

AUDIENCE DATA

Using data for creating audience targeted advertising products

CREATE

ENGAGE

DELIVER



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Director for Digital Strategy, Summit Media

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ABOUT SUMMIT MEDIA



SUMMIT MEDIA IS THE **LEADING LIFESTYLE PUBLISHER** IN THE PHILIPPINES WITH **17 PRINT AND 13 DIGITAL TITLES** IN OUR PORTFOLIO

Summit Media continues to be the a dynamic player in the media industry. While we are no longer just in the magazine business, we continue to deliver great products to our audiences and our advertisers, whether in print, digitally, or out-of-home.



ABOUT SUMMIT MEDIA



WEBSITE
7,996,547
Google Analytics, Q3 2015

PRINT
1,629,000
Based on readers' survey 2014

MOMS

Useful and informative titles that cover food, home, career, and parenting help moms of different ages manage not just their family lives, but their personal lives as well.

SOCIAL MEDIA
4,535,656
As of October 2015

Entrepreneur
Female Network
PEP
realiving.com.ph
parenting.com.ph
spot
Yummy.ph

GOOD HOUSEKEEPING
realiving
YES!
Yummy

Esquire
Forbes
Preview
TOWN&COUNTRY

PRINT
554,000
Based on readers' survey 2014



SOCIAL MEDIA
1,117,667
As of October 2015

STYLEBLEPH

WEBSITE
786,164
Google Analytics, Q3 2015

LUXURY

Sophisticated readers keep up with the latest in fashion and beauty, arts and culture, fine living and travel, and business and politics through titles that reflect their own affluent lifestyles.



WEBSITE
7,566,323
Google Analytics, Q3 2015

PRINT
1,556,000
Based on readers' survey 2014

MEN

Cars, women, sports, humor, pop culture, technology, politics, business, style and grooming, health and fitness—our titles have got men's myriad niche interests covered.

SOCIAL MEDIA
8,463,535
As of October 2015

Entrepreneur
FHM.com.ph
Men'sHealth.ph
spin
spot
TopGear.com.ph

Esquire
FHM
Forbes
TopGear



PRINT
350,000
Based on readers' survey 2014



SOCIAL MEDIA
1,672,491
As of October 2015

KIDS

Children get a kick out of titles that give them fun games and educational activities; features on their favorite shows, movies, and characters; and loads of cool extras.

PH INTERNET LANDSCAPE

47.1M
INTERNET
USERS*

35.7M
ACTIVE
MOBILE
INTERNET
USERS



48 M active social media users*
41M active mobile social users

PH INTERNET LANDSCAPE

46%
of Filipinos use the
internet daily*

30%
go online at least
once a week



5h 12m online through
a desktop and **3h 14m**
through a mobile device*

ONLINE ADVERTISING TRENDS

.....
Challenges & Opportunities



20

ONLINE ADVERTISING TRENDS

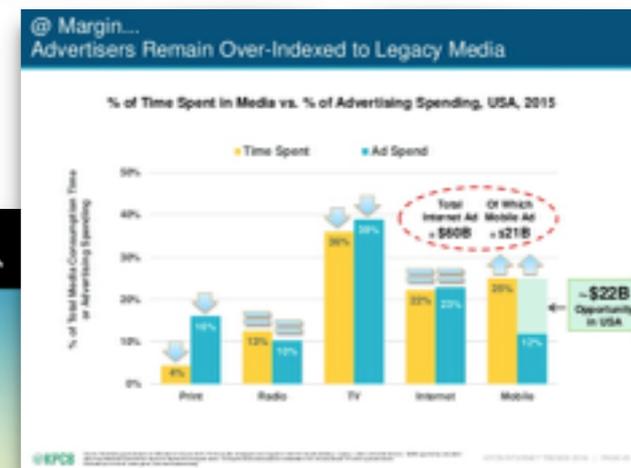
- Delivering the ad to the right person at the right place and the right time
- Ad blocking on the rise
- Readers are looking for additional value
- Growing mobile usage
- Shift to programmatic advertising
- Viewability
- Shift to native advertising/video



Publishers still bristle at GroupM's tougher viewability standards

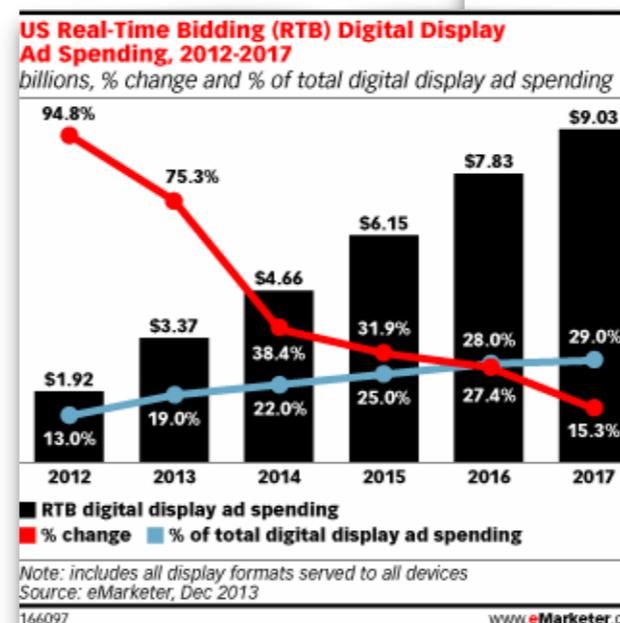
Sahil Patel @sizpatel | May 26, 2016

GroupM's strict definition of viewability is a challenge for publishers. It is so strict, in fact, that Digiday spoke to for this story, that they are unwilling to go on the record. "It's not fair," he said.

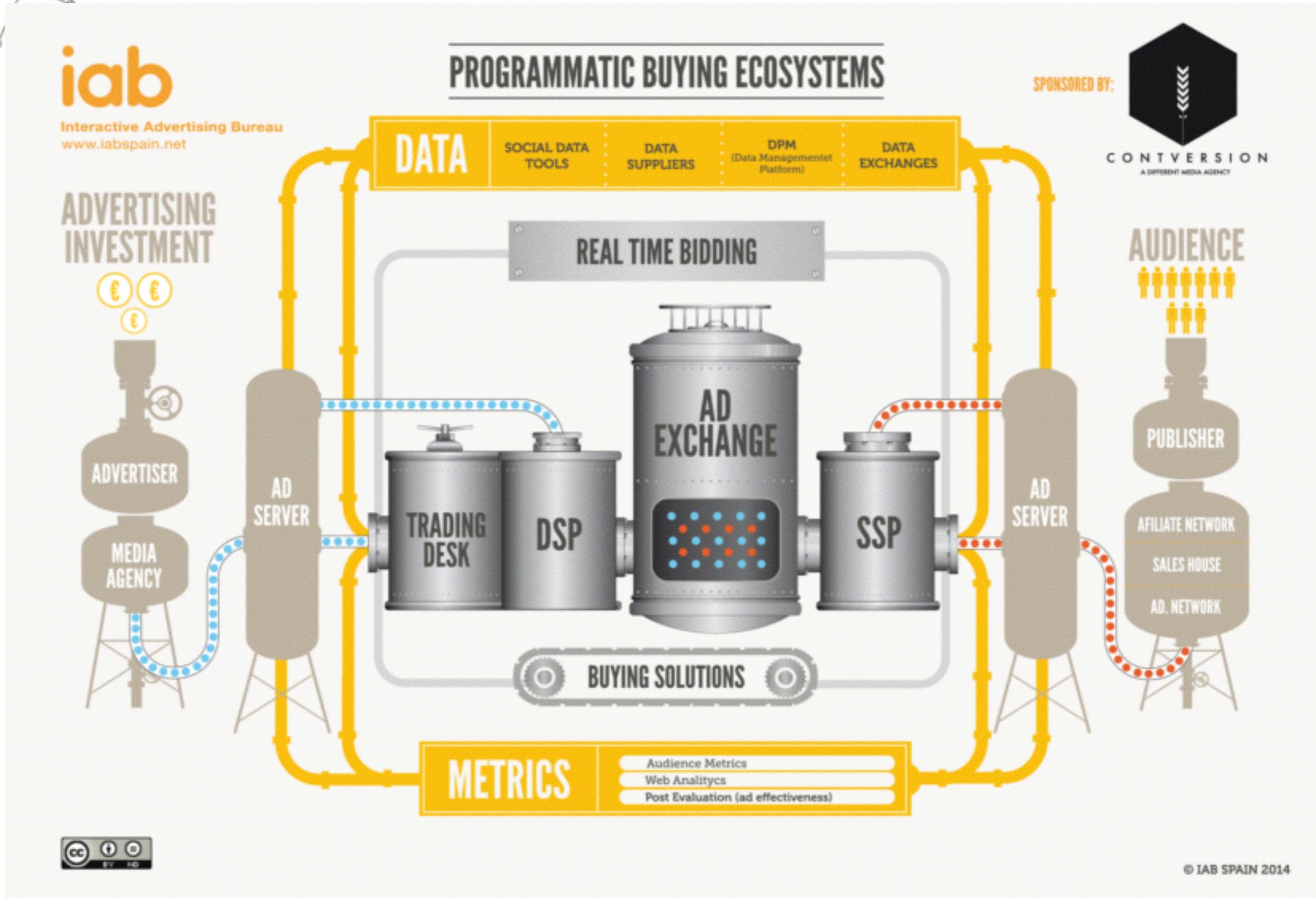


MAY 30, 2016

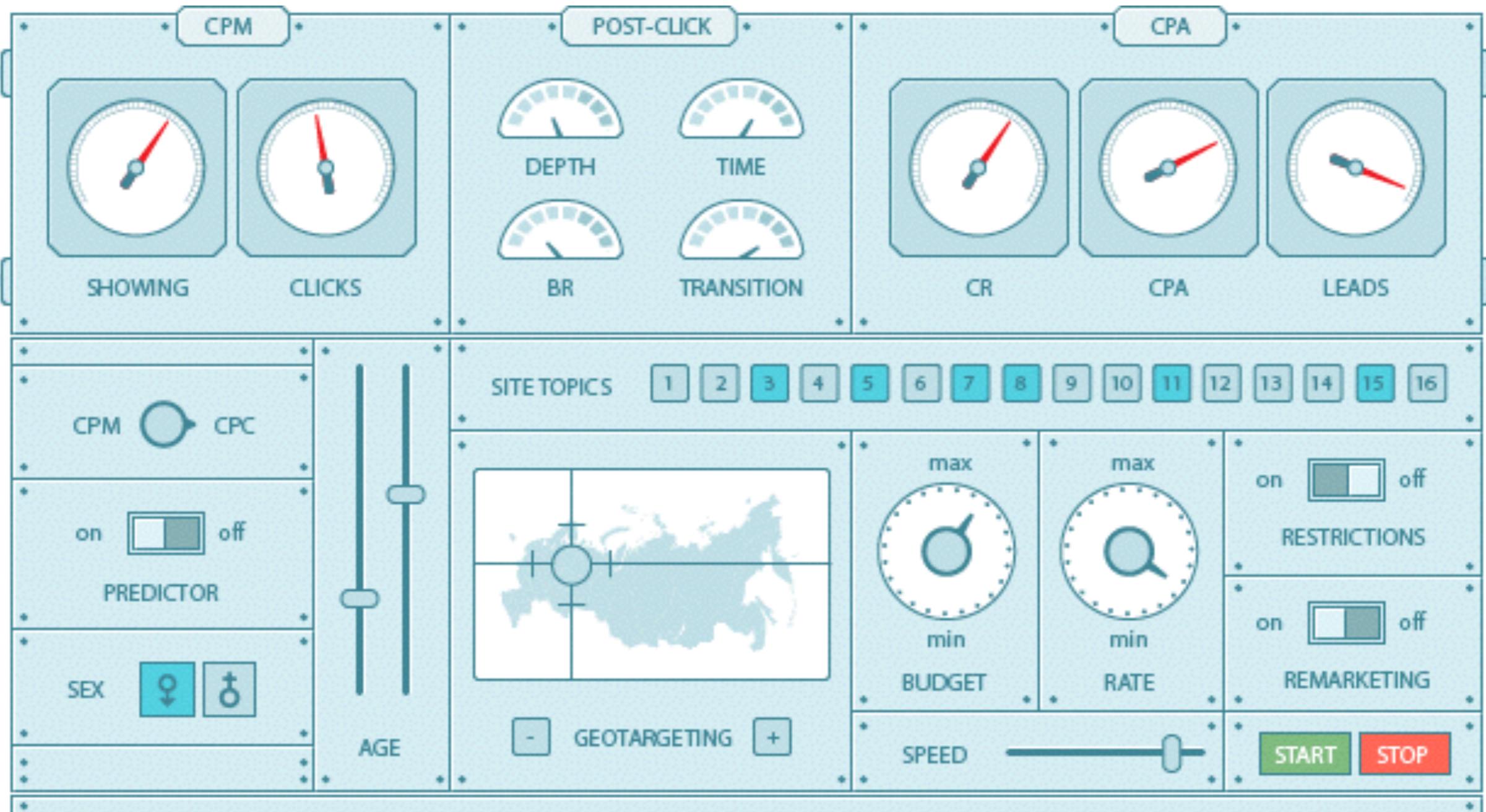
...the world's largest Internet companies, like Google and Facebook, rely heavily on advertising to finance their operations.



ONLINE ADVERTISING TRENDS



ONLINE ADVERTISING TRENDS



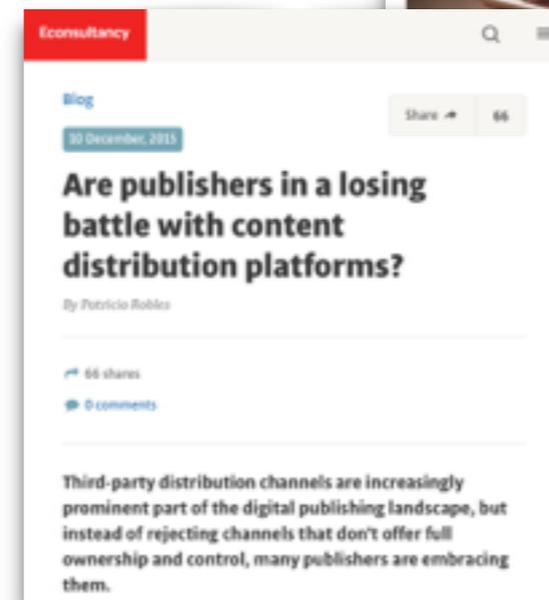
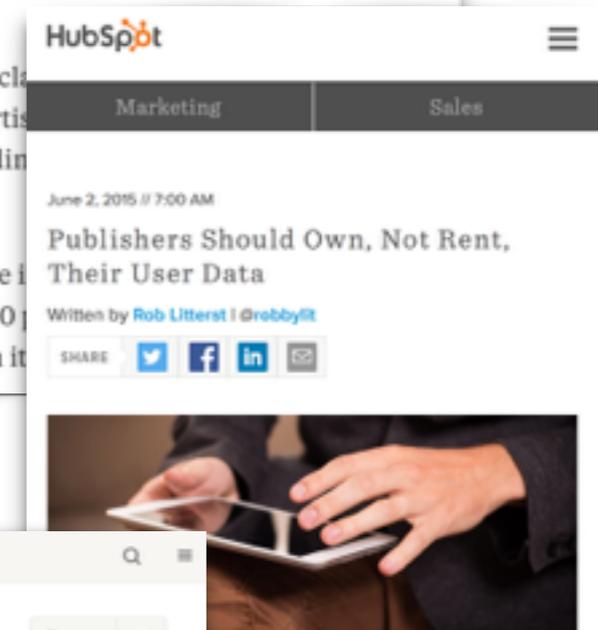
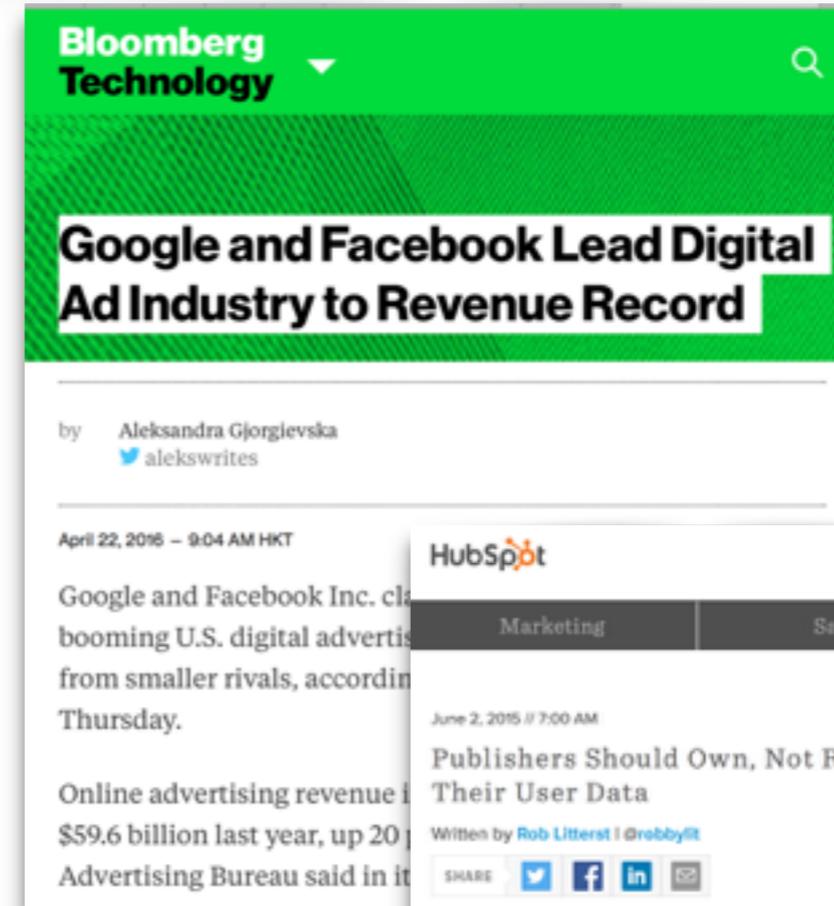
PUBLISHER CHALLENGES

General :

- Distributed model
- Digital revenue going to FB & Google
- Changing user habits
- Declining CPMs
- Data ownership

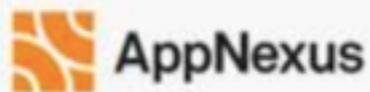
Summit Media :

- Multi-brand consolidation
- Single user view across the network



PUBLISHER CHALLENGES

The Disappearing Ad Tech Dollar



PUBLISHER CHALLENGES

AD

f p t i

Subscribe

STYLEBIBLE.PH

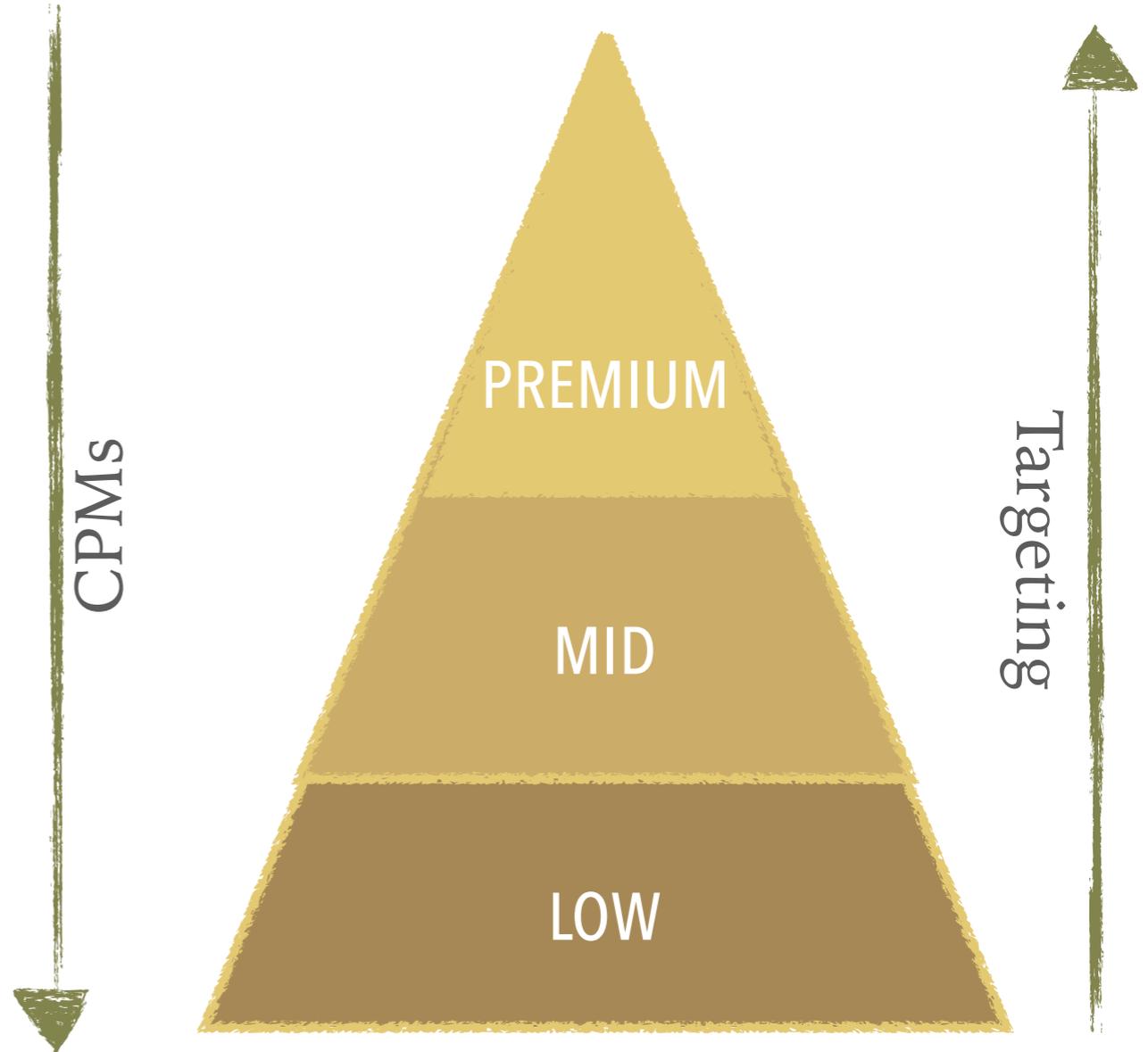
Preview

Preview February 2016 Boys Meet Girl: Kelsey Merritt with Six of Today's Hottest Gentlemen | Read more »

Culture
CNN Says This is the Hottest Speakeasy in Manila
And it's stashed away in a 7-Eleven.

Fashion
3 Candy-Colored Flats You Can Take to the Beach
They all smell like candy, too!

Fashion
Here's Where You Can Get OOTD Ideas for Lazy Weekends
Are you staying in or heading out?
SPONSORED CONTENT





OUR APPROACH

- Gather data on users
- Consolidate data as a network
- Analyze user behavior
- Customize the experience

THE SUMMIT NETWORK

COSMO.PH

Entrepreneur

candy

FHM

realliving

TopGear

Yummy.ph

smart parenting.com.ph

PEP

spin.ph

Forbes PHILIPPINES

STYLEBIBLE.PH

TOWN&COUNTRY

spot PH

Female Network.com

THE SUMMIT NETWORK



Female
18-34



Male
25-44



Female
18-24



Male
18-34



Female
25-44



Male
25-44



Female
Mom
25-44



Female
Mom
25-44



Female
25-44



Male
18-34



Male
Luxury
25-44



Female
Luxury
18-34



Female
Luxury
25-44



Unisex
18-34



Female
25-44

THE SUMMIT NETWORK



*Beauty
Fashion
Relationships*



*Entrepreneurs
Business
Finance*



*College life
Teen beauty
Teen fashion*



*Grooming
Politics
Relationships*



*Homecare
Real Estate
Design*



*Automotive
Motoring
Car news*



*Food
Recipes
Entertaining*



*Parenting
Child Care
Mom Fashion*



*Showbiz
Celebrities
Lifestyle*



*Sports
Active Lifestyle
Entertainment*



*Business
Finance
Economy*



*Fashion
Luxury
Luxury Lifestyle*



*Luxury
Lifestyle
Fashion*



*Food
Eating out
City living*



*Beauty
Family
Finance*

THE SUMMIT NETWORK – PROFILED



THE SUMMIT NETWORK – PROFILED

COSMO.PH

Entrepreneur

candy

FHM

realliving

TopGear

Yummy.ph

smart parenting.com.ph

PEP

spin.ph

Forbes PHILIPPINES

STYLEBIBLE.PH

TOWN&COUNTRY

spot

Female Network.com

THE SUMMIT NETWORK – PROFILED



Sales Executive



Mom of 5



Getting Married



looking for a car



works in the US



CEO



Socialite



HHI Php 10M



Looking for a condo



Fresh Grad



Sports Fan



Father of 2 kids

THE SUMMIT NETWORK – PROFILED



looking for a car



THE SUMMIT NETWORK – PROFILED



fashion addicts

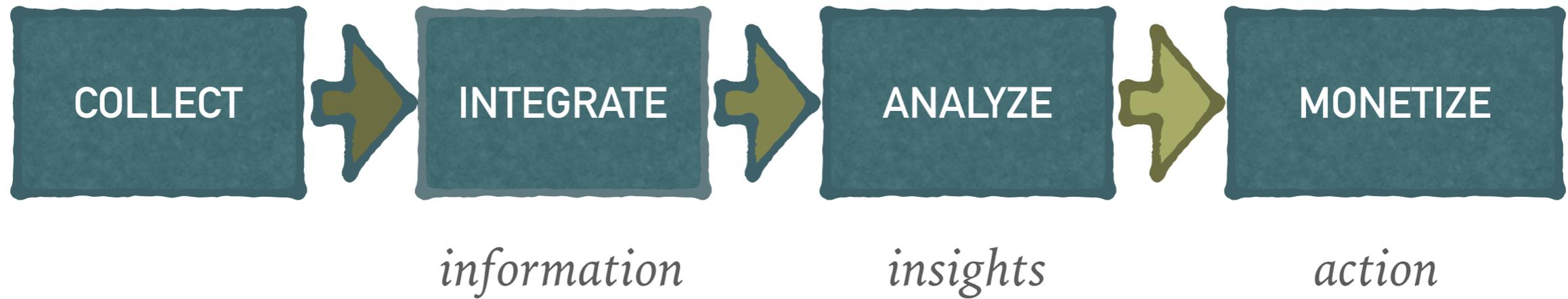


UNDERSTANDING USER DATA



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DATA PROCESS

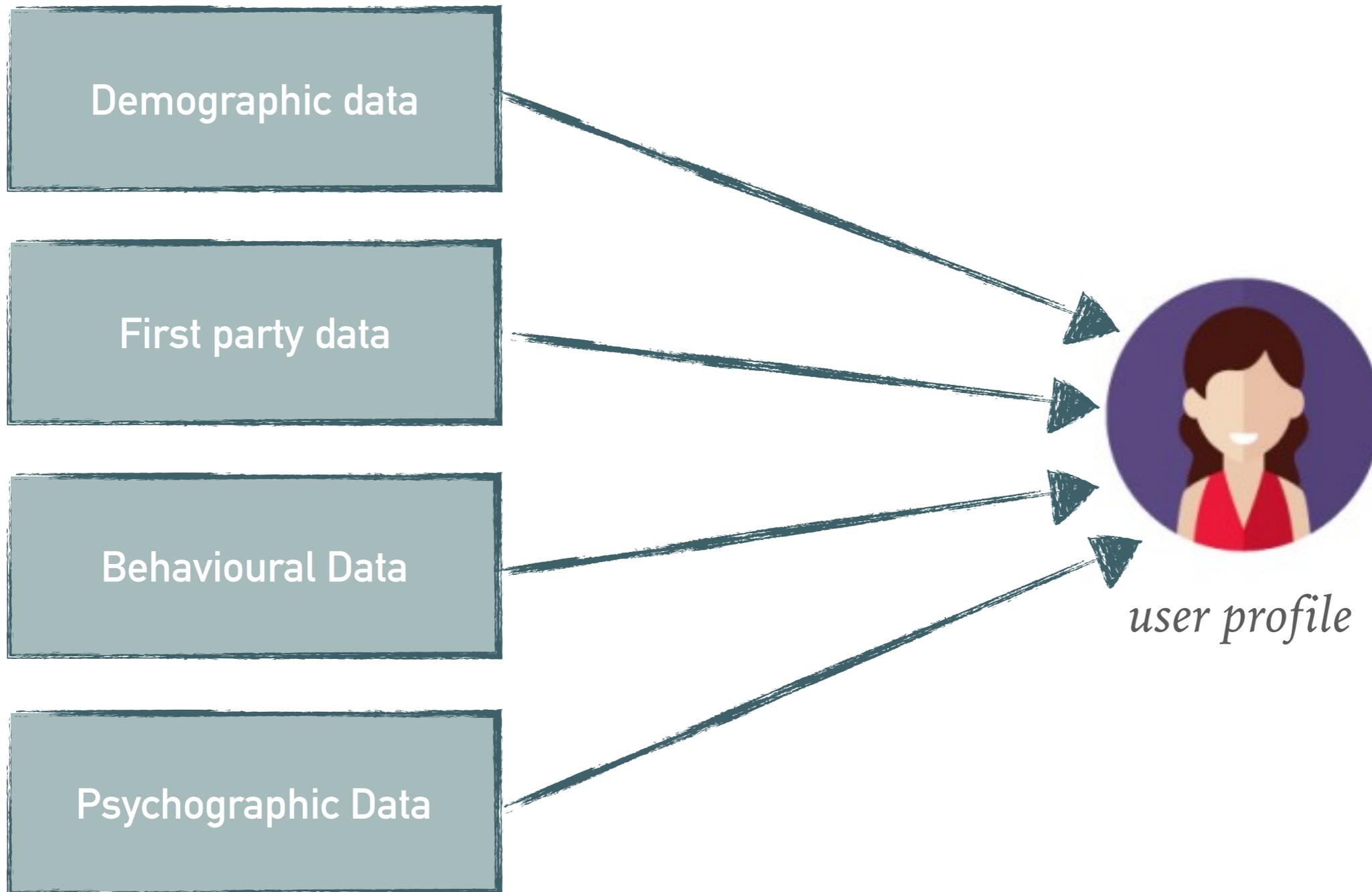


DATA COLLECTION

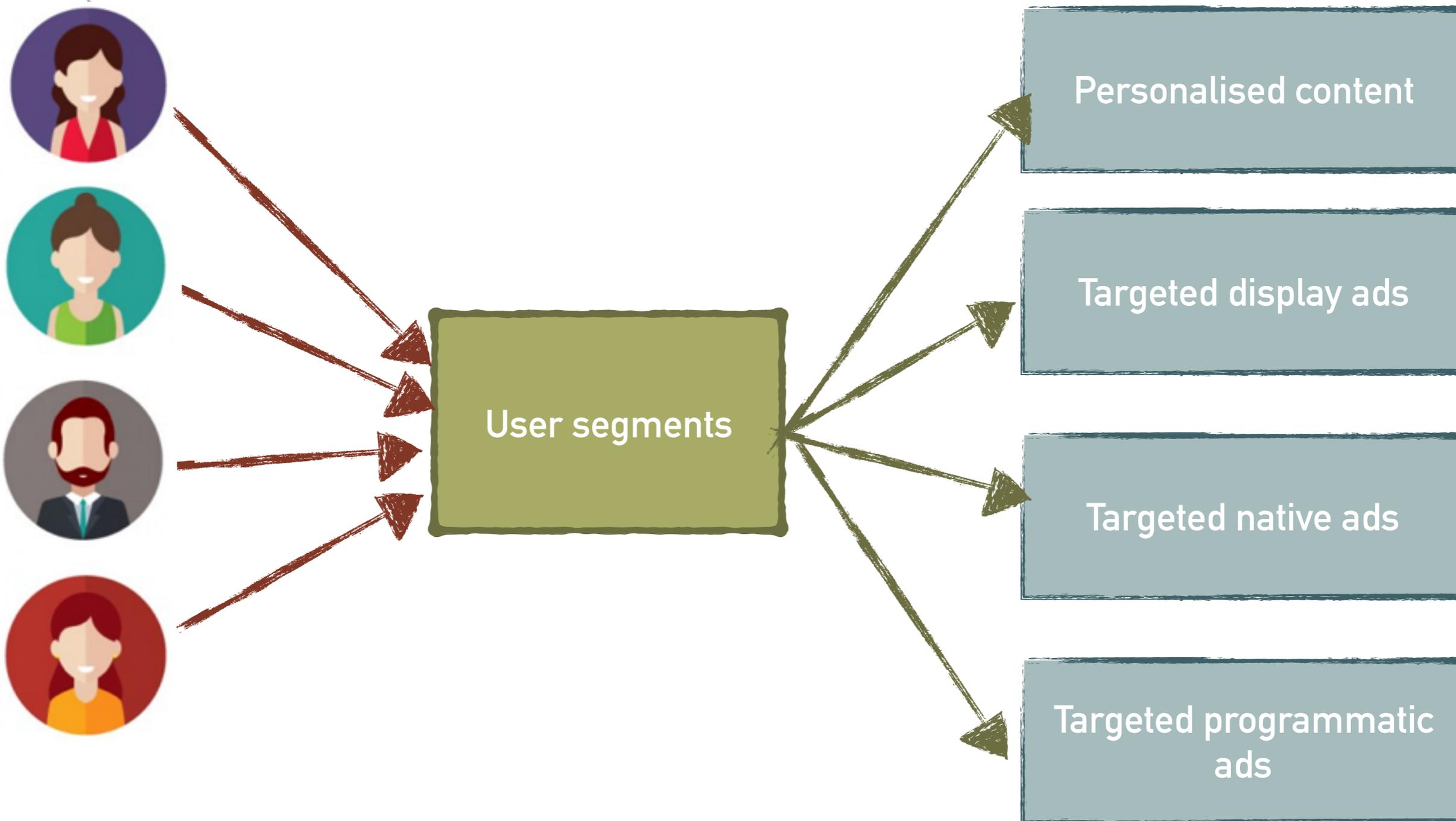
Data Management Platform (DMP)



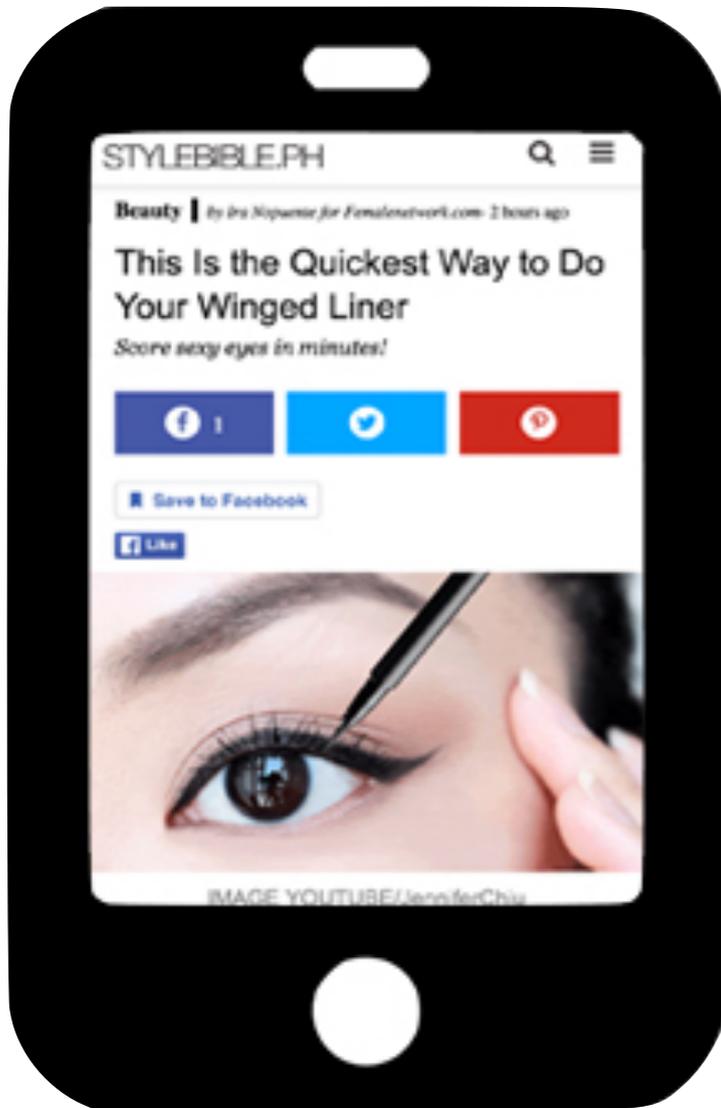
DATA INTEGRATION



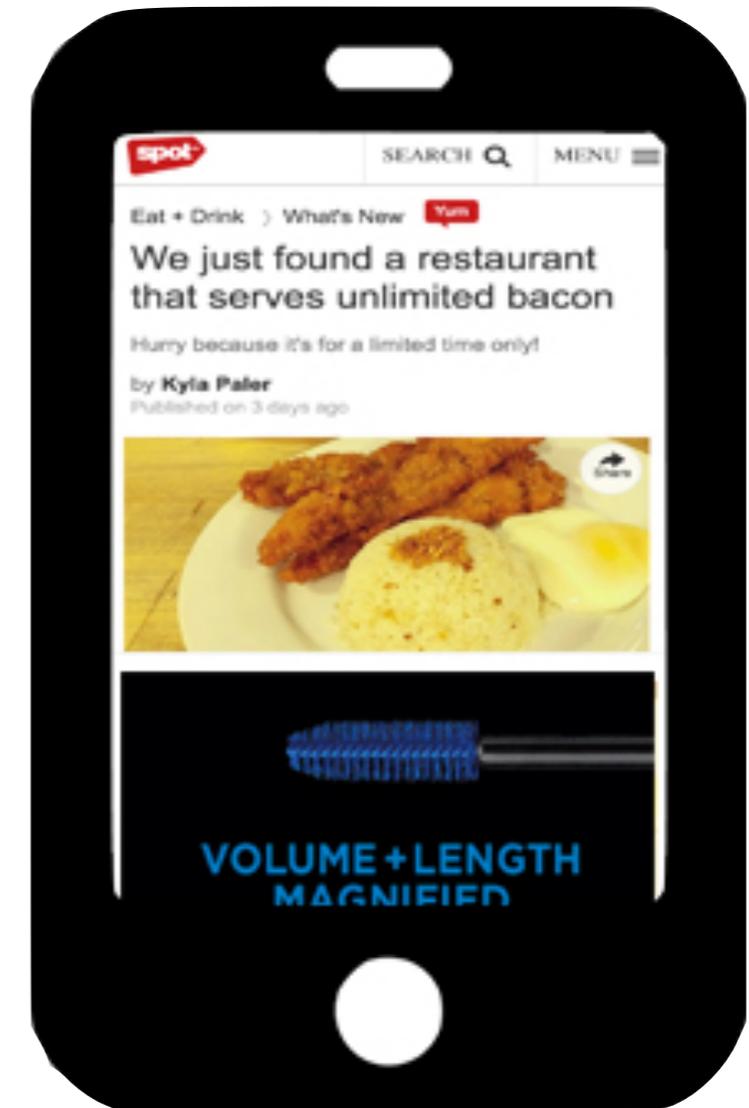
DATA ANALYSIS AND SEGMENTATION



DATA MONETIZATION



Context



Behavior

#MATCH

.....
Summit Network Product



20

#MATCH

#MATCH AD

Wear: Style Equation Sweater + Culottes

ALL ACCESS: 7 Books Authored by Local Celebs
 GUYS: Do These 12 Activities With Your Bae This Year
 FASHION: 6 Ways to Upgrade Your Style Without Splurging
 FEATURES: Why It's Okay To Cry When You Say Goodbye

FASHION: 6 Ways to Upgrade Your Style Without Splurging
 No need to spend a fortune to reinvent yourself.

BY BEA JOCOM FOR STYLEBIBLE.PH | JAN 16, 2016

#MATCH AD

COSMOPOLITAN LATEST MOST POPULAR SUBSCRIBE FOLLOW US SIGN IN SEARCH MENU

DO YOU HAVE THE FEB ISSUE ALREADY? UPDATE: Here's Where You Can Get Alden And Maine's February Cosmo Issue!

#MATCH AD

Watch: Cristine and Ali Make Heartfelt Vows In Wedding Video

5 Instances You Need to Be Stern with Your Kids
 These Are The Most Stunningly Beautiful Food Art You'll Ever See
 Why You Should Keep Your Baby's Milk Teeth
 Family Weekend: Things to Do on 29 to 31

Client Objective : AWARENESS
 Target Audience : Fashionista

This Easy Trick For Putting On A Clasp Bracelet By Yourself Is GENIUS
 21 Reasons It Hurts When You Have Sex
 Apparently, We've Been Pronouncing Zara Wrong

#ALDUBFORCOSMO

Pregnancy | Getting Pregnant

This Week in Celebrity Preggy Fashion: Chrissy, Stephanie, Cat, and Mikaela

Magazine-worthy yet preggy-bump-friendly outfits from the week of Jan 22, 2016

212 Shares Tweets

Never miss out on news again! LIKE US! 979,204

1. Chrissy Teigen



These monogrammed flats can add personality to your wardrobe

Published on: Jan 29, 2016 - 11:38am

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#MATCH AD

#MATCH AD

STYLEBIBLE.PH

Subscribe Preview

Preview December 2015 Nadine Lustre Lands a Spot on This Year's Best Dressed List | Read more >

What to Wear to the Beach, According to the It Girls
 How to Survive Winter in Style, According to This Week's Top Blogger OOTDs
 We Have a Date With Passion Pit and Chvrches This February

How to Survive Winter in Style, According to This Week's Top Blogger OOTDs

Score style tips from Emma Hill, Aimee Song, and more.



We Need These Jelly Sandals In Our Life



RESULTS



home & living title
1M impressions

RESULTS



RESULTS

AD

f p t i

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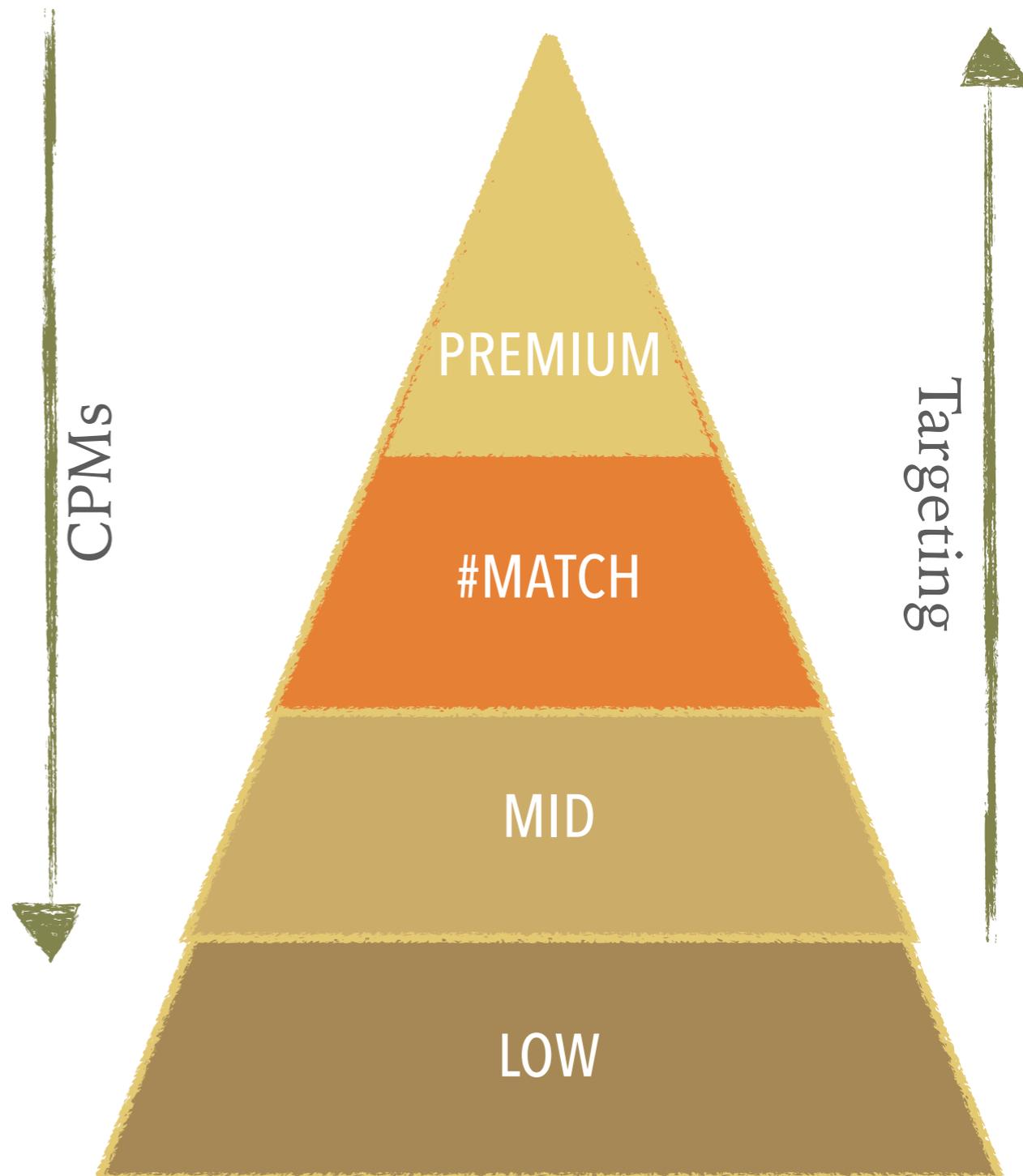
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RESULTS

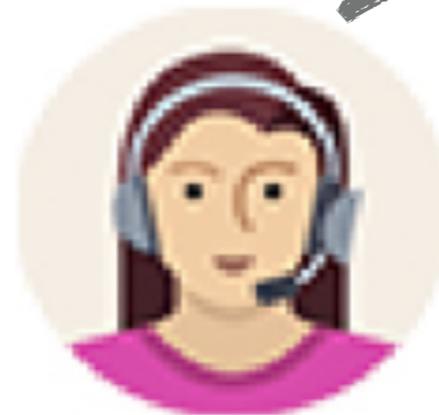
loves watching movies



looking for a new car



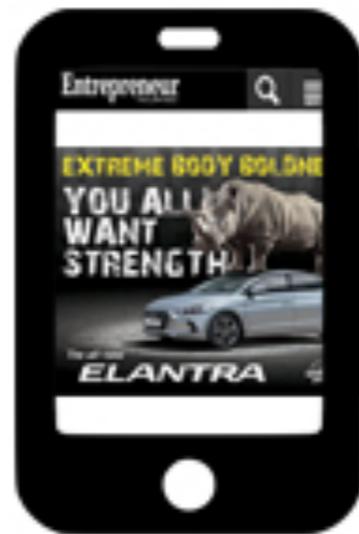
getting married



loves video games



realliving.com.ph



entrepreneur.com.ph



cosmo.ph



yummy.ph



SUCCESS FACTORS

- Richness of data sets
- Value of segments
- Flexibility of segments
- Campaign optimisation
- Data security and protection
- Coordination within the different teams :
 - advertising/sales
 - publishing
 - data and business intelligence
 - editorial



THE VALUE OF TARGETING

- Relevance
- Personalisation
- Conversion
- Optimisation vs. objective

“

Thank you!

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