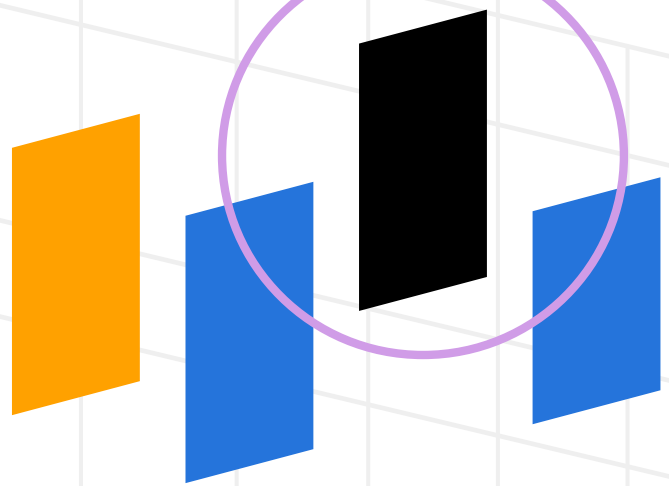
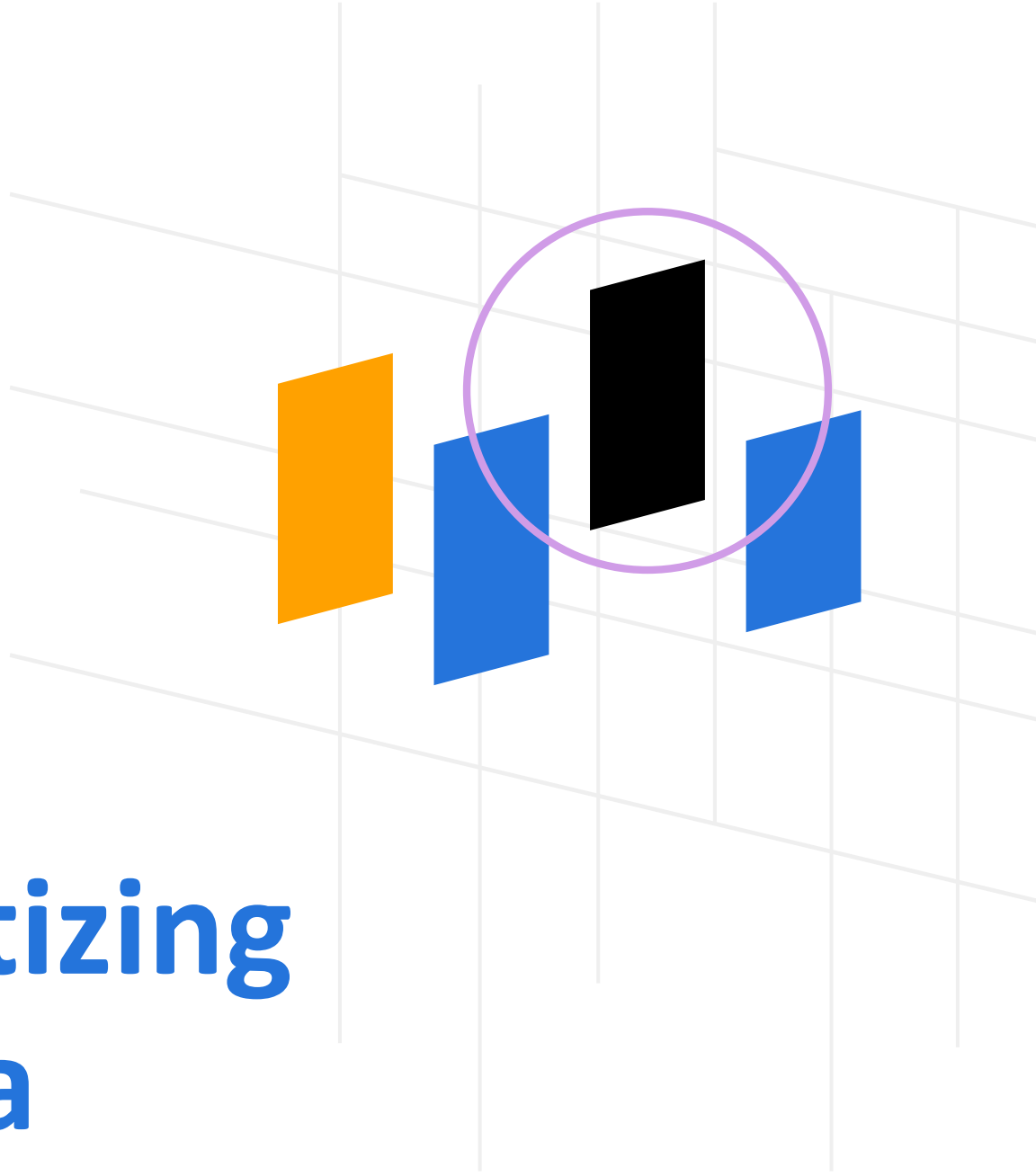
Second Street

Webinar starting shortly...



Growing and Monetizing Your First Party Data

Second Street



Growing and Monetizing Your First Party Data

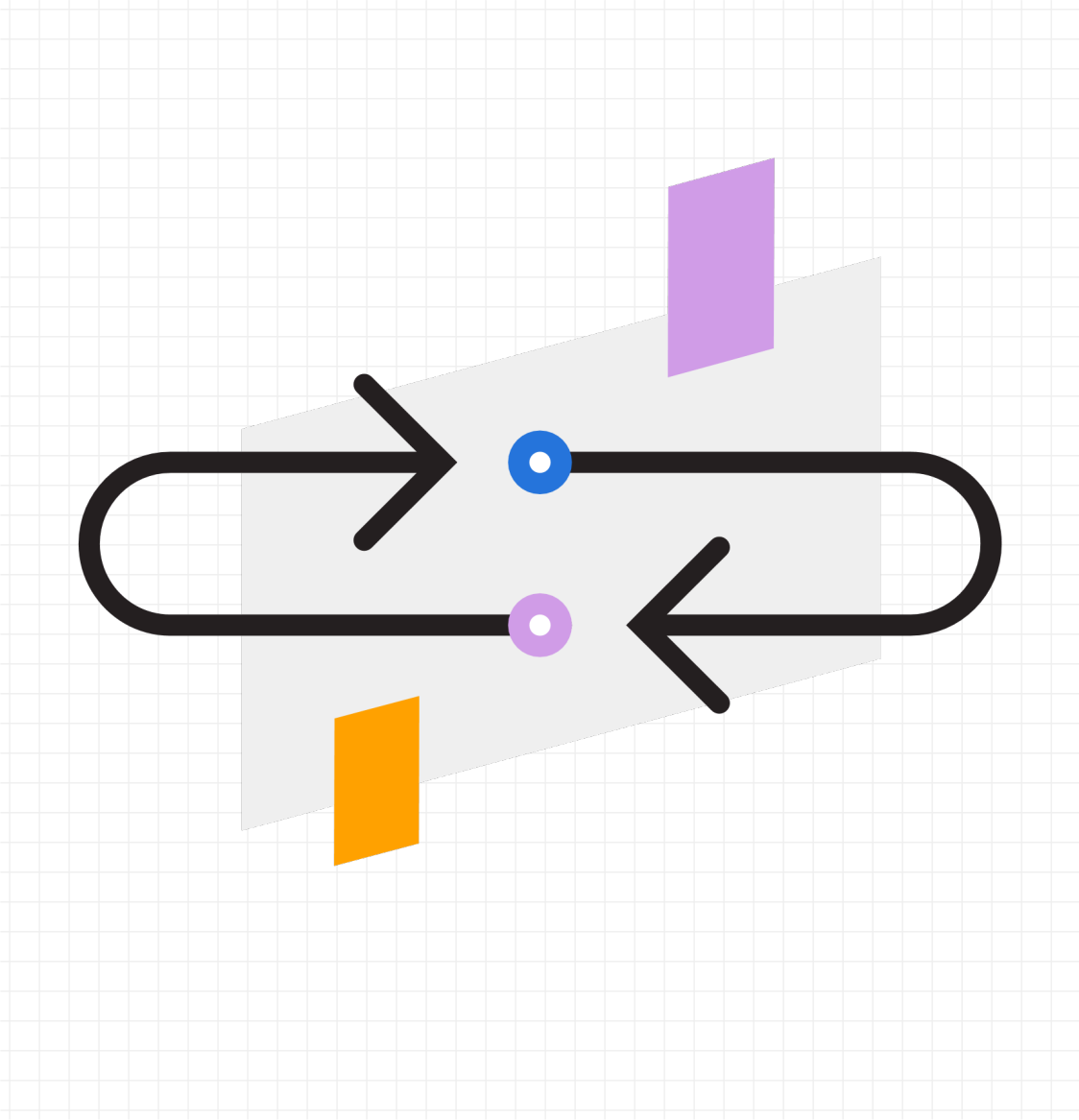
Welcome!

Liz Huff
Sr. Director of Customer Success
Second Street

Julie Foley
Sr Customer Success Manager
Second Street

What we will cover

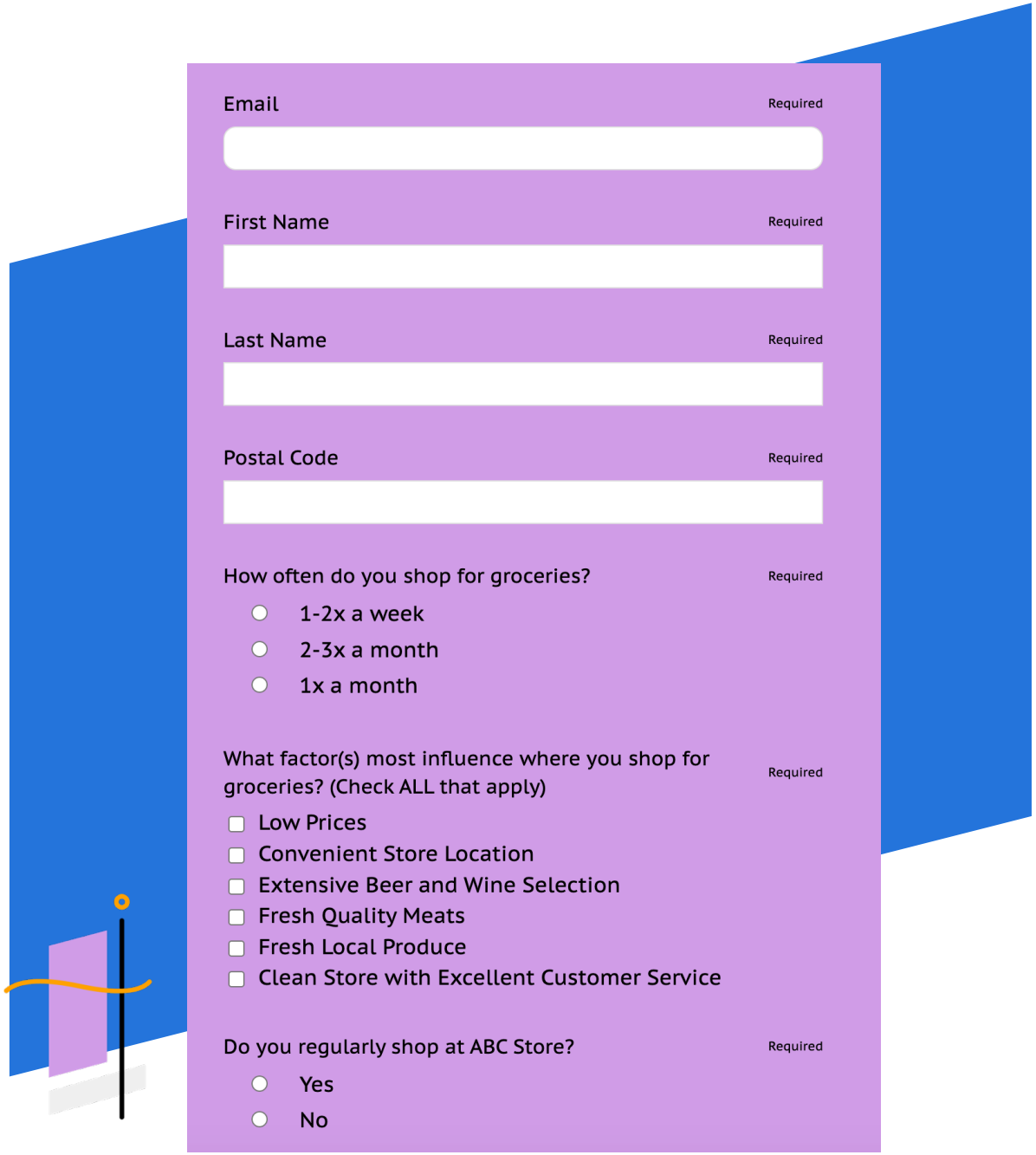
- What is First Party Data
- Why is it important
- Where you should start
- Case studies
- The way forward
- Q&A



What is First Party Data?

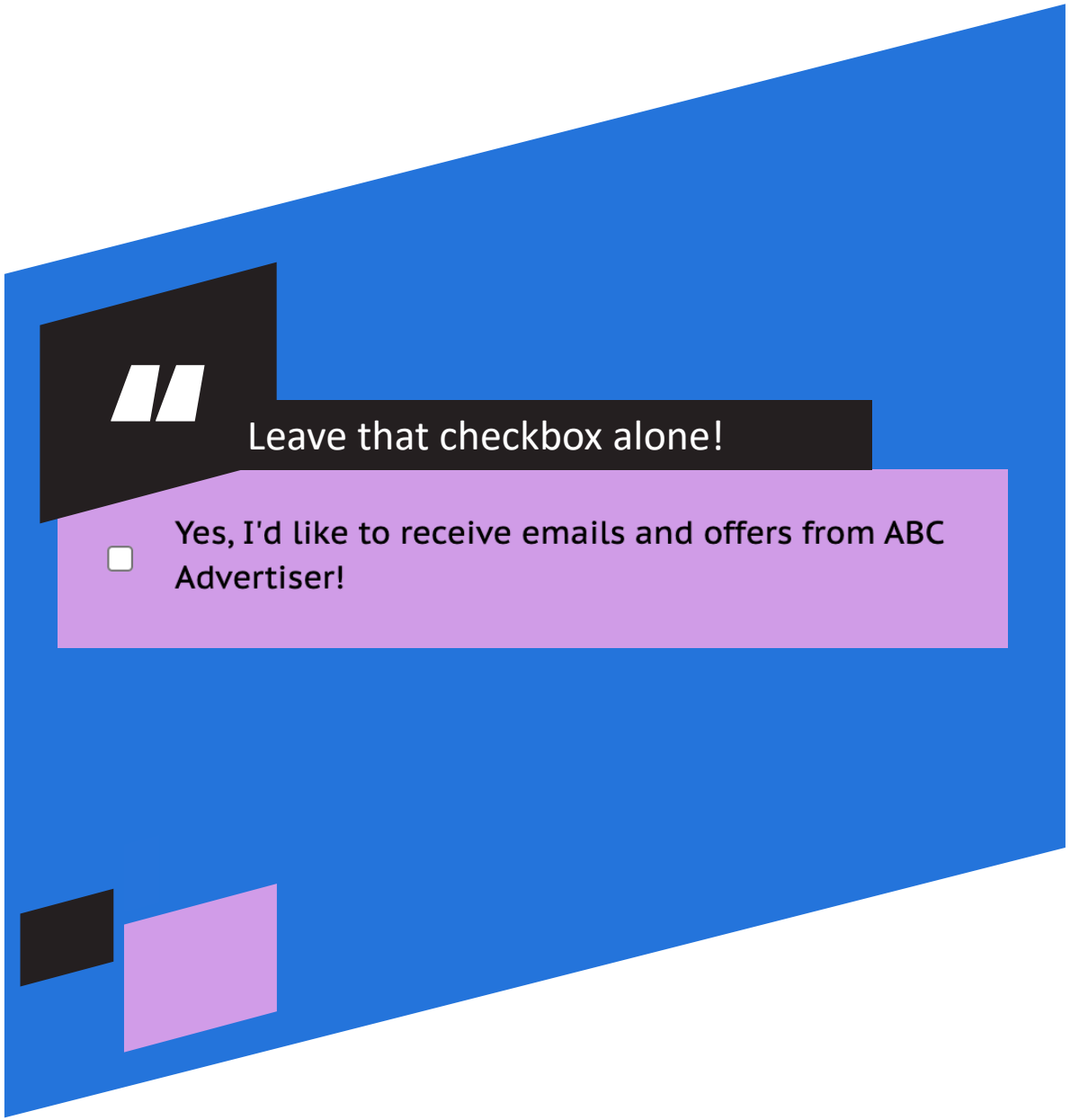
What is First Party Data?

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



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



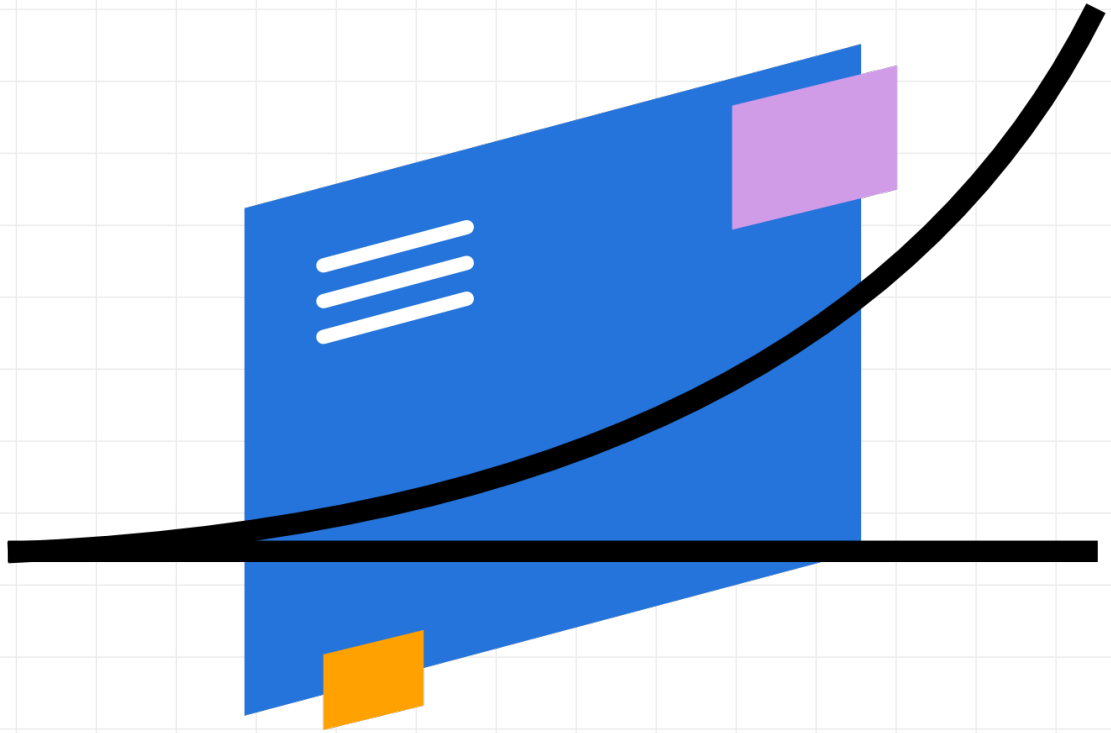
Stop…Wait…

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

Amongst current partners:

87%

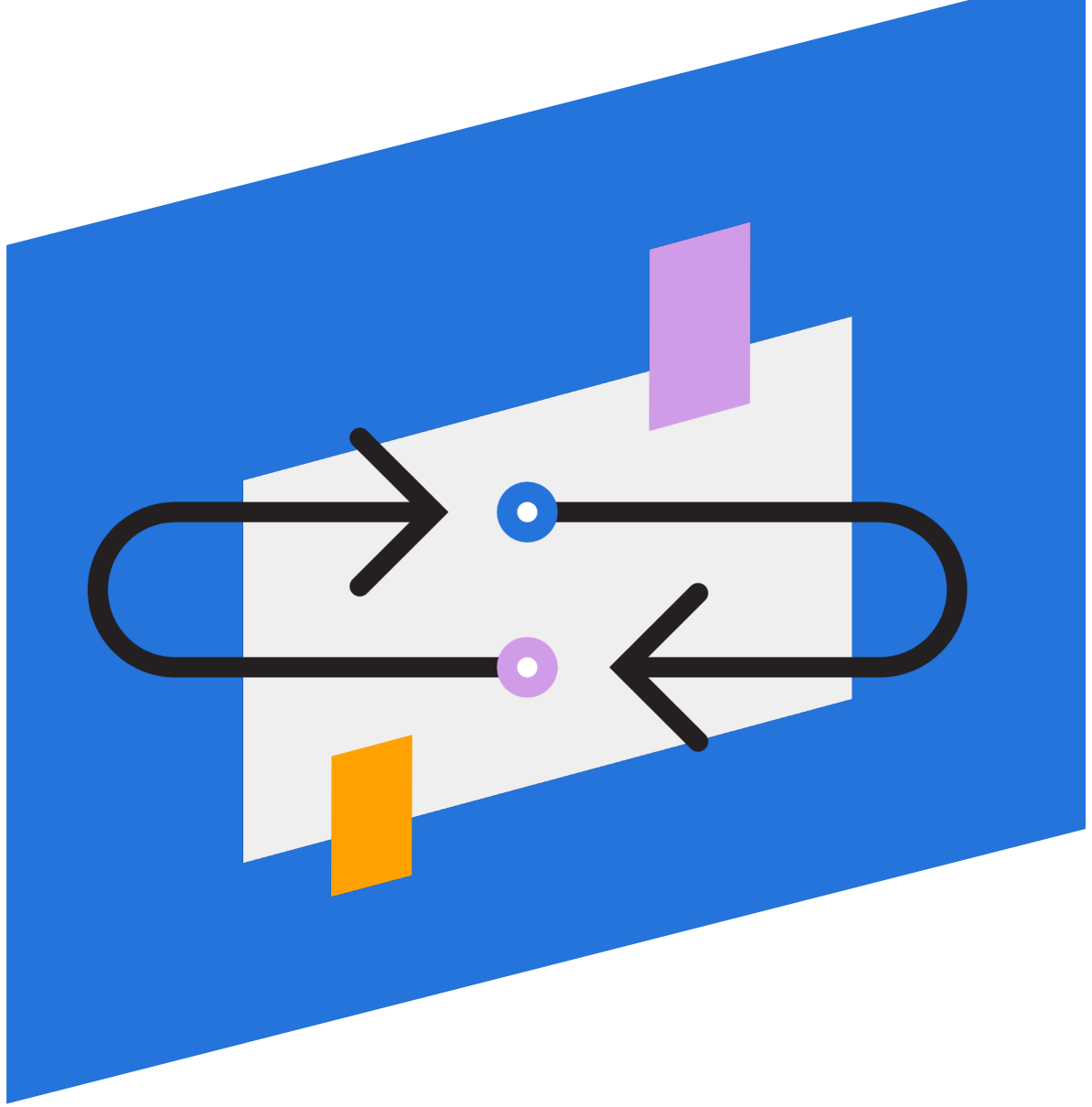
Of email database growth comes from contests & interactive content through Second Street



How do you use First Party Data today?

First Party Data is already part of your goals

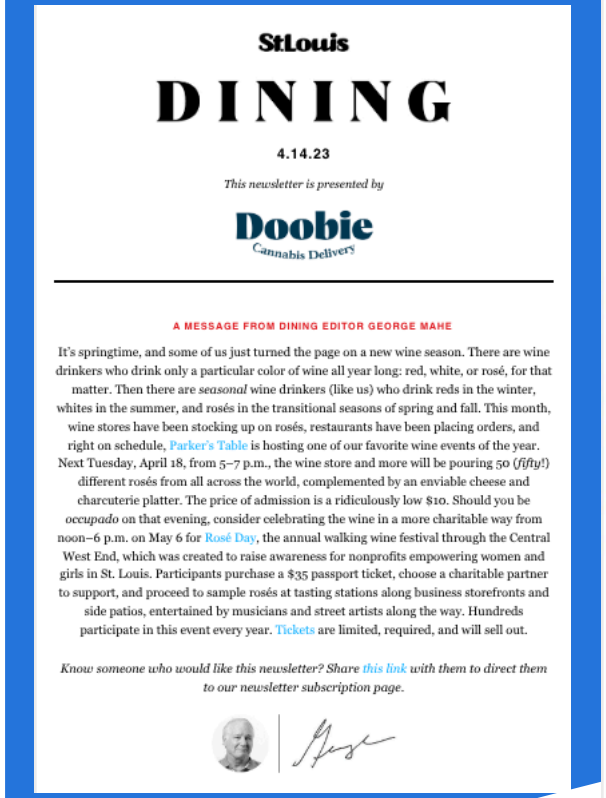
- Audience growth
- Increased revenue
- Higher email open rates



How do you use First Party Data today?

Niche Newsletters

- Dining
- Sports
- Travel



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 *occupado* 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 "Texessean" theta.

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 »

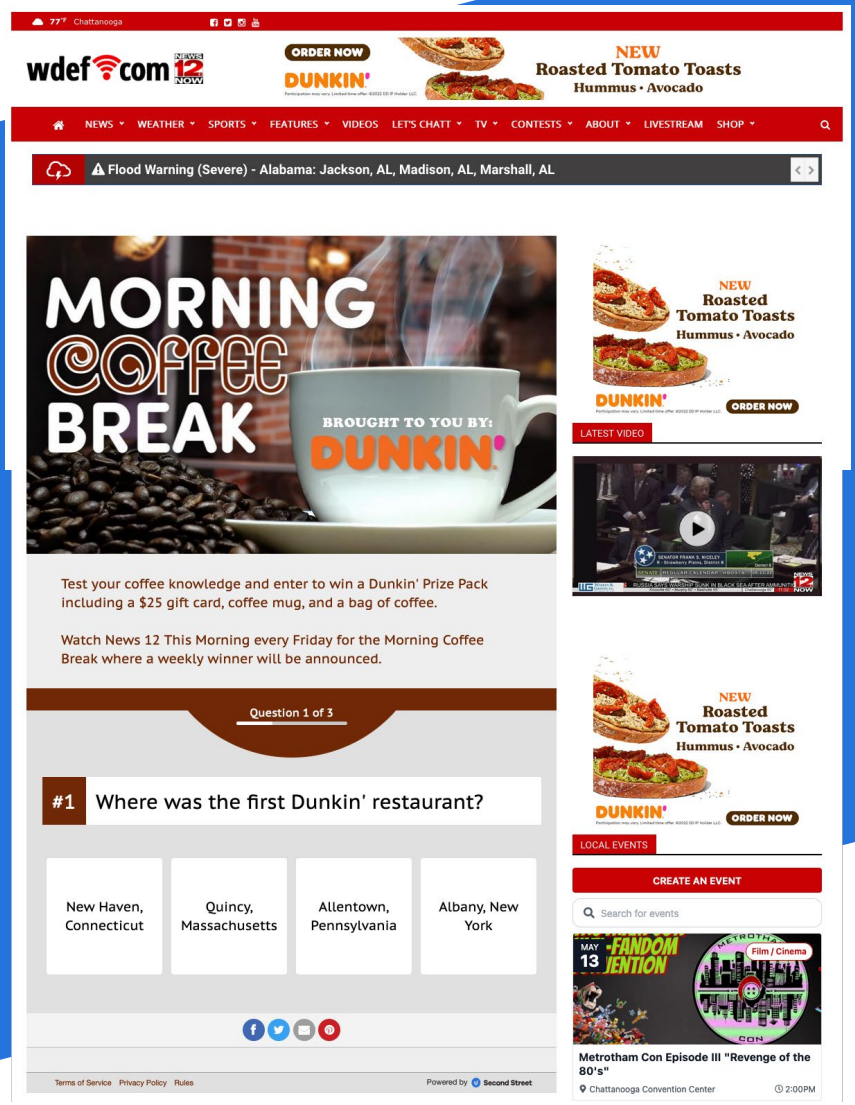
Best patios in St. Louis

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



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 --

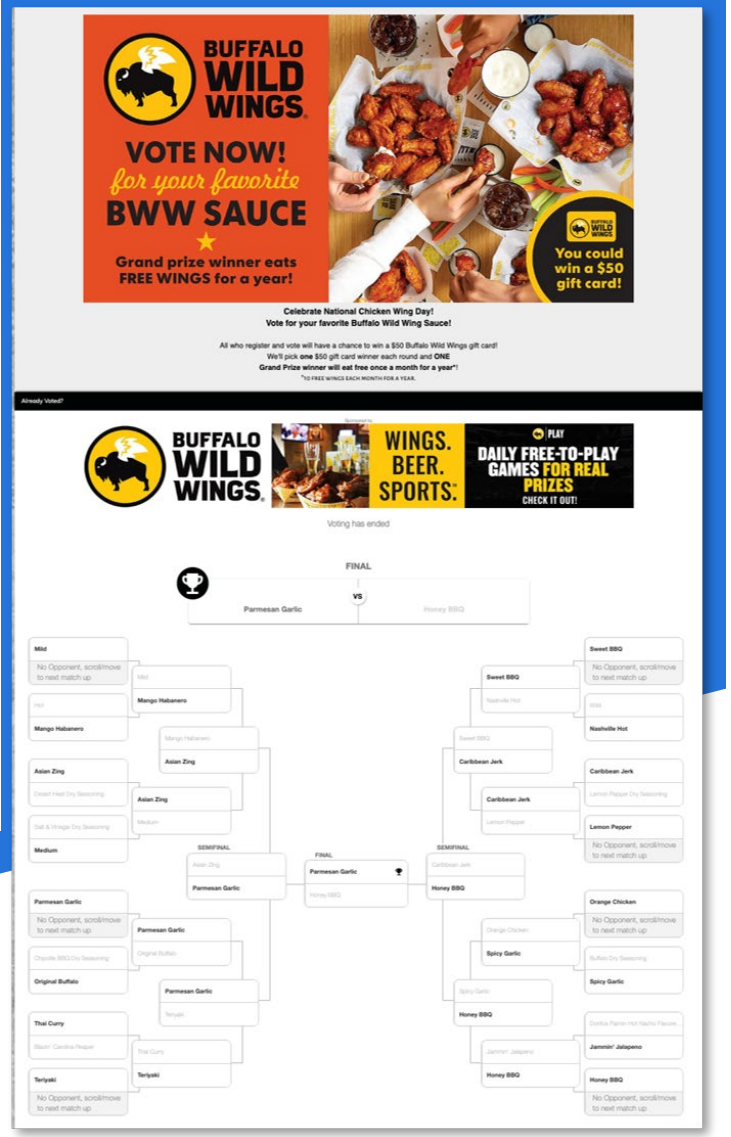
What age group does your babysitter belong to? Required

-- Select One --

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

-- Select One --

How do you find your babysitters? Required



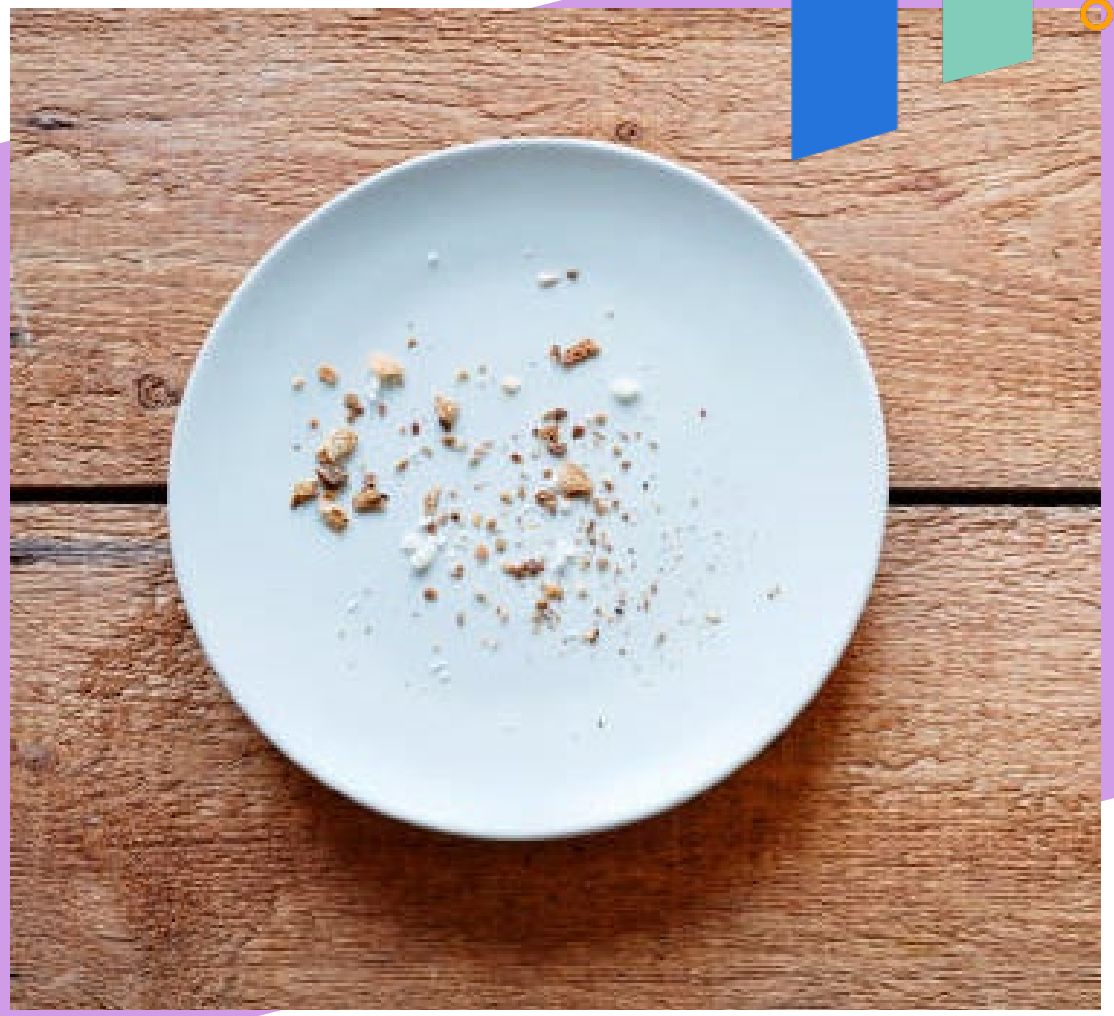
Why is First Party Data Important?

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

Source: National Association of Broadcasters What the Loss of Third-Party Cookies means for Broadcasters

Why is it Important?

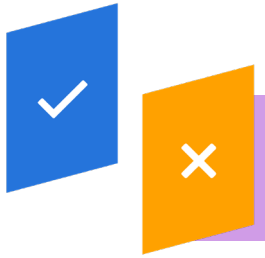
- 3rd Party cookies going away
- Clean Data – you're getting it straight from the source
- Lowers marketing costs, increases ROI



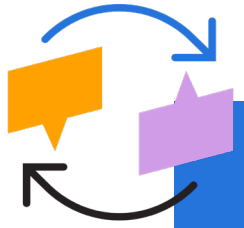
Source: Borrell & Associates

Why are 3rd Party Cookies going away?

Lack Of Consumer Trust On Privacy



GDPR & CCPA Drove Privacy Regulations



Device Manufactures 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**.”*

Source: National Association of Broadcasters What the Loss of Third-Party Cookies means for Broadcasters

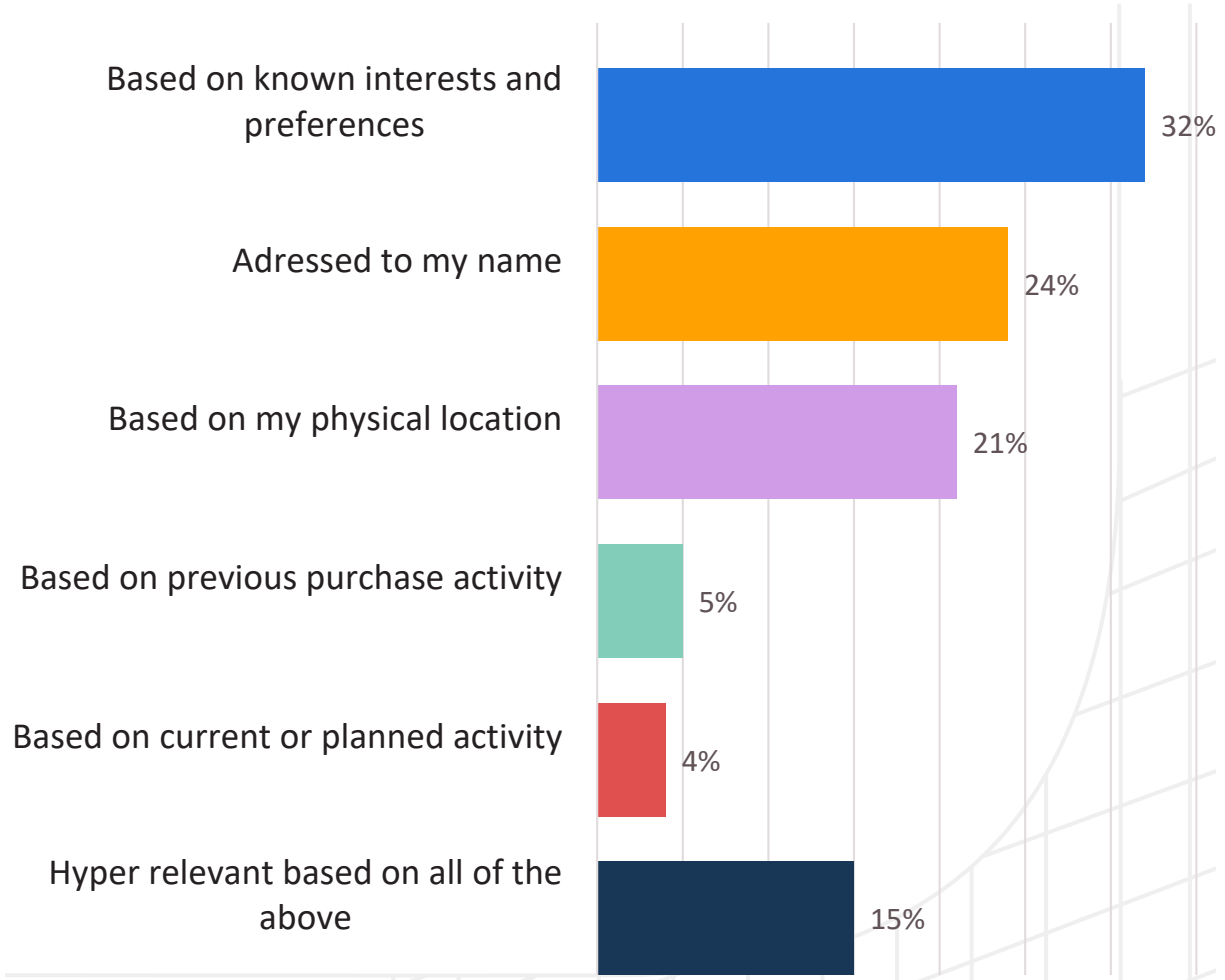
The Benefits of First Party Data

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

Source: Borrell & Associates

Personalization

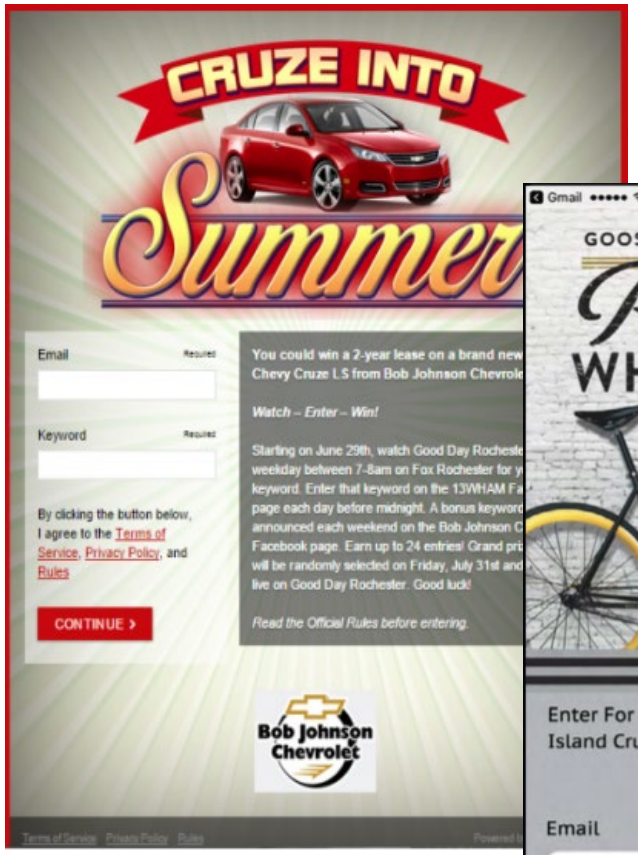
Customers expect brands to customize the experience

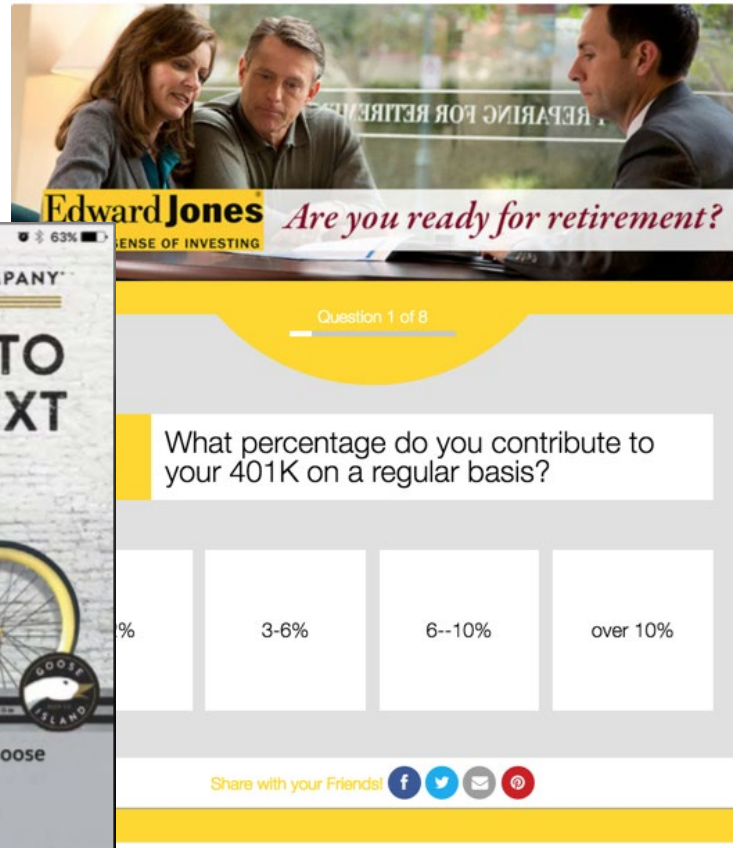


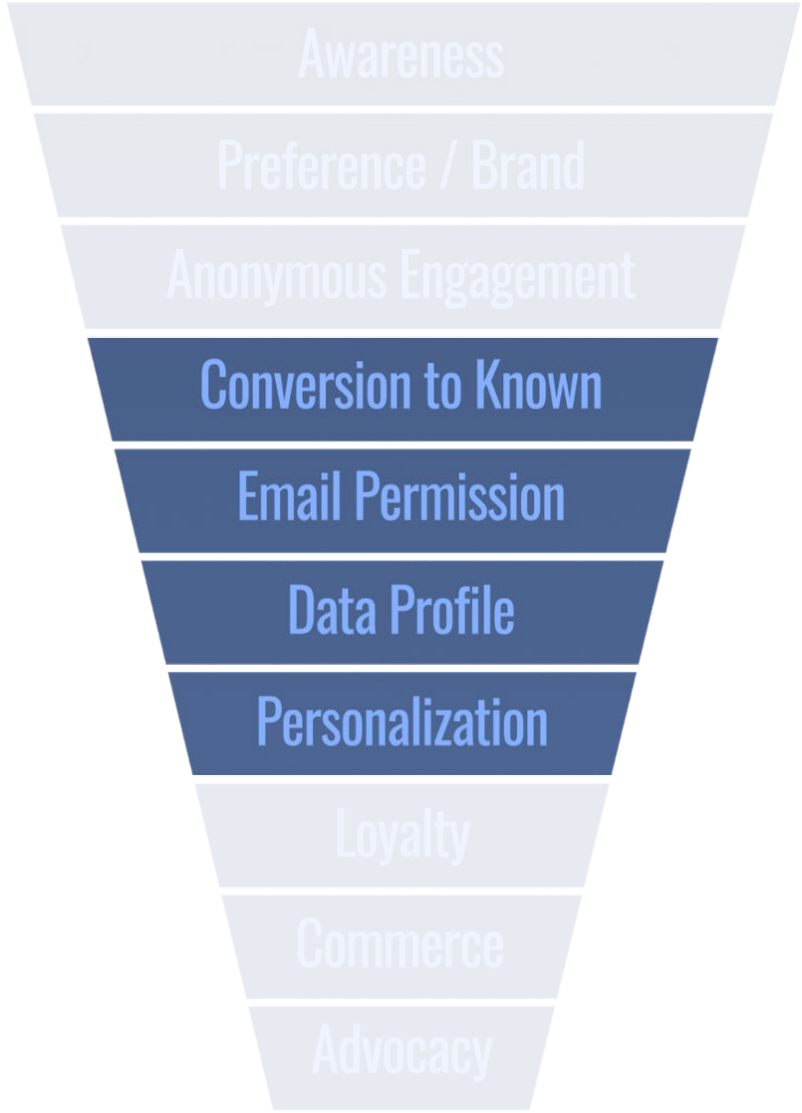
Source: Upland Localytics Research, 2020

Engagement Funnel

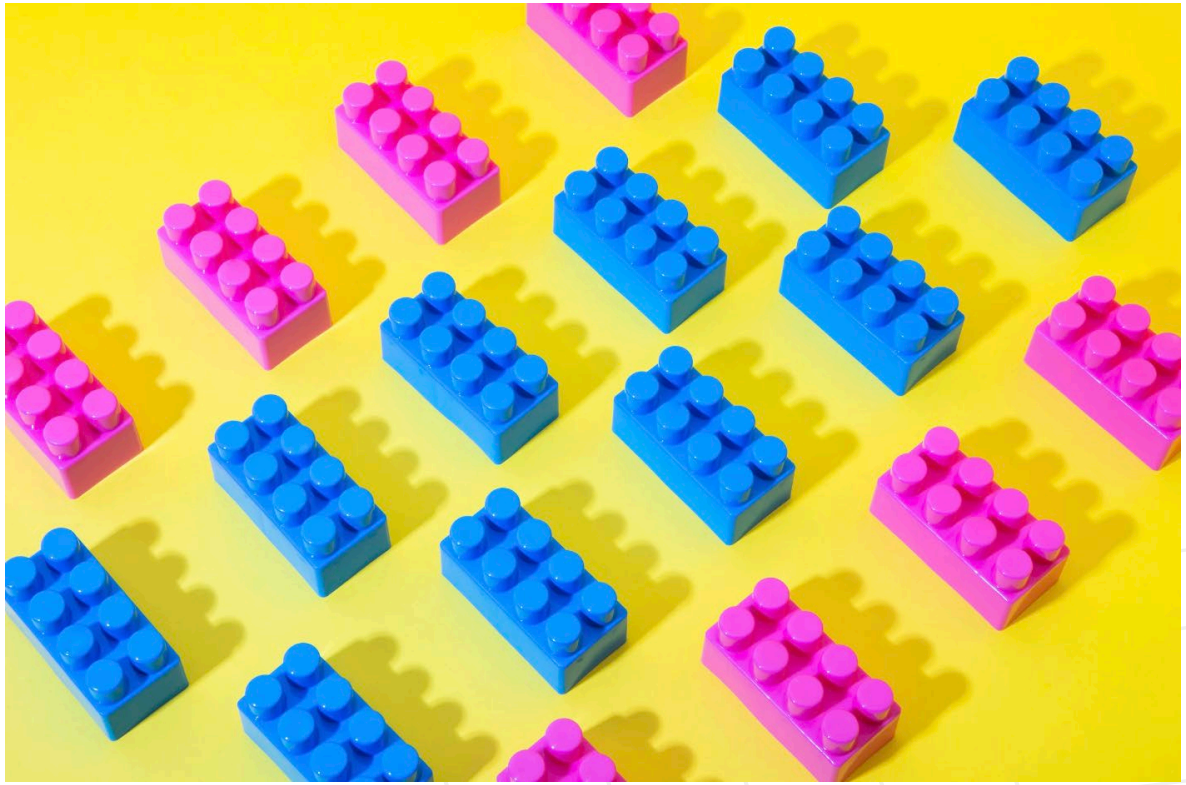
Middle of the Funnel







Start to evaluate and categorize your data



Your User Profiles

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

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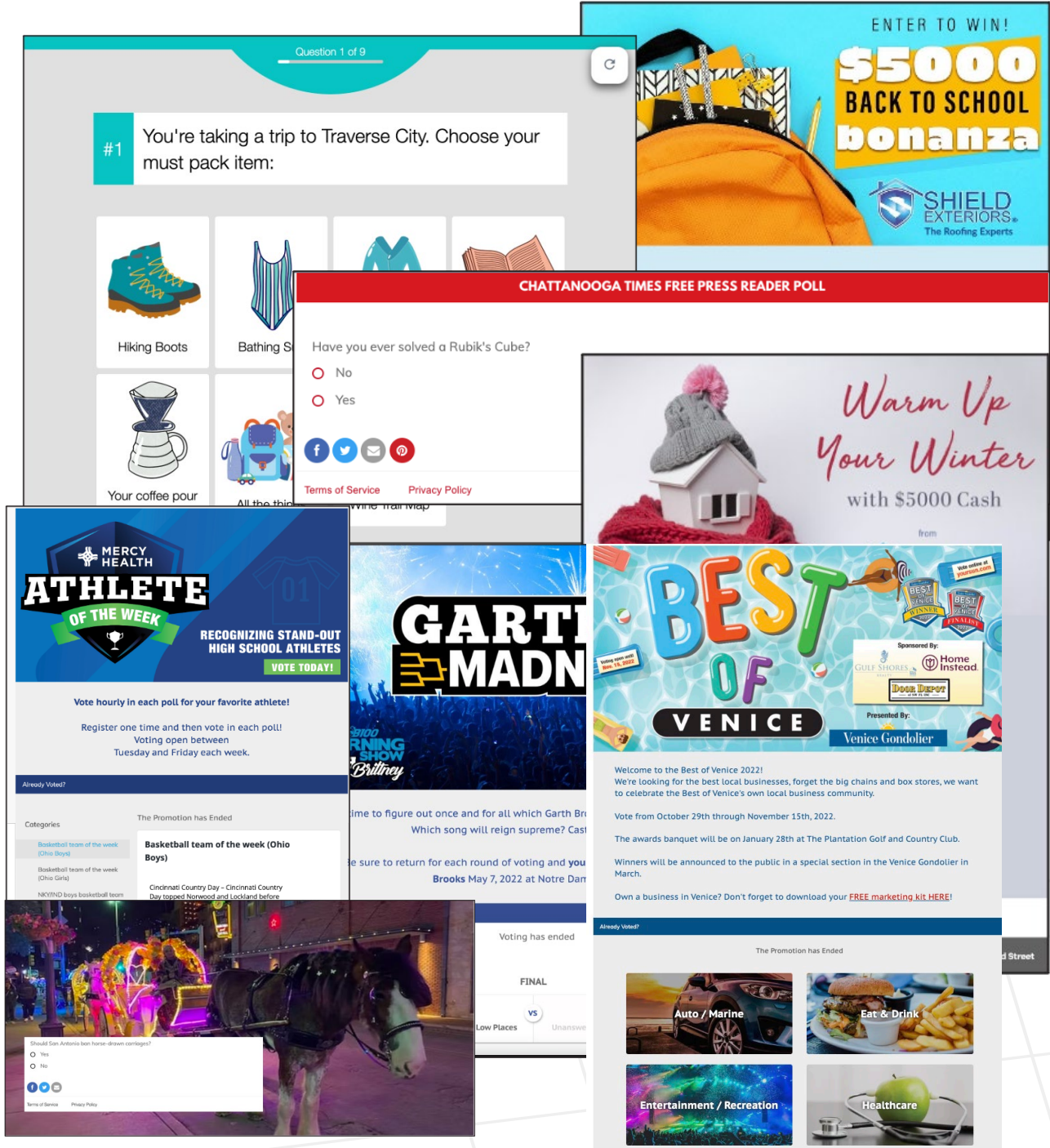
Your User Profiles

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

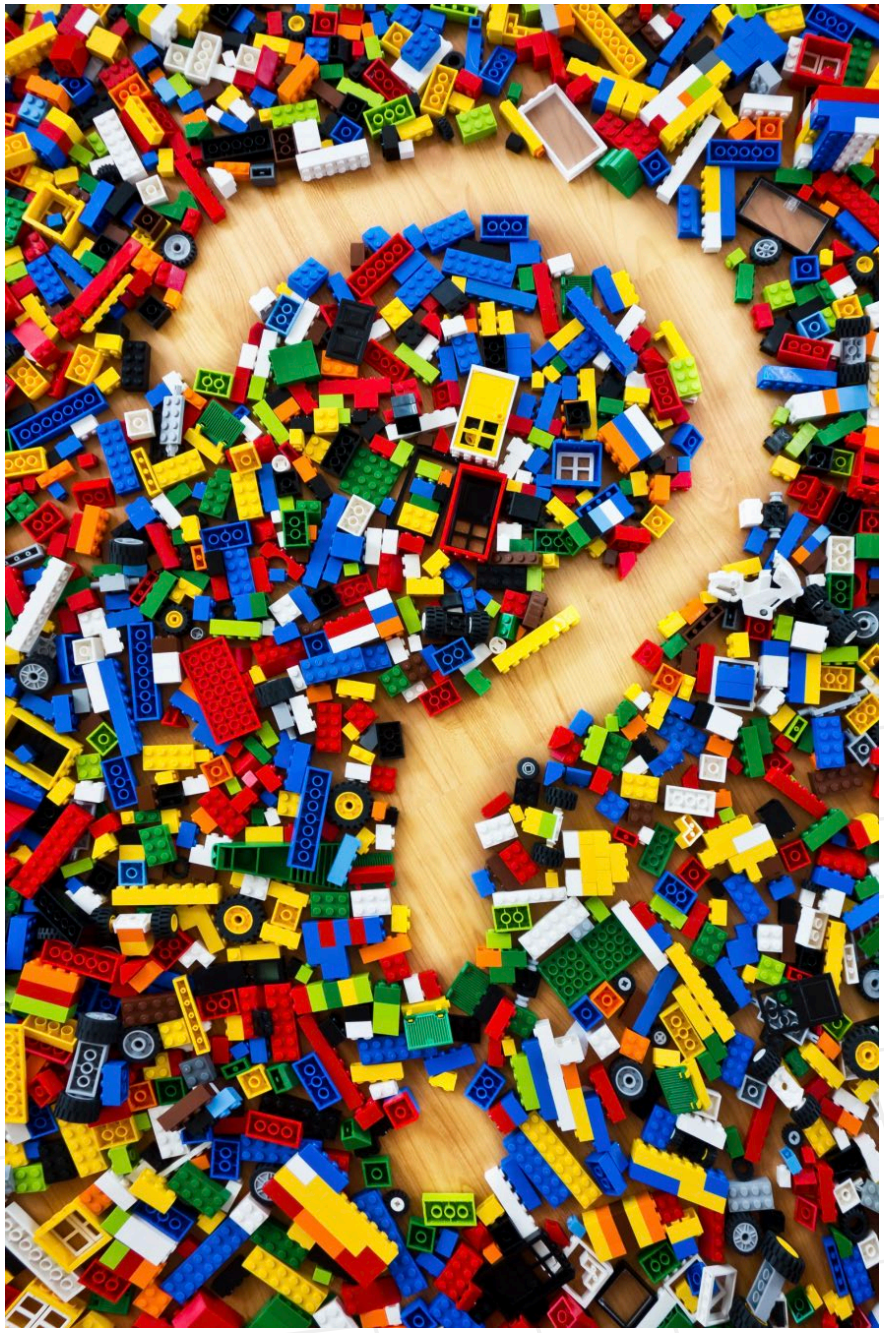
Where do you Start?

4 Simple Steps

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



But what data do you already have?

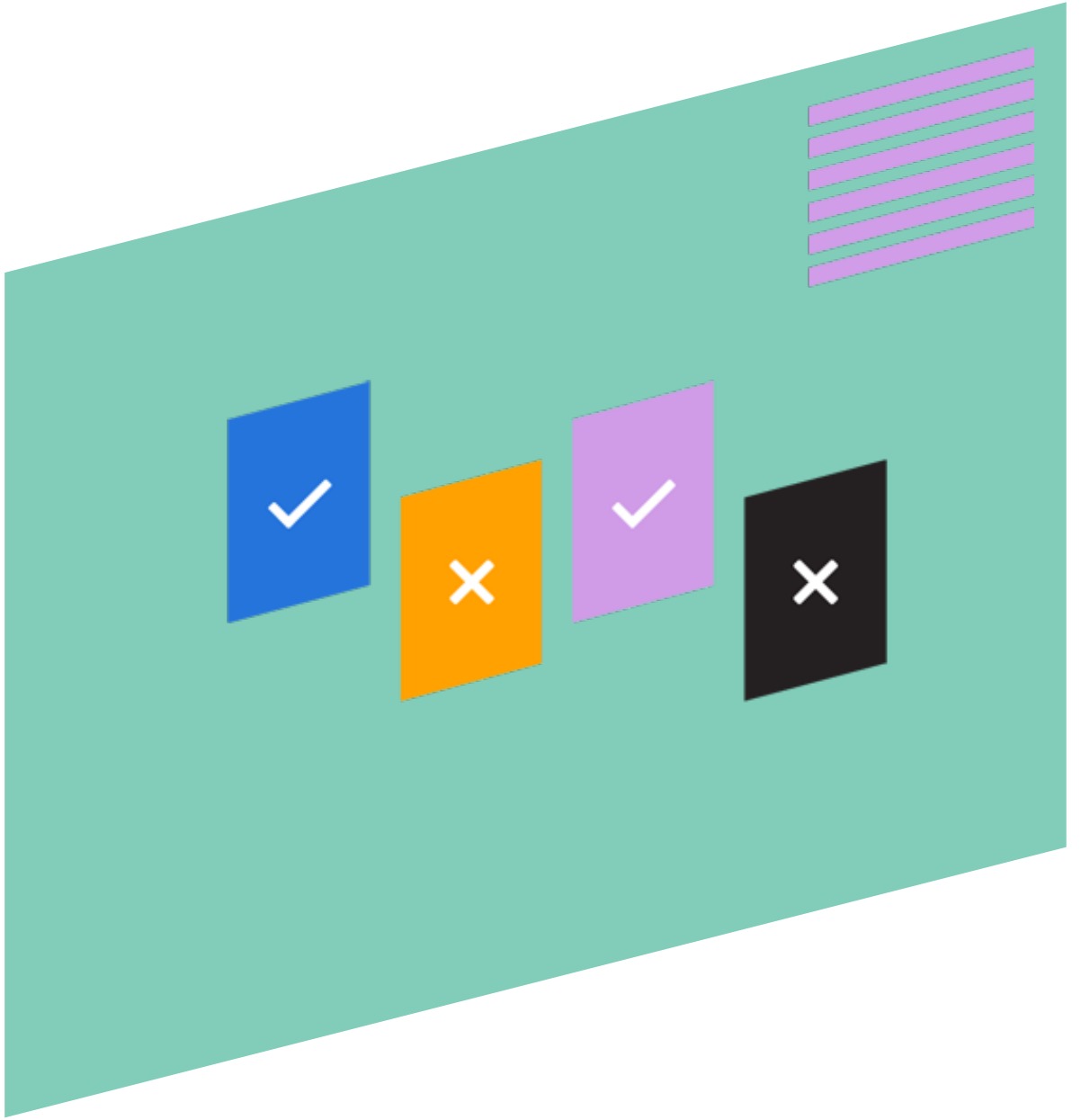


Step 1: Get Proper Consent

- 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



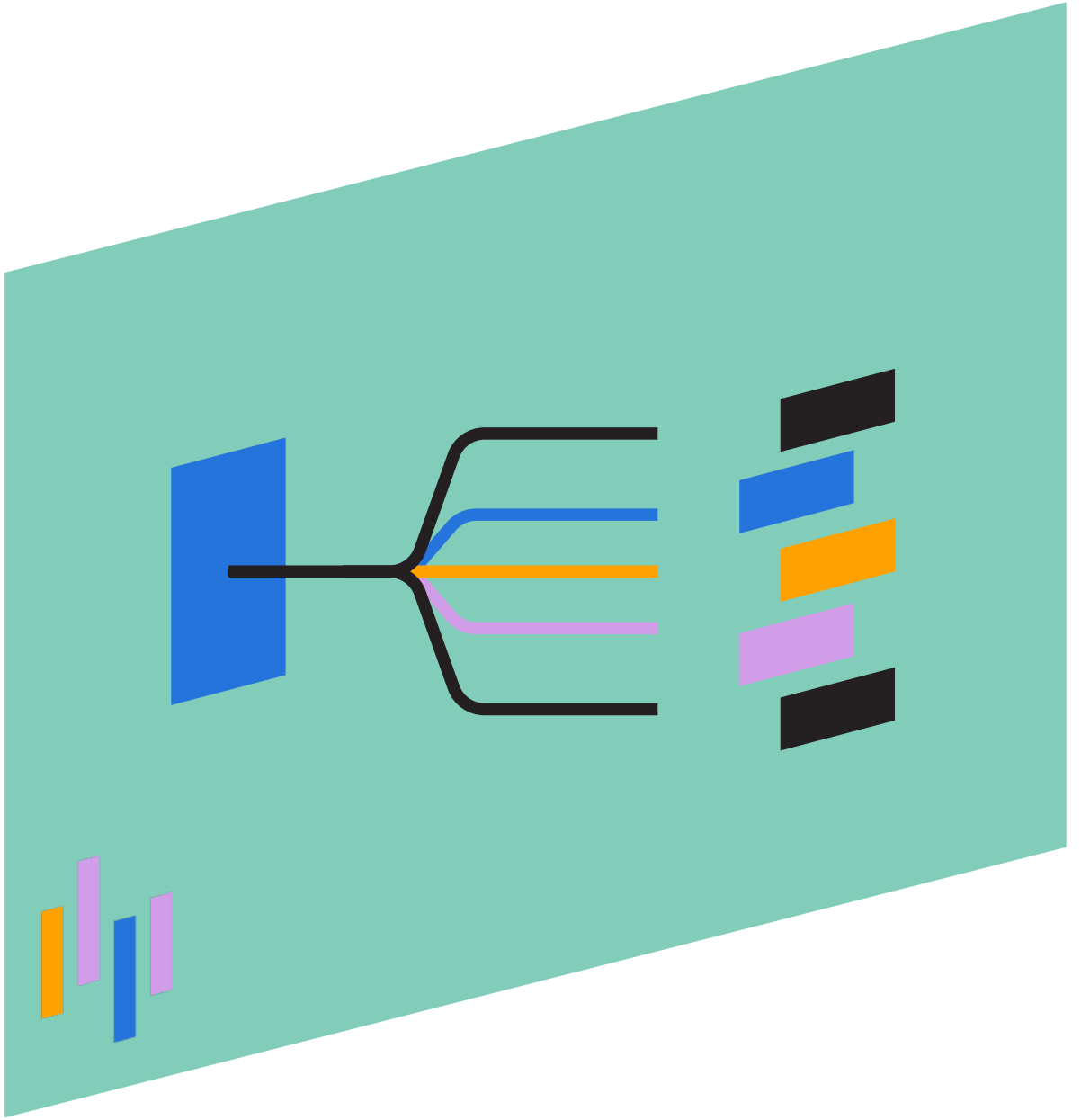
Sample Opt-In

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

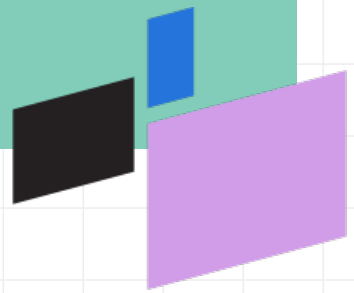
- **START** with opted-in users
- Add filters that will build out your ideal audience:
  - Gender
  - Zip
  - Age
  - Interest tags that compliment your audience/revenue goals

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.



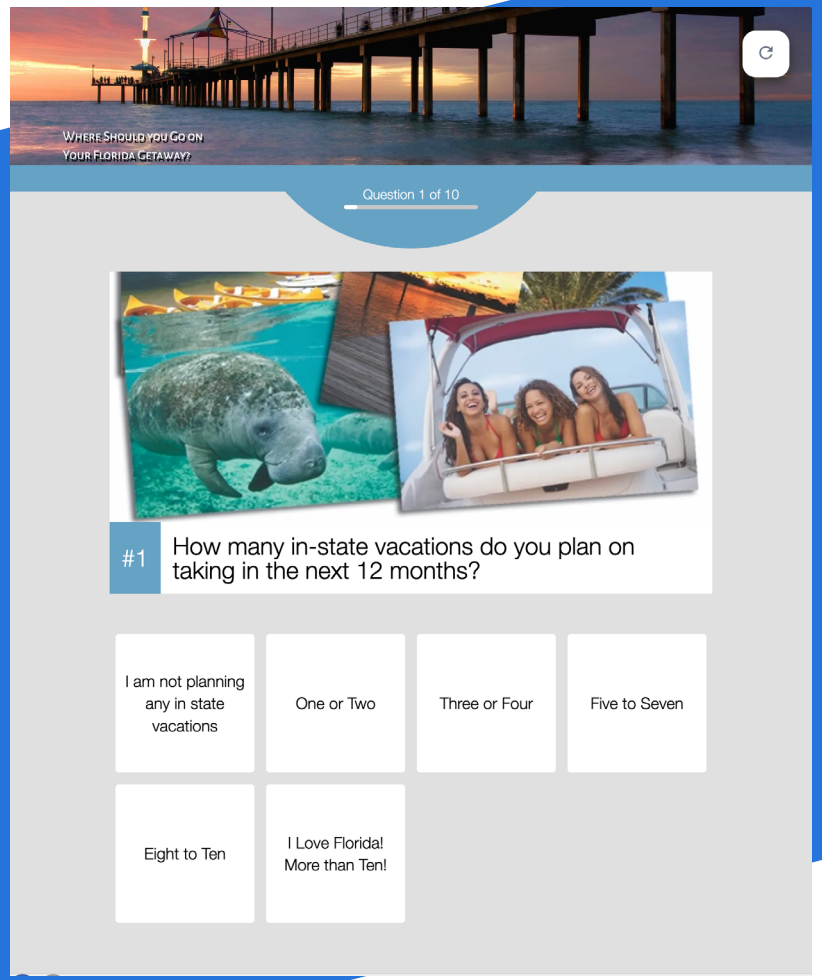
Find out what audiences and segments you already have waiting for you!

Case Studies

Where Should You Go on Your Florida Getaway

The Villages Daily Sun

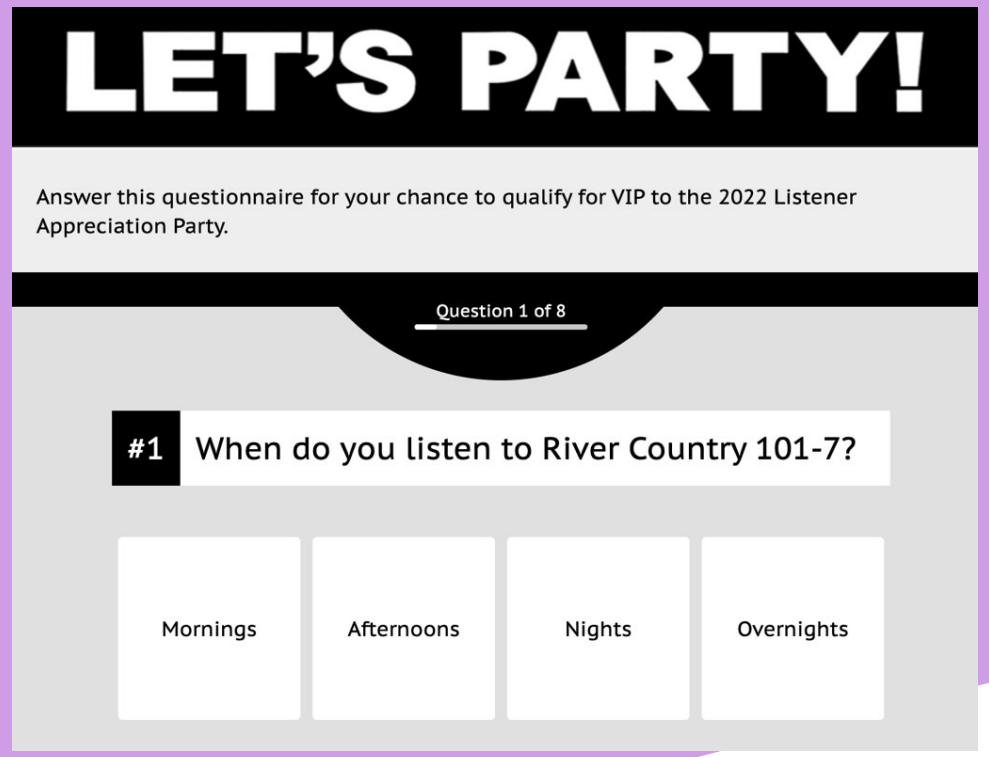
- Gathered important travel information for client
  - How many in-state vacations do you plan on taking in the next 12 months?
  - Are you interested in beach getaway packages?
  - When you plan "short getaways", which do you prefer?
- Created media piece from travel data collected to share with travel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



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

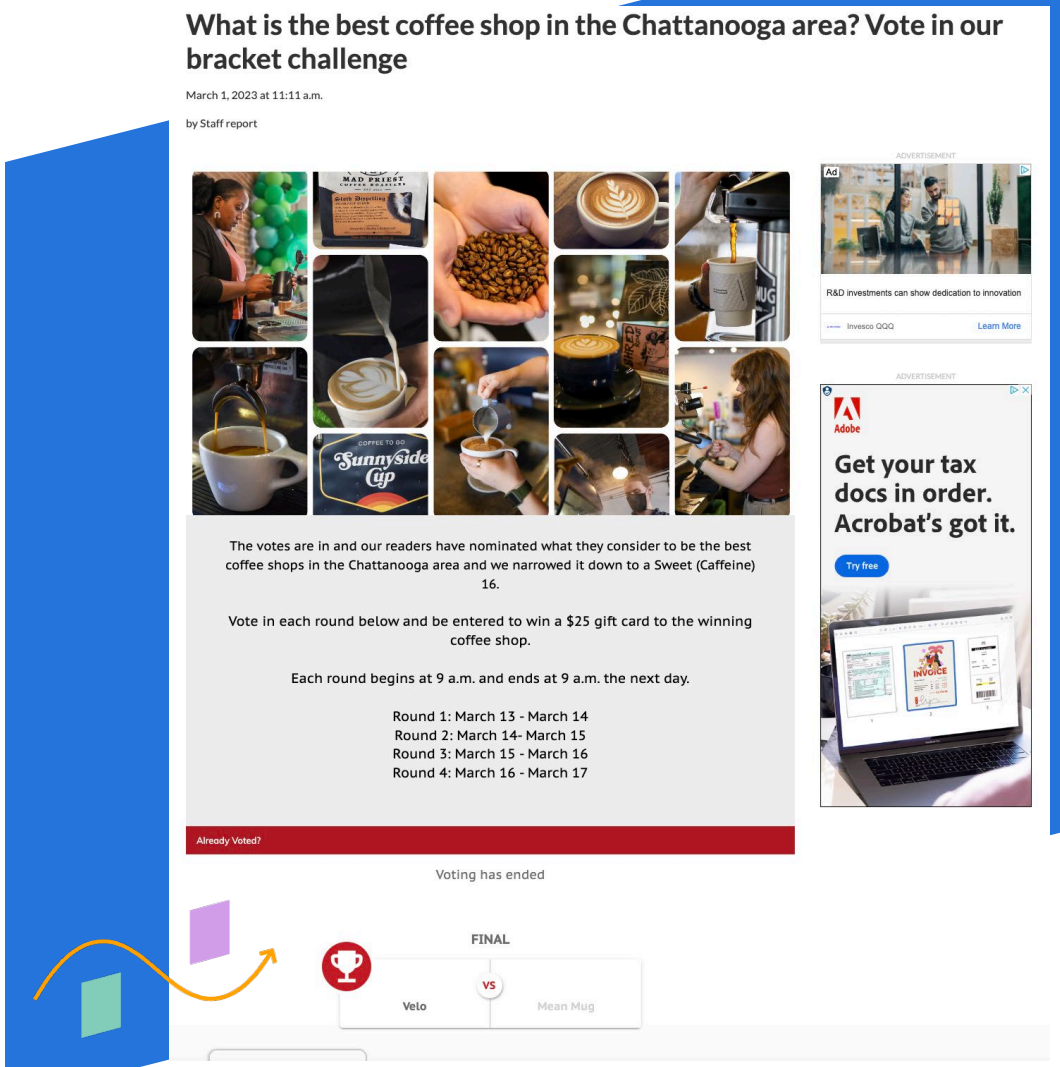
- Created custom questions to strengthen Piggly Wiggly's data
  - How often do you shop for groceries?
  - What do you value most when shopping for groceries?
- $5,000 in revenue
- Huge increase in category specific opt-ins and app downloads
  - 1,900+ Wine Opt-ins
  - 1,300+ E-newsletter opt-ins
  -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

WEHCO Media Inc.

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

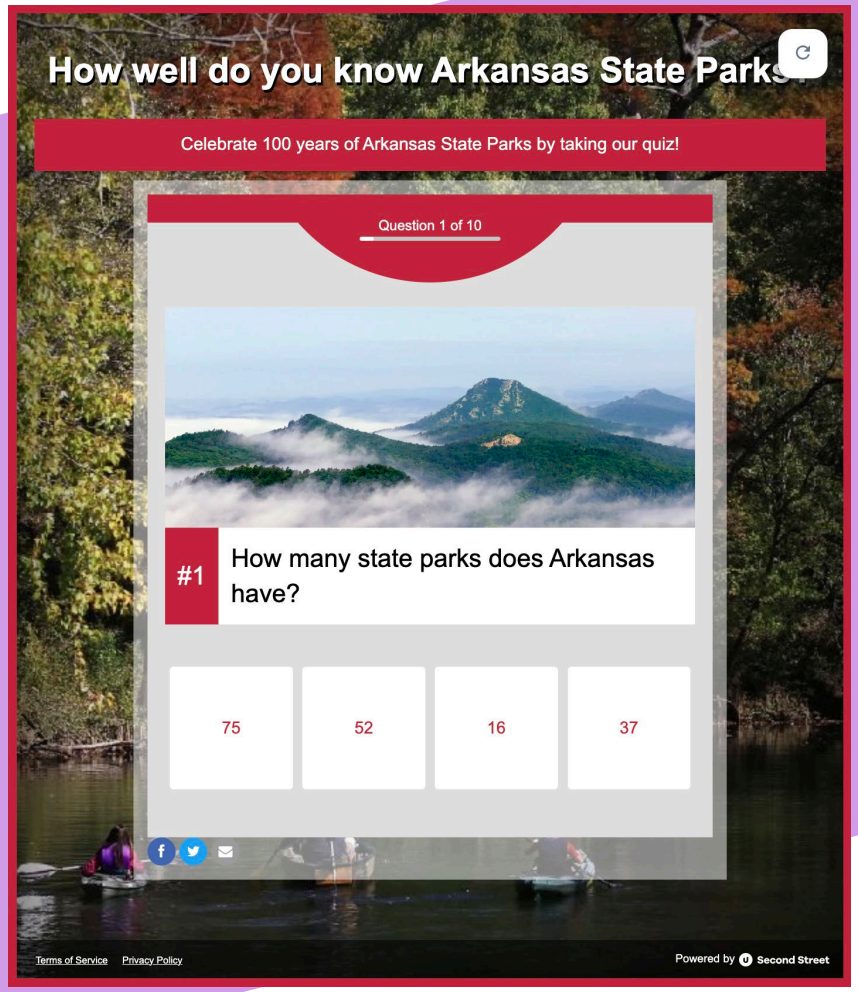
WEHCO Media Inc.

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



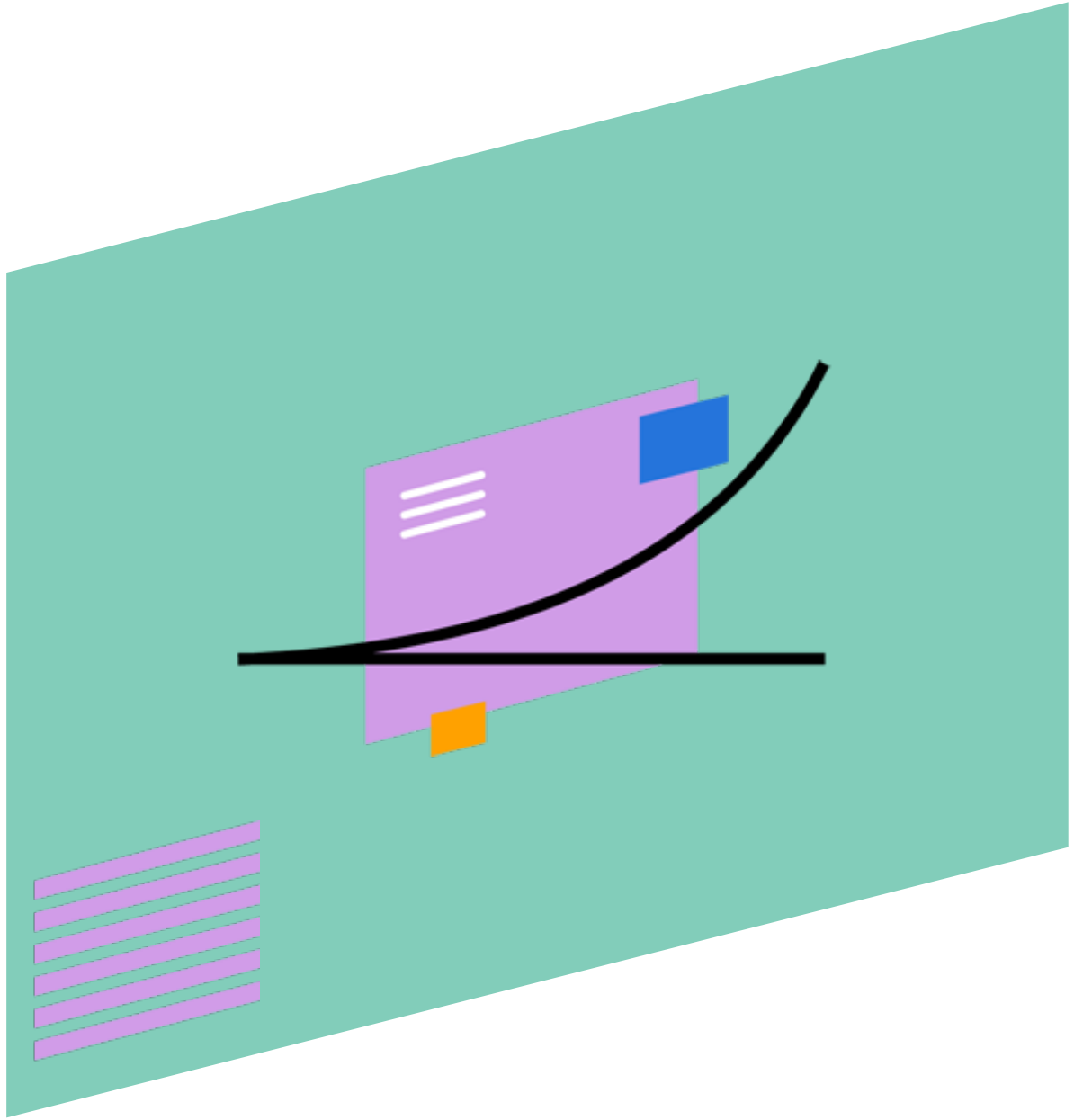
WEHCO Media Inc.

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



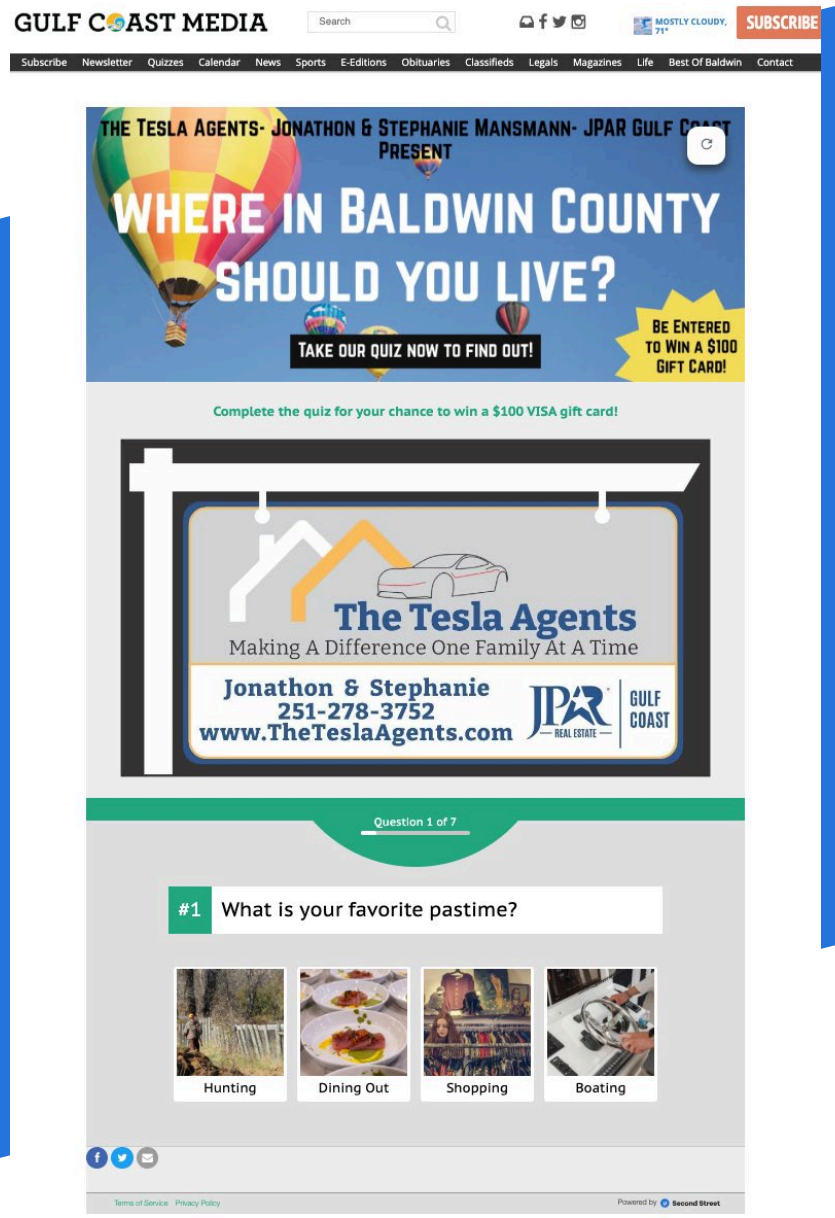
WEHCO Media Inc.

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



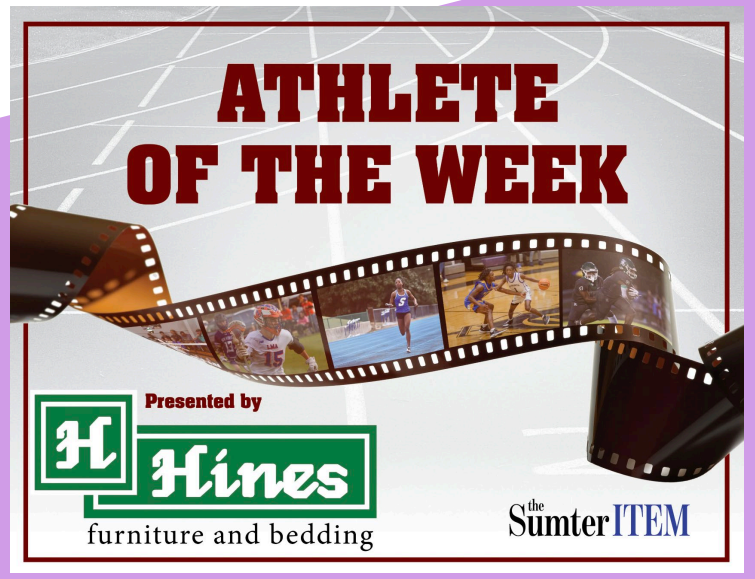
Gulf Coast Media/ The Sumter Item

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



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

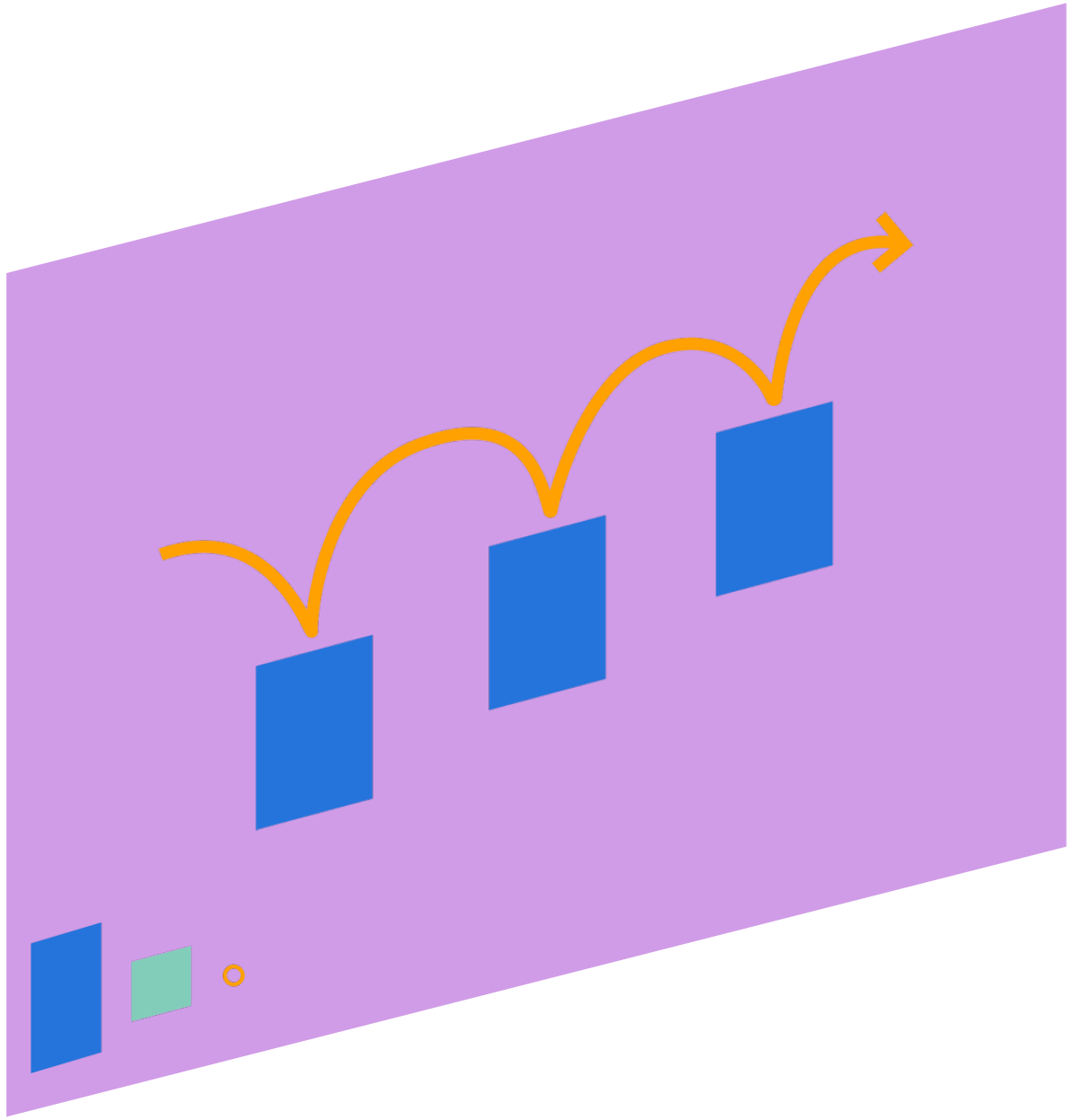
- Explore and identify new segments you're not currently targeting
- Connect with other departments to set recurring meetings and goals
- Test weekly content

1 Year

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

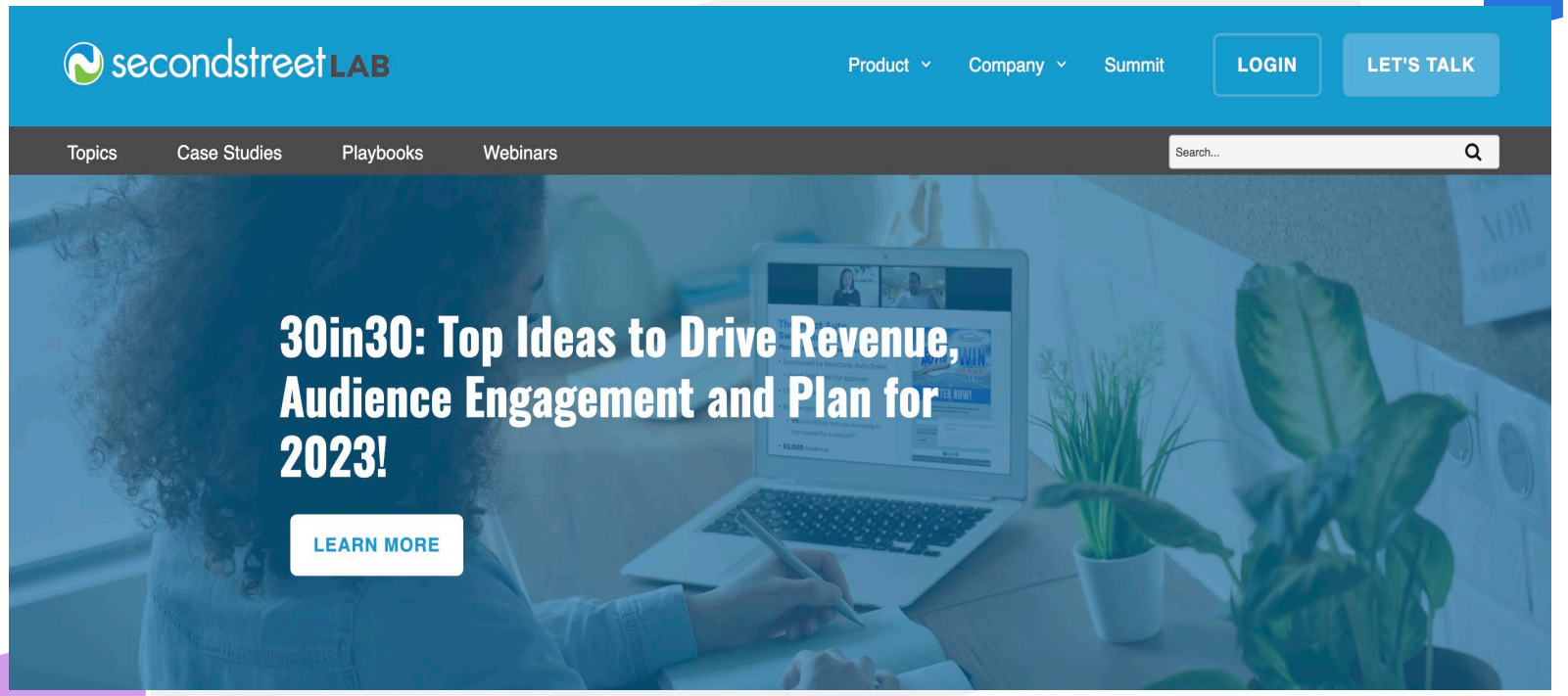
The Way Forward

- 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

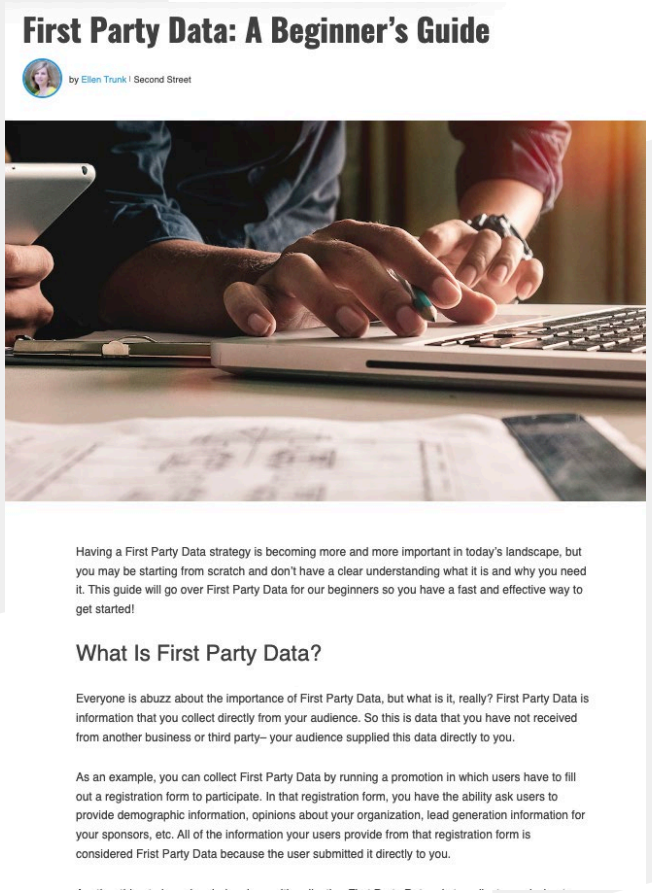


Q&A

Resources



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!

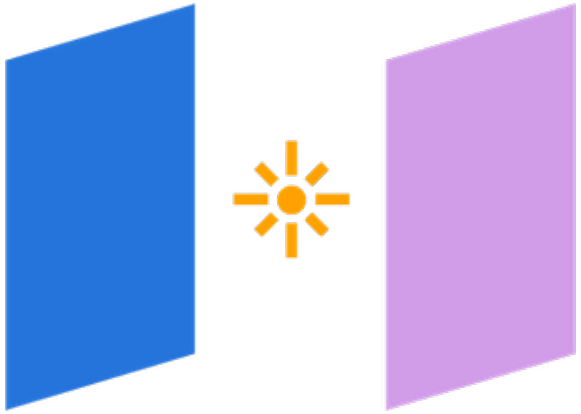
What Is First Party Data?

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 Frist 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