Leveraging Audiences

To Drive Revenue Diversification
PREMISE #1

REVENUE DIVERSIFICATION is the prime path to prosperity

- Events
- Native Advertising
- Digital marketing services
- Affiliate marketing
- Programmatic
- Video/OTT
- Niche publishing
- Email marketing
- Direct mail
- E-commerce
- Content
PREMISE #2

Revenue follows audiences
PREMISE #3

Audiences are built with data
Leveraging Audiences to Drive Revenue Diversification

AUDIENCES ARE BUILT WITH DATA
Leveraging Audiences to Drive Revenue Diversification

$847 in Revenue past 3 years
Digital Content: Travel, Business
Video: Real Estate
Prefers Email to Direct Mail
msmith123@gmail.com
Weekly Wine & Dine newsletter
Mobile breaking alerts
Six Daily Deal purchases
Attended Home Show
Pro Football Pick ‘Em contest
Four free ticket offers redeemed
FB likes include NY Giants, ESPN
High-value customer at Macy’s
Interest in domestic travel
Avid online shopper
Interest in home décor
HH income > $150,000
Married with children ages 8 & 12
Age 44
Registered Independent

172.16.254.1
msmith123@gmail.com
Mary Smith
40 Cove Road
Stonington, CT 06371
KEY QUALITIES OF AN “AUDIENCE”

- Definable
- Accessible
- Quantifiable
- Targetable
- Trackable
- Monetizable
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Vacation & Travel Experience
NOVEMBER 10-11, 2018
Minneapolis Convention Center

EXHIBITOR INFO | VISITOR INFO | AMERICAN CRAFT BEER PAVILION | TRAVEL AGENT SHOWCASE

Sail over for the best deal!
November 10-11, 2018 | Minneapolis Convention Center
EVENT PLANNING & EXECUTION

- What types of events are likely to be most successful?
- Where should we stage the event?
- To whom do we promote? Using what messaging? Using what channels?
- How can we add value for our sponsors and partners?
- How do we engage with audiences post-event?
MINNEAPOLIS, MN

- Collectible Arts: 106,881 Households with expressed interest
- Home Improvement: 183,350
- Gardening: 190,857
- Health & Fitness: 573,255
- Domestic Travel: 969,134
- Foreign Travel: 344,162

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WHAT DO WE KNOW ABOUT TRAVELERS?

- Boating Interest: 23%
- Camping Interest: 40%
- Casino Gambling Interest: 24%
- Contest/Sweepstakes Interest: 50%
- Fishing Interest: 43%
- Golf Interest: 48%
- Hunting Interest: 52%
- Photography Interest: 26%
- RV Interest: 49%
- Snow Skiing Interest: 17%

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![Venn Diagram]

- Email Data
  - Event Attendees
  - Non-Subs to Digital/Print
  - Digital Engagement
  - Other TBD
  - Direct Mail Acquisition

Email Acquisition

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LEAP
THANK YOU

Tom Ratkovich, Managing Director
tom.ratkovich@leapmediasolutions.com