




Introducing YouGov Direct – Publisher Overview

What is YouGov Direct

YouGov Direct is a unique innovation, offering publishers new GDPR compliant data to enrich their knowledge of readers, create new and more granular audiences for advertisers, opens a new revenue stream and provides access to tools for editorial teams to further engage readers.

We are able to do this because we have built a fully opt-in, transparent, GDPR compliant, consumer data vault, that:-

-  Enables - transformation of the digital marketing world
-  Improves - understanding of audiences and ad targeting
-  Empowers – individuals to control their data and obtain value from it.

Our full proposition also appeals to:-

- Brands and their Media Agencies – granting direct access to highly profiled consumers for targeting
- Consumers – who are rewarded for use of their data, receive more relevant advertising and can better control their privacy.

The Full Publisher Proposition

We are building scale in the YouGov Direct platform and that is why we are creating partnerships with a range of publishers.

In return for on-boarding publisher audiences into YouGov Direct we are offering:-

- GDPR compliant data that sets a new standard for consent
- Rich, granular data that will enhance reader profiles and offers new audience targeting capabilities
- a survey tool – for publishers to use on their properties to engage readers, delivering results in real-time and provide editorial teams with new content
- a new revenue stream – every time a publisher-recruited User earns on YouGov Direct, so does the source partner

Success to Date

We have seeded the platform with Users and been testing it over the last 6 months to deliver a range of campaigns for some of the UK's largest advertisers.

Results from the trials have surpassed our expectations, with:-

- average engagement (viewability) above 85% and average CTRs of 32%
- a major Hollywood studio saw a 6% conversion rate on ticket sales
- a major UK broadcaster saw a 15% uplift in viewers for a prime time show.

Inside YouGov Direct's Data Vault

Our consumer facing app (available on Android and iOS) act as our Users' *data vault*. Users log in, share their data and consent to its use (or not) for targeting. Via publisher partnerships and our network of data distribution partners YouGov Direct data will be used to power audiences around the internet.

Our platform also permits us to experiment with new types of data. For example we are currently running a trial with Users, using new Open Banking permissions to on-board their account transaction data – data that are extremely powerful and give even greater insight into consumer lives.

Products Available Now to Brands

While we achieve the necessary scale in the User base, the platform is being used by advertisers and their media agencies for three use cases:-

- Campaign pre-testing and evaluation – going beyond research to include tracking of business outcomes
- Rapid Research – utilise the speed in the platform to get indicative responses to your
- CRM Enrichment – use YouGov Direct's consent mechanism and ability to rapidly collect data to enhance your knowledge of your customer base.

We will open up these capabilities to publishers, as they come on board for use in-house.

Contact

For further information and to discuss how you can become a YouGov Direct partner, please contact William Ullstein at will.ullstein@yougov.com or on +44 (0)7816 153 680.