

# Building and Monetizing Your First Party Data

# Welcome!



**Liz Huff**

Sr. Director of Customer Success  
Second Street



**Julie Foley**

Sr Customer Success Manager  
Second Street

# Speakers



**Allison Shirk**

Director, Digital Content/Engagement Strategy  
Wehco Media, Inc.

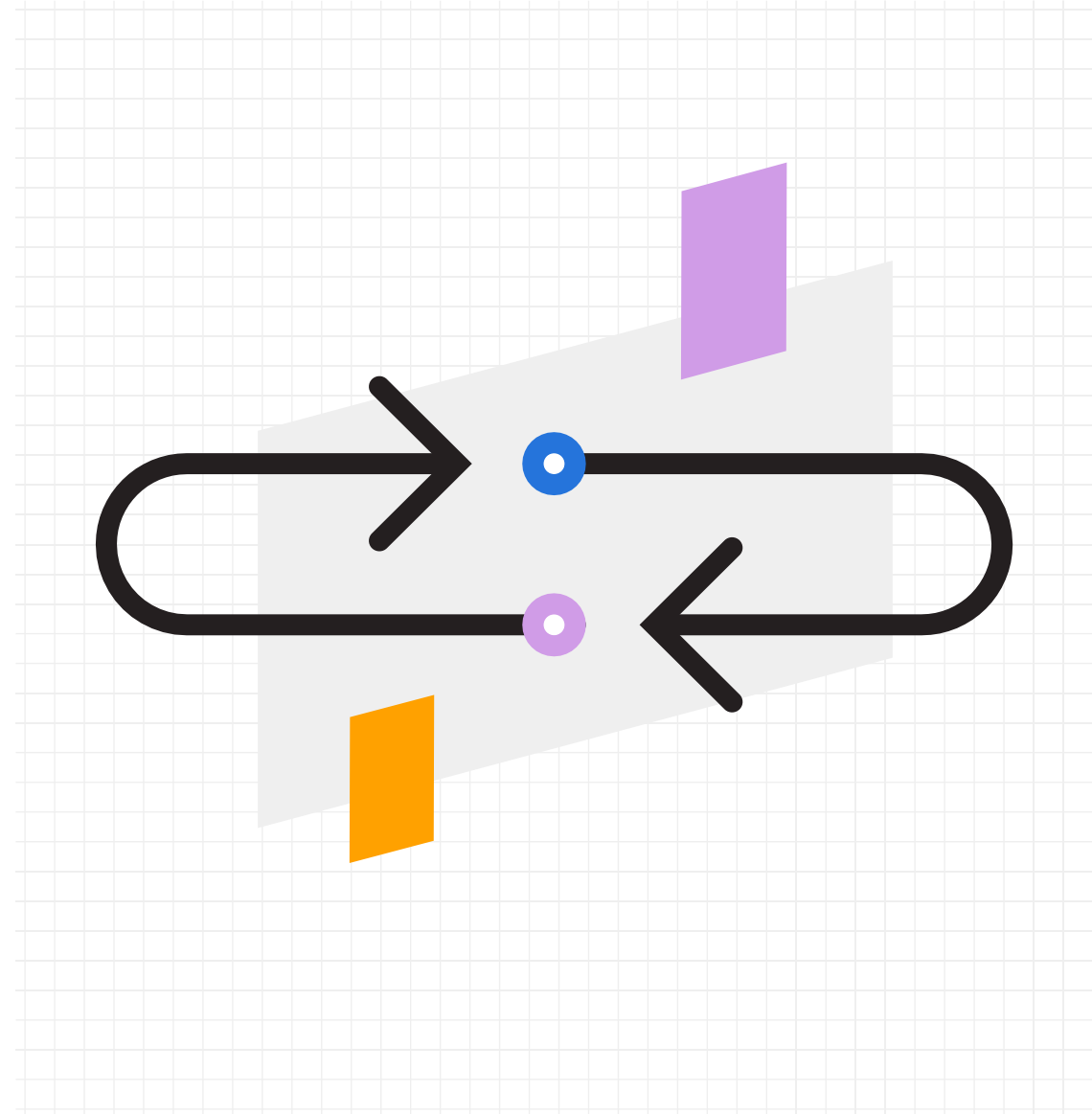


**Vince Johnson**

Group Publisher  
Gulf Coast Media/The Sumter Item

# What we will cover

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

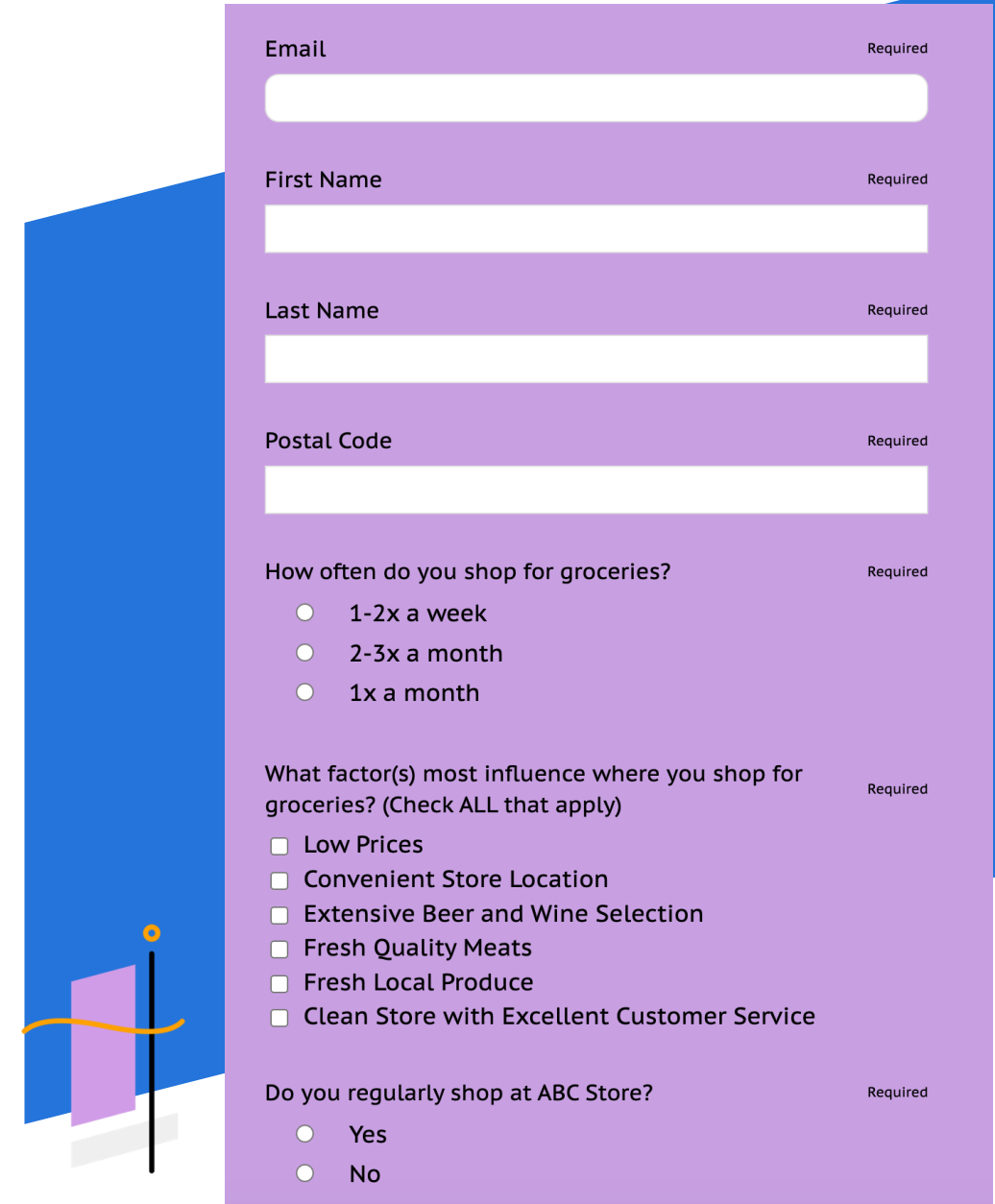




# What is First Party Data?

# 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

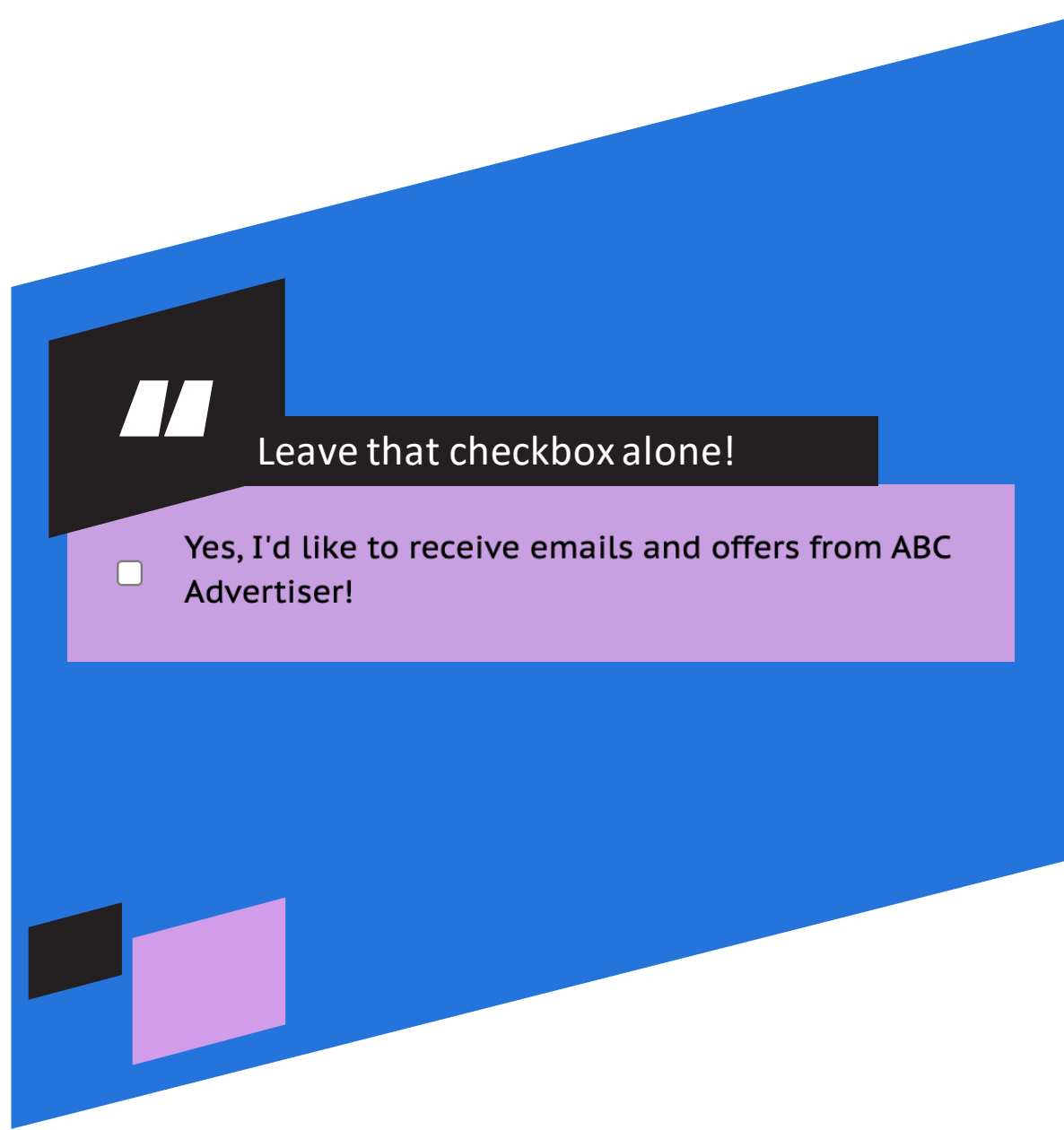
Do you regularly shop at ABC Store? Required

☐ 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



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

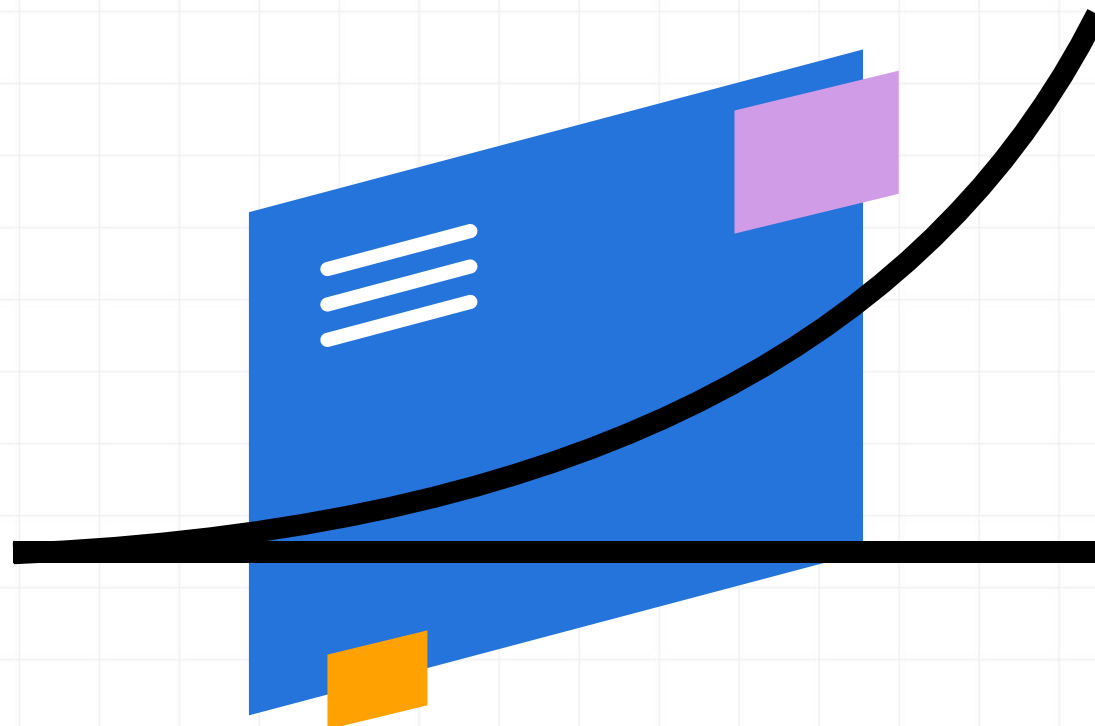
Do **YOU** have an Opt-In on **EVERYTHING?**



Amongst current partners:

87%

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





# Why is it Important?

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



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

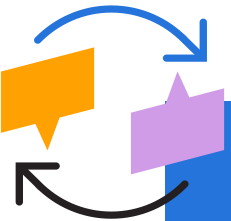




Lack Of Consumer Trust On Privacy



GDPR & CCPA Drove Privacy Regulations



Device Manufactures Force A New Era



## 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 is it Important?

- Provides a platform for experimentation and optimization around best practices
- Helps build revenue and retention across multiple business lines



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

A black speech bubble icon with two white diagonal lines inside, representing a quote.

*The phase-out of 3rd-party cookies is likely to deliver **more benefit than loss to local media**. It motivates local media to take control of their own audiences by establishing a 1st party relationship with viewers and listeners who've remained anonymous for decades. A secondary benefit could be that they begin reaching beyond their traditional audiences, developing relationships with new audiences altogether — some of whom may reside outside their traditional print geographies. And that could have broad, positive effects that extend well beyond any revenue generated by digital ad sales.”*



# 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

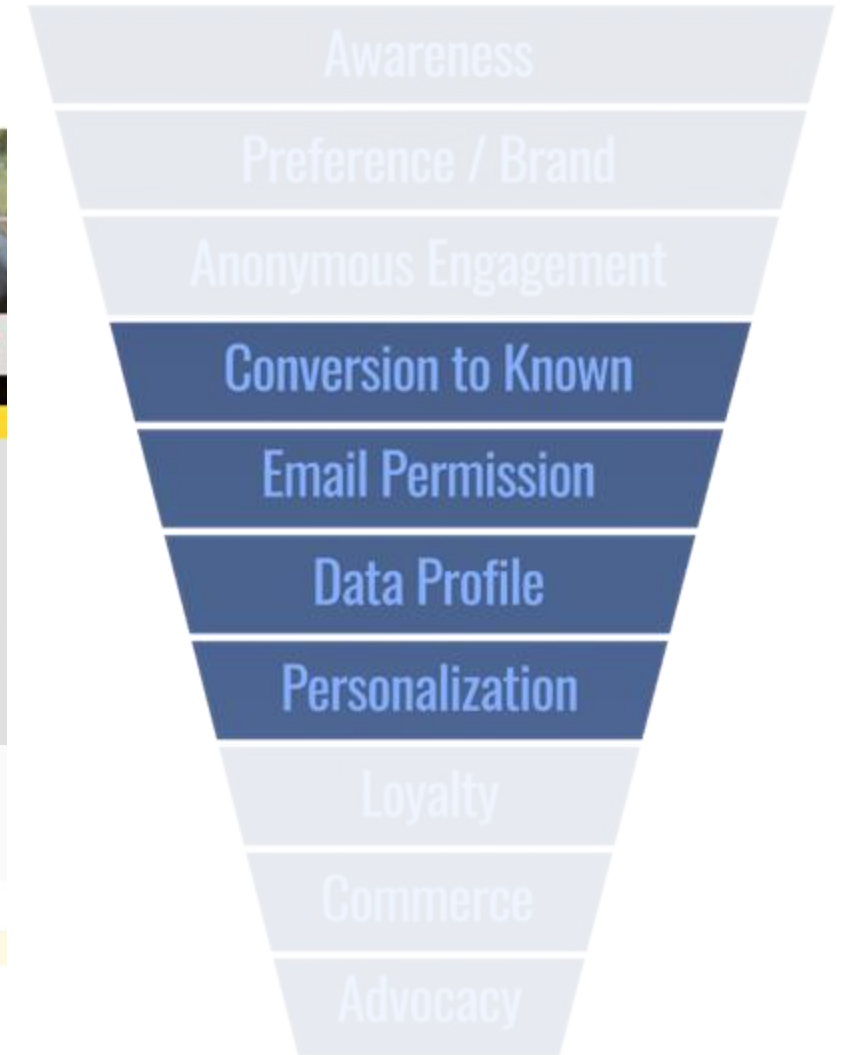
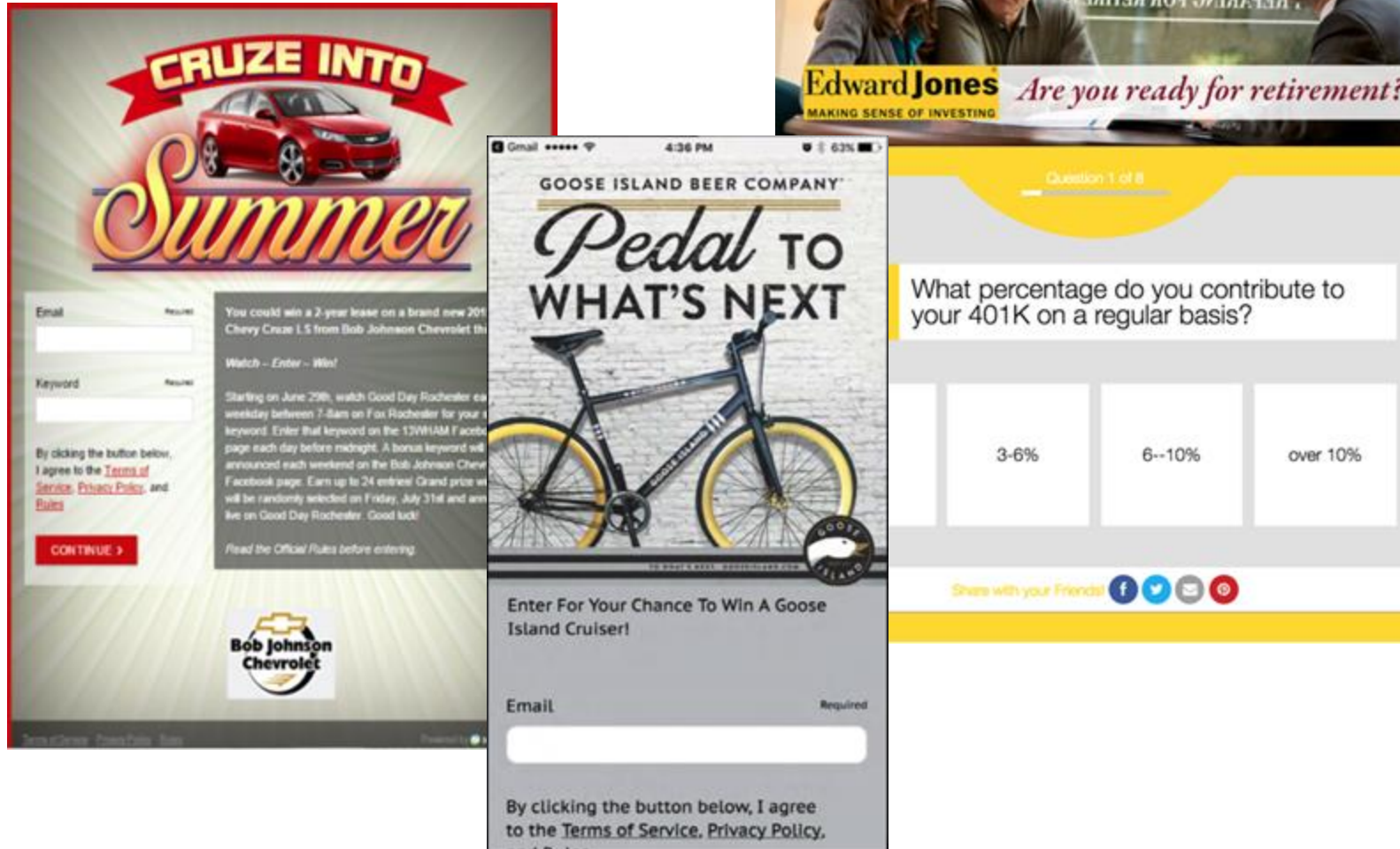


Source: Borrell & Associates



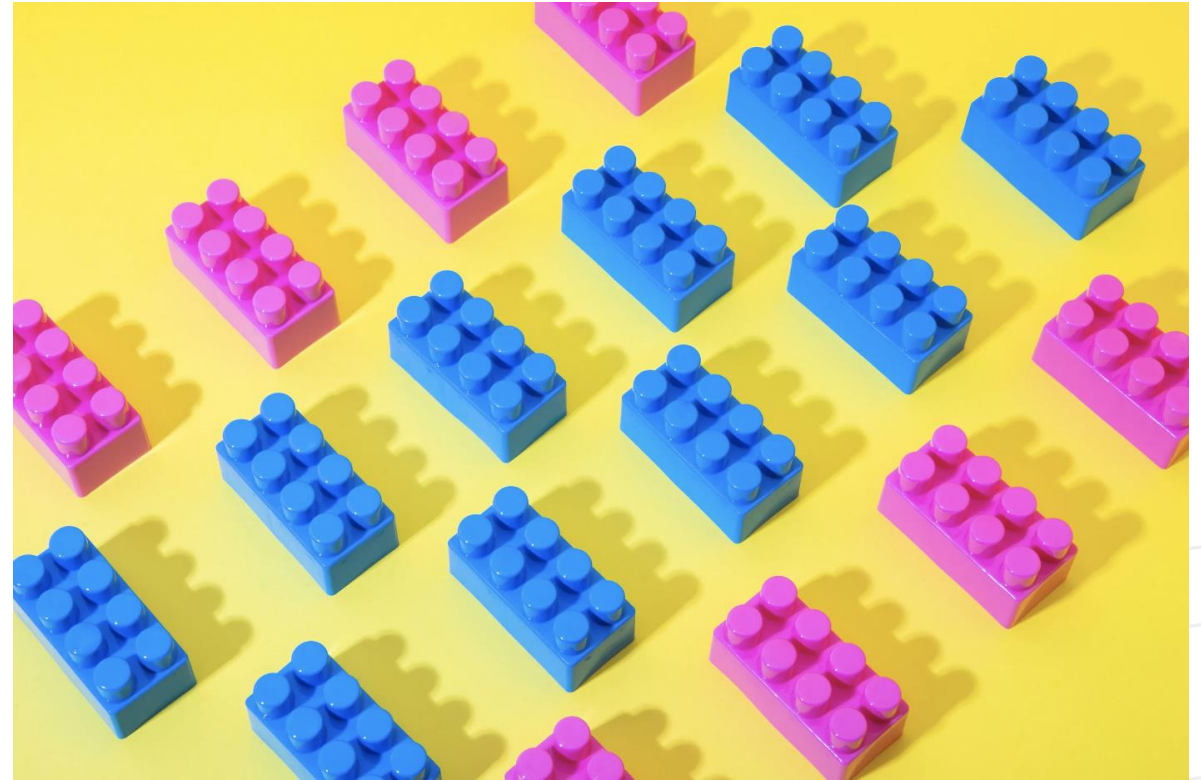
# Engagement Funnel

## 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
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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!

Question 1 of 9


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




Hiking Boots




Bathing Suit




Sweater



Book



Your coffee pour



All the things

Have you ever solved a Rubik's Cube?

☐ No

☐ Yes

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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)

NKYNAD boys basketball team

Basketball team of the week (Ohio Boys)

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

**GARTH MADN**

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

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

**Brooks May 7, 2022 at Notre Dame**

Voting has ended

FINAL

VS

Low Places Unanswered

Should Sam Antares be named Governor?

☐ Yes

☐ No

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ENTER TO WIN!

**\$5000 BACK TO SCHOOL bonanza**

SHIELD EXTERIORS®  
The Roofing Experts

Warm 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 2022!  
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, 2022.

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

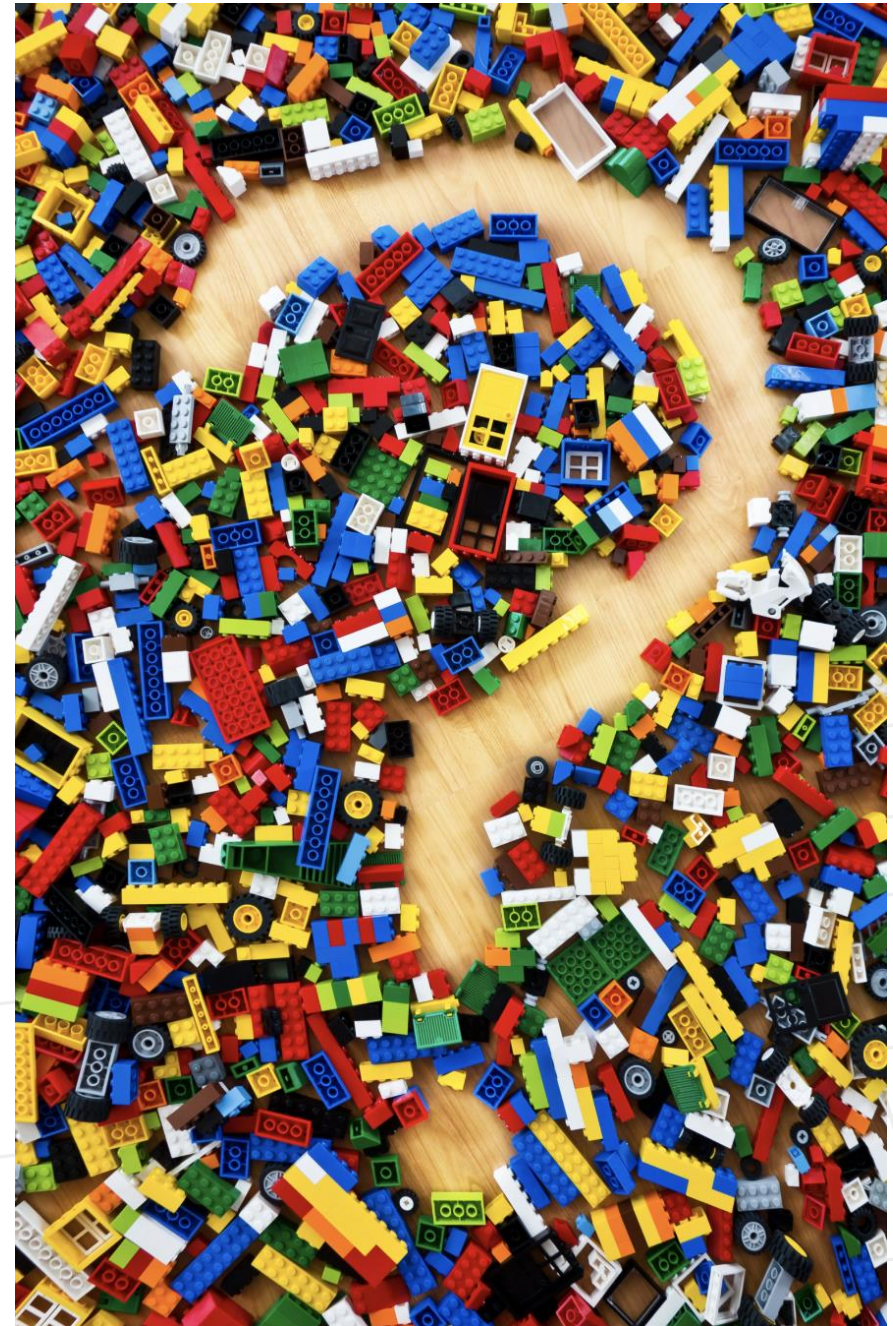
Auto / Marine

Eat & Drink

Entertainment / Recreation

Healthcare

But what data do  
you already have?



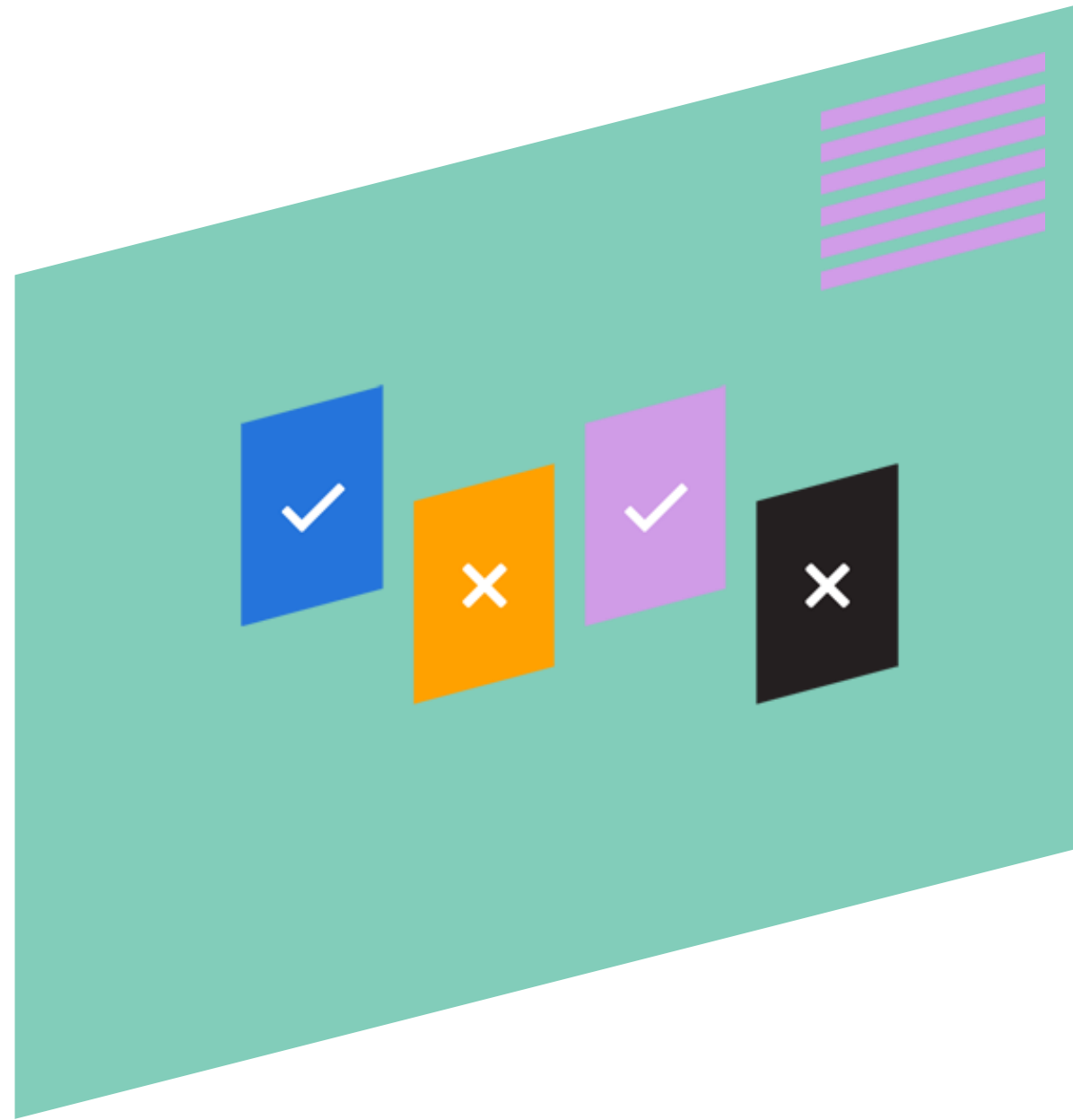
## Step 1: Get Proper Consent

- 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
- Reminder: Do **NOT** pre-check opt-ins
- Start a re-engagement campaign to gather consent





# Sample Opt-In

*Keep in mind – we are not lawyers!*

*Always talk to your legal team*

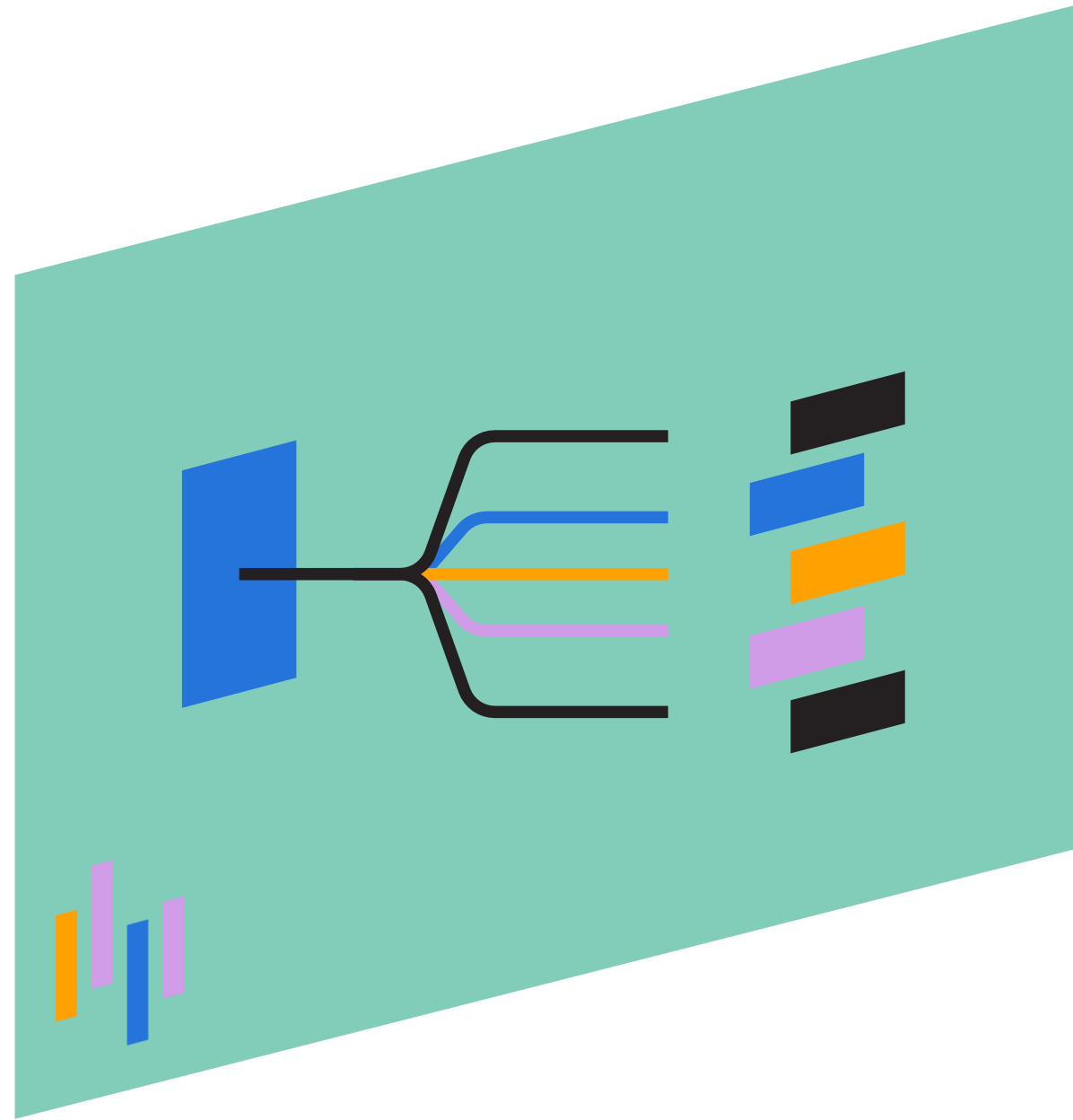
*before making consent decisions*

“

*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?
  - Email
  - Interest Newsletters
  - Purchase Behavior
  - Website Behavior
  - Promotions



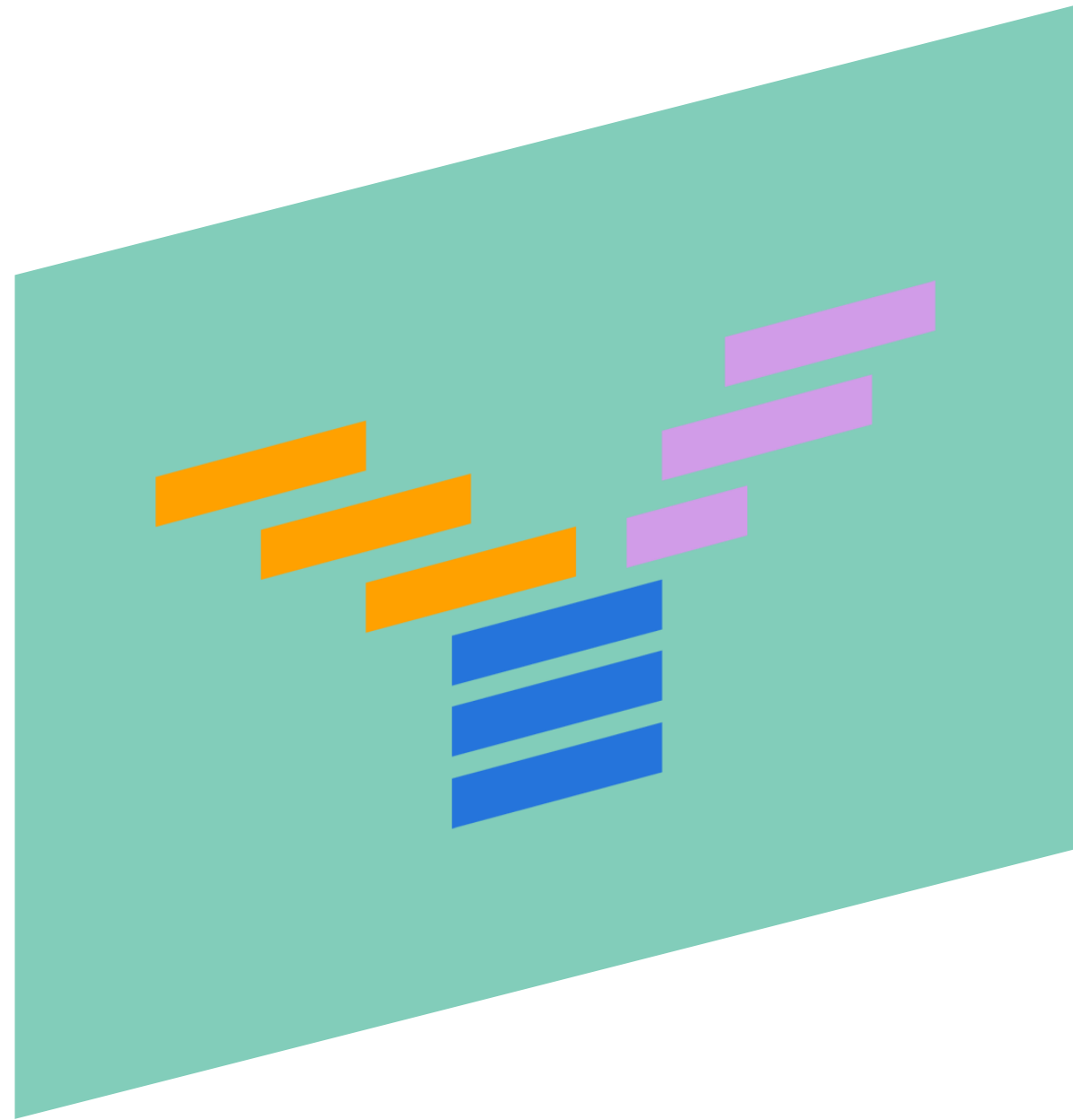
## Step 2: Use Interest Tagging

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



## Step 3: Segment Your Audiences

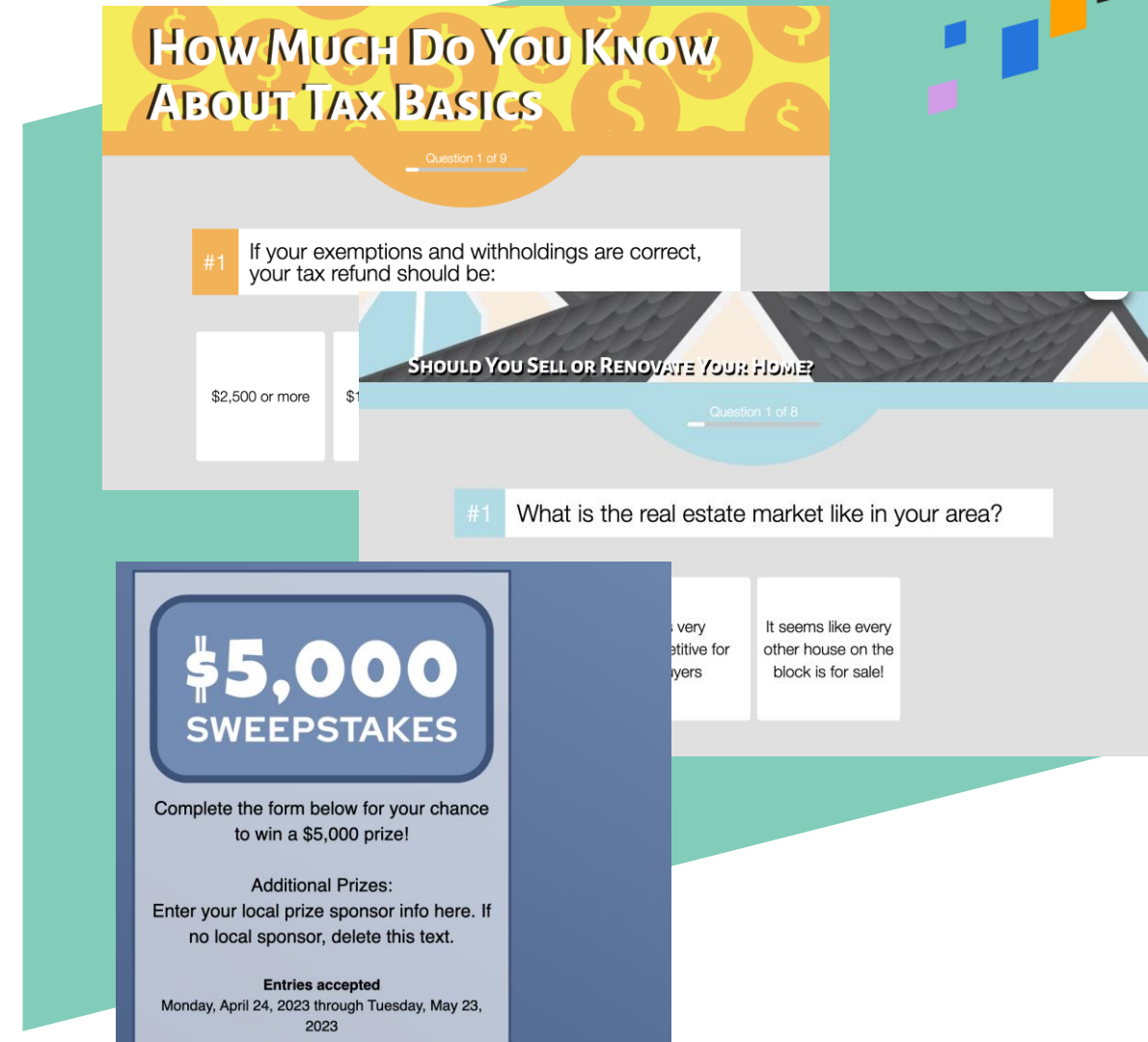
- **START** with opted-in users
- Add filters that will build out your ideal audience:
  - Gender
  - Zip
  - Age
  - Interest tags that compliment your audience/revenue goals





## Step 4: Evaluate and Act

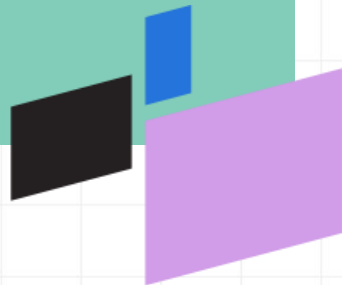
- What segments can you act on immediately?
- Grow what you're lacking
  - Automotive
  - Parenting
  - Real Estate
  - Financial
- Start here
  - Best of Ballot
  - What else?



# Test, Test, Test!



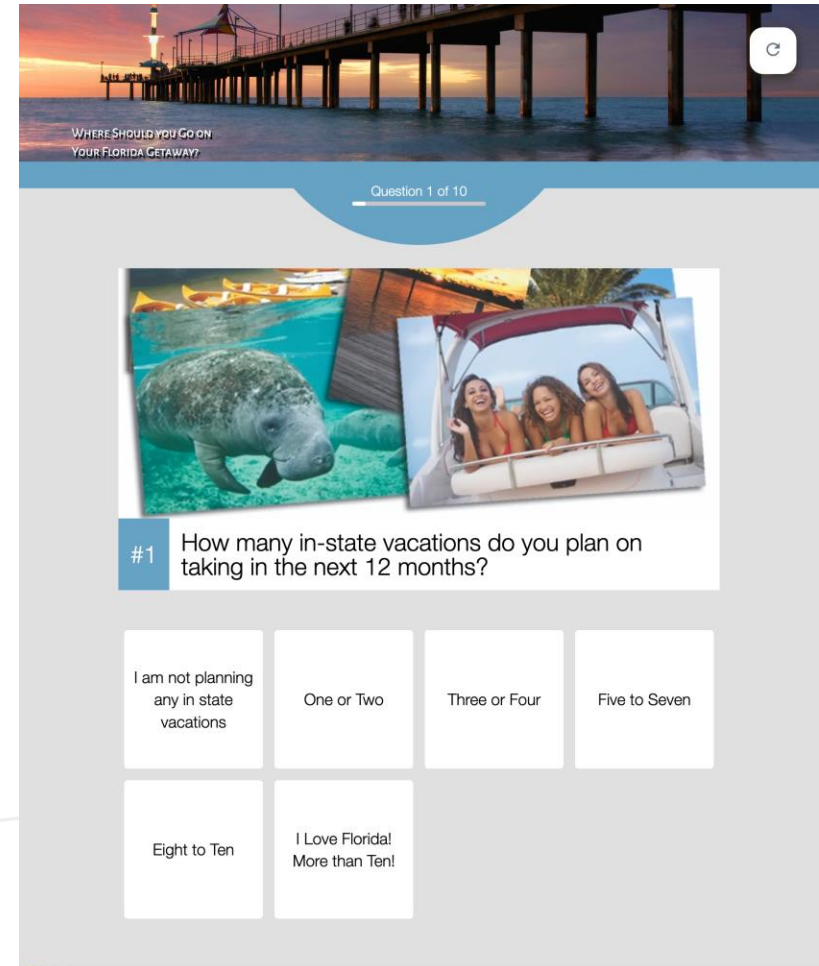
**Remember:** Test, test, test! You're not going to get it right the first time.



# Where Should You Go on Your Florida Getaway



The Villages Daily Sun

- 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?



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

- When do you listen?
- Have you downloaded our app?
- How many hours a week do you listen?
- Where do you listen?

## 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

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



Lego construction provided by Will Foley, Age 8





# Case Studies



# Allison Shirk



Director/Digital Content Strategy

WEHCO Media, Inc.

# 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

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**CHATTANOOGA TIMES FREE PRESS READER POLL**

Did you vote in Tuesday's election?

☐ No

☐ Yes

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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

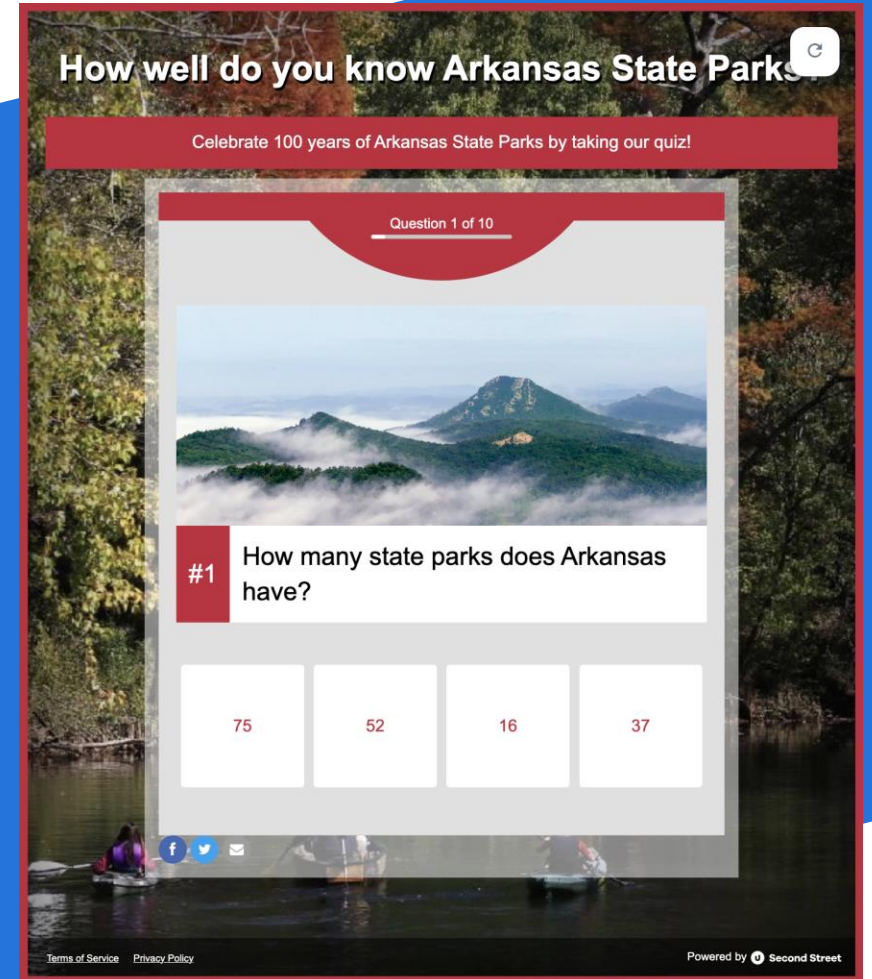
Already Voted?

Voting has ended



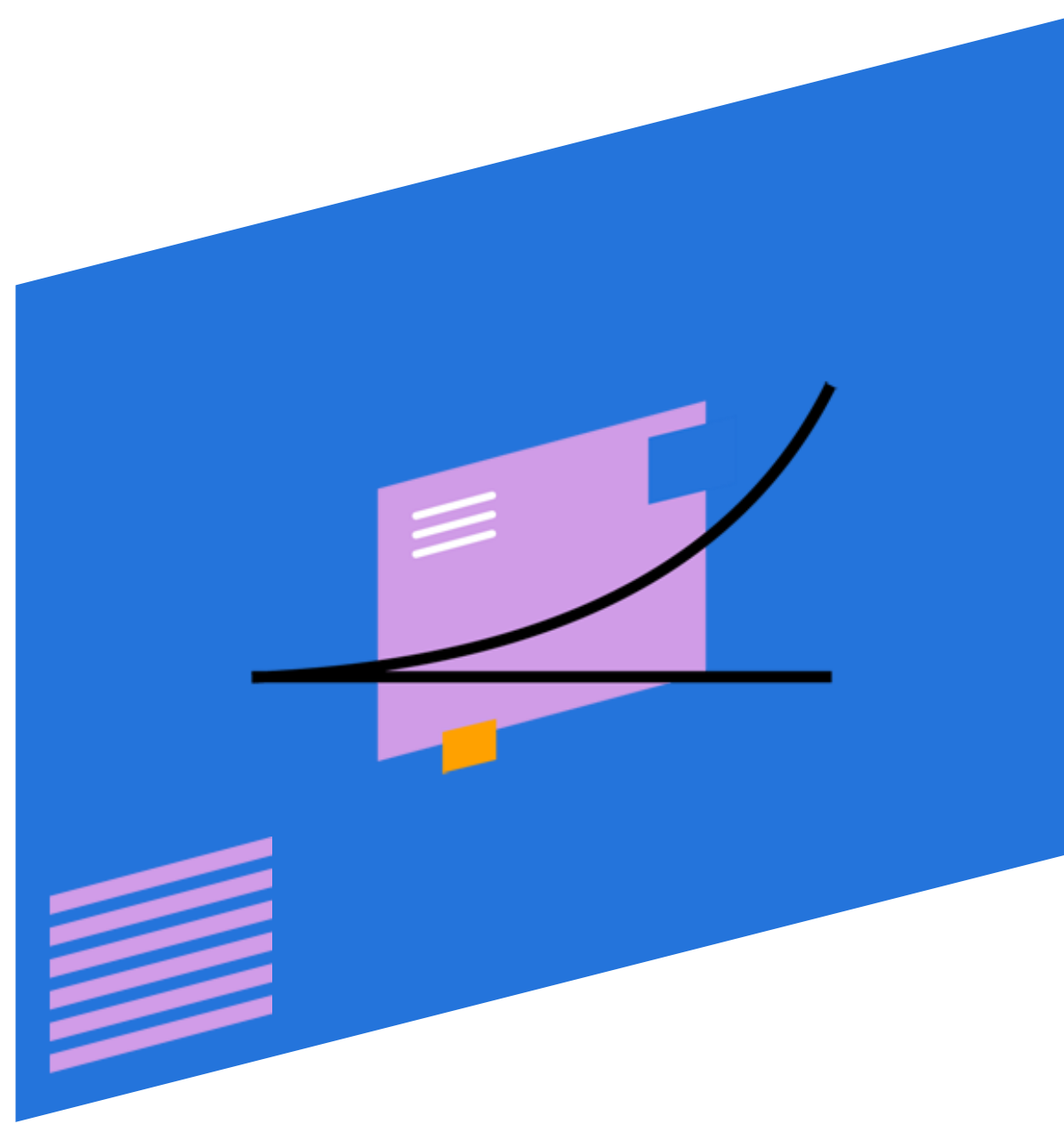
# WEHCO Media Inc.

- 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





# Vince Johnson



Group Publisher  
Gulf Coast Media/The Sumter Item

# 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 a 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

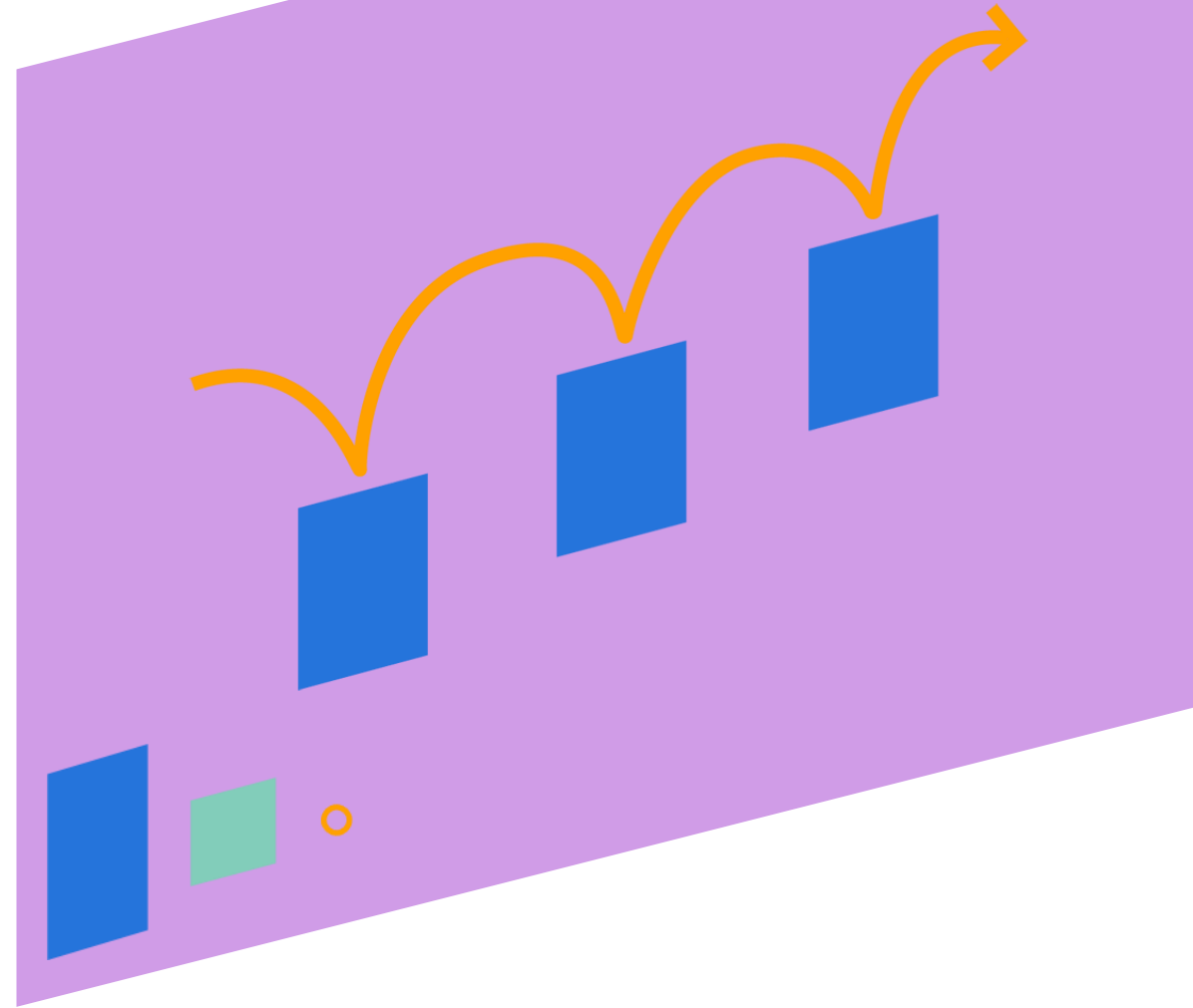
### Year

- 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

## 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](https://lab.secondstreet.com/playbooks)



*Coming Soon...*

**Thursday, April 20<sup>th</sup>**

12:00 pm CDT / 1:00 pm EDT



## **Growing and Monetizing Your First-Party Data**



[uplandsoftware.com/secondstreet/first-party-data](https://uplandsoftware.com/secondstreet/first-party-data)



# Leave your card and we'll send you the deck!



**Liz Huff**

Sr. Director of Customer Success  
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**Julie Foley**

Sr Customer Success Manager  
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