The Samhub Data Flywheel
Your Content is The Key to Your Success

CONTENT drives users to your Media

User behaviour builds DATA

Data should power EVERYTHING

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It all starts with content

HELLO!

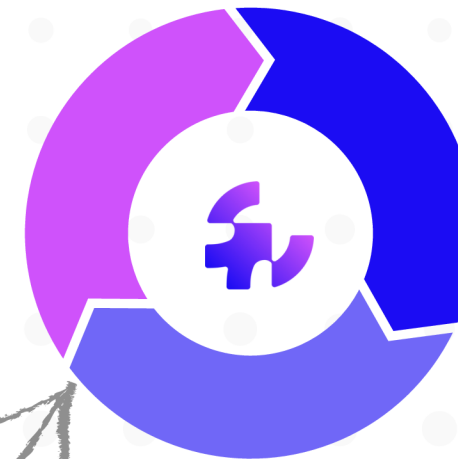User enter your digital properties to consume **content they like**!

As they consume your content they generate **first party data** From the content, the interest and the user information and behaviour.

WELCOME BACK!

As users get better experiences and advertisers get better effect, this creates **more data** that improves **ALL** of your business

This data is then used to **increase** **commercial revenues** by delivering better ad targeting, better effect for advertisers, higher CPMs, and better sales.

What is a Data Flywheel?

That is when you are able to create a perpetual flow of increasingly more first party data that flows through your whole media business.

And of course we also use the data for personalisation to **drive higher** **engagement** which leads to more page views and more ad impressions!

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Personalisation

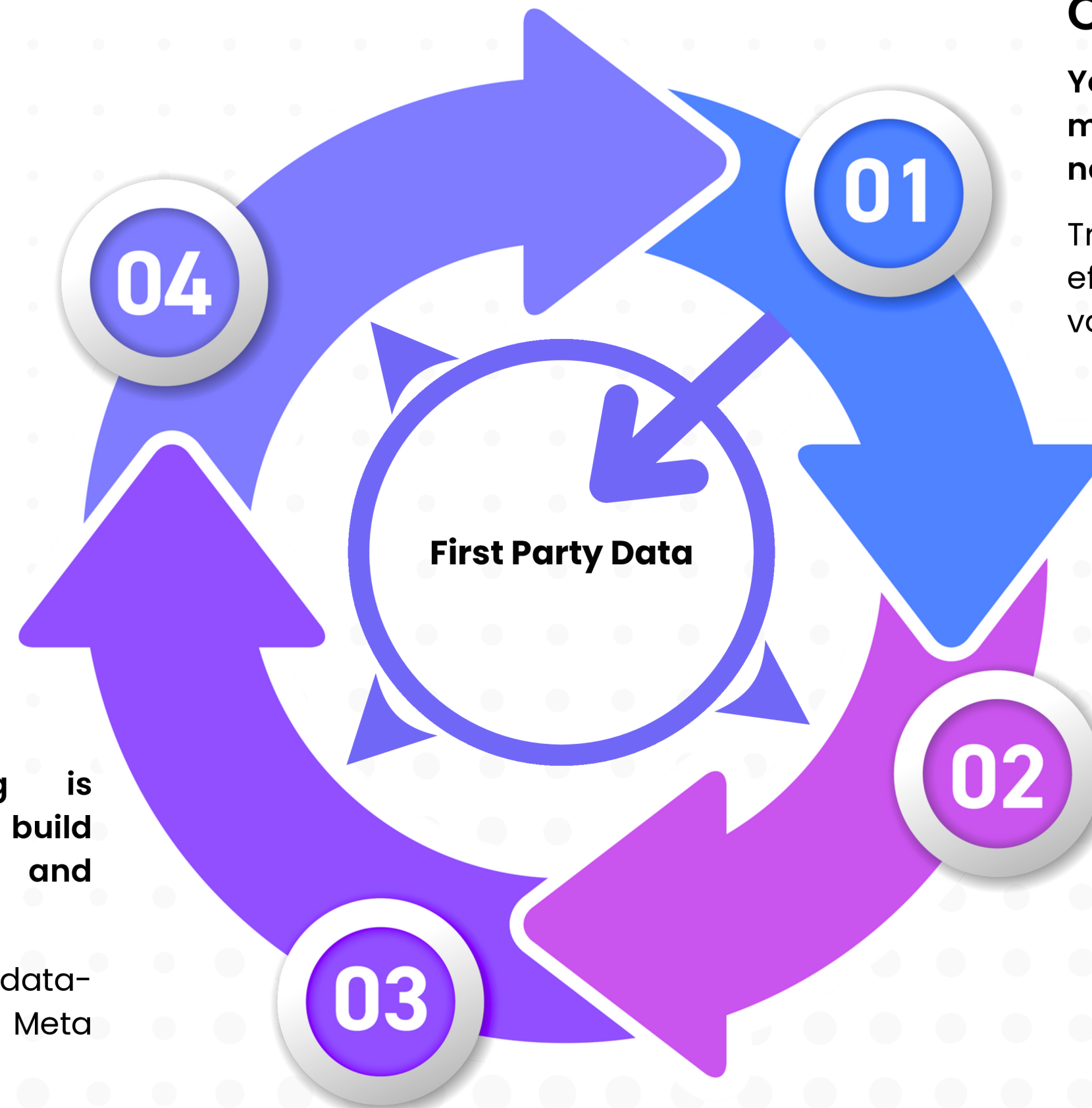**Today's readers prefer to be served relevant content rather than searching for it.**

Providing relevant content builds loyalty, increases retention, and boosts subscriptions.

This improved personalization also feeds more data into your first-party data ecosystem.

Content

Your content is your quickest and most valuable asset, and the key to new revenues.

Transform it into high-quality data for effective ad targeting, campaign validation, and personalization.

Ad Targeting

Activating your first-party data will generate new revenue through higher CPMs from I/O campaigns.

It will also boost CPM-levels for programmatic data deals, as well as increase floor prices from network sales.

Campaign Reporting

Effective campaign reporting is essential. It's how media outlets build lasting advertiser relationships and secure larger budgets.

This empowers sales teams with data-driven conversations. Google and Meta have already set this standard.

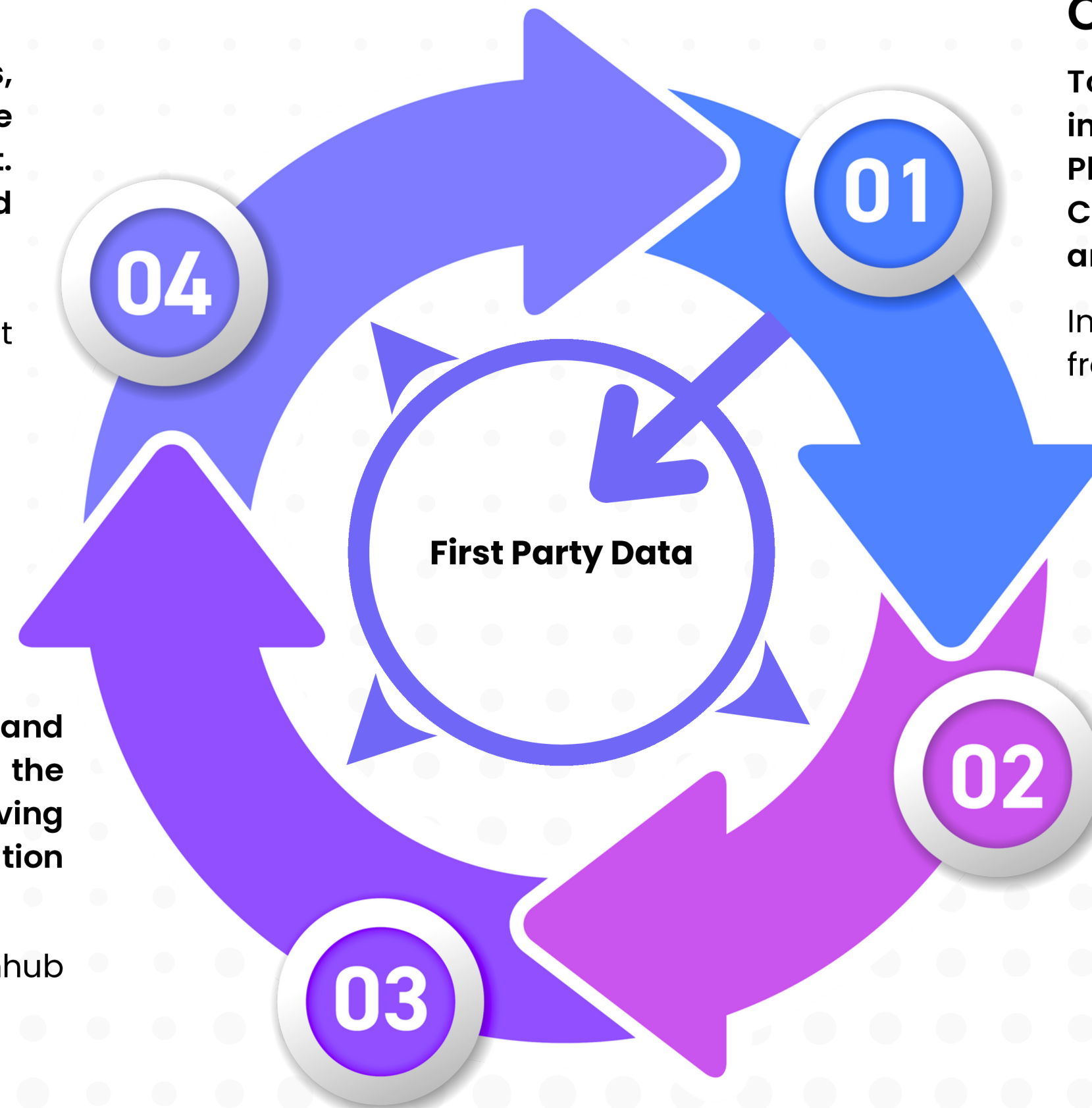**First Party Data**

01

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04

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Personalisation

To increase page views, sessions, and returning visitors, provide relevant and engaging content. Increased traffic boosts ad inventory for better monetization.

All part of the Samhub Engagement & Personalisation service.

Content

To use your content you need a data infrastructure. A Data Management Platform, a Customer Data Platform, Contextual Analysis, Data Enrichment and connections to your Ad Tech.

Included in the Data & Targeting service from Samhub.

Campaign Reporting

For high-quality reporting and campaign validation, automate the process by integrating ad serving statistics and validation information into a single report.

This is all included in the Samhub Reporting & Validation service.

Ad Targeting

To monetize your collected data, package it into relevant audiences, empower your sales team, and ensure its usability across ad servers, SSPs, and DSPs.

Included in the Samhub Data & Targeting service.

01

02

03

04

First Party Data

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The Samhub Suite

Engagement & Personalisation Suite

- Content recommendations
- Content targeting
- Personalised content flow
- Personalisation input:
  - Context
  - Interest
  - Geography
  - Census data
  - Household data
  - ID Graph

Reporting & Validation Suite

- Automated campaign tagging
- Automated data collection
- Automated report generation
- Automated campaign validation
- White label reports
- Integrates with campaign booking
- Integrates with Samhub Analytics and marketing dashboard
- Advertiser integration support
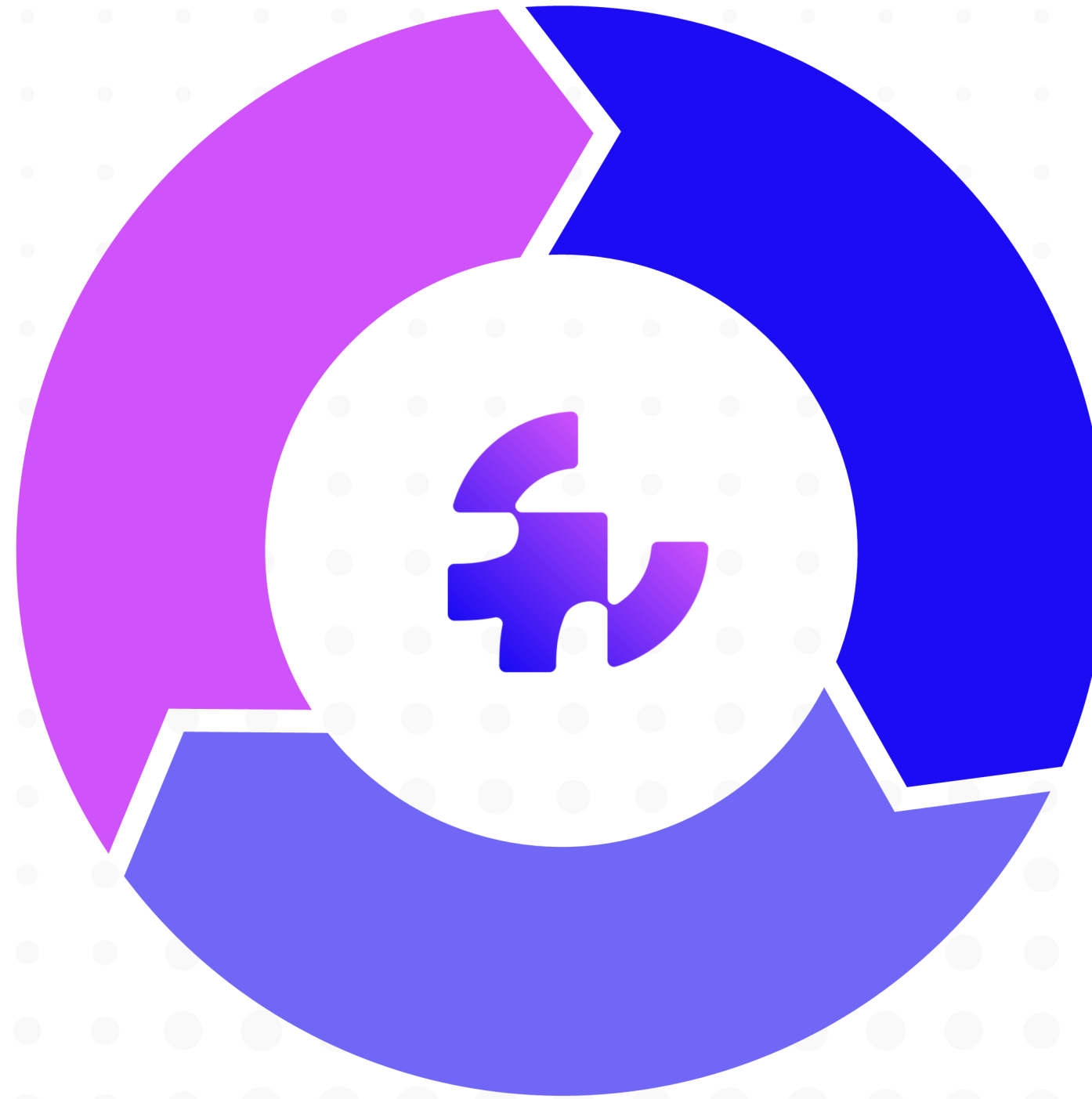
Data & Targeting Suite

- Data Management Platform
- Customer Data Platform
- Single Script Integration
- Pre-defined Audience Taxonomy
- Full Ad Tech Integrations
- Data Enrichment:
  - Contextual Analysis
  - Population Analysis
  - Household Analysis
- Secure login API
- EU-based: from Sweden, EU-servers
- "Pay as you go" Model

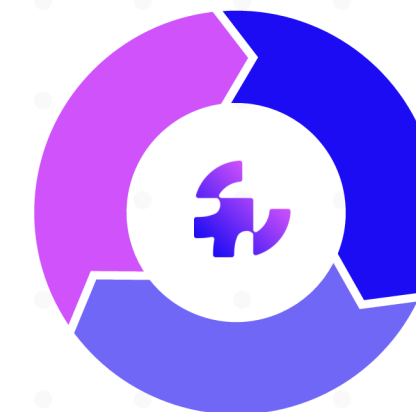**The Samhub services is modular and can complement (or replace) existing data setup.**

We customize the setup to suit your ad tech configuration.

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Want to know more?

Contact me, I love to talk data!

Martin Bergqvist, CEO

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About Samhub

Samhub exists because several media houses in Sweden saw a need to unify their data, to have a common offer to the market and compete with Big Tech. Samhub was born from the Swedish morning press.

We exist to serve the free and independent press with data solutions so that they can continue their journalistic mission that is a cornerstone of every democracy.

Contact Us

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Book a meeting: Click this link

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