Jason MacLellan (SVP, Engineering)

APERTURE
Precision • Scale • Intent

Powered by data

FUTURE

Maximise the value of our 1st party data

We are in control of our data
- 1st party
- Permissioned
- Protect our users privacy
- Future proof

Valuable due to the nature of our **audience**: specialist, passionate and with intent

We understand our audiences better than anyone

As the trend to a more private web continues this value only increases.

Aperture is the Vanilla of data:
scalable (common platform), proprietary, agile

AUDIENCE

API UNIFIED PROFILE ID DATABASE ANALYTICS FORECAST TARGET
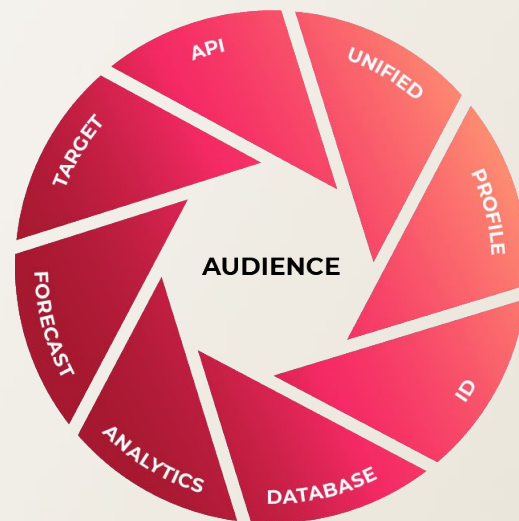
First-party data is the information you collect directly from your audience or customers.

Third-party data is any information collected by an entity that does not have a direct relationship with the user the data is being collected on.

FUTURE

Data is at the heart of what we do
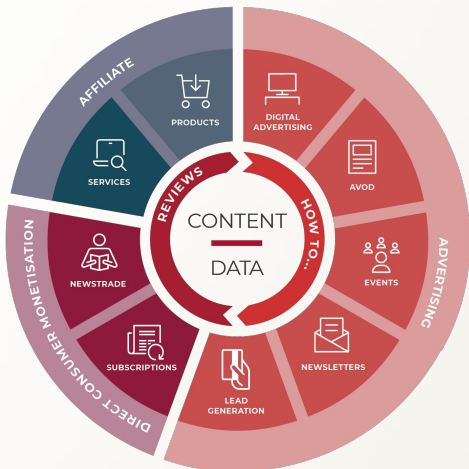
Aperture is our end-to-end **data platform** which enables the **processing and activation of our data** across all of our brands
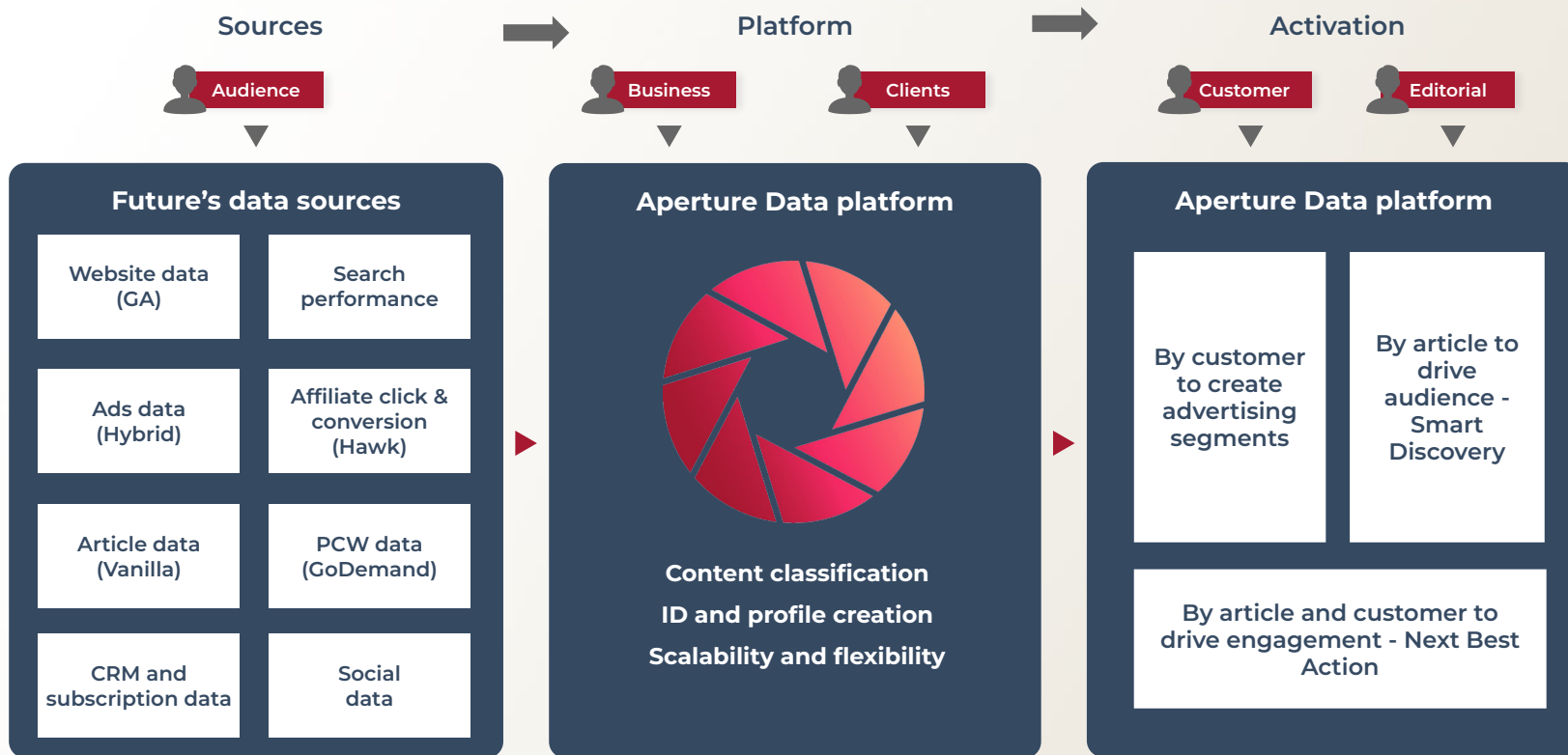
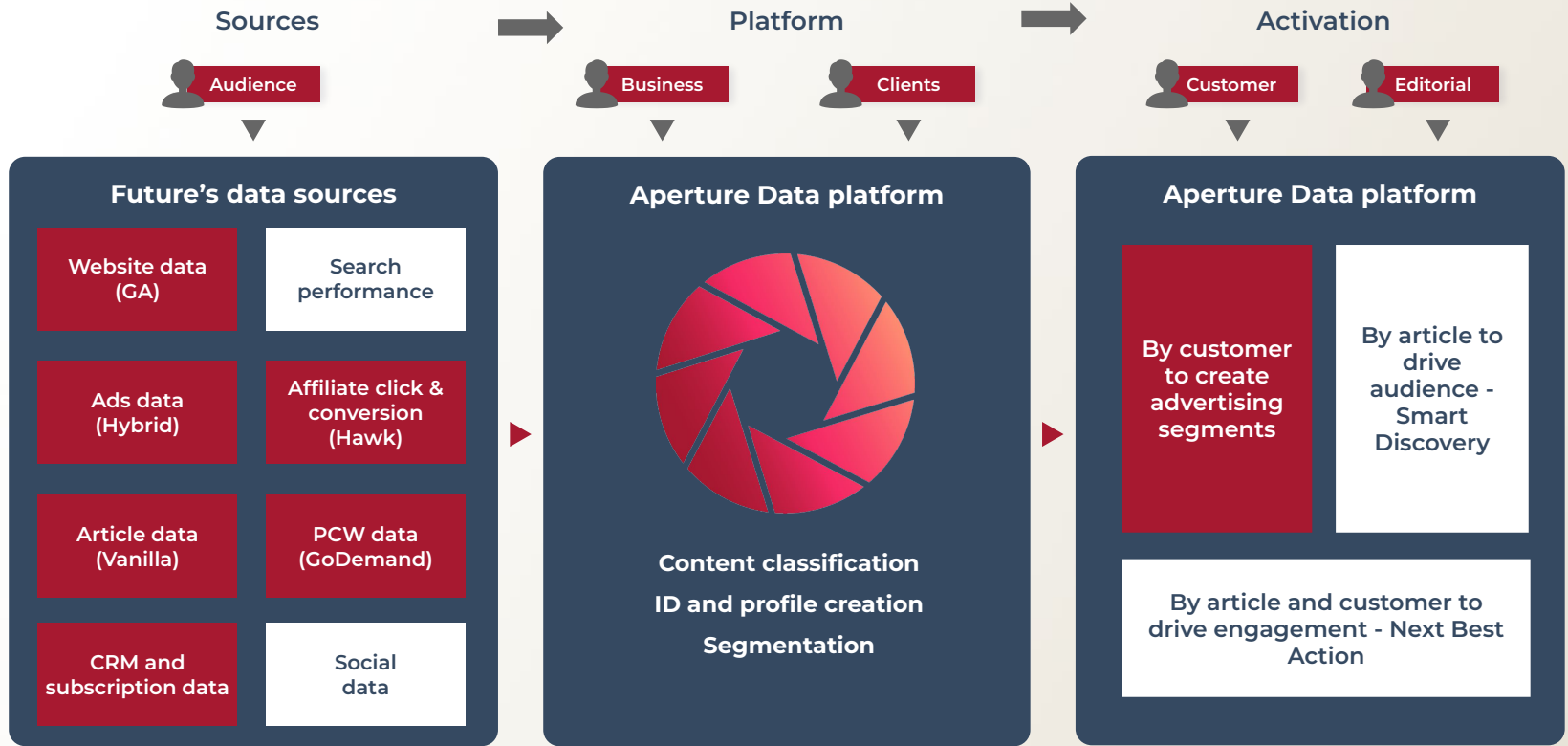**c500m sessions**
per month across 100+ brands

Billions of data points collected every month from articles consumed, products clicked, email interactions, events and subscriptions

FUTURE

How does Aperture work?

Sources → **Platform** → **Activation**

Audience

Business   **Clients**

Customer   **Editorial**

Future's data sources

Website data (GA)	Search performance
Ads data (Hybrid)	Affiliate click & conversion (Hawk)
Article data (Vanilla)	PCW data (GoDemand)
CRM and subscription data	Social data

Aperture Data platform

Content classification
ID and profile creation
Scalability and flexibility

Aperture Data platform

By customer to create advertising segments

By article to drive audience - Smart Discovery

By article and customer to drive engagement - Next Best Action

Platform is the enabler but it is the specific activations that drive improved monetisation (audience, ads, subscriptions..)

FUTURE

Driving revenue per session growth through Improved advertising sales and yield

Sources → Platform → Activation

Audience

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Customer | **Editorial**

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Aperture Data platform

Content classification

ID and profile creation

Segmentation

Aperture Data platform

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Items triggered for ads activation

Leveraging our 1st party data to increase ad sales & yield

FUTURE

Driving revenue per session growth through Improved advertising sales and yield

Aperture is driving yield increases by processing, analysing and segmenting all of our first-party data, in real time and making it accessible to advertisers for targeting

The solution is future-proofed and allows us to target users in a cookieless world

Contextual + Audience
Targeting ads using both our contextual platform and user behaviour

Contextual
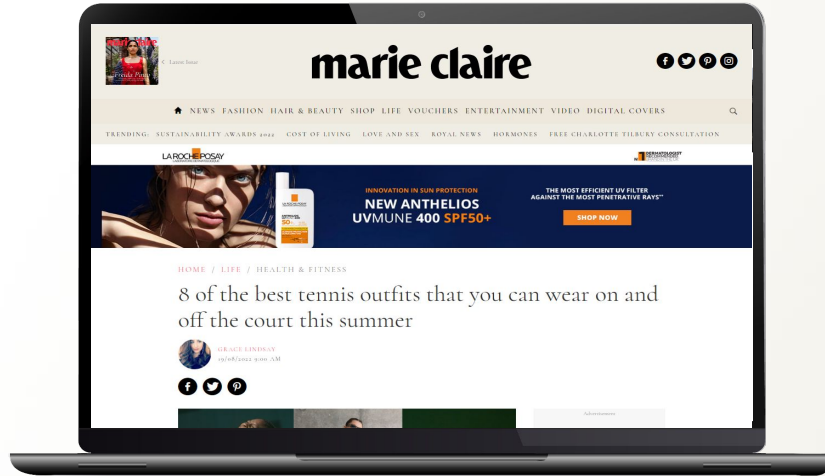Targeting ads against keyword driven content articles

Audience
Targeting ads based on a users behaviour, data we have on them, adverts they've seen or interactions with solutions such as Hawk
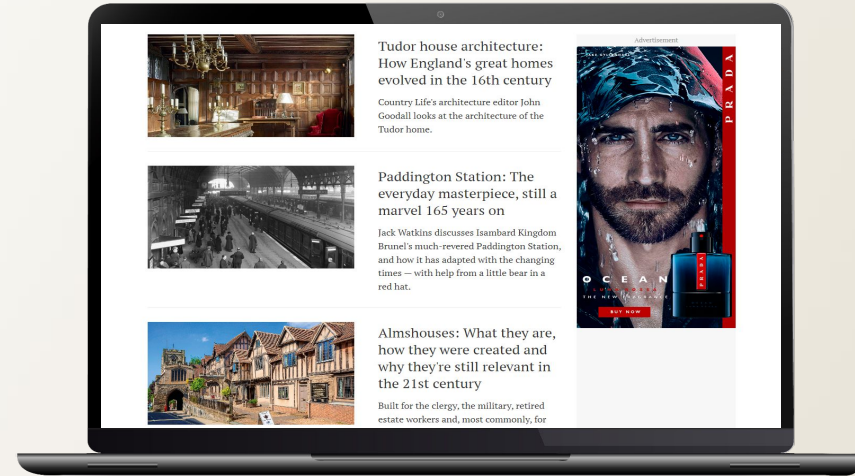
Open Auction

$$$$

YIELD

FUTURE ONLINE USERS

FUTURE

Driving revenue per session growth through Improved advertising sales and yield

L'Oréal
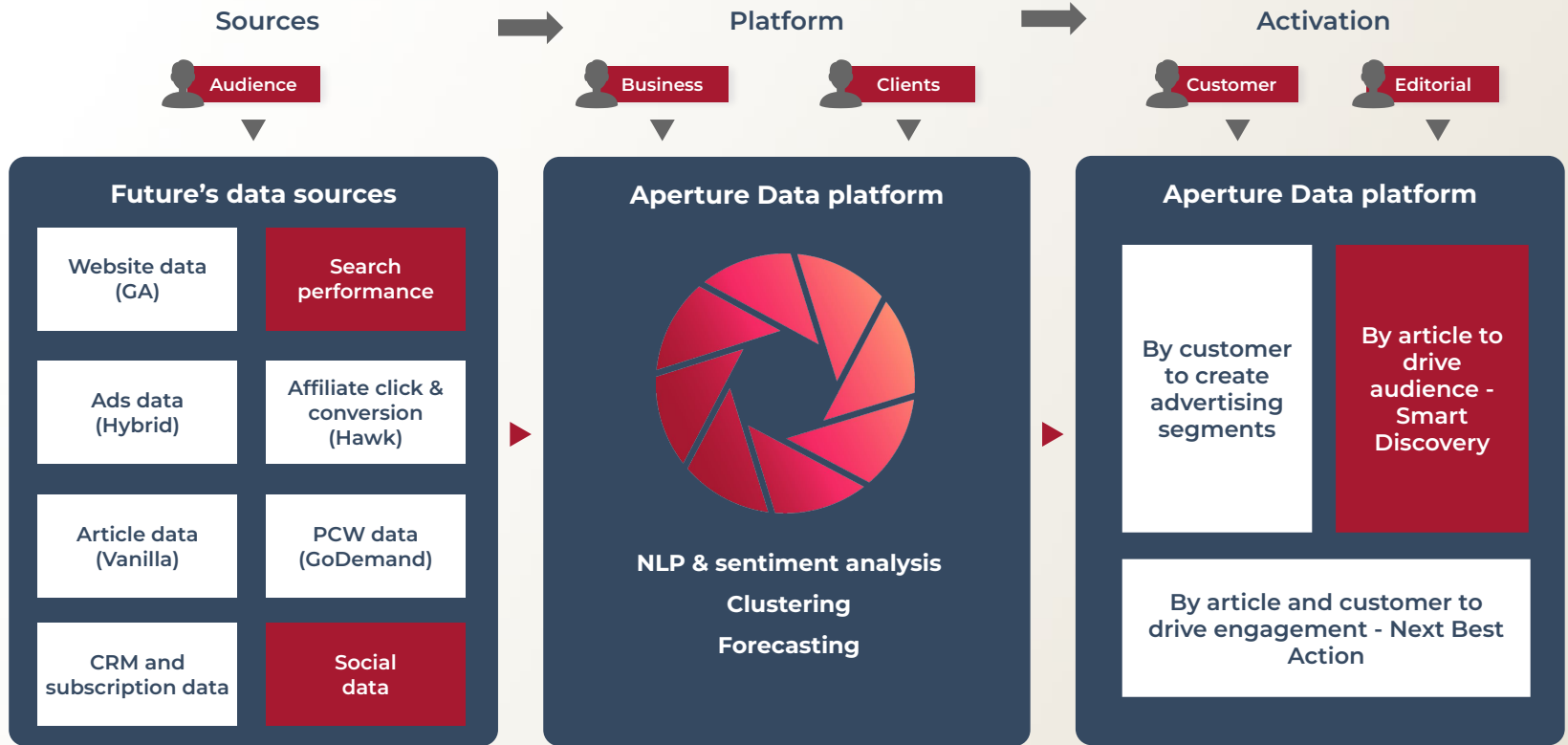Holiday makers on women's lifestyle brands/content (1.5m*)

Prada
Valentines day campaign targeting gift givers (1.3m*)

WhoWhatWear audience will add significant value to our targeting

As we grow Women's lifestyle audience, we can grow reach and segments, driving further value

*Impressions delivered during campaign

FUTURE

Driving audience growth through Smart Discovery

Sources → **Platform** → **Activation**

Sources

Audience

Future's data sources

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Platform

Business **Clients**

Aperture Data platform

NLP & sentiment analysis

Clustering

Forecasting

Activation

Customer **Editorial**

Aperture Data platform

By customer to create advertising segments

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Items triggered for article activation

Using social data to identify topics driving audience growth

FUTURE
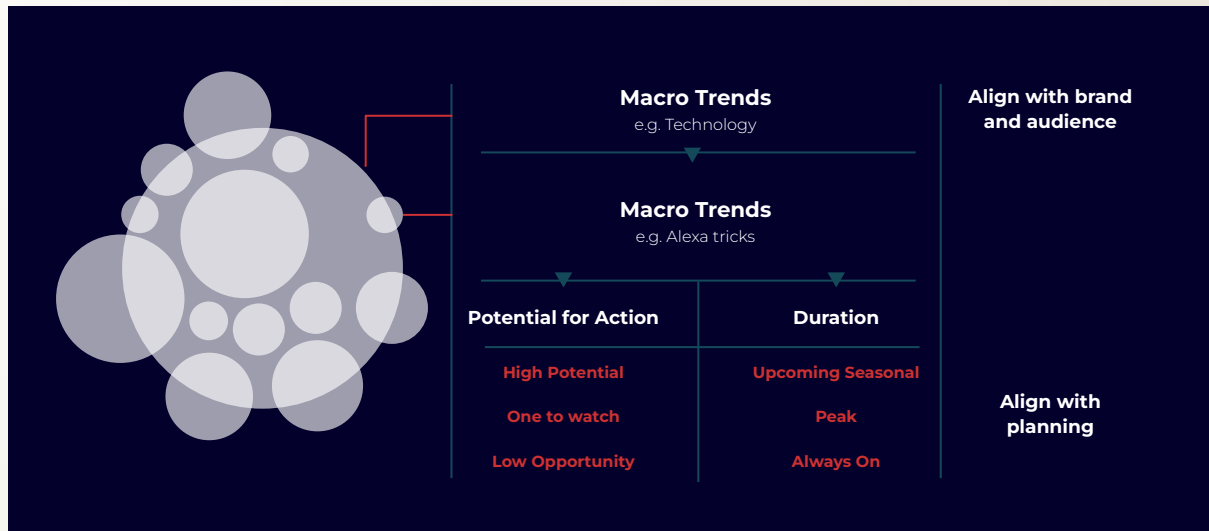
Driving audience growth through Smart Discovery

Content is at the heart of the Future business model.

One the most impactful decisions we make in Future is what to write about and this decision is made 1,000s of times a day across our brands.

Builds on the technology acquired as part of the Waive acquisition.

Enhances current practice - blend of science (Aperture) and art (Audience dev and editorial expertise)

Macro Trends
e.g. Technology

Macro Trends
e.g. Alexa tricks

Align with brand and audience

Potential for Action	Duration
High Potential	Upcoming Seasonal
One to watch	Peak
Low Opportunity	Always On

Align with planning

FUTURE

We launched Smart Discovery across TV & Entertainment brands with strong results of an average of 2x better performance

Increase in page views per article between a SmartDiscovery and a baseline article

	4.7x	
1.9x		1.5x
Brand A	Brand B	Brand C
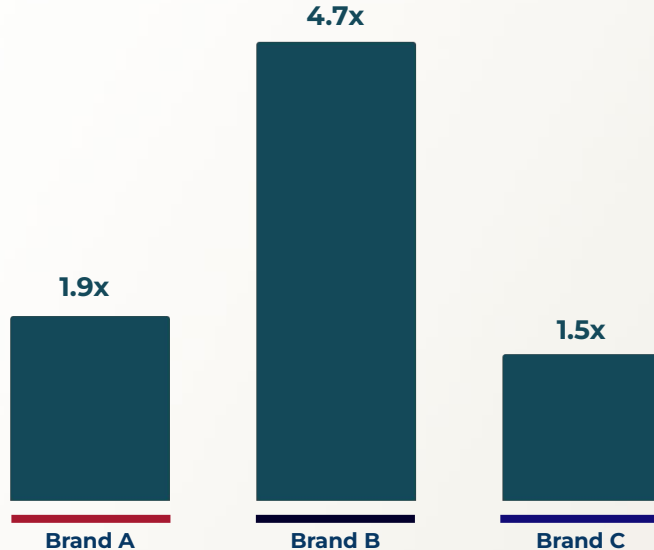
Brand A
A TV & Entertainment brand that is fully dedicated to the domain, has a strong domain authority and expertise.

Brand B
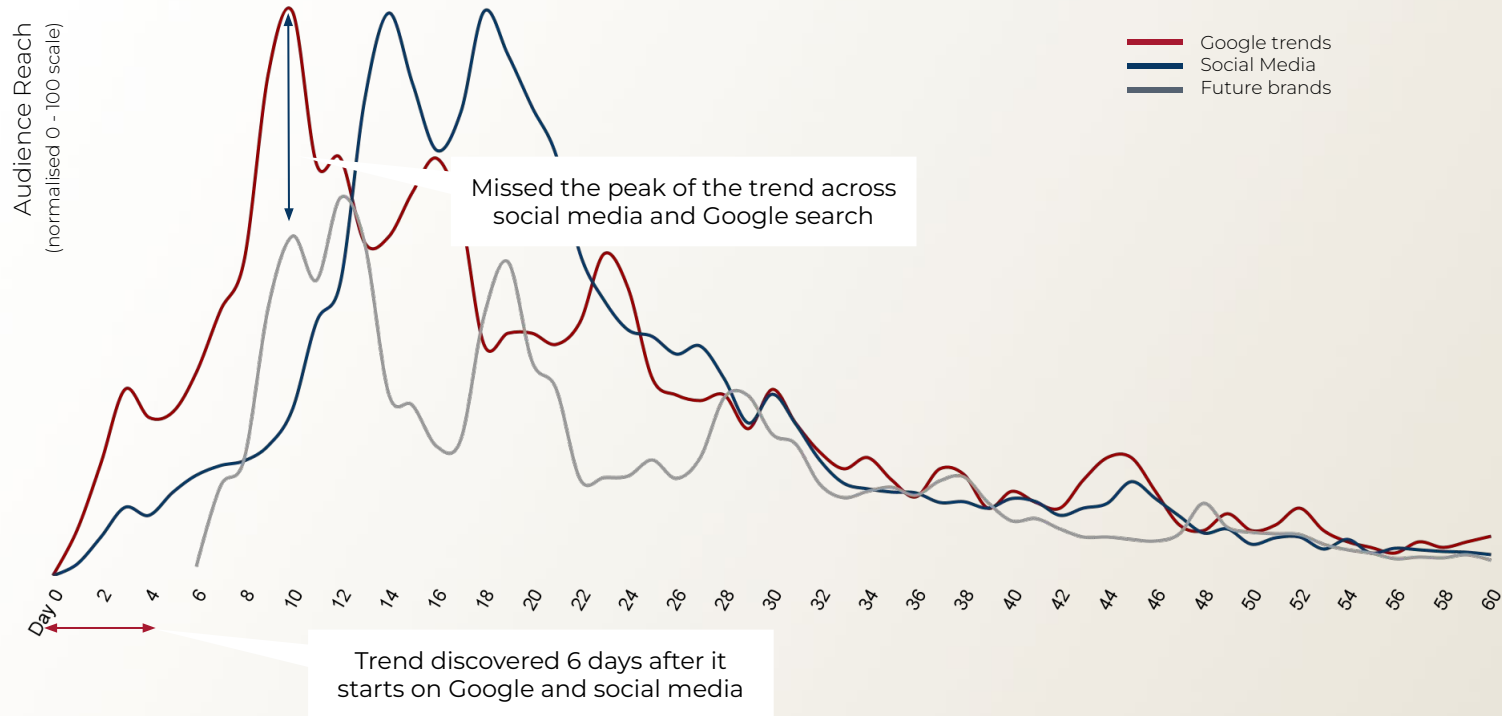A lifestyle brand with a TV & Entertainment section.

Brand C
A TV & Entertainment brand historically focused on the UK market, with traditional niches (e.g. soap opera,TV drama).

FUTURE

Driving audience growth through Smart Discovery

Here we see an example of an **unanticipated trend** (Squid Game) where we failed to capitalise fully on the opportunity

Audience Reach
(normalised 0 - 100 scale)

Google trends
Social Media
Future brands

Missed the peak of the trend across social media and Google search

Trend discovered 6 days after it starts on Google and social media

Day 0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44 46 48 50 52 54 56 58 60

FUTURE

Example from the recent pilot, **identifying the trend** (Girl in the Picture) earlier meant we published earlier and **maximised the opportunity** around the peak of interest

SMART DISCOVERY ALERT

Google trends
Social Media
Future brands
Smart Discovery alert

Audience Reach
(normalised 0 - 100 scale)

Day 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

Trend start on Google trends (search) and first social media conversations

Audience peaks as the demand, both search and social peaks.

Ability to gain early authority

Ability to optimise content

FUTURE

This is the only the start of what can be achieved with this technology

01 Expand roll out to all brands covering TV & Ents

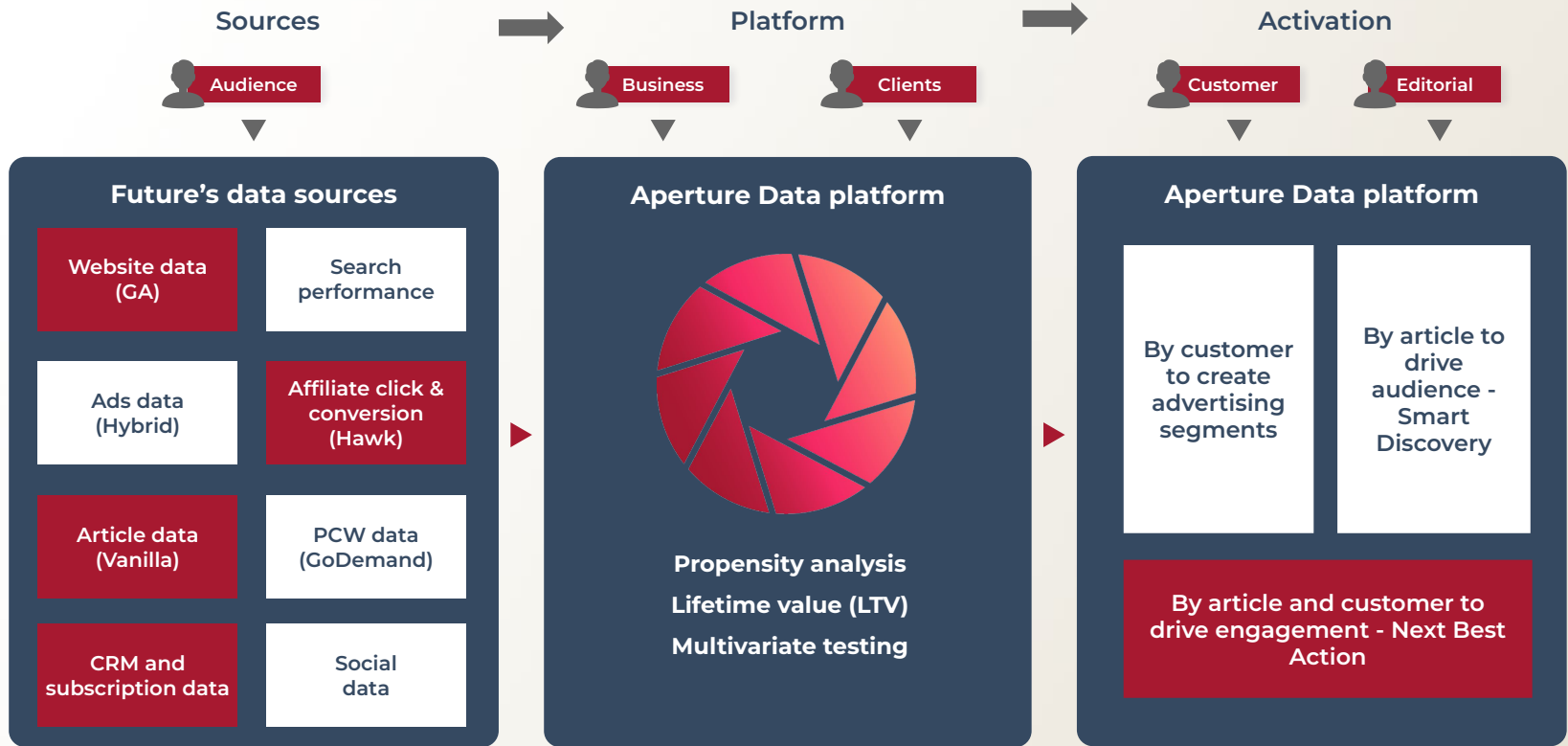**02** Enhance the model - continuous optimisation to improve recommendations

03 Roll out to other domains: Sport, Gaming, Food & drink, Fashion

04 Embedding more data sources

FUTURE

What's next - Driving engagement through Next Best Action

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Aperture Data platform

Propensity analysis

Lifetime value (LTV)

Multivariate testing

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Items triggered for engagement

Personalised next best action per customer to maximise total revenue

FUTURE

Aperture is an evolving product with further opportunities ahead

Aperture is Future's **scalable proprietary** end to end data platform

Full control over our data which is increasingly important in a more private digital ecosystem

It is the **nature of our audiences** and the **scale** and breadth of the Future portfolio that makes our data so valuable

Aperture is the **Vanilla for our data** unlocking the value of our audiences across the portfolio

It is **agile**, enabling **constant evolution** and addition of capabilities

This is only the beginning of what the platform is capable of

FUTURE