

A Data-driven Ad Offer and Improved Data Quality with Ring Publishing & 1plusX for Ringier Axel Springer

Integrating the possibilities of the Ring Publishing platform and of the 1plusX data platform, Ringier Axel Springer improved the quality of the advertising profiles by 4-9 pp., grew the number of available profiles by 400%, and improved the CTR of the test campaigns by 45%.

○ The challenge

In the early months of 2019, the advertising office of Ringier Axel Springer Poland decided to take their ad portfolio to a different level and develop a truly data-driven advertising offer for clients.

They wanted to develop and deliver a comprehensive, data-driven advertising offer for RASP clients based on a modern data platform. The solution they were looking for had to be rich in terms of possible segments, optimized for multiple characteristics, and easy for ad office specialists and sales representatives to use.

○ The process

Ringier Axel Springer decided to tackle this challenge by choosing 1plusX as its data platform of choice and combining it with Ring Publishing's advertising capabilities.

Here are the main reasons why 1plusX was able to fulfil the needs of this CEE publisher:

- The platform is accessible to non-tech users, including specialists in operations, sales, and ad product departments, and features UI that is easy to use.
- The platform offers a range of targeting possibilities that allow users to build selective and narrow user segments.
- 1plusX offers so-called "item profiles", which enable publishers to store socio-demographic information and other relevant information about the audience, together with a piece of content (an article, a video, etc.) in an item profile

Ringier Axel Springer is definitely not a beginner when it comes to data-driven, automated advertising. Its advertising possibilities are already based on monetizing capabilities of the Ring Publishing platform.

Therefore, the process included joining those two modules with the 1plusX DMP.

1.

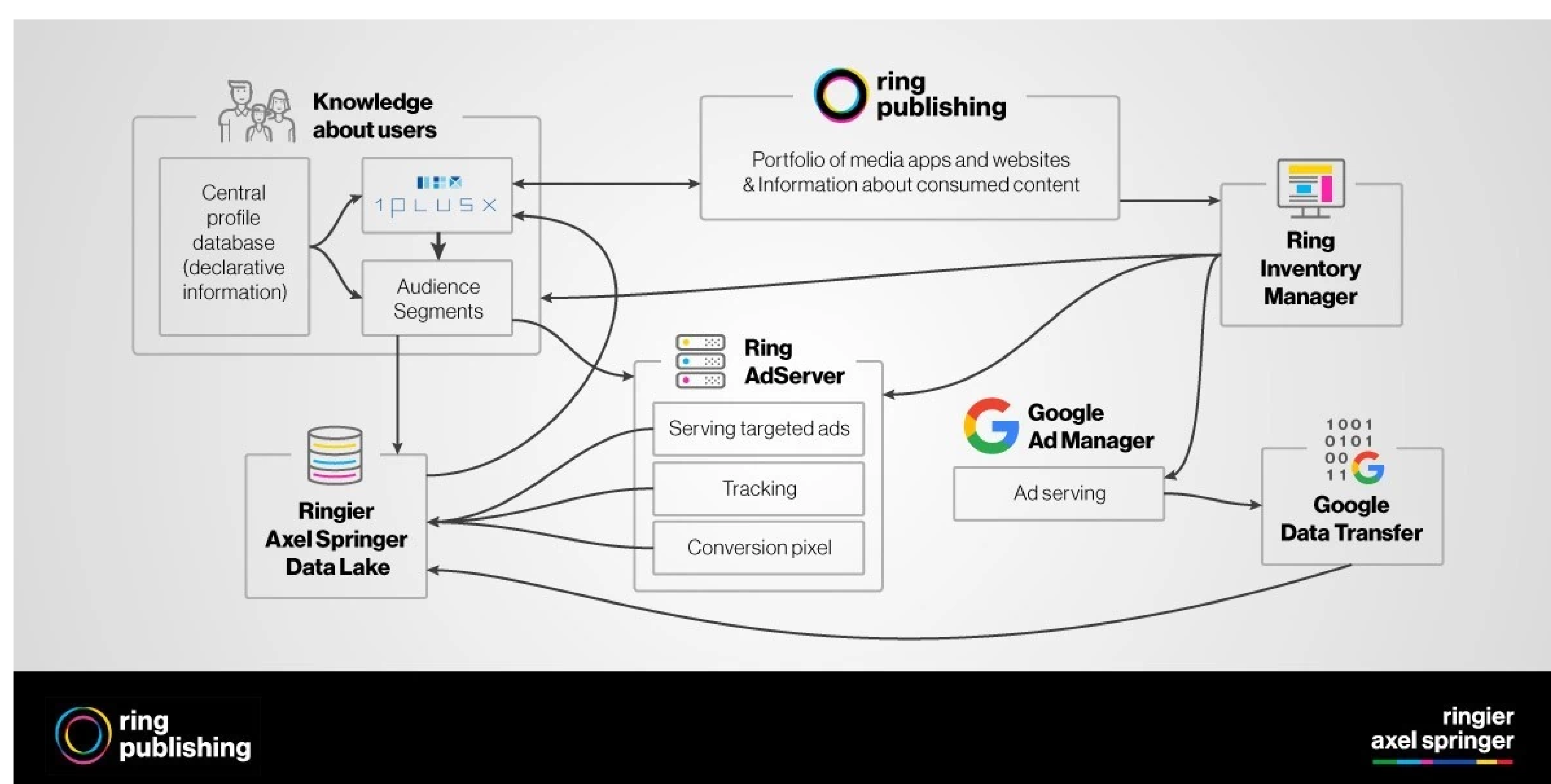
Ring AdServer

is an advertisement management platform that supports flat, native, performance, and content commerce ads. It offers standard campaigns and delivery methods, such as capping, creative rotation types, targeting conditions, A/B testing, and much more. Ringier Axel Springer also uses AdServer to optimize the CTR and eCPM of advertising campaigns.

2.

Inventory Manager

is a tool for dynamic, real-time management of advertising inventory. It allows integration with several ad servers, in one place. And crucially, it offers full support for Third-Party Scripts (such as DMP integration) and waterfalling tags. Less than two days of work – that's all it took to integrate a powerful DMP with Ring Publishing's modern AdServer and Inventory Manager. Ringier Axel Springer has out-of-the-box features, such as the ability to activate predefined user audiences in an ad server. Ring AdServer was fed rich data from 1plusX, so automated segments built for any campaign could be added to the ad server in minutes, to deliver a highly targeted message



Integration: 1.5 days of work and voila!

Less than two days of work – that's all it took to integrate a powerful DMP with Ring Publishing's modern AdServer and Inventory Manager. Ringier Axel Springer has out-of-the-box features, such as the ability to activate predefined user audiences in an ad server. Ring AdServer was fed rich data from 1plusX, so automated segments built for any campaign could be added to the ad server in minutes to deliver a highly targeted message.

○ Results & Summary

Data is the new oil, and it fuels the future of personalized and media-rich experiences. That's why building the right tech environment is essential for an advertising office in 2020.

The new, data-rich offer from the advertising office of RAS Poland was announced in February 2020. Clients can choose from more segments, Ring AdServer can deliver better targeted ads, salespeople can build better offers, and the process is measurable and open to optimization.

○ What else has been achieved?

1.

The quality of advertising profiles has been improved

- Data quality has improved significantly. Demographic predictions have improved by 4-9.pp on average
- Look-alike profiles improved the CTR in the tested campaigns by 45%+ on average
- The number of available predefined profiles grew by 400%!

2.

The platform is much more efficient and accessible

- Profile preparation is 5x faster
- Profile care and maintenance is 4x easier

3.

More people can work with valuable data

In the past, only one team of 3 Audience Research specialists was able to prepare and adjust user segments and data. It required technical expertise, time, and experience.

Now, 4 teams and almost 40 people work directly with the data in the 1plusX data platform. The group includes data scientists, as well as product owners, sales representatives, ad operations specialists, and others. They can now create 50-100 custom segments per month.

“

We are extremely proud to be part of this important milestone on Ringier Axel Springer's data-driven strategy roadmap. Since the very beginning of our collaboration in 2019, Ringier Axel Springer and 1plusX have been unifying technologies and key skills to bring radical change to the publishing industry. In the future, our aim is to foster innovation in the ecosystem of publishers, advertisers, and users through our joint efforts.

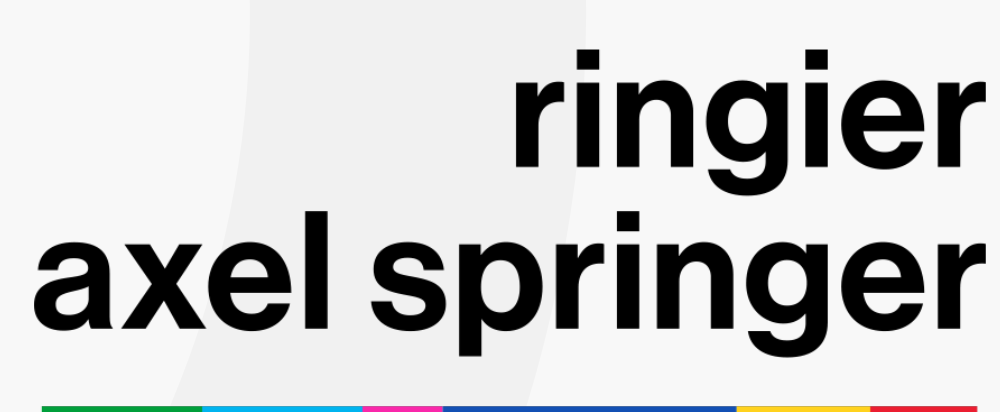
Jürgen Galler

CEO & Co-founder ○ 1plusX



“

Integrating Ring Publishing platform with 1plusX opened up new ways of building data maturity at Ringier Axel Springer. I'm happy with improvements to demographic predictions and the CTR of individual campaigns. But there is more to it. Now our people can really embrace data-driven approaches in advertising, because they have all the tools. Tech people, salespeople and smart algorithms working together, using rich and reliable data to guide their everyday work is the path we want to follow.

**Michał Cyrek**Head of AI & Data  Ringier Axel Springer Polska

Ringier Axel Springer Poland is the leading publisher in the traditional, as well as the online, press market, with a portfolio including such well-known brands as Fakt, Newsweek, Forbes, Przegląd Sportowy, and Onet.pl, the most popular Polish internet portal.



1plusX is an advanced data management and predictive marketing platform. Developed by two ex-Google directors, the platform leverages the power of artificial intelligence and machine learning, enabling digital businesses to unlock the full potential of their data. By connecting information pools across various digital channels and touchpoints, the platform recognizes patterns in user behavior. Within milliseconds, these are transformed into predictions and meaningful customer insights. This is how publishers and marketers can turn anonymous visitors into known audiences and boost the value of their marketing spend.



Ring Publishing is an all-in-one digital publishing solution, helping media brands succeed in the digital era. The platform supports content creation, management, and distribution, as well as offering tools to monetize media products.

**Wojciech Ehrenfeld**

Head of IT Solutions

 Ring Publishing, Ringier Axel Springer Polska wojciech.ehrenfeld@ringpublishing.com +48 606 802 269