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APERTURE
Precision • Scale • Intent

Powered by data
The data landscape & ecosystem - Why Aperture exists?

Maximise the value of our 1st party data

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

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

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

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.
Why Aperture exists?

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.
How does Aperture work?

**Sources**
- Audience
- Business
- Clients

**Future’s data sources**
- Website data (GA)
- Ads data (Hybrid)
- Article data (Vanilla)
- CRM and subscription data
- Search performance
- Affiliate click & conversion (Hawk)
- PCW data (GoDemand)
- Social data

**Aperture Data platform**
- Content classification
- ID and profile creation
- Scalability and flexibility

**Activation**
- Customer
- Editorial
- 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..)
Driving revenue per session growth through Improved advertising sales and yield

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

### 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
- Segmentation

### Activation
- By customer to create advertising segments
- By article to drive audience - Smart Discovery
- By article and customer to drive engagement - Next Best Action
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**:
Driving revenue per session growth through Improved advertising sales and yield

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

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

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

*Impressions delivered during campaign
Driving audience growth through **Smart Discovery**

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**Aperture Data platform**

- NLP & sentiment analysis
- Clustering
- Forecasting

**Activation**

- By customer to create advertising segments
- By article to drive audience - Smart Discovery
- By article and customer to drive engagement - Next Best Action

Using social data to identify topics driving audience growth
**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)
Driving audience growth through **Smart Discovery**

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**

- **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).
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.

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

**Missed the peak of the trend across social media and Google search.**
Driving audience growth through **Smart Discovery**

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.

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**Ability to gain early authority**

**Ability to optimise content**
This is the only the start of what can be achieved with this technology

Driving audience growth through Smart Discovery

01 Expand roll out to all brands covering TV & Ent.
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.
What’s next - Driving engagement through Next Best Action

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- CRM and subscription data
  - Social data

Aperture Data platform
- Propensity analysis
- Lifetime value (LTV)
- Multivariate testing

Activation
- By customer to create advertising segments
- By article to drive audience - Smart Discovery
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Personalised next best action per customer to maximise total revenue
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.