mather:

INTRODUCING METRICSXCHANGE

October 12, 2017

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AGENDA

◎ BACKGROUND
◎ OVERVIEW & TRENDS
◎ LIVE DEMO
◎ ADDITIONAL CAPABILITIES

BACKGROUND

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- Need for industry insights on digital transformation

- No method existed to consistently compare key digital metrics and performance across publishers
  - Am I doing better or worse compared to publishers my size?

- Partnership between News Media Alliance and Mather Economics to support industry

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- Designed for the publishing industry

- Connects advertising revenue and site traffic data by user and content

- Enables cross-functional analytics to grow revenue:
  - o Advertising
  - o Audience
  - o Content

METRICSXCHANGE

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metricsXchange - Digital benchmarking tool comparing revenue, audience and custom analytics against peers (Peer data is displayed anonymously.)

Features

- Consistently defined & calculated metrics
- Light-weight asynchronous Listener™ tags
- Easy deployment
- Modern user interface
- Administrative access control
- No cost to Alliance members

Metrics Provided

- Advertising performance
- Audience analytics
- User behavior
- Calculated metrics & ratios
- Base dimensions
- All of these metrics compared to peers

OVERVIEW & TRENDS

User Ad Blocking

5.95%

% User Ad Blocking

Average

eCPM

$5.62

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Direct CPM

$8.48
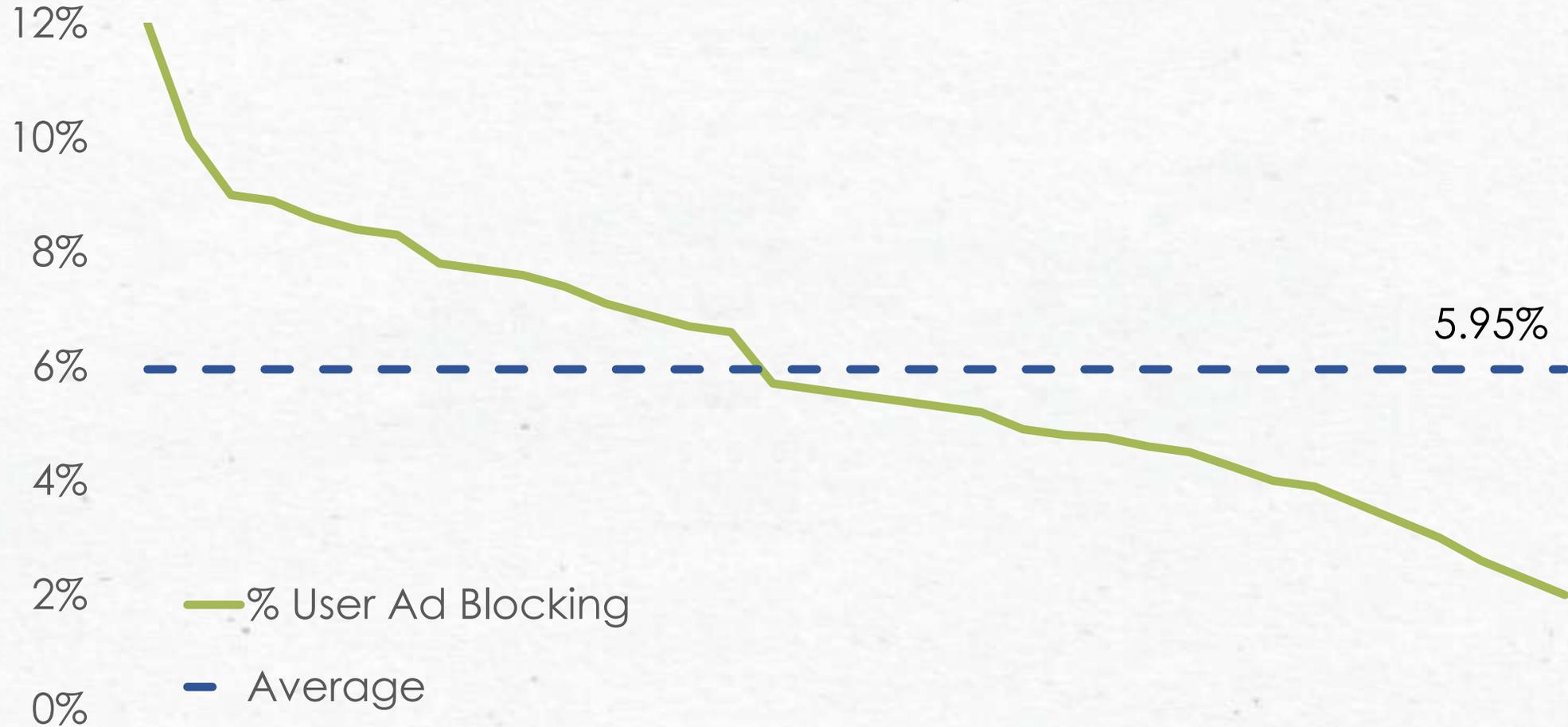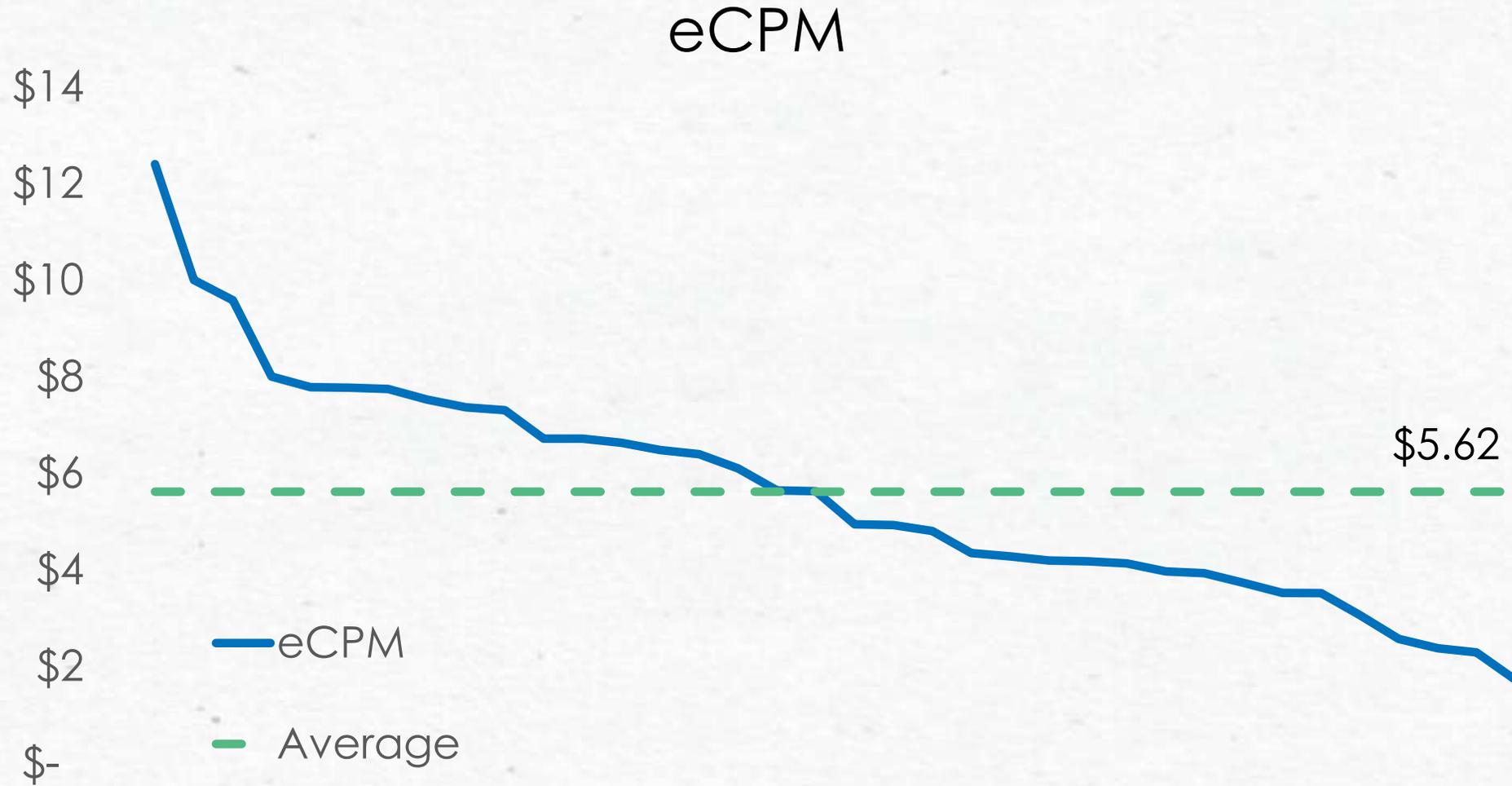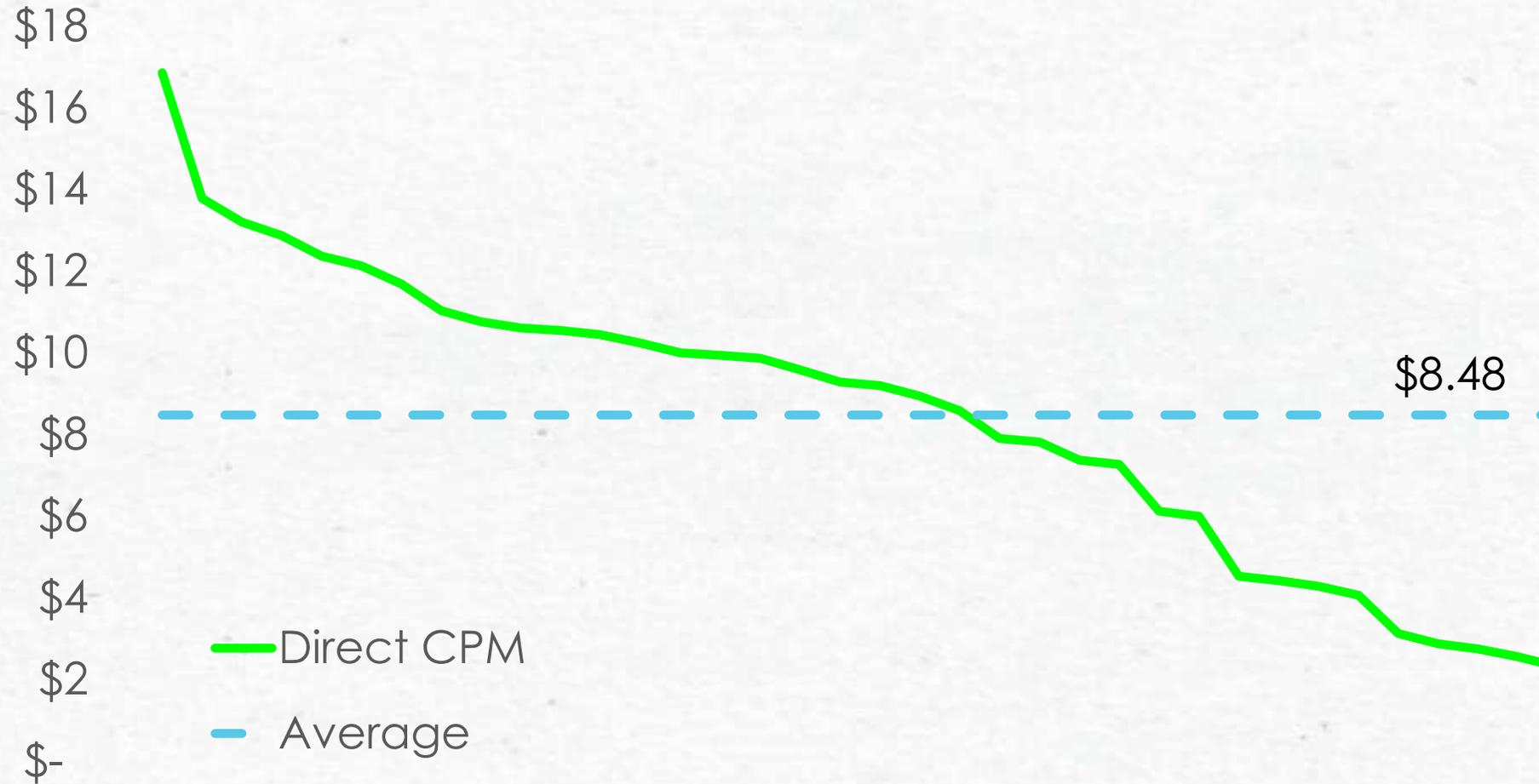
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Sell-Thru*

*excludes house inventory

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Page Views per Visitor

4.2

PV per Visitor

Average
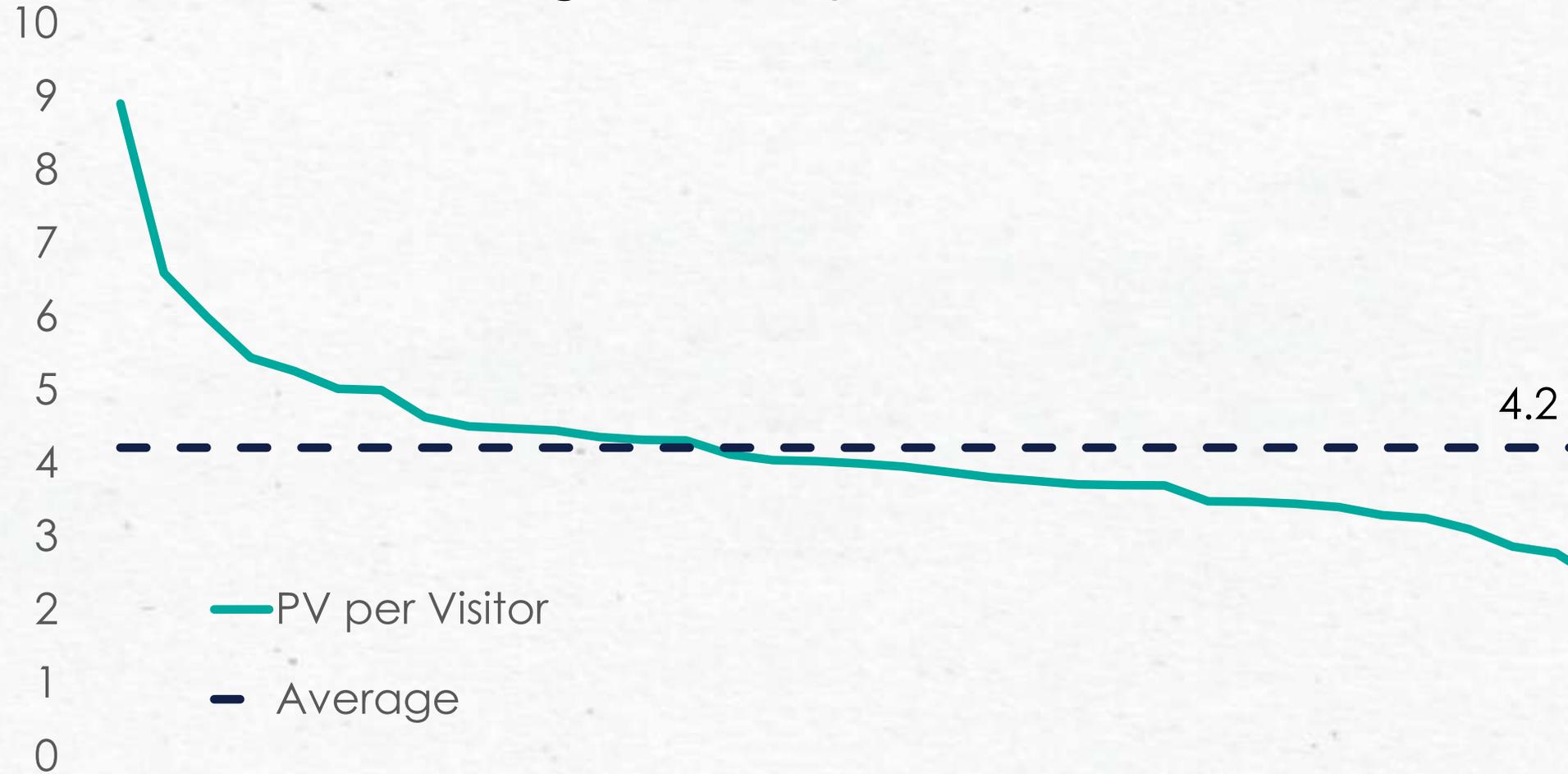
AUDIENCE BENCHMARKS BY SIZE

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Website Size	Page Views per User	Page Depth	Time per Page	Time per Visit	Bounce Rate	Known User Percentage
1-5M PVs	4.83	57.7%	0:02:34	0:06:43	59.9%	.14%
5-10M PVs	4.02	55.9%	0:03:05	0:06:29	69.2%	.51%
10+M PVs	2.95	55.8%	0:02:59	0:04:47	71.0%	.67%

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https://nma.mathereconomics.com/

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ADDITIONAL CAPABILITIES

AUDIENCE PACKAGE

	Low	Medium	High
Known	• Heavy email marketing to engage • Minimal subscription offers • Heavy ad targeting	• Targeted emails based on preference • Subscription offers segments for ad targeting	• Publish content for these users • Enroll in elite membership program • First party ad targeting • Targeted emails • Retain/engage
Anonymous	• Engage and grow through social media, commenting	• Newsletter signup • Registration • Segments for ad targeting	• Register and convert to grow known audience • Forced monetization – remove ad blocker or pay for content

Engagement Level →
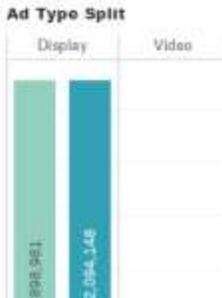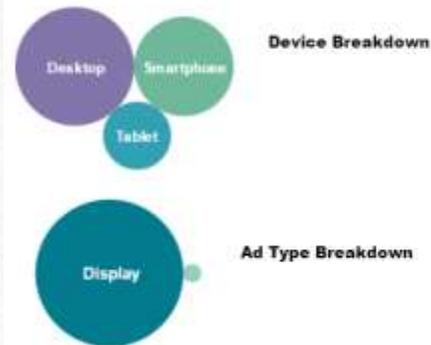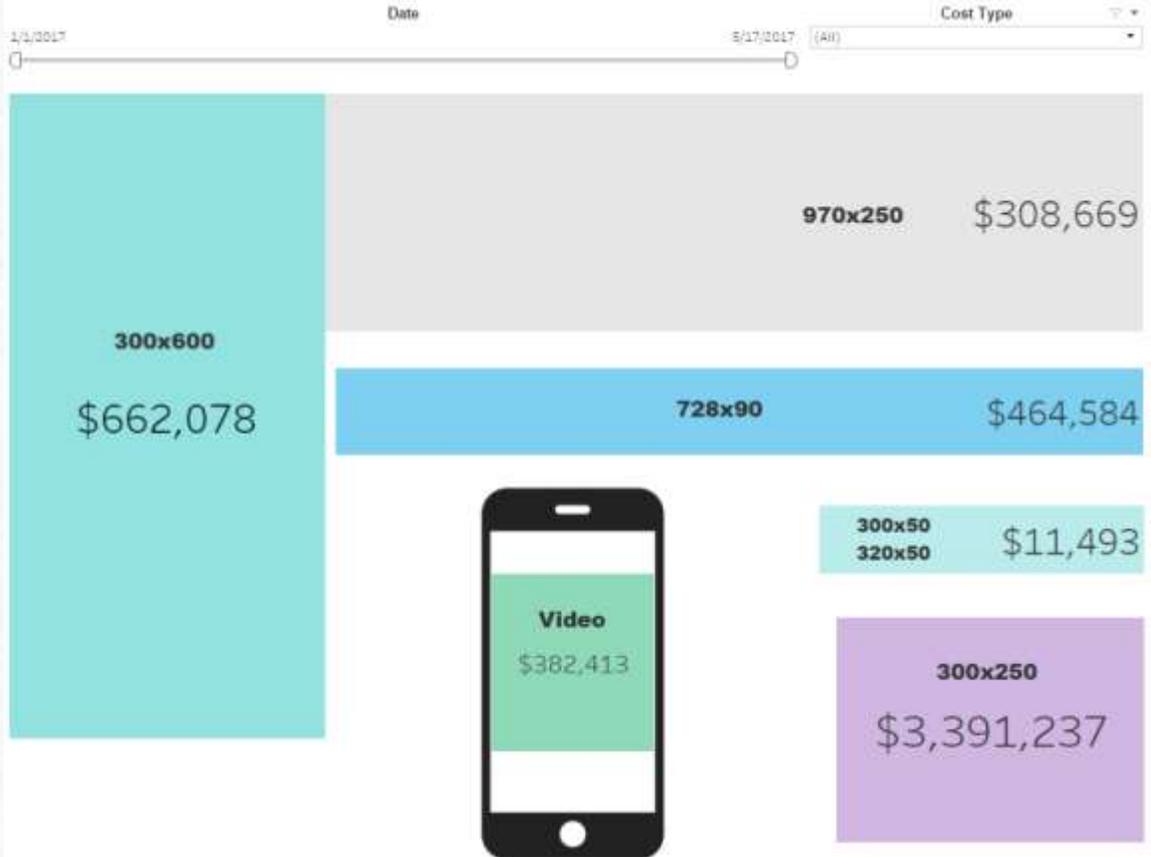
LEVEL OF DETAIL ?	Rank	Out of	Page Views ⊤	Ad Revenue	Conversions	Path to Conversion	Time Per Page	Scroll Depth
Sports	1	11	2,867,238	$155,400	12	147	00:02:26	50%
Business	2	11	2,052,793	$115,543	9	106	00:02:28	46%
Nation-World	3	11	1,742,181	$92,507	4	88	00:01:58	45%
Life	4	11	1,620,773	$94,253	3	51	00:02:11	50%
Entertainment	5	11	853,308	$46,072	4	44	00:02:12	47%
Opinion	6	11	345,063	$17,515	2	29	00:02:43	49%
Education-Lab	7	11	115,230	$8,358	2	7	00:02:27	48%
Sponsored	8	11	42,057	$2,808	1	2	00:01:49	43%
Photo-Video	9	11	14,102	$527	0	1	00:01:07	35%
Homes-Real-Estate	10	11	252	$9	0	0	00:00:53	25%

TAKEAWAYS

- Alliance Members
  - Alliance contact:
    - Michael MaLoon - michael@newsmediaalliance.org
  - Setup your Alliance login and password: https://www.newsmediaalliance.org/member-login/, and
  - Log on to https://nma.mathereconomics.com/ and get started.

- Non-Alliance Members
  - Mather Economics contacts:
    - Bob Terzotis - bob@mathereconomics.com
    - Shawn DeWeese - shawn@mathereconomics.com
  - Email membership@newsmediaalliance.org to learn more about becoming an Alliance member.

  Find out how you compare on digital performance!

QUESTIONS & ANSWERS

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- Do media companies/publishers need to enter any of the data manually for their own markets? Or is all this data pulled in automatically?
  - There is no manual data entry. Installing the tags one time ensures 60+ metrics are tracked automatically daily.

- How is advertising performance captured, calculated and measured?
  - Listener integrates with DFP, which enables Listener to track impressions delivered. The integration also pulls key metrics out of DFP, such as ad type, CPM, click-through…etc.

- Can you explain the competitive sets a little more? How are they defined?
  - Currently, size and region are the compsets. The regions are defined by the location of each property. Size is determined by the average monthly page views

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- How do you get financial and advertising data? And how do we make sure that our revenue reporting matches those used in this program?
  - All advertising data comes from the integration with DFP. To make data collection as easy as possible, we rely on DFP APIs to collect CPM data at the line item level. Ensuring DFP is in line with financial reporting will keep everything consistent.

- What method do you use to determine if a user is using an ad blocker?
  - We use a "passive" detection method rather than engaging in the "cold war" with ad blockers and advertisers. Since our tags are integrated with DFP, we can identify which pages and users are actually seeing ads load on the page. We infer that the pages/users without any ads being delivered must have some form of ad blocking enabled.

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- Do the compsets include all news publisher (websites) platforms or just newspaper (websites) platforms?
  - o Currently this is an industry-specific tool so only includes members of the News Media Allliance.

- Can I build a comp set that excludes publishers in my company – so that I'm only looking at peers/competitors benchmarks?
  - o We have discussed this feature and it may be added if we have enough feedback from members. Currently, we do not allow custom compsets other than what is setup in the tool.

- If I'm already a Mather customer with Listener installed, am I half-way there to onboarding? Or is this a separate install?
  - o Yes, if you already have Listener installed the onboarding is much quicker and uses the exact same tags.

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- How are you determining revenue on the page? Both for direct and indirect?
  - o Our integration with DFP enables impression tracking at the line item level. We can determine exactly which users and pages delivered every impression so based on the mix of direct and indirect impressions on a page and their CPM value, we can determine the total revenue.

- If the tag lives in DFP, is it counting as an impression served on each page?
  - o Each impression is being tracked so if a page has four ad positions, Listener tracks exactly which impressions (line items) were delivered in each position for that particular page/user.

- Are users defined as 'per session' or 'per user' for multiple sessions?
  - o Users are based on a first party cookie and are defined across multiple sessions. The cookie is similar to an Omniture visitor or Google user and lasts up to two years or until the user clears their cookies.

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- How is advertising performance defined here?
  - We measure performance using total impressions, total revenue, yield (eCPM), and click-through. Each of these metrics is split by platform, ad position, and ad type.

- How are you able to determine the rates per impression?
  - Listener integrates with DFP, which enables Listener to track impressions delivered. The integration also pulls key metrics out of DFP, such as ad type, CPM, click-through…etc.

- Do you break out uniques vs. sessions or impressions?
  - Yes, we call uniques "users" and sessions "visits". Impressions are broken out by device, ad position, and ad type. Users are broken out by known and anonymous. We use visits as part of an engagement ratio of visits per user.

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- Have you audited any revenue and traffic numbers with partners internal systems?
  - o Yes, in our integrations we have gone through data validation and we are usually able to explain any differences. Once the data is "apples to apples" we are typically within 1-3% of system reporting.

- If so, what kind of discrepancies have you seen?
  - o The two most common are financial figures vs. what is recorded in the ad servers and tagging scope. Since we rely on the systems to report revenue, we often find that financial reporting is different from system reporting for a variety of reasons. Since our tags may not always be added to all websites, affiliates, 3rd party sites, apps…etc. we may not have "apples to apples" tracking. Listener can only report what has been tagged.

- Does an ad blocking measurement method come with this tool?
  - Yes, we use a proprietary method to measure ad blocking.

- If each publisher uses a different method to measure ads blocked, then they aren't comparable, are they?
  - We use a proprietary method to measure ad blocking that is consistent across the industry so any specific tools used by the publisher are not used. This also allows us to avoid extra costs keeping track of browser plugins or any other methods users may decide to block ads. Our method simply measure whether or not an ad appears on the page for the user.

- I saw a comparison of ad impressions, but didn't see any mention of "viewable" ad impressions, which is what we should all be concentrating on. Will ad viewability be added?
  - This is an excellent suggestion. With the launch of metricsXchange we have supplied over 60 digital metrics. As we solicit feedback, we may add new metrics to best align with the direction of the industry.

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- Is it necessary for our peers to also participate in order for us to be able to see this information about them?
  - As a member of NMA there is no additional cost to participate. As with all benchmarking studies, the value to the industry is based on broad participation.

- Are we able to pinpoint who we are interested in viewing? Can we name a specific paper or publisher?
  - Unless you are a corporate entity with multiple publications, you will not be able to see specific publications. All data is anonymous unless you have privileges to view the data.

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- Is the Facebook info capable of detecting Facebook referrals where the referral data is stripped, such as with FB In-App browser usage?
  - o Yes, if the referrer is clearly known and identifiable it will be categorized appropriately.

- Is a "power user" a multiple session/month type classification?
  - o Yes, the power user is a specific audience segment that indexes high on a variety of engagement metrics over a 30-day period, such as page views, visits, time on site, unique days on site, and scroll depth.