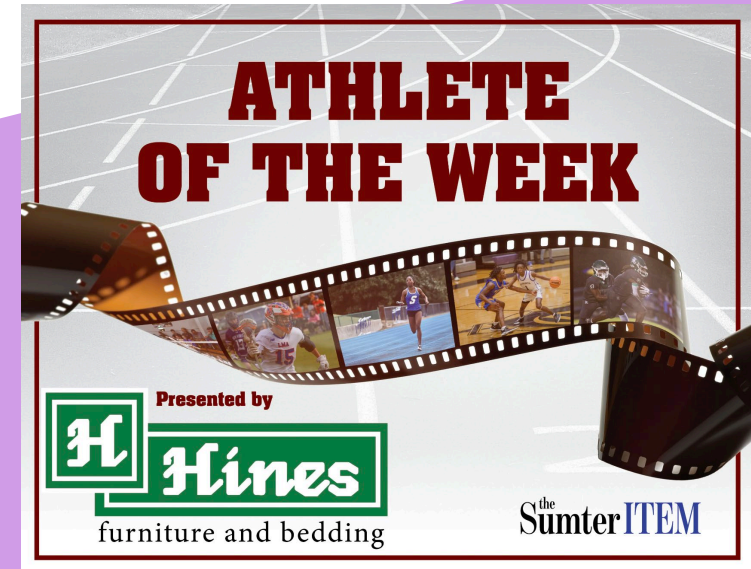
The quiz interface shows a header for 'The Tesla Agents' with the tagline 'Making A Difference One Family At A Time'. It lists the agents 'Jonathon & Stephanie' with the phone number '251-278-3752' and the website 'www.TheTeslaAgents.com'. The JPAR Real Estate logo and 'GULF COAST' are also present.

The quiz progress bar indicates 'Question 1 of 7'. The first question is '#1 What is your favorite pastime?'. Below the question are four image-based options: 'Hunting' (a person hunting), 'Dining Out' (a plate of food), 'Shopping' (a person in a store), and 'Boating' (a person on 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

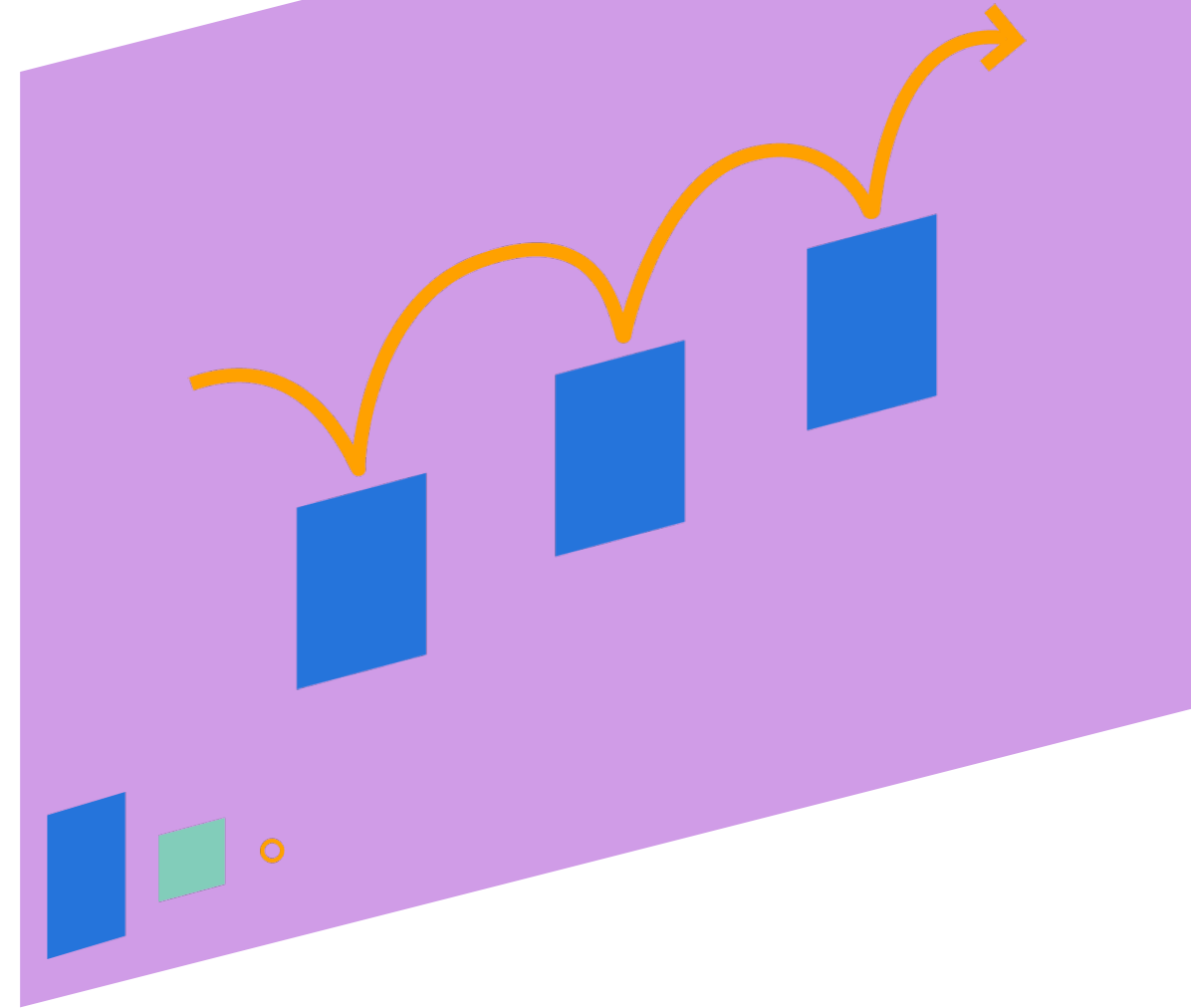
1

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



Product ▾ Company ▾ Summit

LOGIN

LET'S TALK

Topics

Case Studies

Playbooks

Webinars

Search...



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

LEARN MORE



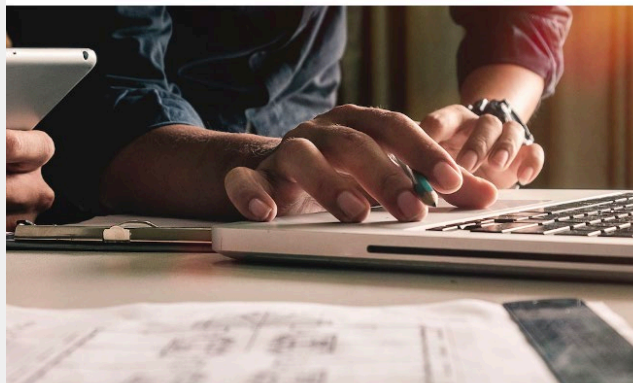
lab.secondstreet.com





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.

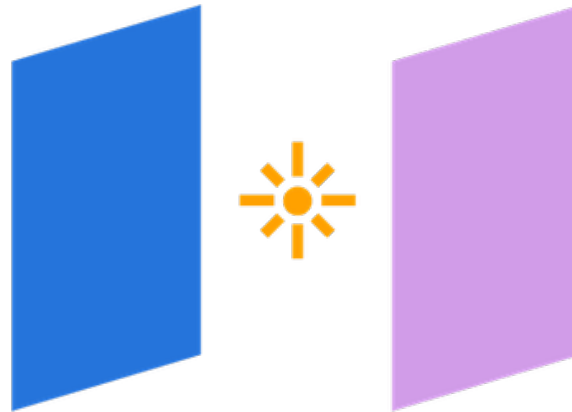
As an example, you can collect First Party Data by running a promotion in which users have to fill out a registration form to participate. In that registration form, you have the ability ask users to provide demographic information, opinions about your organization, lead generation information for your 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.



lab.secondstreet.com/playbooks



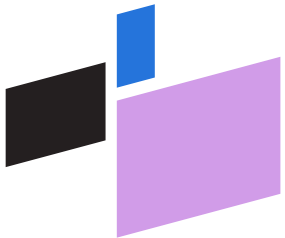
Save the Dates!



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