

playbook



The AdMonsters
Audience Extension Playbook
February 2013



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introduction

Publishers are the gatekeepers to a wealth of data craved by advertisers, but there is no rule saying they must simply stand watch over their valuable assets—they can also employ audience data as media buyers.

Through audience extension, publishers use their first-party data occasionally appended with third-party data to target audiences on third-party inventory. It is not a new technique, but technological advances such as Real-Time Bidding (RTB), Data Management Platforms (DMPs) and innovative look-a-like algorithms have transformed audience extension into an impressive revenue opportunity.

However, the approach to audience extension will differ from publisher to publisher depending on goals, internal processes and the actual site audience. In evaluating how—or even whether—to implement an audience extension program, publisher digital strategists must understand the mechanisms, benefits, requirements and various players in the space—the latter being of particular importance as a variety of offerings have recently appeared.

The purpose of this document is to provide a “playbook” for publisher digital strategists to fully understand the various aspects of audience extension and to aid in developing a strategy.

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what's a playbook?

A playbook is an extension of what the AdMonsters community has been doing at our conferences for over 13 years. A playbook solidifies what has made our events “must attend” for many digital strategists. By bringing people together to share learnings and best practices in a focused way, people can create a plan and avoid hours – if not days – of doing research on their own.

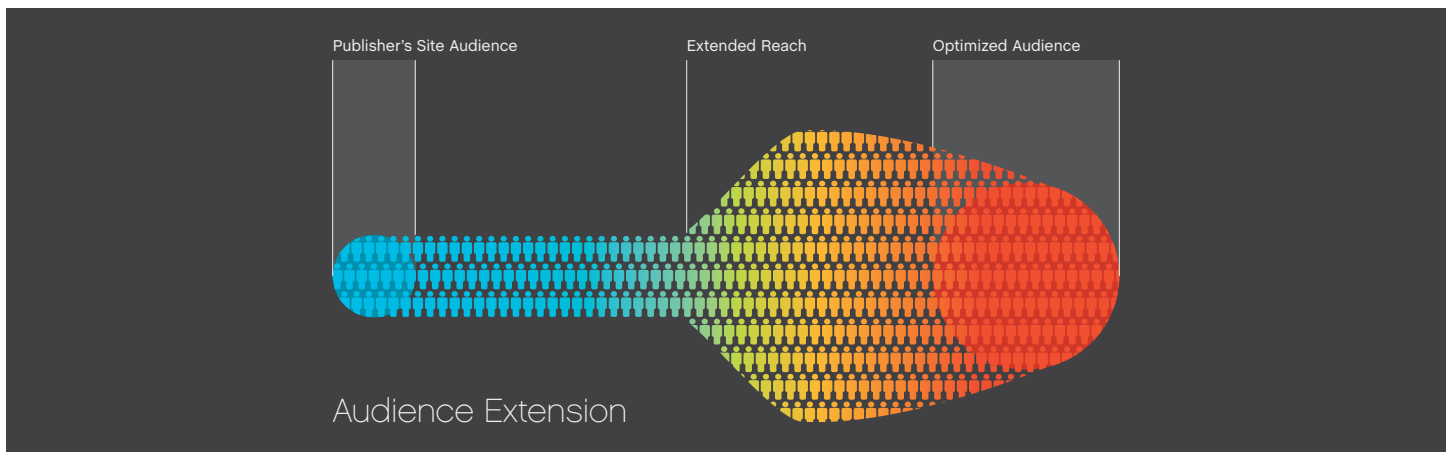
The AdMonsters playbook concept takes existing AdMonsters content (from conferences and AdMonsters.com) and, with the help of the AdMonsters community, “crowd sources” a document that outlines best practices on a particular topic. Our belief is that this will allow for a free exchange of ideas with the benefit of being curated for accuracy.

The scope of this particular document is to focus on the evaluation process a publisher must go through regarding audience extension. This document does not get into specifics around specific solution providers intentionally.

Great effort has gone into writing the playbook in a fashion that applies to as many publishers as possible without becoming too general. In a technology-driven industry like digital advertising, information quickly becomes obsolete. The intention is that, based on the feedback of the AdMonsters community, the next version of this playbook will start to take shape and, with additional contributors, grow in both depth and breadth. Publication of future versions will be scheduled based upon the needs of the community.

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what is audience extension?



In simplest terms, audience extension or extended reach is selling an audience beyond the confines of that particular site. By this definition, audience extension has existed since the early days of digital advertising and has long been a core strategy used by networks, behavioral targeting platforms and the like. However, in the past few years—especially since Forrester coined the term “audience extension” in 2010—technological advances have expanded what audience extension entails, hence why it is becoming an increasingly popular strategy for publishers looking for new sources of revenue.

In most cases, an audience extension strategy involves a publisher using the data they have about the users on their site and finding that audience—or an audience like them—elsewhere on the Internet. The publisher secures this inventory using one of a variety of methods and resells it to the buyer. The publisher generates additional revenue and the buyer is able to reach a unique audience segment typically not available through another source.

Isn't audience extension another term for retargeting?

No. Retargeting involves cookie-ing specific users and targeting them elsewhere on the Internet. Audience extension isn't confined to these specific users and can use data and/or analysis to expand the pool of users to target. For example, specific visitors to an automotive section might total 10,000 monthly. Using data and/or analysis, the targeted audience segment may be 100,000 or 1,000,000. The key is that these segments—whether they be the original set of users or an expanded set—are valuable to the buyer. That value may be determined by performance or simply extended reach.

Is it simply reselling inventory from another site?

Technically it could be, but such a strategy on its own would offer little value to buyers. With the advent of RTB, access to inventory is not a problem for buyers. Buying specific audiences that meet campaign objectives (reach and/or performance goals) is the bigger challenge. Publishers who can offer a unique audience that meet these campaign objectives will win ad budgets. Audience extension allows the publisher to package valued inventory for buyers across many sites.

Why isn't behavioral targeting on my own site enough?

Targeting users from one section of a site to another is pretty simple and doesn't require a lot of resources or cost to deliver. This type of targeting, however, typically doesn't have near enough scale to be a valuable product. These segments often don't perform.

Using the example above of 10,000 automotive section users, let's target those users elsewhere on the site. First, not all 10,000 will travel to other sections of the site. Second, for those users that do, all we are doing is increasing the frequency of impressions per user. Too much frequency and performance will suffer. Third, there is no room for campaign optimization. If the target is already too small, other factors that could improve performance can't be used to optimize the campaign without further diminishing the targeted audience. In this scenario, the additional impressions won't offer significant scale nor will it offer buyers good performance.

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what is audience extension?

A successful audience extension strategy will look at how to expand the base of users beyond what can be reached on the site and be optimized to maximize performance for the buyers.

Audience Extension by the Numbers

A [Rubicon Project report from 2011](#) found that 21% of publishers surveyed were taking advantage of audience extension tools while another 35% planned to jump on the bandwagon. Further, [Forrester reports that the practice currently accounts for 5% of site buys](#), but a host of new players with flexible offerings show the potential for this channel to grow exponentially.



We had some markets who were utilizing ad network partnerships to increase reach on digital buys.

Since switching to our own self service extension product we are seeing profit margins averaging around 80%, whereas the profit from utilizing an ad network was significantly lower. Because of this, the amount of budget spent on audience extension had more than tripled over the six month time frame from when the program launched.

Anonymous Publisher

Scale is an important benefit of audience extension. Often a publisher has the right audience for a buyer, but not enough of it. For example, a news site might have a travel section that reaches the right kind of people for a client. The buyer may have budget for \$1,000,000 but the publisher only has \$600,000 worth of inventory. In this scenario, both buyer and publisher lose unless more inventory can be found or created.

The traditional solution would be for the publisher to employ standard marketing tactics like buying search terms or digital advertising to try to drive more traffic to the site in the sections needed.



The most common practice is to spend money to drive traffic back to the site. Sales sees the anemic site traffic, and tells the marketing department it needs to drive up interest in order to attract visitors. Marketing then buys ads on other sites, or ups its bid price on Google AdWords to create more audience. Publishers have been known to spend hundreds of thousands of dollars in an effort to save a \$1 million ad sale.

Al Silverstein

CEO of AudienceFuel, adexchanger
March 22nd 2012

Benefits of Audience extension

First and foremost, audience extension can create additional revenue for publishers. The buy side of digital advertising has spent the past few years developing and optimizing solutions for evaluating and purchasing impressions. These solutions are built around data. The opportunity for publishers through audience extension is to give buyers impressions infused with data they don't have access to without the publisher. If the publisher's data proves to help buyers meet their objectives, these same systems can help buyers shift budgets to this publisher.

Audience extension offers an alternative to costly and inefficient marketing tactics. Instead of buying impressions in the hopes of driving traffic to the site and selling it, audience extension is buying the impressions and selling them where they are. **Publishers should analyze their marketing efforts compared to what audience extension can offer and determine which is most beneficial.**

Another benefit quoted by publishers offering audience extension solutions is that it **strengthens the relationship with the buyer**. Buyers want efficiency and the fewer sellers they have to work with the better.

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what is audience extension?



A reach extension product allows us to reach up to 80% of the market and makes life easier on our clients by having one point of contact... The greatest benefit is the ability to go much deeper with our clients and build them superior media campaigns.

Tom Schager

Director of Digital Sales
Chicago Tribune Media Group
Beyond Borders: Publisher Audience Extension Goes Off-Site, AdMonsters.com

Not only is audience extension a way to strengthen client relationships, it can redefine the relationship. More and more buyers want audience-based ad products. Networks have been quicker to respond to this than publishers and have become an intermediary between buyers and publishers. Audience extension provides an opportunity for the publisher to offer their own ad product with their own unique sales proposition at the scale of a network, and do so directly without another party owning the relationship and/or taking their cut of the sale. Networks will continue to provide value, but **publishers can now help drive the conversation to their unique advantages.**

Audience extension is not only a source of new revenue. audience extension can also offer the following benefits:

Audience extension can perform better than onsite segments. That statement may scare publishers, but it can actually be a huge selling point. Often publishers using behavioral targeting on their site target the same users over and over again, reducing performance. With look-a-like modeling, the number of people in the segment increases. Frequency is then no longer a problem (the same users seeing the same ads over and over again) but a part of the offering: frequency becomes a matter of serving the right ad at the right time for optimal performance. Look-a-like solutions create segments based on performance and can optimize the segments and the targeting to provide a better response.

Geographic and other audience targeting capabilities publishers couldn't previously be offered. Geographic targeting combined with any level of audience targeting can quickly yield segments too small to sell, especially on the publisher's site. Audience extension may provide the scale required to offer geographic or other data-based targeting opportunities previously not possible. This includes mobile and video ad units and can do so regardless if the publisher offers these same capabilities on their site.



Offering an audience extension option allows us to increase our digital revenue by positioning the product as an "umbrella" of coverage to reach as many potential customers as possible.

Tara Morrissey

Ad Product Manager
GateHouse Media

Audience extension can be a competitive advantage. While the number of publishers offering audience extension is growing, there is still an opportunity to be an early adopter and capture marketshare from competitors.

Audience extension maximizes 1st and 2nd party data and analysis efforts. Publishers know their audiences because they invest in solutions like web analytics platforms or ad servers to capture and analyze this data. This is a cost that audience extension can turn into a revenue source.

The best way to understand buyers is to become one. Publishers are always wanting to better understand the needs of their customers and in today's complex marketplace, the best way to do so is to become a buyer themselves.

User experience doesn't suffer. Publishers with a short supply of users that are in high demand will often increase the number of ads per page or use intrusive ad units to maximize revenue. For buyers and for users, this becomes a negative experience. If the same user can be reached elsewhere, both ad frequency and ad format is determined by what performs and doesn't adversely impact the user.

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audience extension requirements

Publishers interested in moving forward with an audience extension strategy need to understand what's required and the partner evaluation process itself can be a project onto itself. For each publisher, the decision on how to proceed with audience extension will depend on a number of factors, but for all publishers it will boil down to internal resources (staffing or expertise) and external resources (partners or services) and how these resources can be combined for optimal results.

Internal Resources

A Champion

Audience extension is a multidepartmental project and there are many options to consider. Ultimately the best practice is to establish someone who is empowered to help get the project off the ground and push until it's up and operational. Often this person will sit in operations or sales and will need support from upper management to succeed in making decisions and developing a plan.

Data Expertise

Depending on the size of the organization, the commitment to using data to drive the business and the relationship with outsider partners will determine if a team of PHDs are required or simply a person assigned to be the data expert. Yahoo, for example is known for having a team of engineers simply focused on data, data optimization and monetization. But for other publishers, the data expert is an operations person, a web analytics person or in IT.

For publishers who are exploring a Data Management Platform (DMP) solution and truly want to mine their data for value, the person should have the appropriate experience. Audience extension, however doesn't require a data expert if the proper partner or partners are selected to provide this capability. At the same time, publishers should develop some level of data expertise as they seek to maintain control over their data and their data becomes a more valuable asset.

Analytics Expertise

Analytics goes hand and hand with data expertise and the level of investment will depend on the scope of the opportunity. Analytics is also something that a partner may solve for a publisher but often their analysis is limited only to the solution they provide. Publishers should develop the resources to analyze audience extension in context of their overall business. At some point, someone

in the organization will ask the question if projects like audience extension are growing the overall business and from the start, someone should be preparing to answer that question.

Execution

Someone on the publisher side will be responsible for pulling everything together and implementing the solution. These tasks will include site tagging, media planning, trafficking, managing block lists and reporting.

The biggest change will be media planning and trafficking. While Ad Operations will understand the concepts, these systems are different than the standard publisher ad server. Depending on the size of the opportunity, a publisher should consider hiring a person with RTB buying experience to manage the execution of these programs or looking for a partner that offers full or partial managed services.

RTB training is important here as the bid rate is constantly changing and depending on if your campaign goal is based on budget or impressions this will need to be managed on a regular basis to ensure even delivery. Rate optimization as well as some manual performance optimization is required.

Sales

Many an ad product has gone unsold despite everyone's best intentions and often it's because on the way from concept to execution, the organization assumed sales could sell it without insuring they were ready to do so. This isn't just a question of sales training but company culture. Audience extension requires digital advertising sales people to sell an audience that isn't on their own site or sites. This requires a level of trust in operations to deliver this audience, that it will perform and the direct sales efforts are not at risk. Before starting down the road of creating an audience extension product set, these trust and culture issues must be looked at and addressed. Audience extension is a multi-departmental endeavor, and should have sign off and support from management, sales, tech and operations leaders. Someone in the organization—usually someone in operations or product development—should be assigned ownership of the project of evaluation followed by implementation and ongoing development.

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audience extension requirements

Additional resources

Since audience extension is a multi-departmental endeavor, certain additional functions should be included in planning on what will be managed internally or by a partner. These including product development and marketing, pricing, yield management and training.

Some other thoughts on resources needed:



So what do they require? Firstly, they need some smart optimisation/ad ops people. Head hunt a senior ad ops specialist, preferably from an ad net background; then hire some smart analysts who'll be able to run exchange campaigns. Publisher acquisition is going to be important so you'll need resource for that too. And let's not forget the sales people.

exchangewire



At the moment, it is a difficult time for publishers that are looking to hire talented data leaders to guide their data strategy. The appropriate candidate needs to have an intimate understanding of data and ad tech, coupled with a strong vision for how digital sales is going to evolve.

That said, we think that some of the experienced team members from the buy side would make great sell-side leaders. They have a strong sense of what savvy digital marketers are asking for, as well as hands-on experience with data and the nuances of the ad-tech ecosystem. People who manage data at ad networks/DSPs and people at agencies with experience in data and analytics all would be good candidates. We're starting to even hear more about former Wall St. type analysts with very quantitative backgrounds taking data roles in ad tech.

Jeff Richman

Director of Publisher Relationships for LiveRamp
AdMonsters article



Before sales can effectively sell extension they need to have a full understanding of programmatic buying and how the audiences are targeted. The old tactic of creating site lists based on site demographics or comScore numbers is something that has been difficult to remove from the sales mindset. I often still get request for site lists because sales have a hard time grasping how audience targeting works and that users can be reached on almost any site. There are also advertisers who are very wary about where their ads appear and in which case we can compose a custom site list (white list) of "quality sites" for these advertisers and there will just be an increase in the CPM, this is generally composed of comScore top site lists.

Another challenge with sales is being able to guide the advertiser with the proper targeting tactics. Sales teams and advertisers have a habit of getting so narrow with their targeting that it ends up limiting the amount of inventory and they are also unknowingly excluding potential converters who might not fall into such a narrow targeting segment. I typically encourage either starting broad or adding multiple separate targeting tactics and then optimize based on performance. We definitely see better performance by utilizing these tactics.

Tara Morrissey

Ad Product Manager at GateHouse Media

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external resources: partners and solutions



In every case, success or failure depends on players' ability to make data work seamlessly with other technologies—at scale—to match ad messages to available audiences.

Econsultancy

Best Practices in Data Management Guide

Audience extension doesn't work without partners and publishers researching the options will find there are plenty to choose from. It's important to understand the players in the space and how they complement your internal resources and your overall strategy. From some publishers, a Data Management Platform (DMP) will make the most sense, but for others a service that provides audience extension coupled with a SSP may be a better fit. Trust is key: publishers who share their data with another company must trust that their data is secure and used properly and have transparency into what's going on.

The Players

- **Exchanges**—Exchanges are platforms for buying and selling impressions using Real Time Bidding (RTB). One can execute an audience extension strategy either directly with an exchange or through a partner that works with an exchange or multiple exchanges.
- **DMPs**—Data Management Platforms collect and structure data. DMPs can help identify audience segments that can be used for audience extension.
- **SSPs**—Supply Side Platforms help publishers monetize on-site inventory but also offer audience extension services.
- **DSPs**—Demand Side Platforms are used by buyers (agencies, advertisers) to secure inventory on exchanges.
- **Networks**—Networks can buy inventory for audience extension on behalf of the publisher either through an exchange or on a site by site basis. Publishers can also extend their audience by creating their own network capabilities.
- **Hybrid Solutions**—Partners who can offer one or more of the services the other players offer. This can be a combination of technology and/or managing the process for the publisher.

Factors in selecting partners

- **The extent audience extension is a core competency of their business model.** While all of the players offer audience extension, for some it's an add-on solution and others it is their focus.
- **The quality of inventory they bring to the equation.** Key to the longevity of an audience extension strategy is that buyers are happy with the results and feel their brand is being served in a safe environment. Publishers who take on procuring inventory directly on an exchange will find this challenging.
- **Partners that can scale up as needed.** Non-RTB based solutions won't scale with the efficiency of RTB based exchanges. It's also possible that one exchange may not be enough and working directly with an exchange or through an SSP can limit the amount of available impressions. Solutions that provide look-a-like segments also expand the potential base of impressions to work with.
- **Testing on your own terms.** Some partners require minimum spends or minimum contract lengths which can be problematic for a publisher who is only just starting to experiment with audience extension. DMPs require a significant commitment upfront and audience extension will be only one factor in deciding if it's necessary.
- **Integration with existing processes.** Publishers will need to map out how an audience extension product is integrated into existing sales, operations and reporting processes.
- **The partner or combination of partners that provide an end-to-end solution.** Data without inventory supply isn't an audience extension product. Make sure all the pieces connect to provide a complete solution. Also make sure if you use a variety of partners that they have worked together before successfully. References from other publishers will help avoid pitfalls.
- **Provide the right level of service.** Some potential partners are self serve and others go so far as to provide training and help with sales materials. Understand after the sale what they will provide and if it's the level of service you require.

05

external resources: partners and solutions

- **Supported platforms.** Audience extension isn't limited to ad units and targeting capabilities available on the publisher's site. Evaluate partners on their ability to offer mobile and video specific opportunities to expand the existing product set.
- **Provide insight into what the market is looking for.** Another reason that taking on the data and impression buying processes may be best served by working with an outside partner.
- **Provide insights into your audience.** The goal of audience extension is to generate revenue, but partners can in the process inform a publisher about their audience both on their own sites but on their activity on the web.
- **Monetize inventory on site.** Not all solutions will allow a publisher to provide the same targeting capabilities on their own site. This may in fact be a nice-to-have feature—as previously stated audience extension on site doesn't tend to scale sufficiently and on-site audience segments are often sold separately from an audience extension product.
- **Partners that can scale down as needed.** The flip side to a partner that can scale up will be a partner that can scale down as needed. Some audience extension programs will most likely be seasonal in nature and consideration for off-peak times should be made.
- **Speed to market.** Users clear cookies and with it the ability to target them through audience extension. The speed at which a user can be identified and targeted should be evaluated through the various solutions.
- **Ability to create custom segments.** Ultimately audience extension works because the buyer believes that the publisher's 'secret sauce' is contributing to the success of the campaign.
- **Cookie de-duplication.** If you work across multiple exchanges, you can potentially be reaching the same user over and over again without knowing because their cookies differ per exchange or system. This can impact performance. Discuss with partners on how to minimize cookie duplication.

Thoughts from Others:

“ if you want it to be a way to extend your audience based on content sections (meaning you don't really need many of the segmentation capabilities of a DMP) you can probably use a DSP, or may find it better to work with a DSP's lighter-weight DMP options. This will allow you to keep everything in a single cookie domain, reduce the implementation headaches, and likely save you money in the long run.

Ben Kneen

Founder and Writer of AdOpsInsider.com

“ First-party data is valuable for targeting beyond a publisher's own site. Bringing data into a private exchange is not unlike basic audience extension, but very few private-exchange publishers are doing it. By making its first-party data available in a private exchange, a publisher can do audience extension inside its own trusted, private partner inventory. In a real-life example, we have two major publishers, each with more than 20 million monthly uniques, that have made their data available to each other. Both benefit greatly from the arrangement, as they now have nearly twice the visibility into their own audiences than they had before.

Andy Monfried

CEO & Founder of Lotame - Digiday article

“ The key is to find a partner offering more than cheap unit prices, and to focus on the value of extending quality first party data and to do so in a great format (like rising stars units). To do this will help publishers see an incremental increase in revenue streams. Finding a partner with a good inventory is essential. If you use a premium model, you're all set. You don't have to pay for the data, just the media costs—which is a win for publishers and partners. A good partner will be transparent not only in the inventory they provide, but also in the cost structure they give as well

Skip Brand, Ph.D.

CEO, Martini Media



implementation

Since audience extension strategies and solutions can vary greatly, one implementation strategy won't work for all publishers. But for all the Ad Operations leaders who have spoken at AdMonsters conferences or written for AdMonsters.com, a few best practices have emerged for audience extension.

Start with forward thinking clients. Buyers who using DSPs or trading desks will understand what audience extension is and understand the value of the product you are offering.

Walk before you run. From client to accounting, whatever solution is chosen will require training and education of the various parties. Clients will want to know where there ads will appear. Sales will need a clear value proposition

to be successful. The best practice is for someone—"the audience extension champion"—to prepare everyone involved and then walk through the entire process looking for misunderstanding or potential points of failure.

Watch the industry closer than ever. The digital advertising industry moves very fast and not only do the way things are bought and sold change, the players change. All of this can potentially impact the inventory you are selling through audience extension.

Continually refine the model. The first implementation will not be the last and the strategy will evolve. Create a feedback loop within the development process to continually assess and change what is needed to maximize revenue.

Some Thoughts from Industry Leaders



Audience extension is an interesting concept and absolutely the right direction—I would argue retargeting is audience extension—that's a pretty large industry!—the simple fact is you are finding that user across multiple publishers. Audience extension also allows premium publishers to extract a 'data' value—as the data in this case is the group of users. We have developed products which build user groups and we access these across multiple publishers on and offsite—messaging and remessaging. As a premium publisher this can allow us to maintain premium sales and premium advertising onsite—but still apply volume and scale in inventory offsite. Using the right technology and people is key to its success. Mobile and video do provide hurdles to doing this, but technology will prevail and we will be able to target across multiple devices

Rob Brett

Head of Data Trading and Commercial Analysis at Future Publishing



We're seeing more and more sophisticated publishers offering audience extension—they realize their ability to identify audiences in a way that is relevant to advertisers is a potential new revenue stream.

As an advertiser of products with very exact audiences (for example, Kellogg sells many types of cereals), finding the right audience is paramount to our business. We value publishing partners who can identify, locate and deliver the right consumer to enable us to deliver our message to wherever she is most receptive to our message.

Bob Arnold

Associate Director, Global Digital Strategy at Kellogg Company



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implementation

Some Thoughts from Industry Leaders



The primary goal set in place by the new digital team at Gatehouse was to increase revenue as much as possible while also modernizing our product offerings and being more of a “one-stop shop” for our clients. Joining with a DSP partner allows us to have access to thousands of different 3rd party audience segments and targeting methods and serving it through ad exchanges via a single interface.

Tara Morrissey

Ad Product Manager at GateHouse Media



Mobile and video will both play a large role in audience extension. For brand advertisers, these are natural extensions that are necessary to reach their audience. Smart intermediates are investing efforts in mobile, especially tablets, where ad experiences are dependent on the level of interactivity and high quality. It would be horrible if you made the tablet experience look like the web and eliminated rich-media ads. Consumers need interactive ads and video. That’s just the cost of bringing brand advertising to digital and creating an engaging experience for users. Sure, in a DR world where performance advertising is all about price, pure tech companies, like Google or Facebook, can offer super low prices and great scale, which removes the need for intermediates. But in the brand world, where time spent is more important than CTR, content is still king and there will always be top companies needed to deliver solid campaign results. You need a balanced mix. You need to hit both awareness and intent, don’t just fill up you DR sales pipeline.

Skip Brand, Ph.D.

CEO, Martini Media





thinking about reach extension: Chris O'Hara, CRO, NextMark

Should publishers go beyond the boundaries of their own inventory to sell “reach extension” packages to their clients? Publishers have long struggled with the problem of how to deliver a \$100,000 campaign when they only have \$90,000 of inventory. Without a strong partner network, the natural answer to that question used to be click arbitrage, an expensive and risky method of campaign fulfillment that often came with less than desirable site visitors.

These days there are several major factors that make reach extension a great opportunity for publishers, rather than a sales mechanism that strays outside their sore realm of expertise.

Publishers with premium inventory sell in three principle ways: Their best inventory is sold in large, customized “tent pole” sales; their standardized premium IAB units are sold through the transactional RFP process; and the rest is sold programmatically, through their remnant daisy chain. They do the first thing really well, especially for big branded advertisers, where they act like a mini creative/media agency to build custom programs. Publishers are also getting much better at the transactional business by leveraging great tools to bring efficiency to RFP response and enabling better demand-side access to their premium inventory (AdSlot, iSocket). The third thing (“remnant”) is the ball publishers continue to fumble, even though enabling an “owned” programmatic channel is getting easier for publishers every day.

Data management is the obvious solution. With the right tools, publishers no longer have to rely on third parties to understand the composition of their audience. The combination of a publisher’s CRM data and site tag data, ingested into one of a dozen amazing DMPs can enable them to segment and target their audience on the fly. Want “auto enthusiasts” on my site? Not only can I sell you a highly creative, customized program and back it up with a large share-of-voice in standard IAB banners within the site section—but now I can find your own customers right on my site...and on Facebook as well.

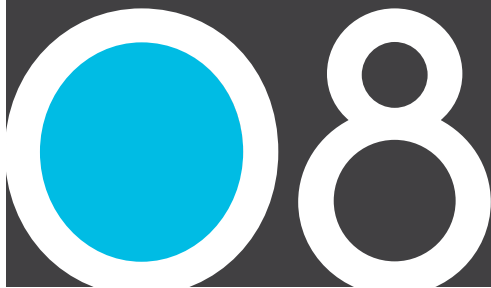
The last part of that equation (leveraging the client’s first-party CRM data) is where today’s reach extension differs from sending your excess buy to ContextWeb or AudienceScience, as you would in the old days. Now, publishers can find advertisers’ customers within their own site or publisher network and retarget them. Better yet, pubs can help advertisers put that same first-party data

to work on exchanges, including FBX, where match rates (and performance) are high. Really advanced publishers will leverage their DMP to model the audience advertisers are trying to reach, and build a custom lookalike model which can find “alike” audiences within the publisher network itself, or across the exchanges.

Publishers are acting more and more like agencies when it comes to the big premium sales that take multidisciplinary talent to pull off (sales, media, creative, development). Why shouldn’t they act like an agency (or, more specifically, an agency trading desk) when it comes to helping their clients with reach extension goals? If I am a publisher, and my client comes to me looking for the audience I specialize in, I should be able to tell the advertiser how to reach that audience—starting on my own site, but also across the Web in general. The right data management strategy and tools enable publishers to cover all three legs of the buy: sponsorship, transactional, and programmatic.



Chris O'Hara is the Chief Revenue Officer of NextMark, a company that makes media planning and buying software for digital media. A prolific writer on the online media space, Chris' efforts have been focused on understanding the new paradigm in digital marketing, and helping daily practitioners unpack the complicated technology landscape. His most recent works include book-length reports entitled *Best Practices in Digital Display Media* (Econsultancy, March 2012) and *Best Practices in Data Management* (Econsultancy December 2012). He can be reached through his blog at www.chrisohara.com



AdMonsters resources

Audience extension and data management will be a topic covered at AdMonsters conferences for the foreseeable future. For a list of upcoming AdMonsters events, visit www.admonsters.com/events

Specific upcoming sessions, forum posts and the latest articles are listed here: www.admonsters.com/topic/audience-extension

AdMonsters will also continue to add additional resources to the website for members:

- **Publisher Forum | Sonoma | March 4, 2013**
[Reaching Out With Audience Extension](#)
Kerel Cooper, Director, Ad Operations, Advance Digital
- **Publisher Forum | Boston | August 19, 2012**
[Unleashing the Power of Your DMP](#)
Mia Nolan, Director Sales Operations, Seeking Alpha
- **Publisher Forum | Vienna | June 17, 2012**
[How Can Publishers Drive Data Value?](#)
Rob Brett, Head of Data Trading, Future Publishing
- **OPS Markets | April 18, 2012**
[Data Beyond Display | DMP as OS](#)
Vikram Somaya VP, Global Operations and Audience, ThomsonReuters
- **Publisher Forum | Palm Springs | March 4, 2012**
[What to Expect When You Go DMP](#)
Ben Kneen, Director of Ad Solutions, WebMD
- **Publisher Forum | San Diego | August 21, 2011**
[Moving beyond BT: Data Management Platforms](#)
Steven Suthiana, Group Director of Digital Media and Operations, Mansueto Ventures, Inc. and FastCompany, us

External Resources

These sites can provide additional information in helping evaluate audience extension solutions:

[Ad Ops Insider](#)
[AdExchanger](#)
[ExchangeWire](#)
[Econsultancy—Best Practices in Data Management Guide](#)

Questions

Whether it be a question about AdMonsters, audience extension, DMPs, this document or digital strategy in general, please [contact us](#) at content@admonsters.com.



about

About AdMonsters

Founded in 1999, AdMonsters is the global leader in providing strategic insight on the future of digital media and advertising technology through its conferences, website, research and consulting services. AdMonsters focus is on media operations, monetization, technology, strategy, platforms and trends. Its conferences and website are the meeting place for this dynamic and expanding community to connect, gain insight, develop best practices and exchange thought leadership. AdMonsters conferences include AdMonsters Publisher Forum, OPS, OPS Markets, OPS Mobile, OPS TV and AdMonsters Screens. In the early days of online media, the community was comprised largely of operations professionals at online publishers and advertising technology providers. Today's expanding ecosystem now includes publishers and content creators, agencies, SSPs, DMPs, DSPs, RTB and service providers, technology and platform developers, advertising networks, brands and investors.

See www.admonsters.com for more info.
Follow us on Twitter: @AdMonsters
Facebook www.facebook.com/admonsters

Media contact:
Stacy O'Connell, VP, Marketing
stacyo@admonsters.com
tel: +1 415 480-4114

Sponsorship contact:
Dan Halioua, VP, Sales
dhalioua@admonsters.com
tel: +1 917-428-8085

About Audience Accelerator

Rocket Fuel's Audience Accelerator division provides an unparalleled full-service audience extension platform. We help sites and networks leverage their data to effortlessly scale their audiences with outstanding results. Powered by our proven artificial intelligence technology, we enable our partners to model their unique audiences and extend reach for up to 99% of the online universe in the United States. Our full-service team handles set up, training, and execution, including access to industry experts; RFP responses; and detailed, actionable campaign analysis—saving you technology, staff, and infrastructure investment. Rocket Fuel is the leading provider of artificial intelligence advertising solutions powering advertising across display, video, mobile, and social media. Recently awarded #4 in Forbes Most Promising Companies in America list, Rocket Fuel was founded by online advertising veterans and rocket scientists from NASA, DoubleClick, IBM, and Salesforce.com.

Go to www.audienceaccelerator.com for more information

Audience Accelerator sales and business development contact
sales@audienceaccelerator.com
650/517-8839

Media contact
Jinene Sutherland, Director, Client Services Marketing
jsutherland@rocketfuel.com
415/757-2308

ADAPTION + INTEGRATION = SUBSTANTIAL PROFIT POTENTIAL

Benefit from your audience beyond your site

A few years ago, we saw two growing trends in the market: media buyers were starting to embrace audience and data-driven buys, and publishers were having to work even harder to compete as this new approach chipped away more and more of their ad revenues.

Working with publishers through our corporate supply channel, we saw an untapped opportunity for them to leverage their audiences through an emerging practice called *audience extension*. We created our Audience Accelerator platform around four core pillars that we believe are key to a successful audience extension solution: deliver massive scale, ensure everything is results-driven, deliver a unique offering and keep it hassle-free.

Our Audience Accelerator clients have full access to Rocket Fuel's world-class technology, with scale and results automatically built into our publisher platform. To deliver a unique offering and keep it hassle-free, we listened to our partners' needs and included:

- Pricing and product packages that grow with their business and address both brand and DR objectives

- A professional services team that will consult on go-to-market strategies and execution for audience extension



Paul Wenz, Audience Accelerator

- Advanced AI modeling to accurately scale the most relevant audience segments
- Dedicated account managers
- Rocket Fuel's brand-safety shield
- Data privacy services that protect data-privacy
- Delivery across multiple platforms, including mobile, video, and social

We've already seen fast growth in this category, and estimate revenues for audience extension will continue to grow at this rapid rate over the next few years. We are very excited to provide a technology platform that enables publishers to grab a substantial piece of these revenues. Use this playbook to set your company on the path to big profits.

Sincerely,
Paul Wenz – General Manager,
Rocket Fuel's Audience Accelerator division

audienceaccelerator
powered by  **rocketfuel**

EFFORTLESSLY SCALE YOUR AUDIENCE WITH SPECTACULAR RESULTS

For more information on Audience Accelerator visit audienceaccelerator.com or contact us at (650) 517-8839 or sales@audienceaccelerator.com