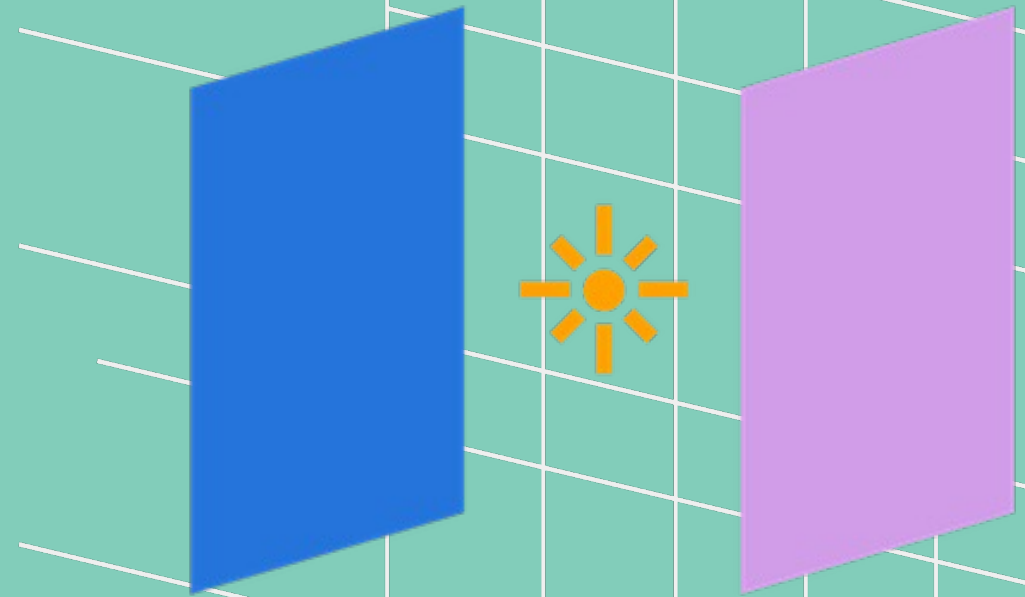




Second Street

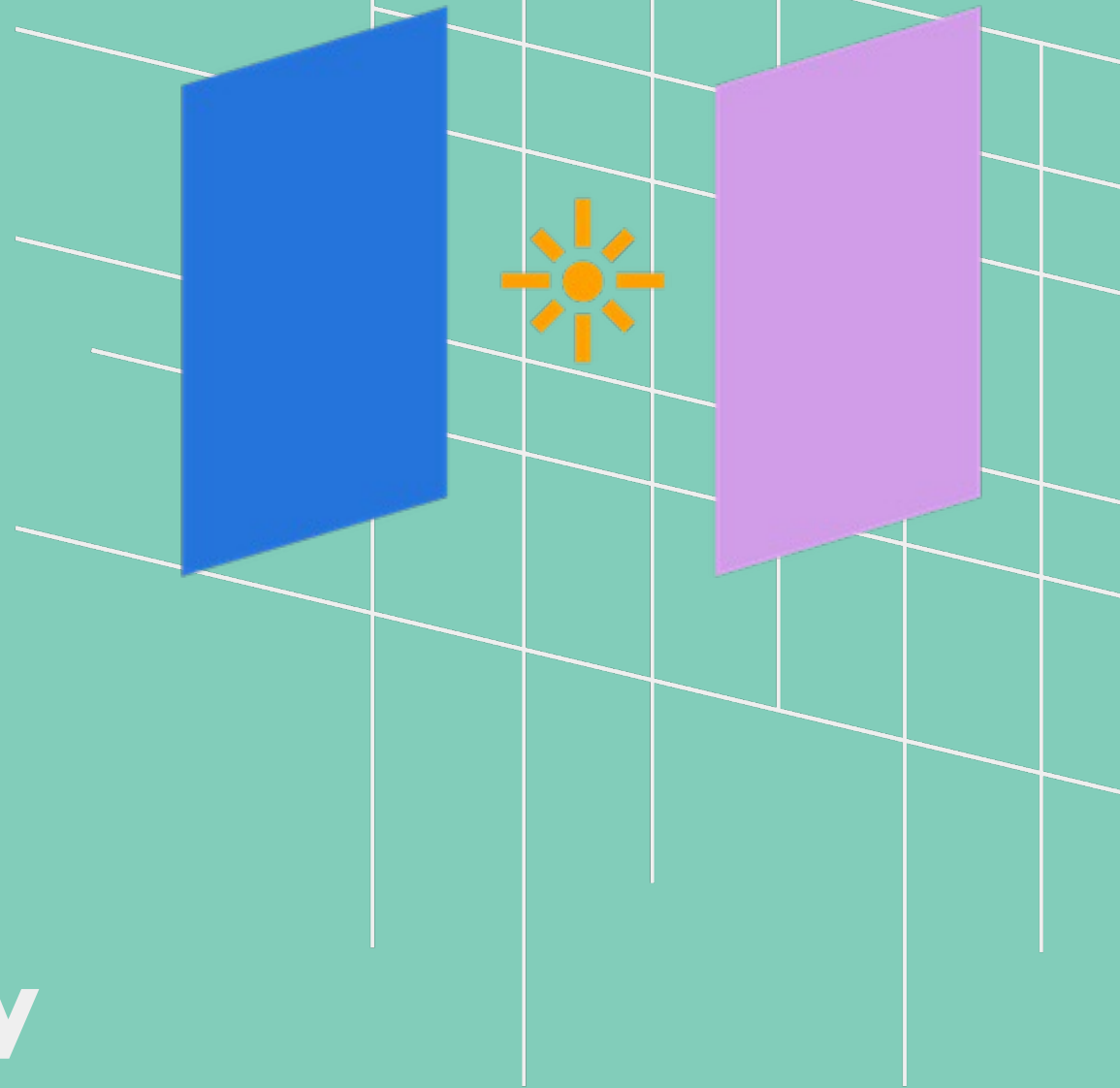
Webinar starting shortly...



Master Class:
**Launching Your
First Party Data Strategy**



Second Street



Master Class:
**Launching Your
First Party Data Strategy**

Welcome!



Liz Huff

Sr. Director of Customer Success
Second Street

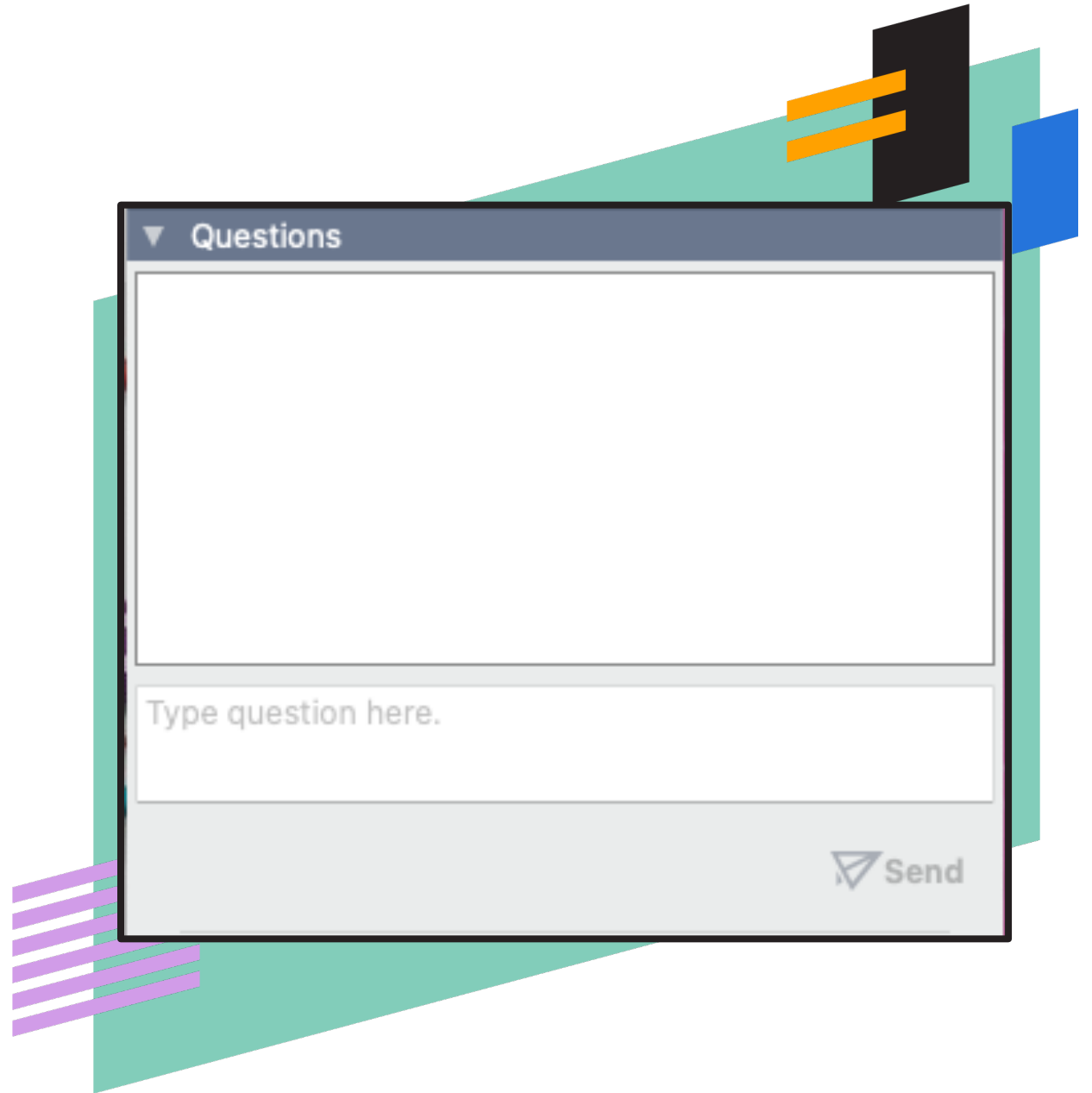


Kristen Wehe

Customer Success Manager/Content
Creator
Second Street

Do you have questions?

Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!

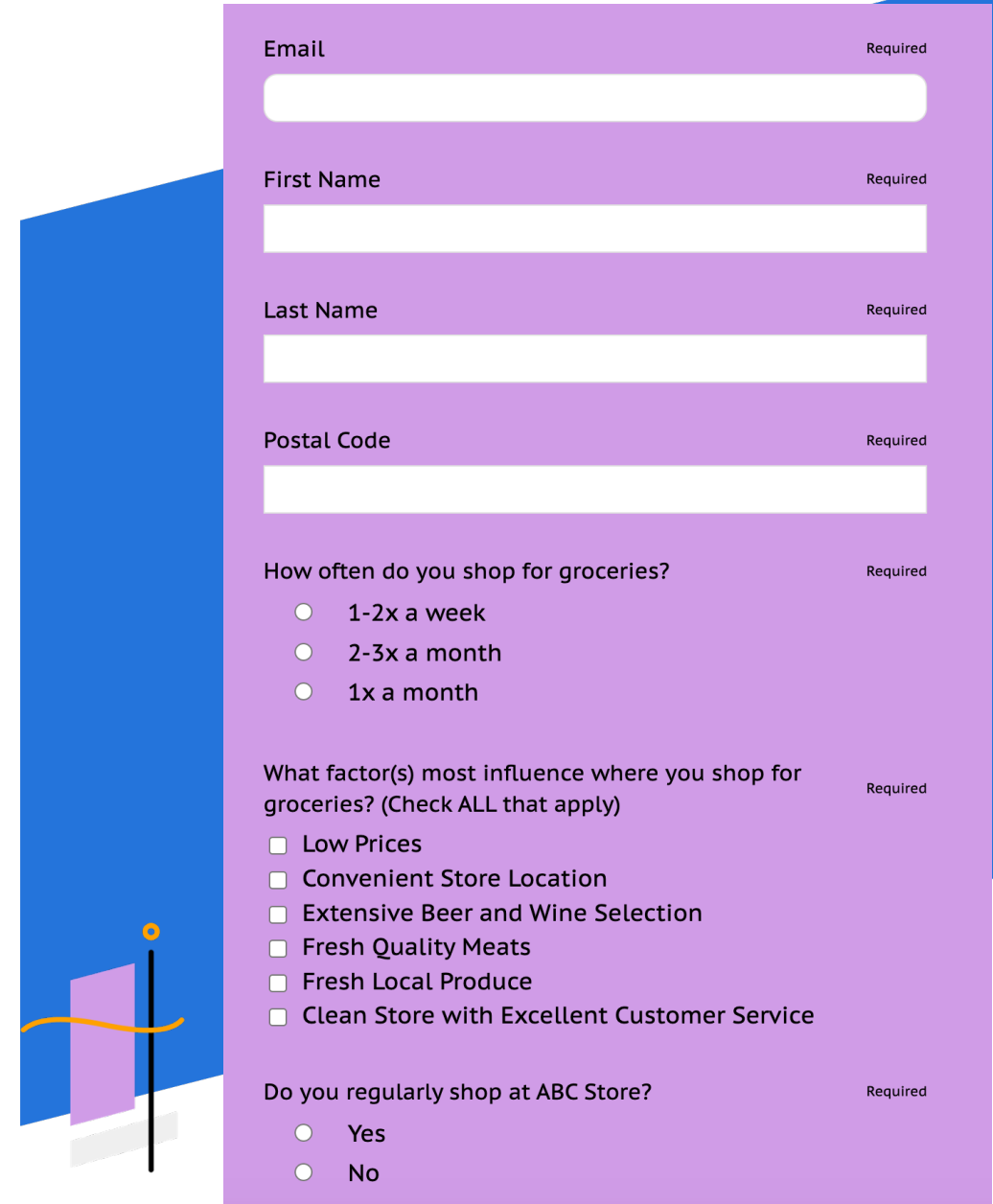




Let's go over First Party Data

What is First Party Data?

- Data supplied directly to you by your audience
 - Email, name, demographic information, interests, etc
- **Hint!** Promotions and registration forms can collect this data
- You need **Consent** and **Permission**
 - You cannot utilize your data without **explicit** consent
 - This means **DON'T PRE-CHECK** opt-ins



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

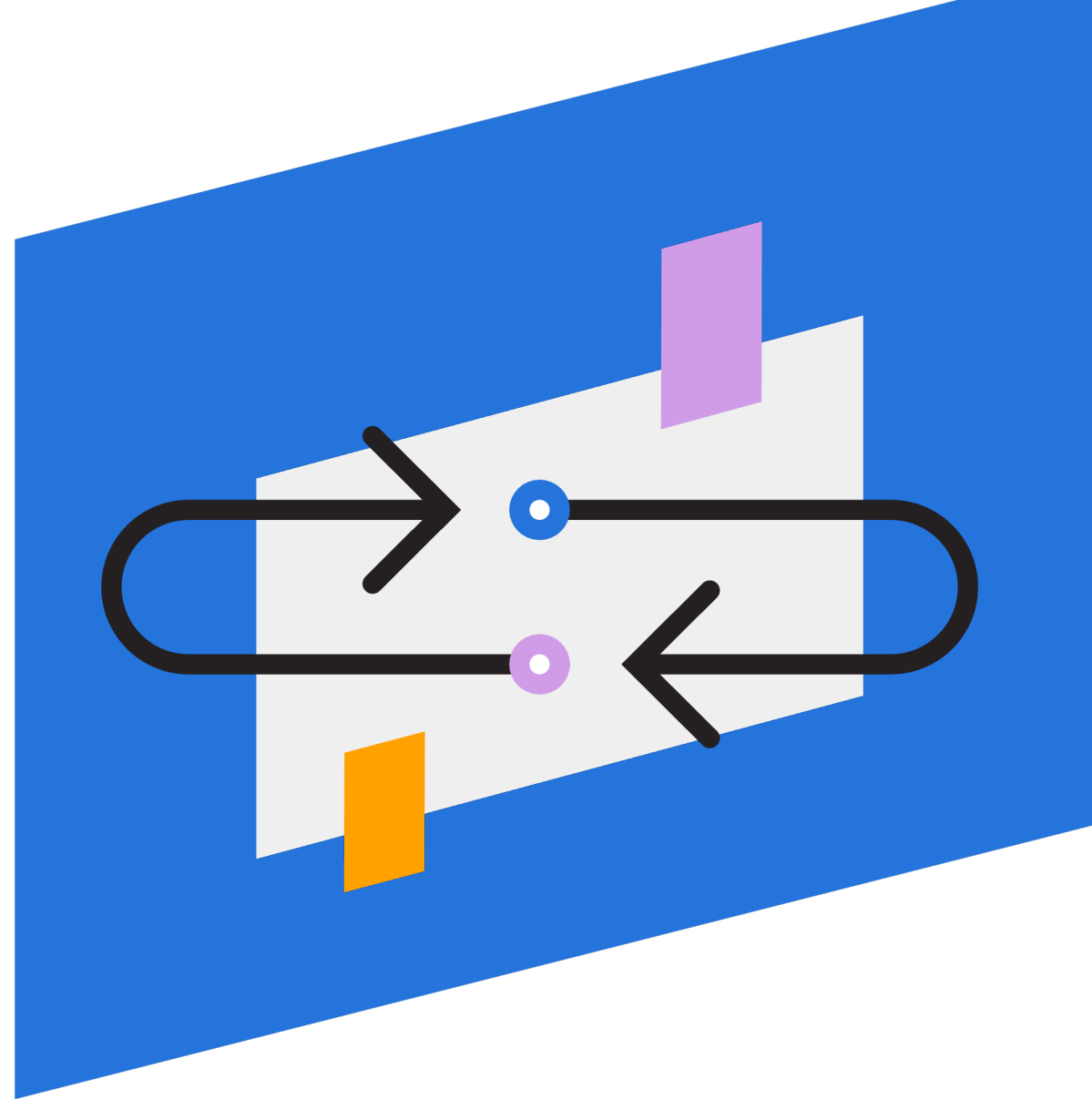
☐ Yes

☐ No

How do you use First Party Data today?

First Party Data is already part of your goals

- Audience growth
- Increased revenue
- Advertiser leads
- Higher email open rates



How do you use First Party Data today?

Targeting for Niche Newsletters

- Dining
- Sports
- Travel

Promotions that tie into programming

- Morning show quiz

Content Creation

- Babysitter Poll
- Dining Bracket

BUFFALO WILD WINGS
VOTE NOW!
for your favorite
BWW SAUCE
★
Grand prize winner eats
FREE WINGS for a year!

BUFFALO WILD WINGS
WINGS. BEER. SPORTS.
DAILY FREE-TO-PLAY GAMES FOR REAL PRIZES
CHECK IT OUT!

BUFFALO WILD WINGS
FINAL
Penneese Garlic vs Honey BBQ

St. Louis
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 occupied on that evening, consider celebrating the wine in a more charitable way from noon–6 p.m. on May 6 for *Kiss 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.

wdef.com 12
ORDER NOW
DUNKIN'
NEW Roasted Tomato Toasts
Hummus - Avocado

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

DUNKIN'
NEW Roasted Tomato Toasts
Hummus - Avocado



Why is First Party Data so important?

Why is it Important?

- 3rd Party cookies going away
- Clean data and ownership of that data
- Lowers marketing costs, increases ROI





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



Losing 3rd Party Cookies

A black square icon containing two white slanted parallel bars, representing an opening quotation mark.

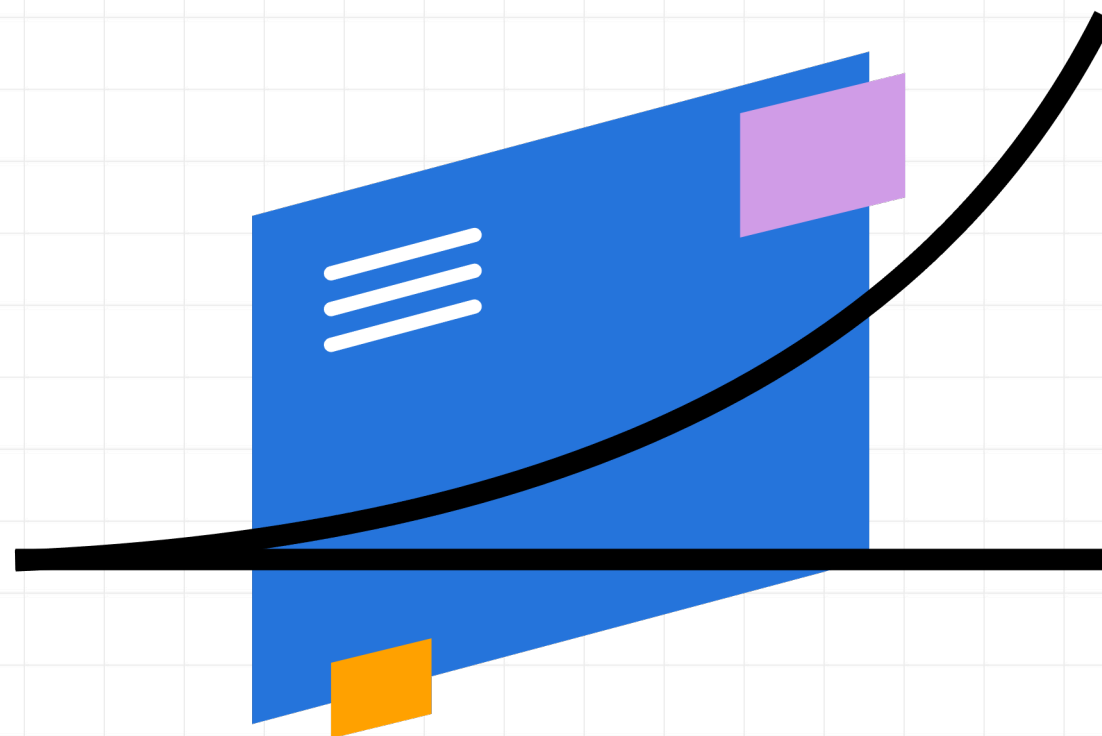
*The phase-out of 3rd-party cookies is likely to deliver **more benefit than loss to local media.***



Amongst current partners:

87%

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



Gulf Coast Media/The Sumter Item Email Growth Example

- 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

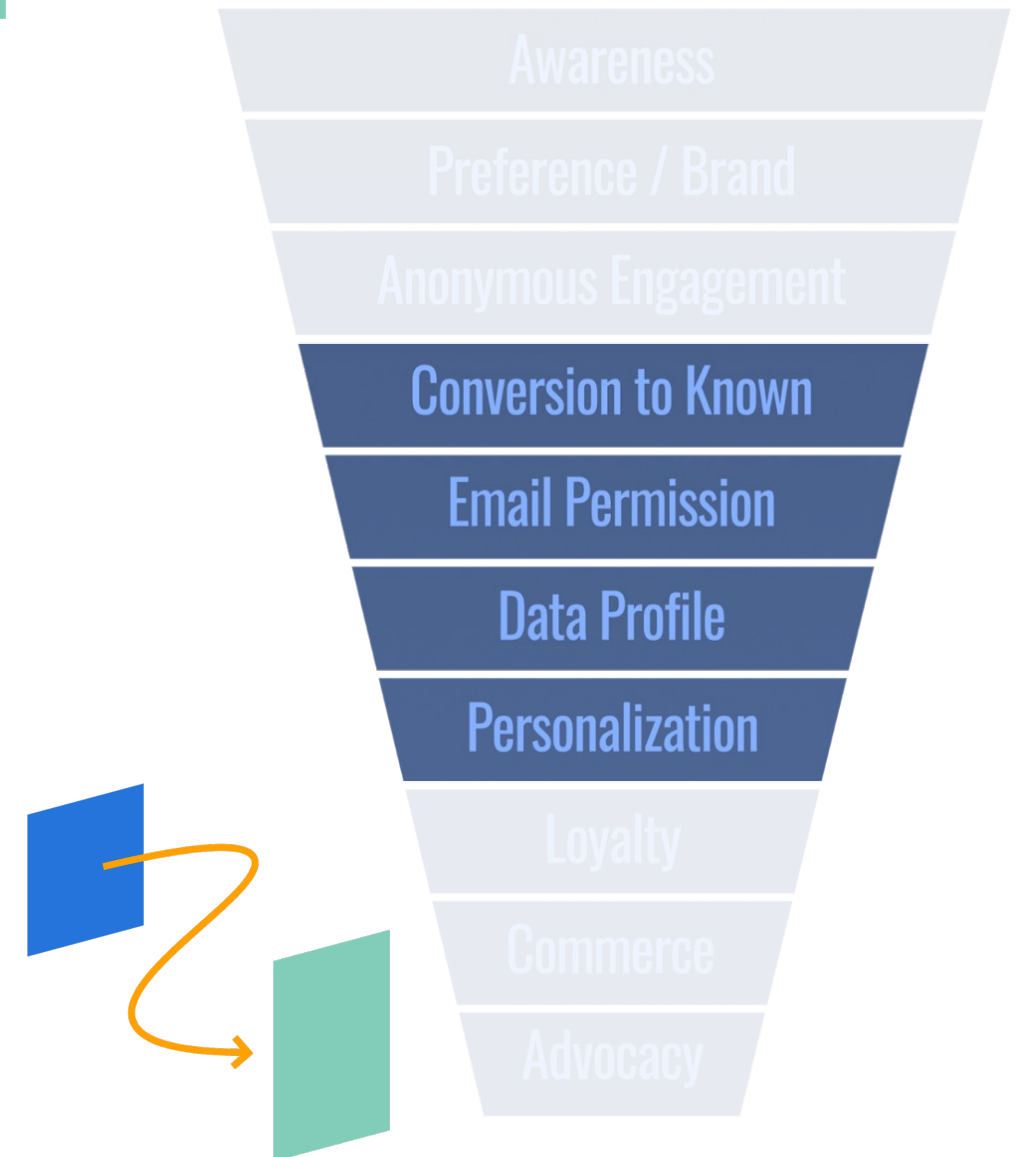




Benefits of First Party Data

The Benefits of First Party Data

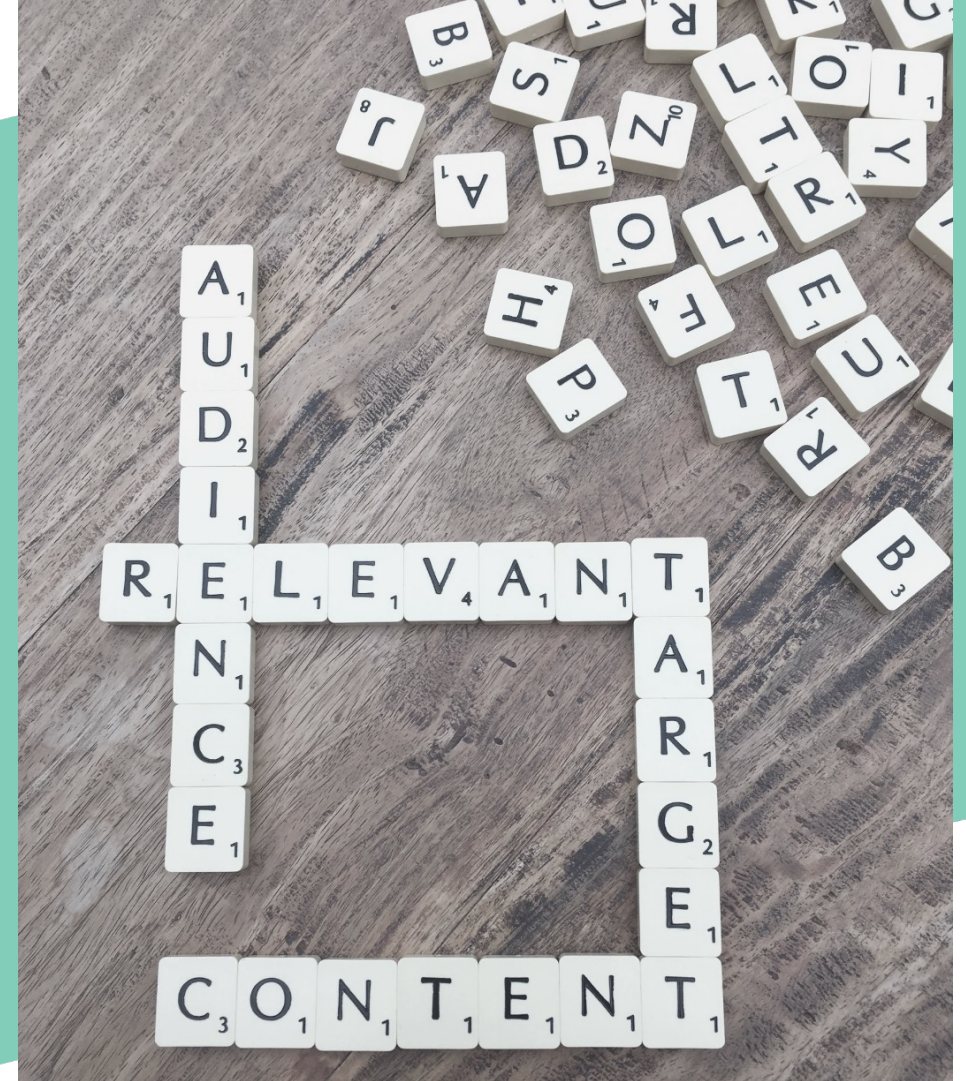
- Have control of your audiences
 - Information goes from the source straight to you
- Establishes direct relationships
- Moves your subscribers through the engagement funnel
- Reaches beyond your traditional audiences that reside outside of print geographies
- Facilitates better **segmentation**



Source: Borrell & Associates

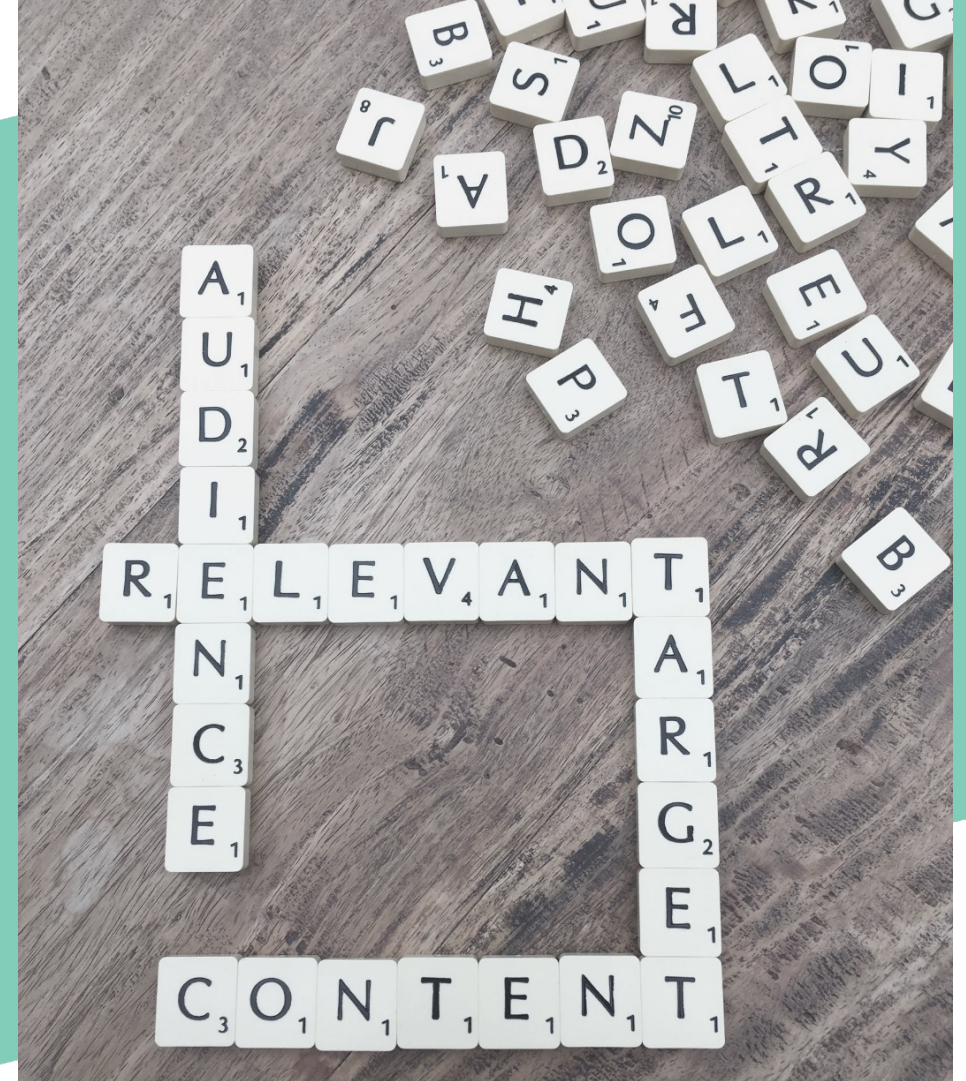
A Segmentation Breakdown

- Why put major focus on segmentation?
 - **Relevancy**
 - Tailoring communication with individual data points will improve engagement
 - **Improved Cadence**
 - Allows you to send more frequently to people who are consistently responding to your messages, and save disengaged audiences for high value, general interest content



A Segmentation Breakdown

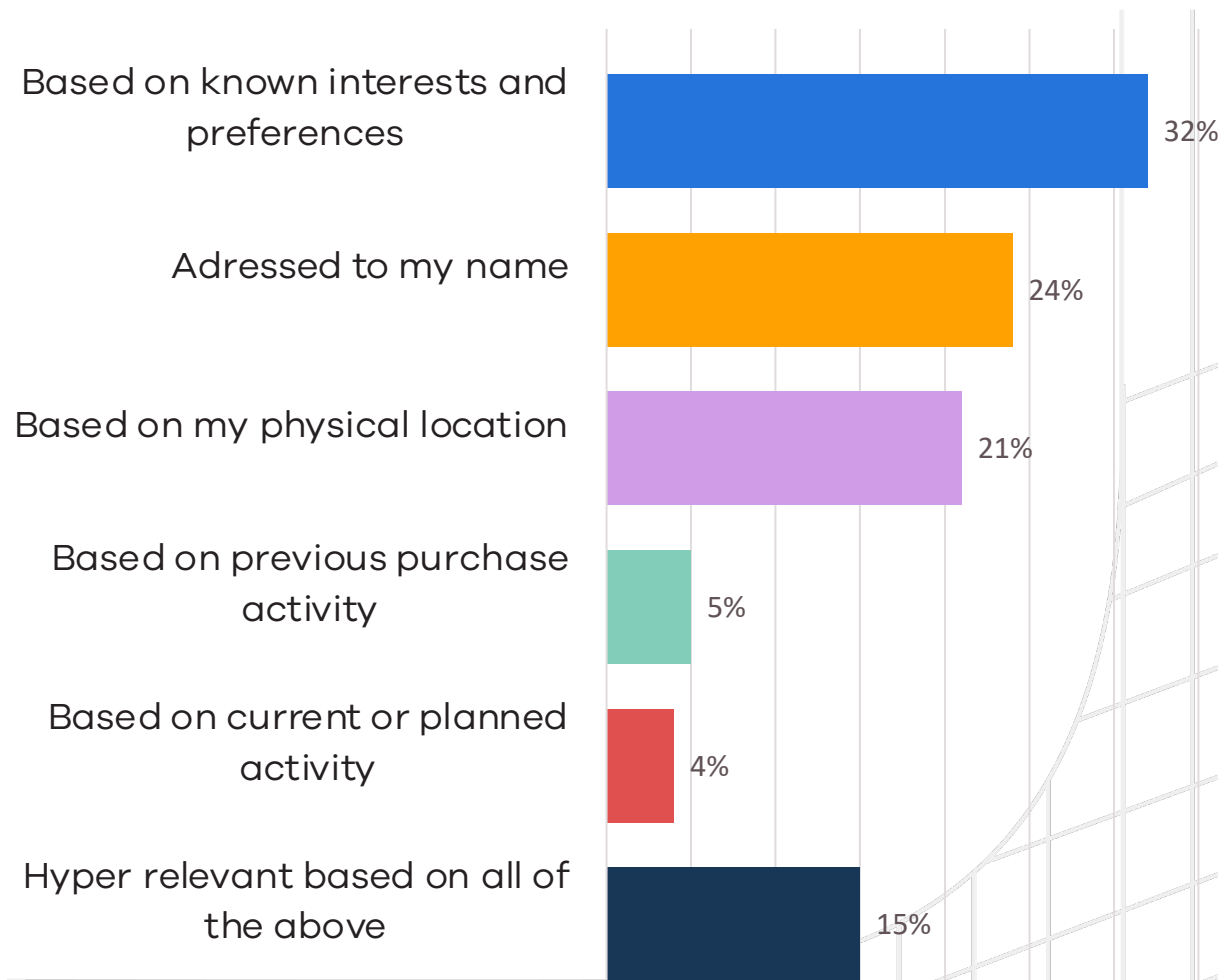
- Why put major focus on segmentation?
 - **Enhanced Customer Journeys**
 - Match your communications to a customer's relationship stage
 - **Increased ROI**
 - Segmented campaigns account for more than half (58%) of all email ROI
 - Behavioral/interest-based segmentation brings highest ROI
 - Demographic only segmentation isn't going to cut it – **people expect more**





Personalization

Customers expect brands to customize the experience





What it looks like...

Where Should You Go on Your Florida Getaway

The Villages Daily Sun

- **1PD Goal:** Gather 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?
- 500+ opt-ins
- Created media piece from travel data collected to share with travel clients and prospects

The image shows a digital poll interface. At the top, there's a header image of a pier over water at sunset with the text 'WHERE SHOULD YOU GO ON YOUR FLORIDA GETAWAY?'. Below this is a progress bar indicating 'Question 1 of 10'. The main content area features two images: a manatee swimming in clear water and a group of three women smiling on a boat. Below the images, the question is displayed: '#1 How many in-state vacations do you plan on taking in the next 12 months?'. There are seven answer buttons arranged in two rows: 'I am not planning any in state vacations', 'One or Two', 'Three or Four', 'Five to Seven', 'Eight to Ten', and 'I Love Florida! More than Ten!'. A share icon is visible in the top right corner of the header image.

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

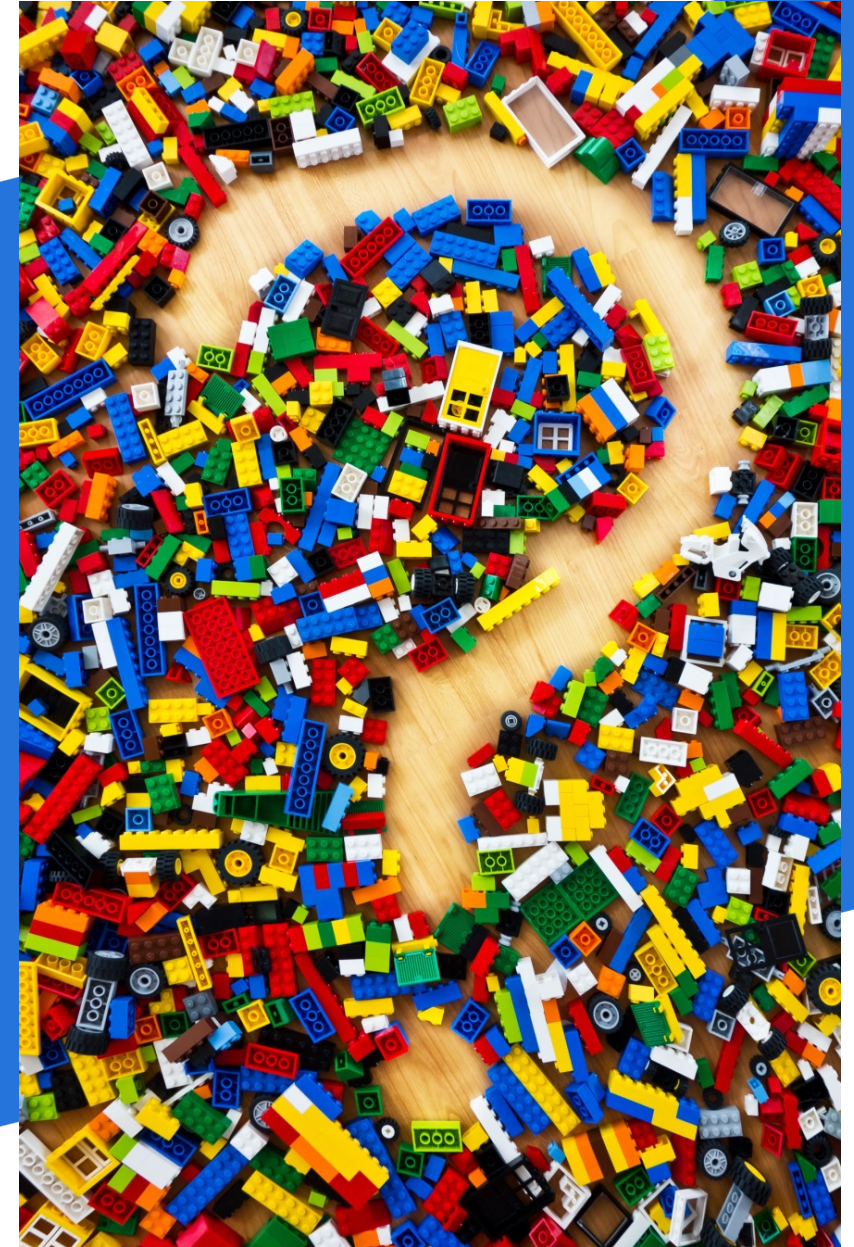
I Love Florida! More than Ten!



Build your plan

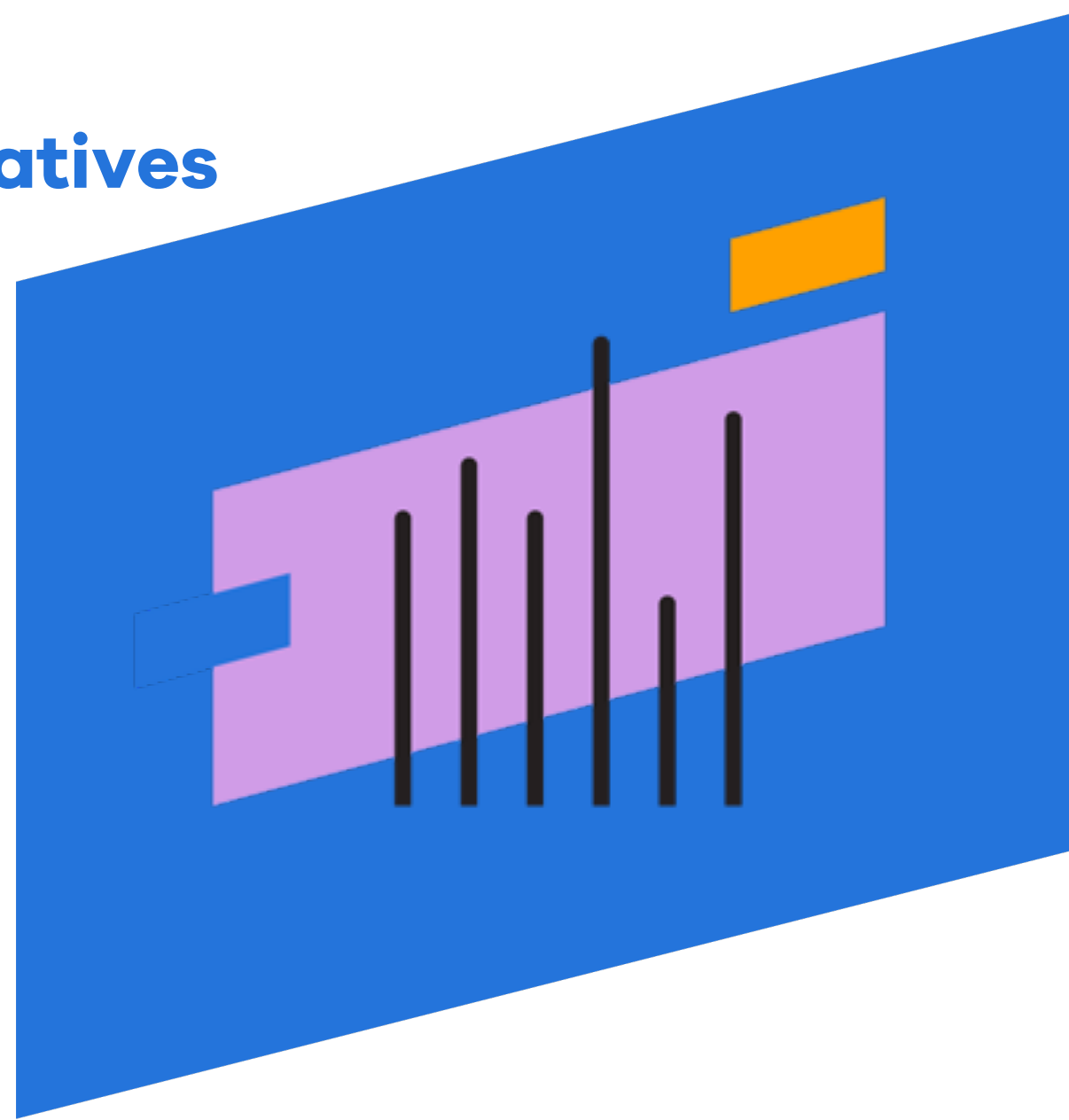
Evaluate What You Have

- Start with Tagging
 - High engagement promotions
 - Best Of
 - National Sweeps
 - Last 6 months of promotions



Determine Your Internal Initiatives

- Growing certain advertising categories
 - Parenting
 - Sports
 - Make sure you're tagging these too!
- Personalizing content
- Increased advertising revenue



Create A Strategy

- What do you want to accomplish?
- Who do you need buy in from?
- How can you explain your case internally?
- Set achievable goals to test

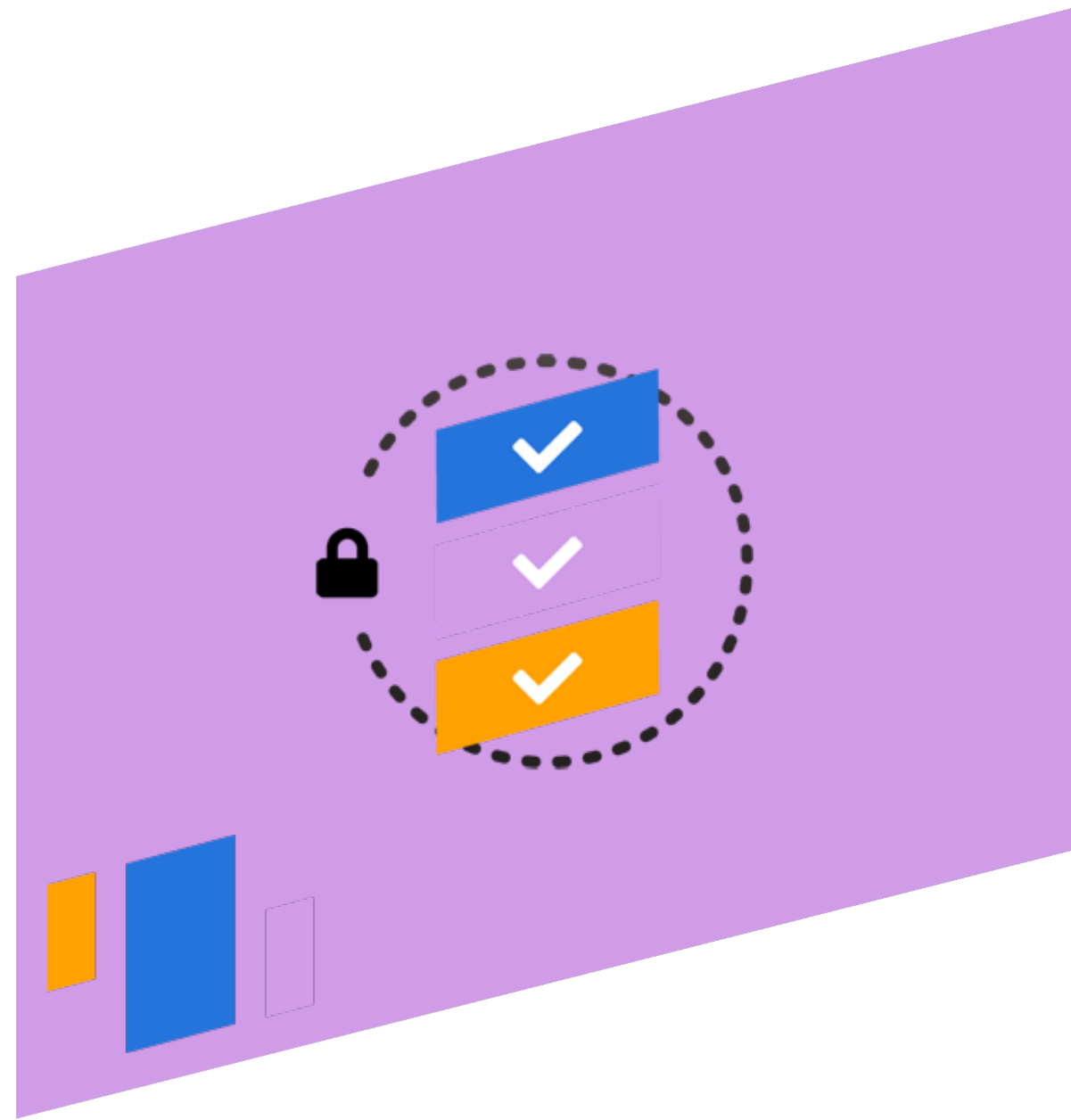




Launch your First Party Data strategy

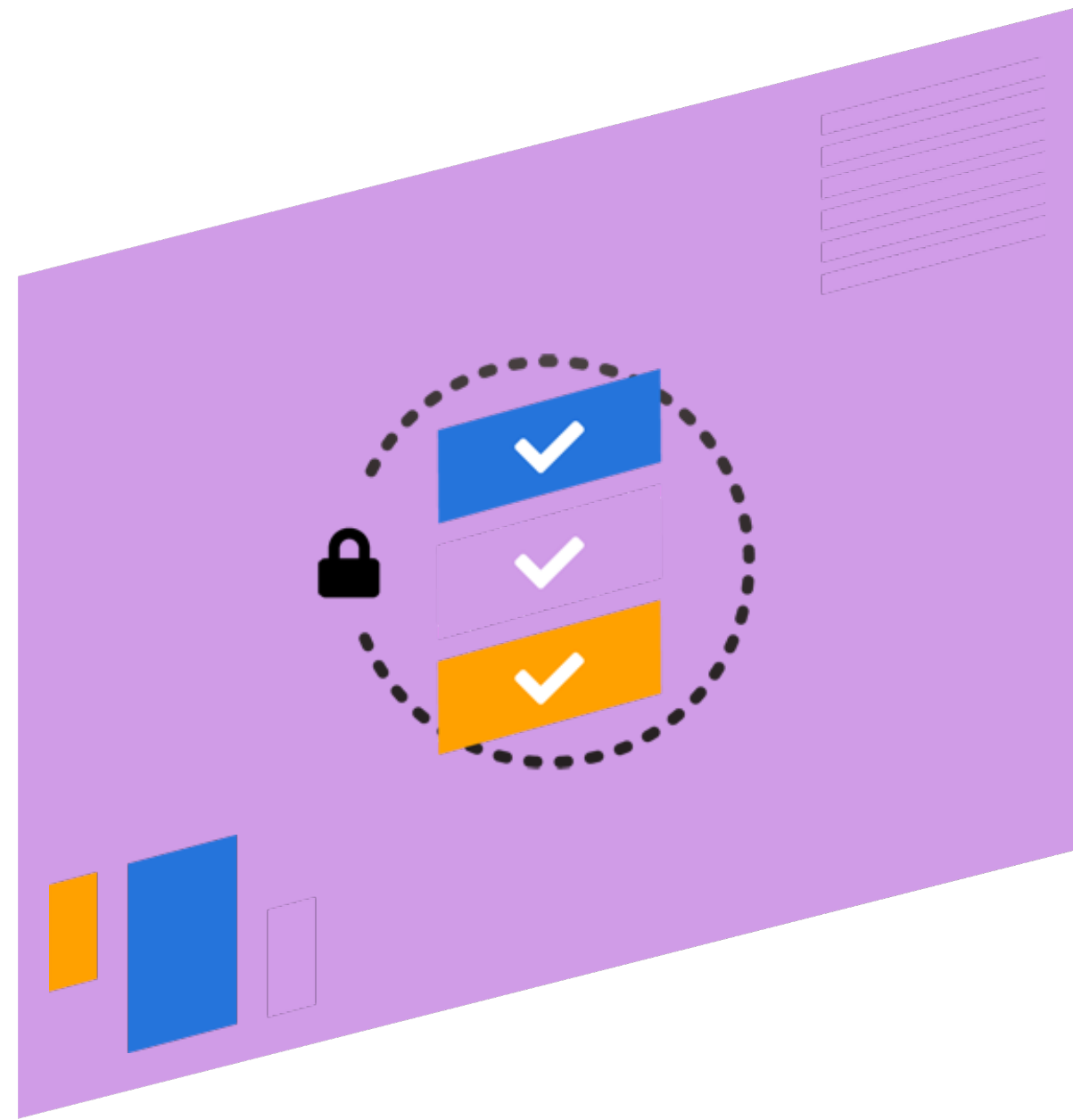
Step 1: Get Proper Consent

- Make sure you have **explicit** consent
- Scrub your list of unengaged users
- Do **NOT** precheck your opt-ins



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



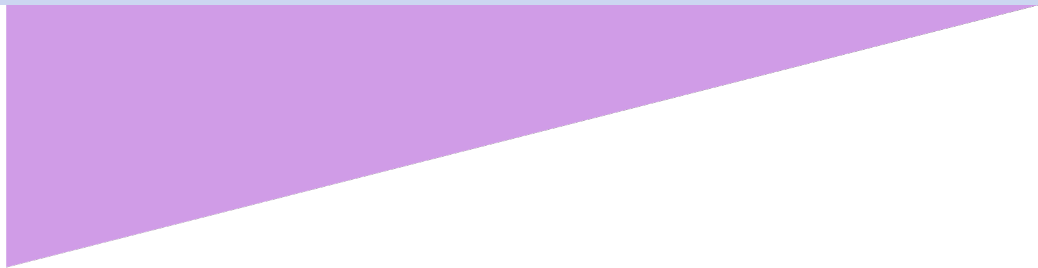
Get emails from Huff Media company, its affiliates, and advertisers about promotions, offers, deals and events!



Step 2: Focus on Tagging

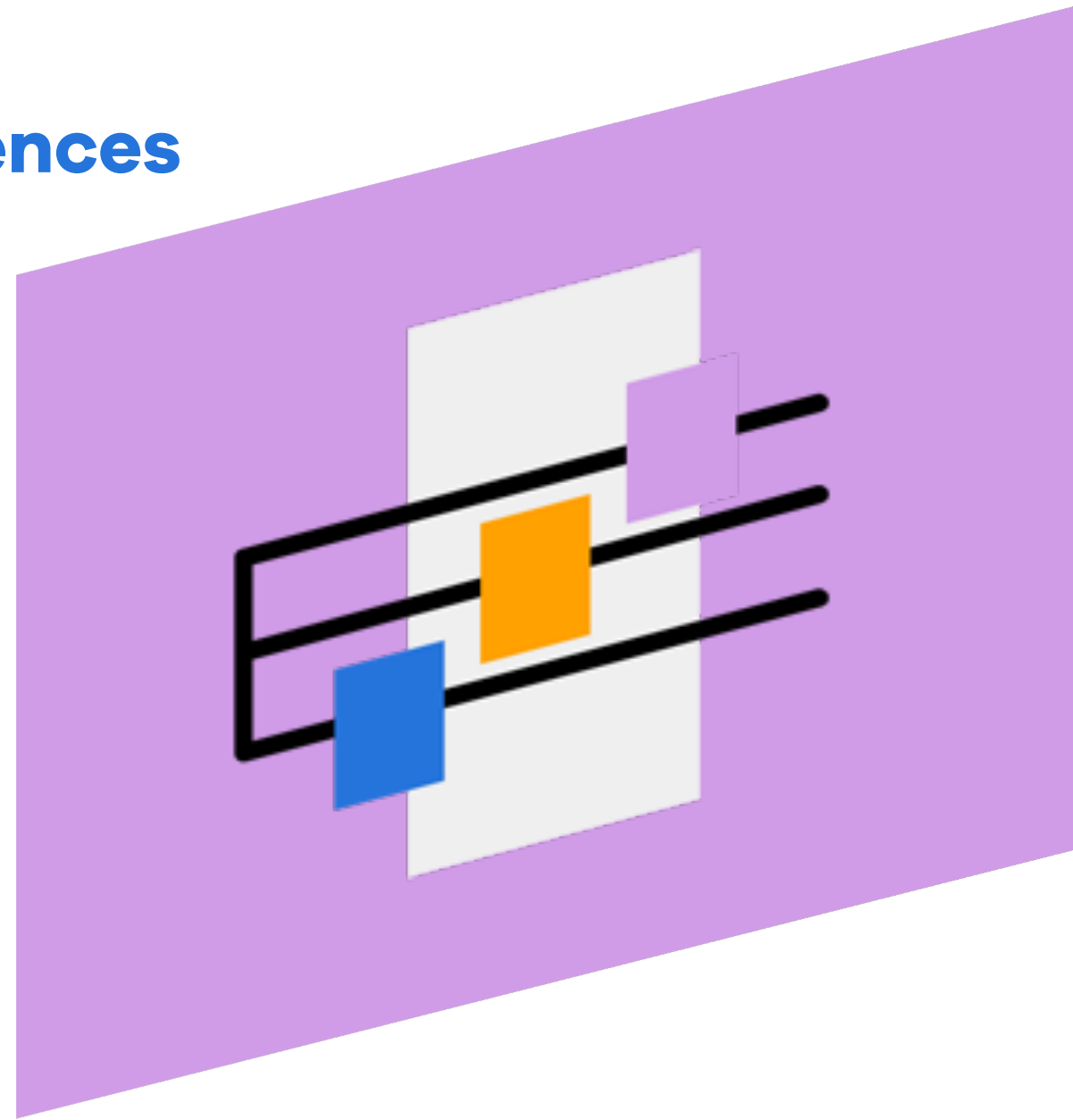


Main Category Tags				
Arts & Entertainment	Finance	Home & Garden	Online Communities	Science
Autos & Vehicles	Food & Drink	Internet & Telecom	People & Society	Shopping
Beauty & Fitness	Games	Jobs & Education	Pets & Animals	Sports
Business & Industrial	Health	Laws & Government	Real Estate	Travel
Computers & Electronics	Hobbies & Leisure	News	Reference	World Localities

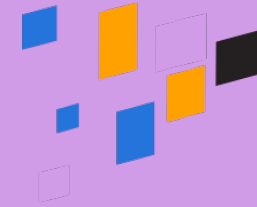


Step 3: Use Segmented Audiences

- **START** with opted-in as a filter
- Create hyper-focused lists with interest tag and demographic filters:
 - Gender
 - Zip
 - Age
 - Interest (Sports, Health, News, etc)



Step 4: Evaluate and Act



What segments can you act on immediately?

Step 4: Evaluate and Act

- **GROW** what you're lacking
 - Automotive
 - Parenting
 - Real Estate
 - Financial

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 ☐ \$

GAS CARD GIVEAWAY
Enter to win a gas card, thanks to our sponsor.

Email Required

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

CONTINUE >

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

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

☐ I have no idea ☐ It's very competitive for buyers ☐ It seems like every other house on the block is for sale!

Gulf Coast Media/The Sumter Item

Growing Categories

- 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 interface. At the top, the header includes the 'GULF COAST MEDIA' logo, a search bar, and social media icons for Facebook, Twitter, and Instagram. A navigation menu lists various site sections: Subscribe, Newsletter, Quizzes, Calendar, News, Sports, E-Editions, Obituaries, Classifieds, Legals, Magazines, Life, Best Of Baldwin, and Contact. A 'SUBSCRIBE' button is also visible.

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

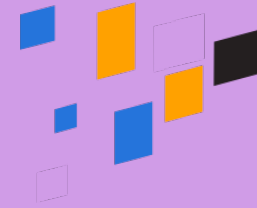
The quiz itself is presented in a frame that resembles a sign hanging from a post. The sign features the 'The Tesla Agents' logo, which includes a stylized house and car icon, and the tagline 'Making A Difference One Family At A Time'. Below this, the agents' names 'Jonathon & Stephanie' are listed along with their phone number '251-278-3752' and website 'www.TheTeslaAgents.com'. The JPAR Real Estate logo and 'GULF COAST' are also present.

The quiz progress bar shows 'Question 1 of 7'. The first question is '#1 What is your favorite pastime?'. Below the question, there are four image-based options: 'Hunting' (a person in a field), '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 Messenger, and a footer containing 'Terms of Service', 'Privacy Policy', and 'Powered by Second Street'.

Step 4: Evaluate and Act

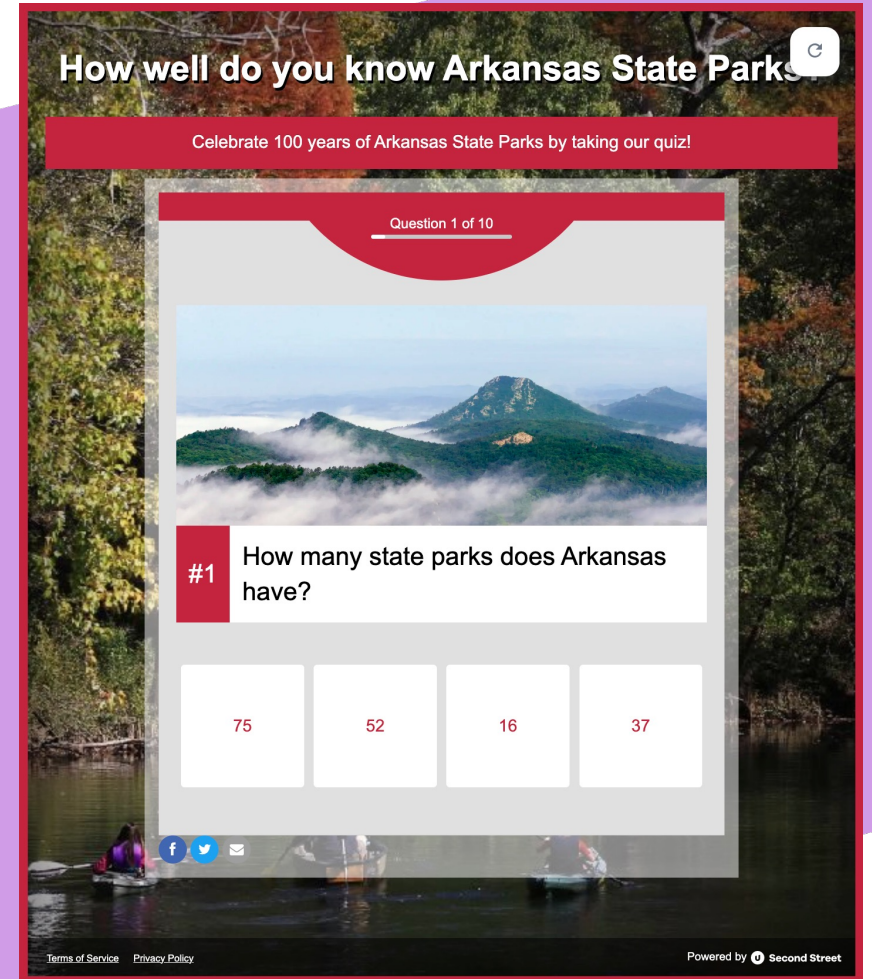
TEST, TEST, TEST!!!



WEHCO Media Inc.

Testing Your Strategy

- 1PD Initiative
 - Innovate in larger markets
 - Replicate successful ideas across your group
 - Cross collaborate and meet with other departments regularly



WEHCO Media Inc.

- **1PD Goal:** 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.

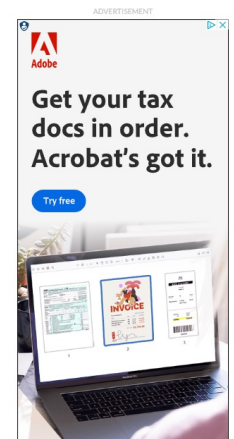
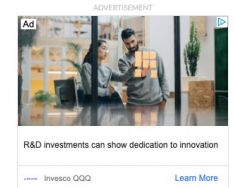
Round 1: March 13 - March 14
Round 2: March 14- March 15
Round 3: March 15 - March 16
Round 4: March 16 - March 17

Already Voted?

Voting has ended

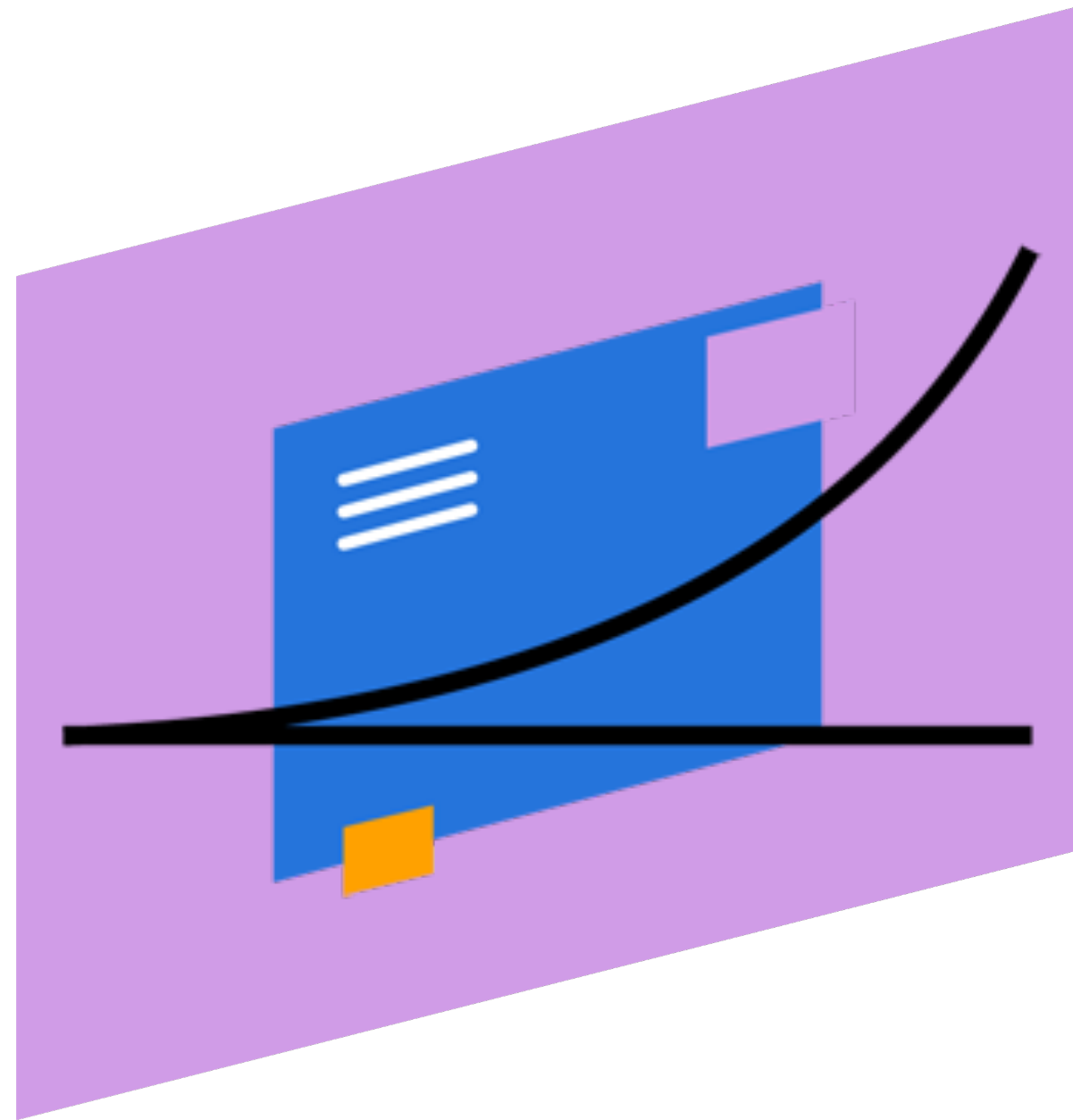


FINAL
Velo VS Mean Mug



WEHCO Media Inc.

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



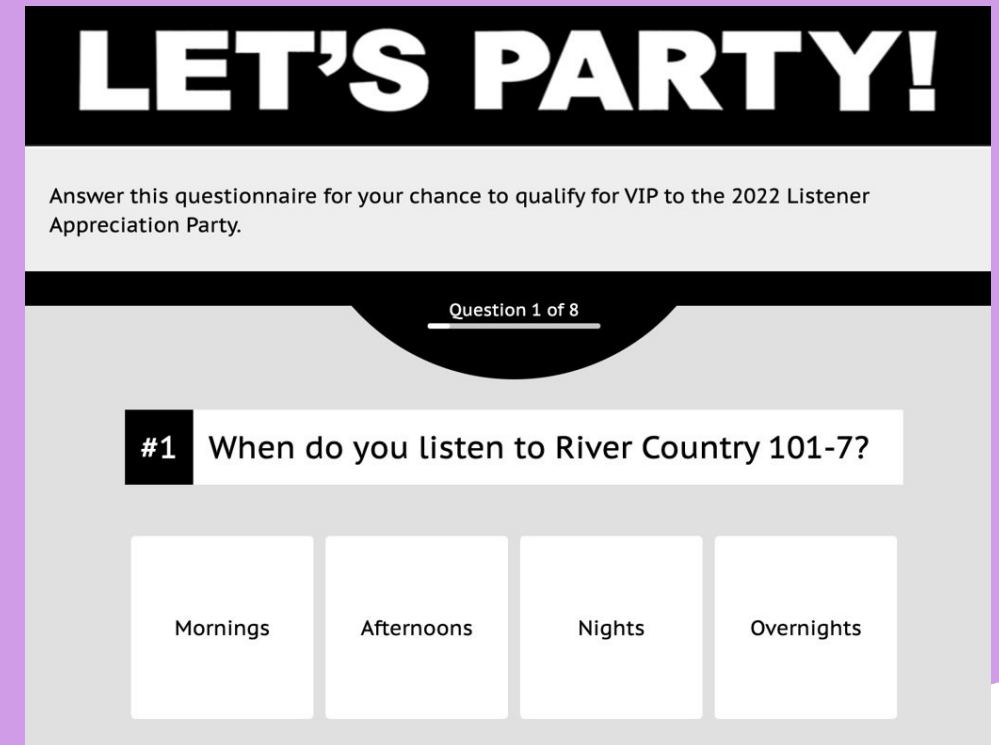


Case Studies

2022 River Country Listener Appreciation Quiz

WRCV-FM

- **1PD Goal:** Gather 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

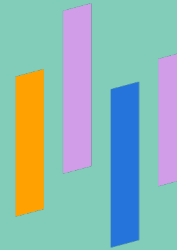
#1 When do you listen to River Country 101-7?

Mornings Afternoons Nights Overnights

The BBQ Store & More

WMME-FM & WQHK-FM

- **1PD Goal:** Gather data 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

- **1PD Goal:** Collect dining information from users to drive further content in dining category
- 508 new dining newsletter opt-ins



Piggly Wiggly Payday Giveaway

AL.com

- **1PD Goal:** Collect customer data to strengthen Piggly Wiggly's 1PD
 - 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





Looking forward

Next Steps. If you have...

1

Week

- Do you have an opt-in?
- 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

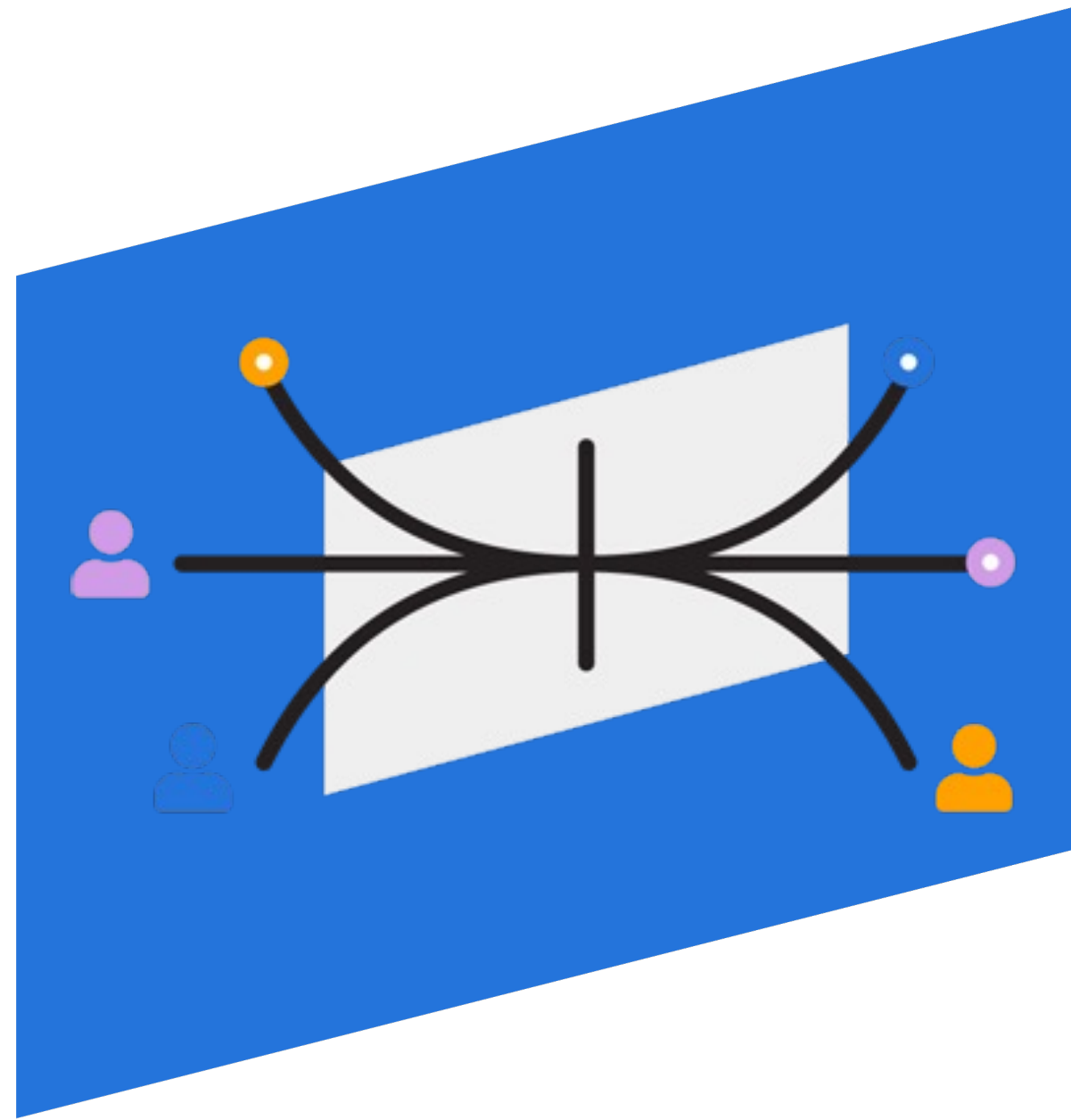
1

Year

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

The Way Forward

- Start your plan **NOW**
- Prioritize explicit consent
- 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





Turnkeys

Turnkeys to get you started



POOL MAINTENANCE TRIVIA

Question 1 of 10

#1 When your pool is in season, you check pH and chlorine levels

Twice a week

Every other week

Every



Summer Fun Photo Contest

Let's celebrate summer! Submit a photo of yourself enjoying the warm weather for a chance to win a prize pack from our sponsor!

Email Required

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

CONTINUE >

Already Entered?

Search

Enter until 6/21 @ 2:00pm Central • Vote Starting 6/21 @ 2:01pm Central

Enter Your Own!

Check them out





Q&A



Resources

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

[LEARN MORE](#)

lab.secondstreet.com





First Party Data: A Beginner's Guide



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.

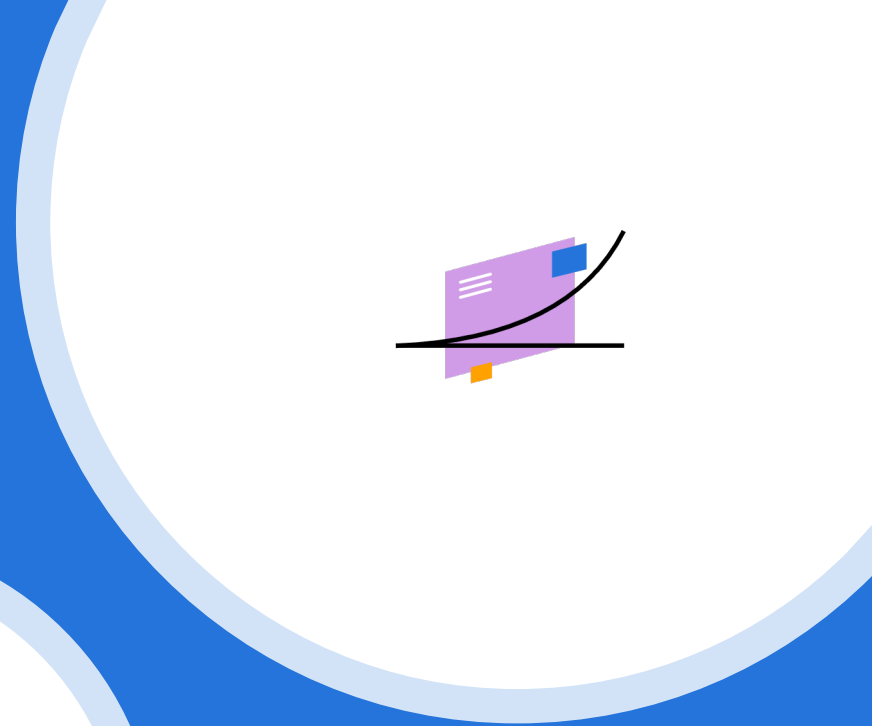


lab.secondstreet.com/playbooks



Thursday June 15th
12:00 PM ET

Making Your Best Of a
Year-Round Revenue
and Audience
Generating Machine



Thank You!



Liz Huff

Sr. Director of Customer Success
Second Street



Kristen Wehe

Customer Success Manager/Content
Creator
Second Street