



YouGov Capital Markets Day

Building a global leader

Wednesday 6th February 2019



Agenda

2.00pm | Introduction to YouGov

- **Stephan Shakespeare**
Chief Executive Officer, YouGov
- **Alex McIntosh**
Chief Financial Officer, YouGov
- **Sundip Chahal**
Chief Operating Officer, YouGov

2.30pm | Our Products & Services

- **Bianca Bruhn**
Regional CEO Mainland Europe, YouGov
- **Amelia Brophy**
Head of Data Products UK, YouGov
- **Q&A**

3.00pm | Clients

- **Julian Newby**
Global Profiling Director, MediaCom Worldwide
- **Claire Spencer**
Managing Director for Insight & Analytics, IPG Mediabrands UK
- **Tini Sevak**
Vice President Audiences & Data, CNN International Commercial

3.30pm | New innovations and the next growth plan

- **Stephan Shakespeare**
Chief Executive Officer, YouGov

4.00pm | Q&A

4.30pm | Product demos and drinks

— Introduction to YouGov

Stephan Shakespeare

Chief Executive Officer, YouGov

Introduction

The purpose of today is to explain:

- How YouGov works
- Our next 5-year ambition
- Our strategy
- Our new ideas

How YouGov works

Our success is based on 4 fundamental efficiencies:

1. People proactively fill in surveys by themselves, at their convenience, on any device
2. We enable unlimited self-input and give public & personal value in return
3. We build an engaged panel that is always available and connects all our data
4. We are driven by one data-set (the Cube) and one analytics system (Crunch)

— So we have a system, based on:

- large engaged panels
- massive data design
- automated data generation
- productising the data
- the best analytic tools
- expert client service

— Our offer to clients is systematic data that is...

- very wide-ranging
- deep in detail
- fully connected
- highly crunchable
- global
- cost-efficient
- accurate
- relevant and applicable

“The best data,
the best tools”

— Our ambition for growth is undiminished

Our ambition is to be:

- ✓ the world's #1 provider of single-source systematic marketing data
- ✓ used by every public-facing company and organisation
- ✓ used by hundreds of millions of people as a daily public resource
- ✓ the world's largest and most engaged research panel

Presentations coming up next



Alex will take you through the historic numbers



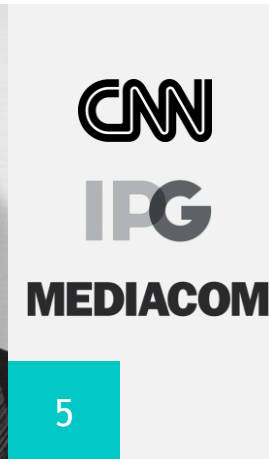
Sunny will show you how we engineer our future



Bianca will introduce you to the YouGov data platform



Amelia will introduce you to our syndicated data tools



We will hear from clients about how it works for them

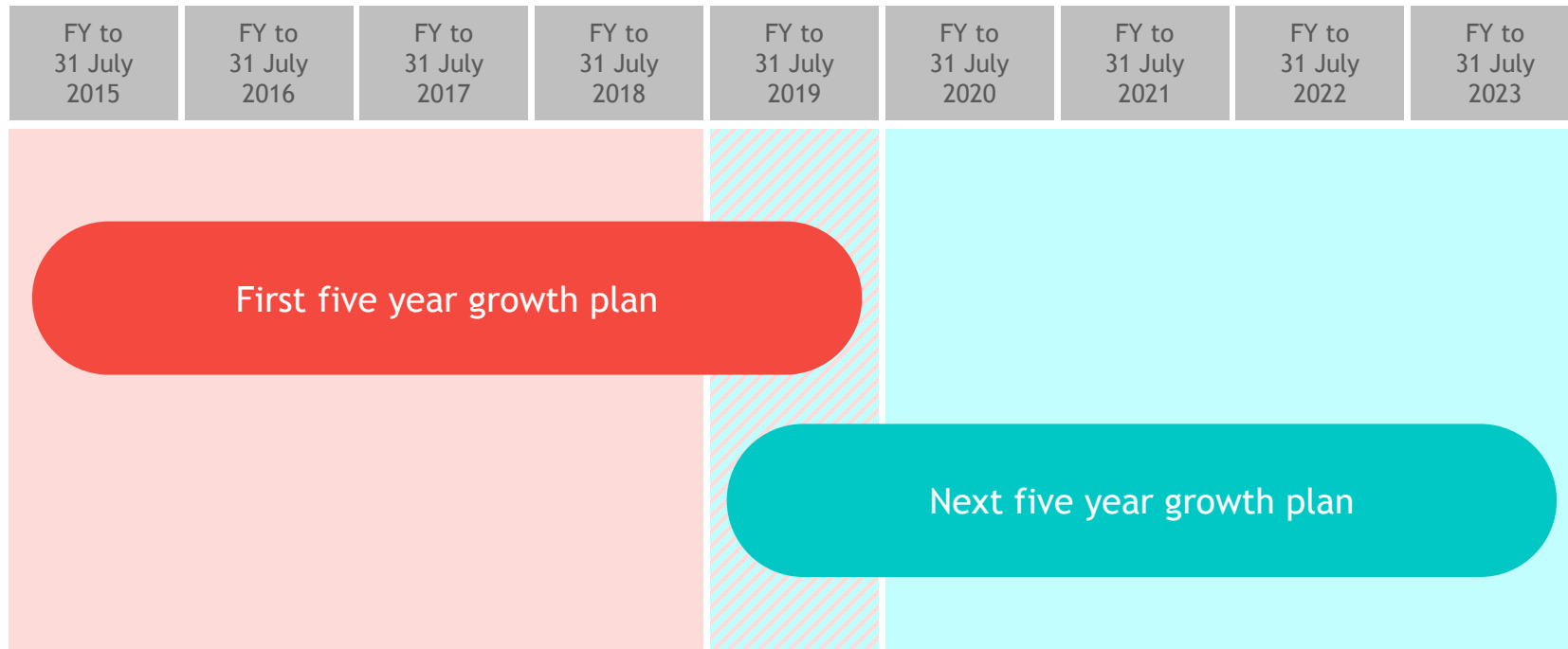


We will share updates on our latest innovations and the next five-year strategy

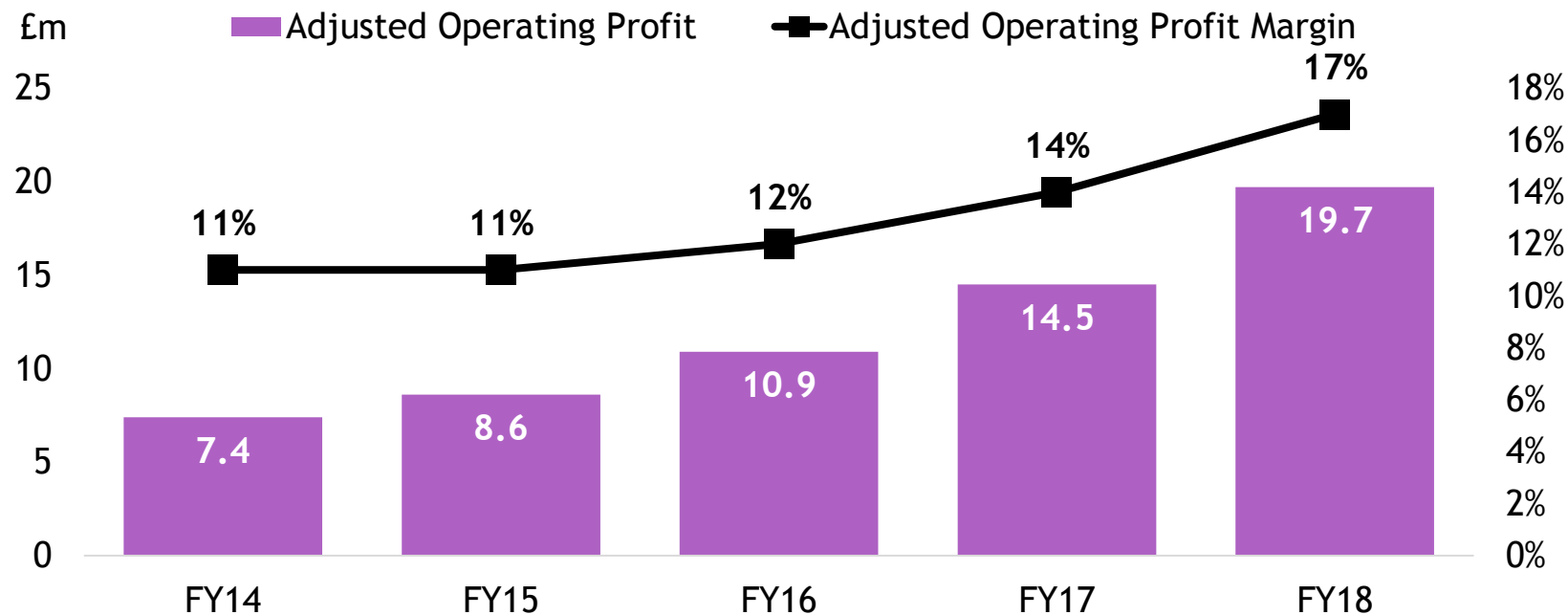
Alex McIntosh

Chief Financial Officer, YouGov

Our current and next five year growth plans

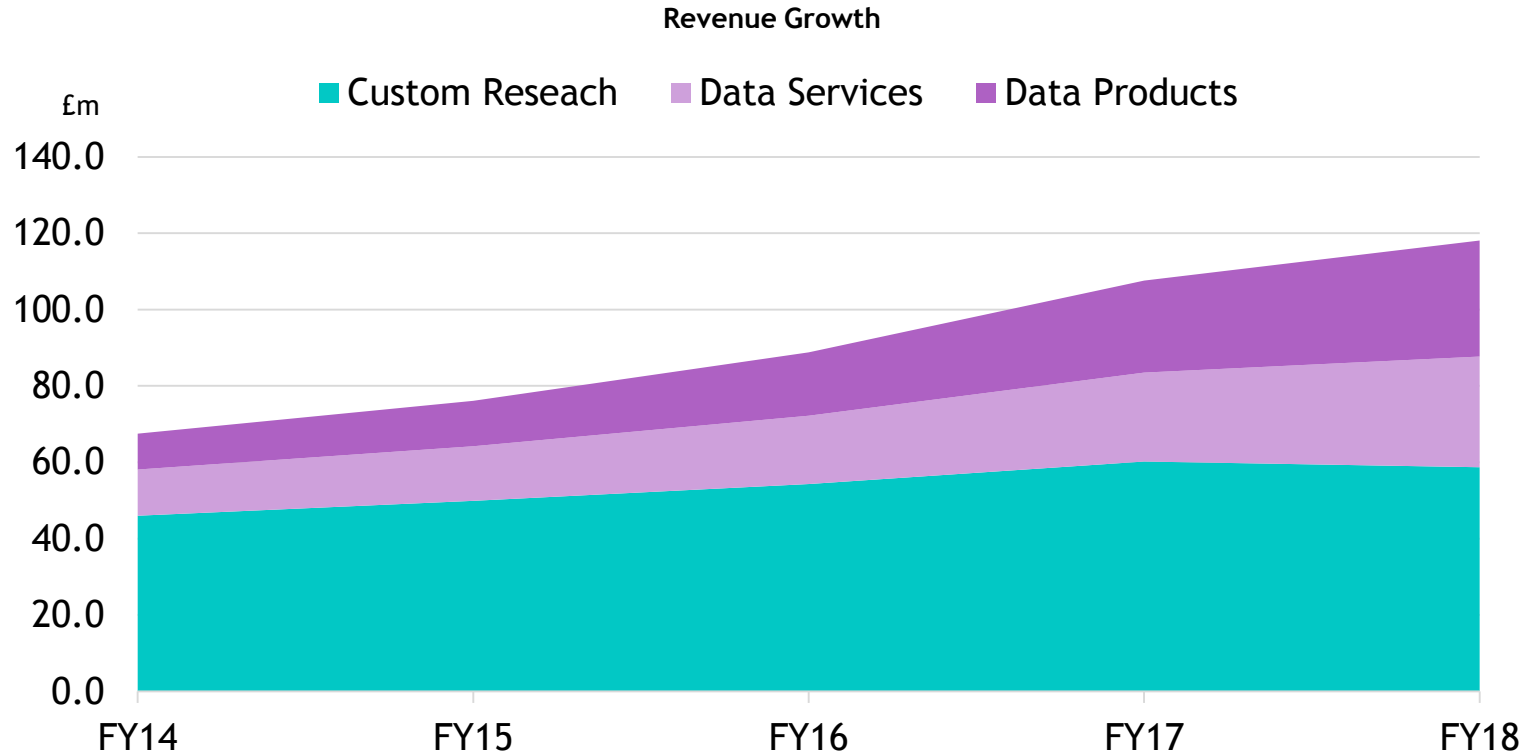


In FY14, our five year growth plan focused on improving profitability

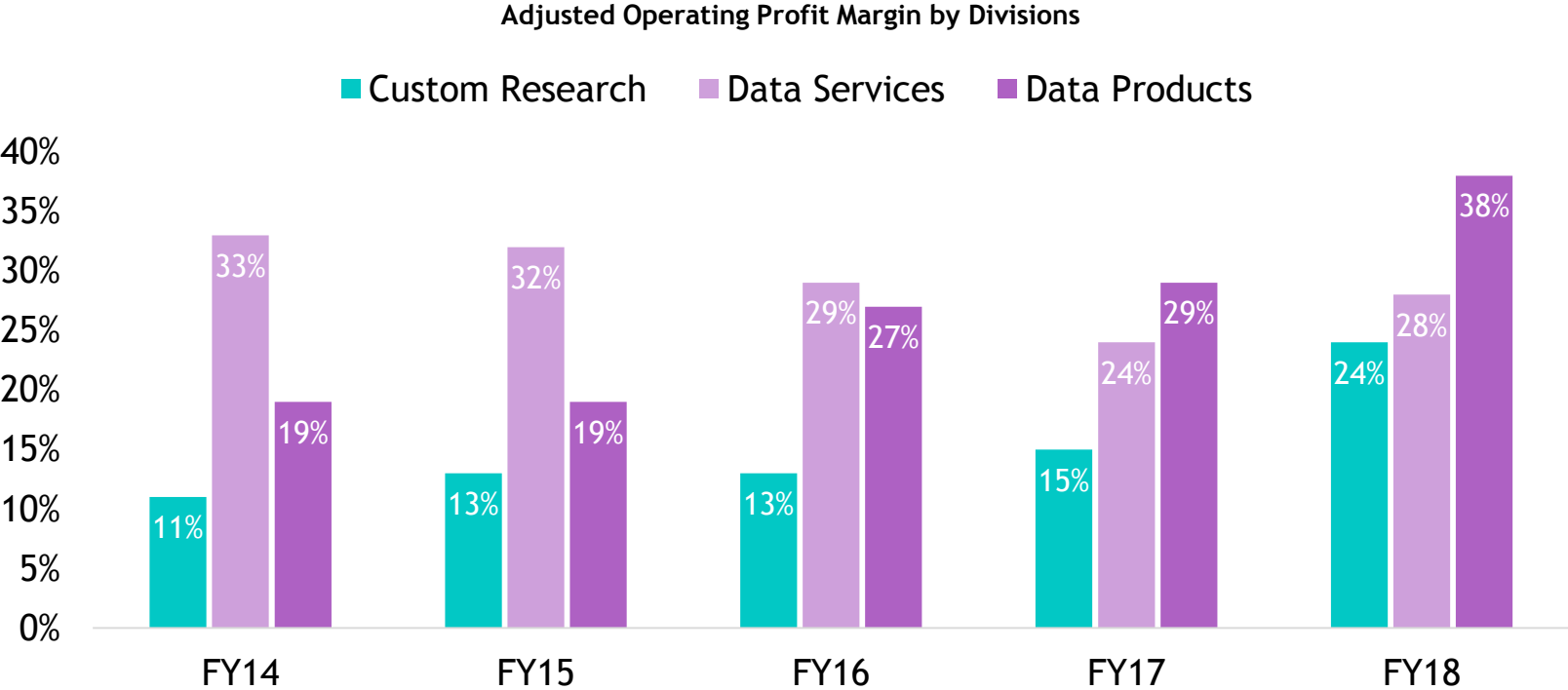


Key five year plan growth target: 25% YOY EPS growth FY14-19

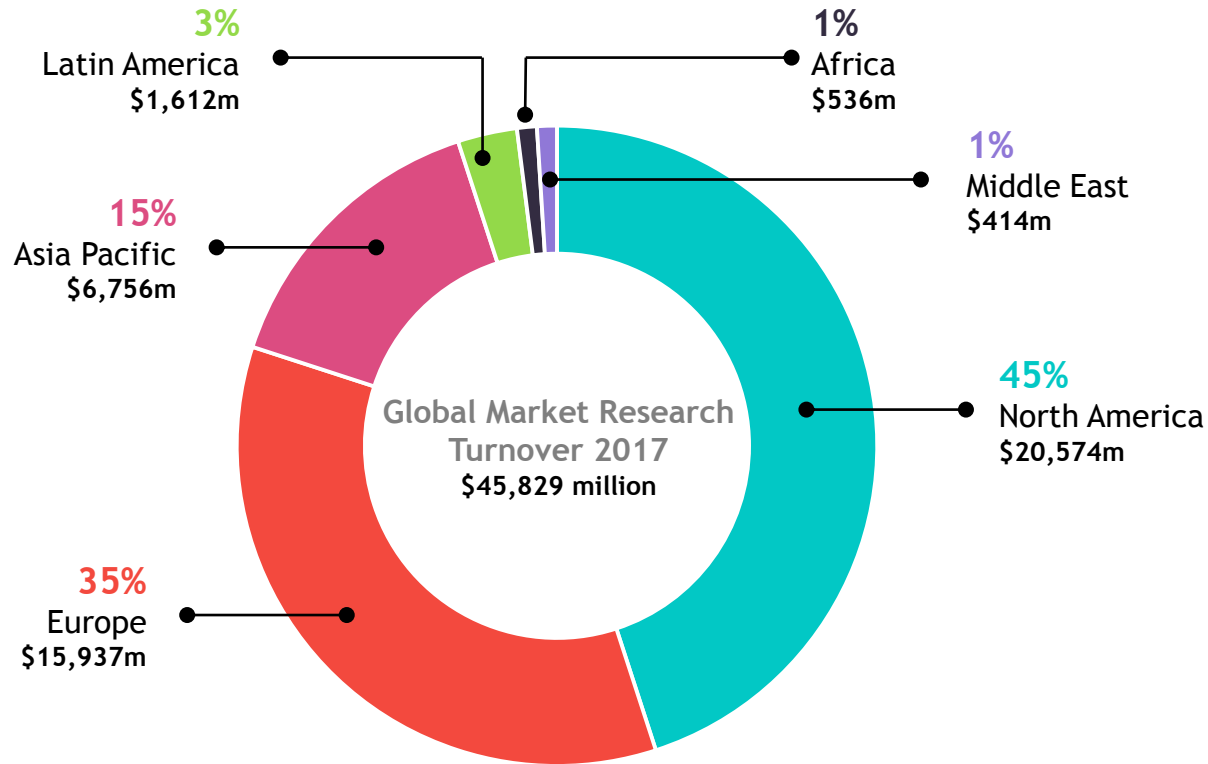
The growth plan focused on Data Products and Services which have operational leverage



Our focus on technology and products has created a platform for scalable profit generation



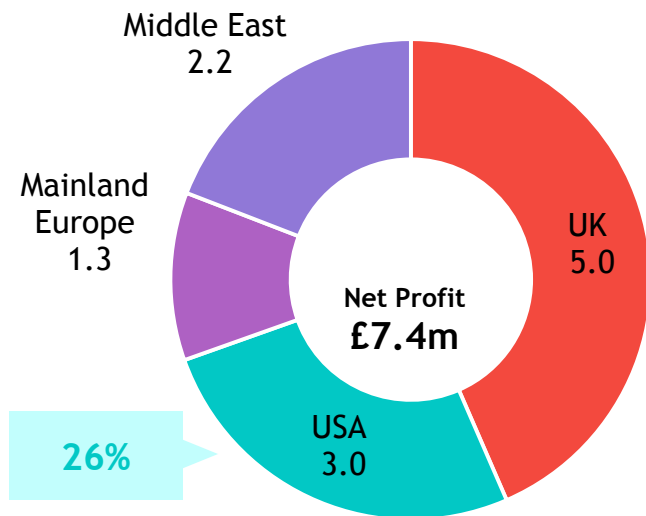
The market YouGov focuses on is worth \$46b annually



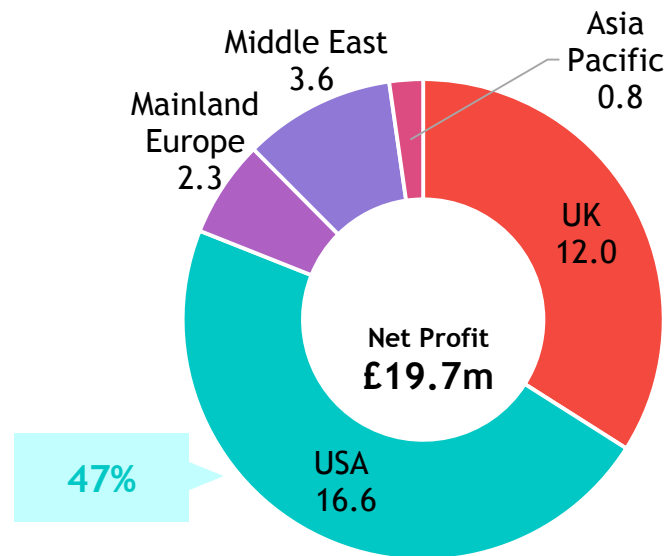
YouGov Group revenue in FY18 was £117m

The US and UK are the largest research markets in the world, and for YouGov (Operating Profit in £m)

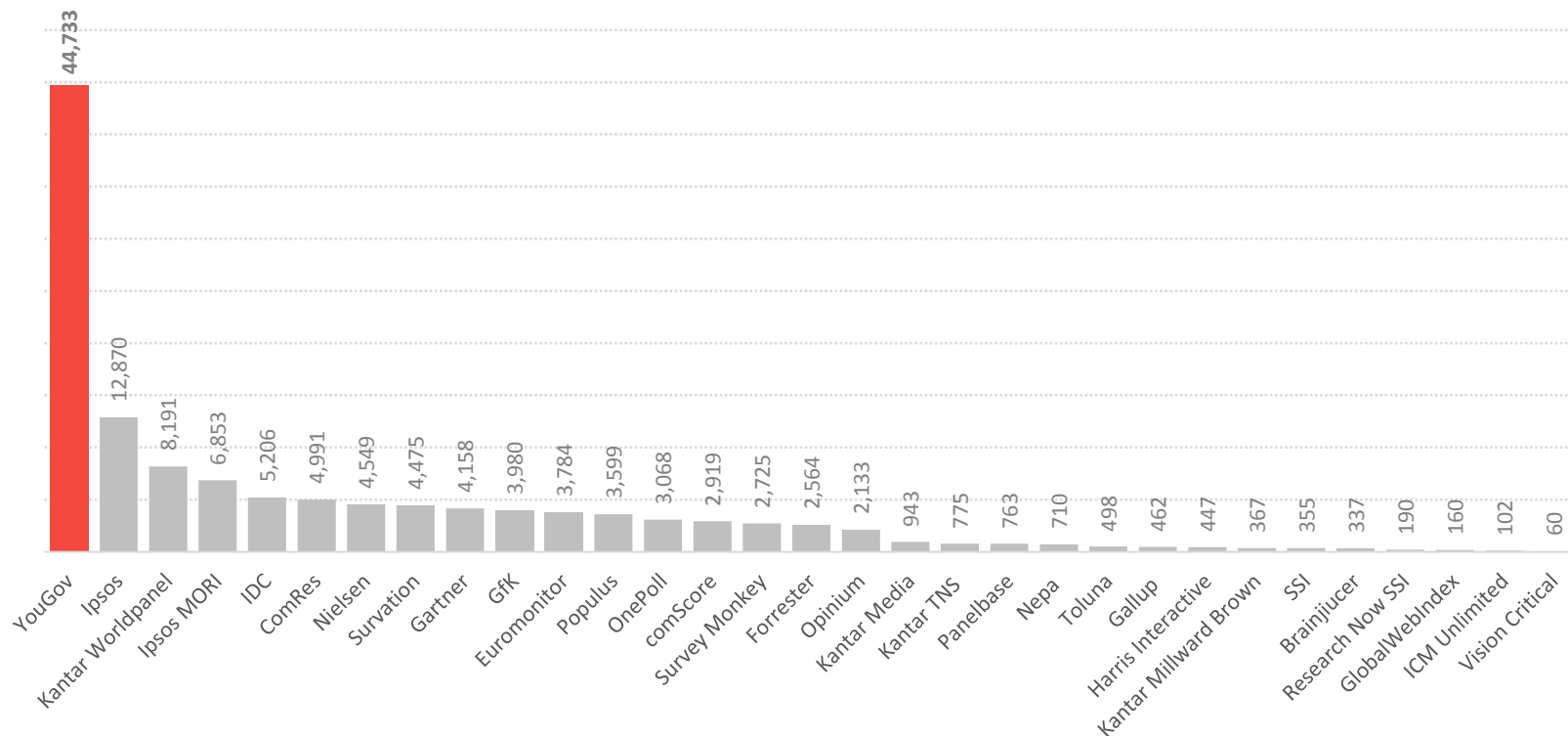
Year to 31 July 2014 Operating Profit



Year to 31 July 2018 Operating Profit

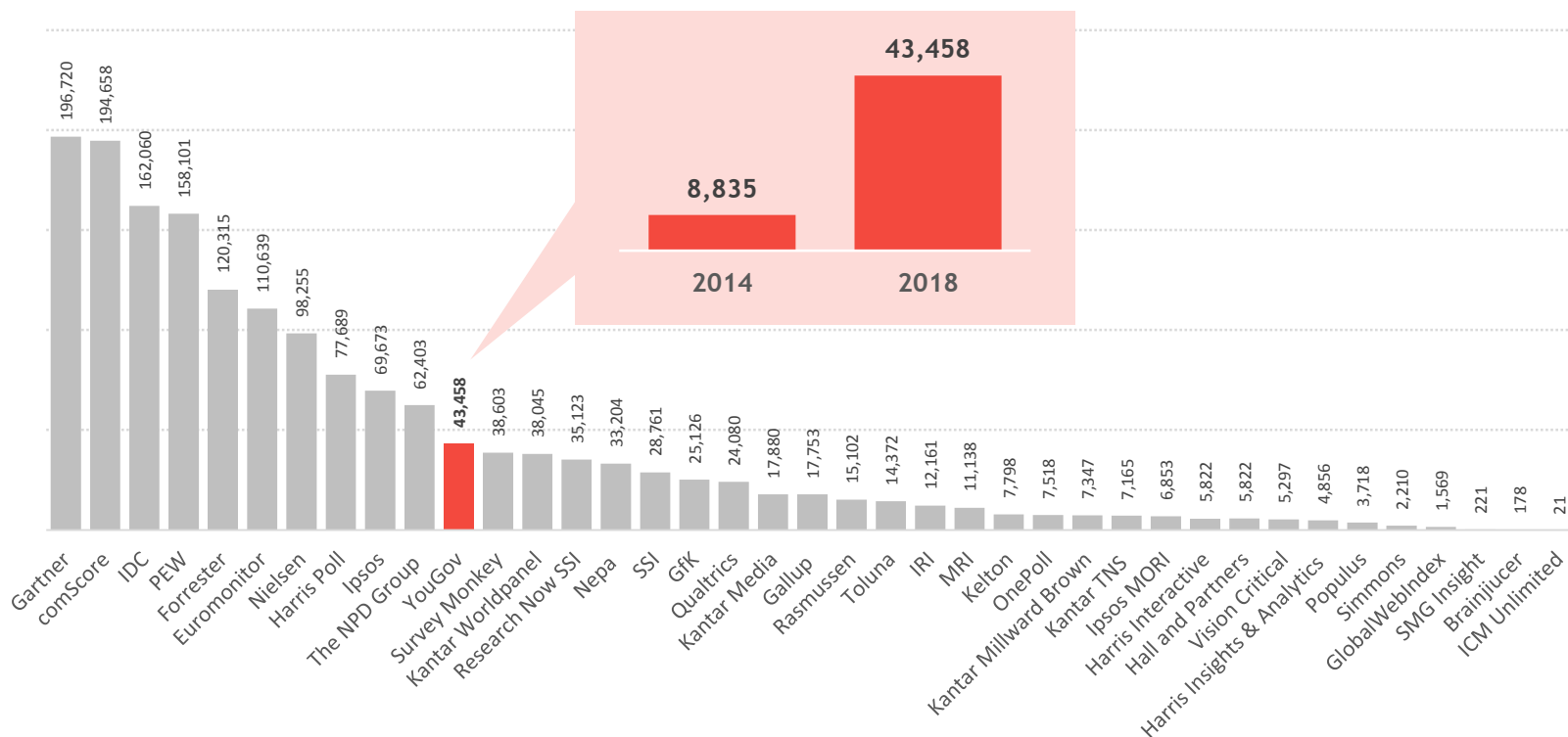


Media Mentions: YouGov vs Competitors (UK)



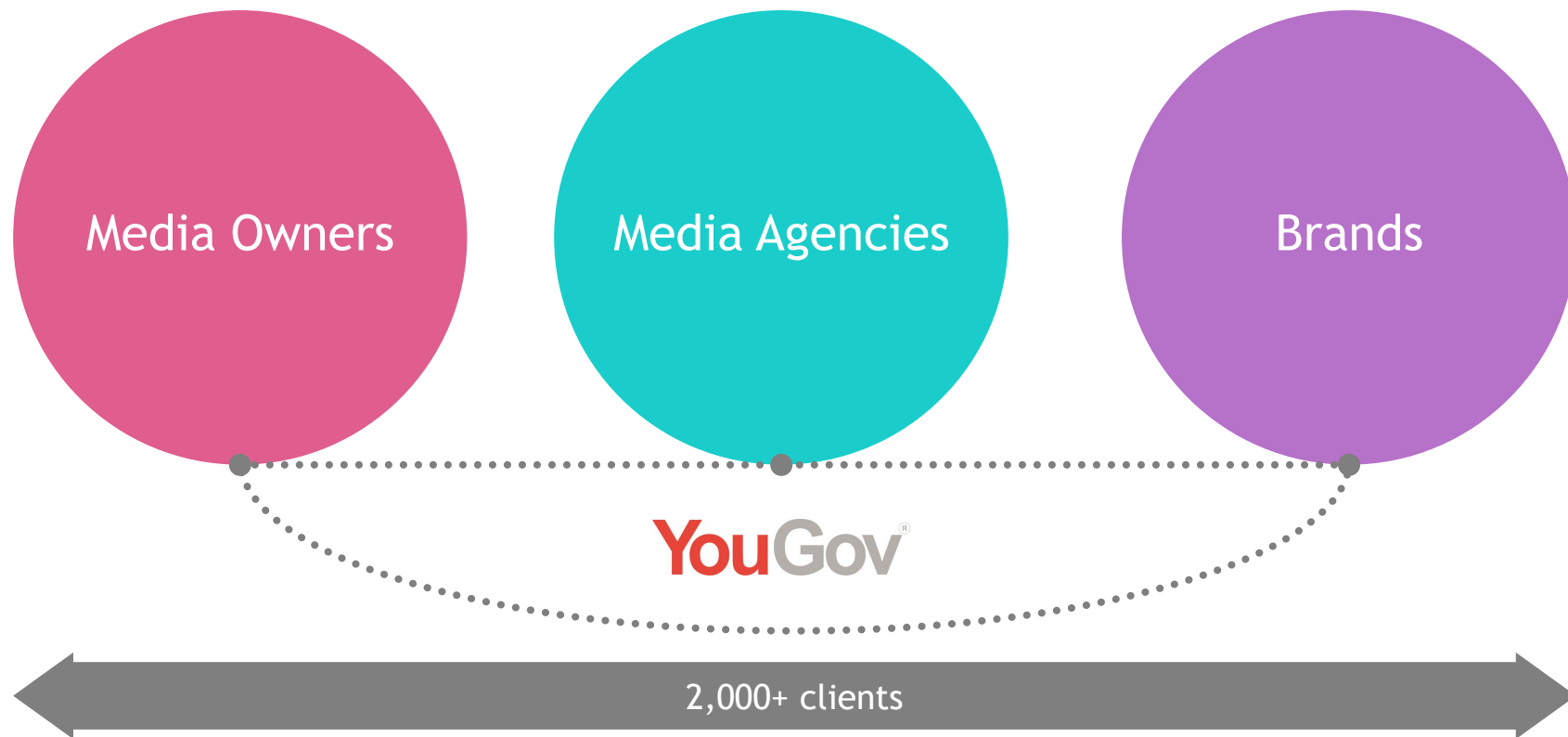
Source: Meltwater media mentions data for the twelve months to 31 July 2018

Media Mentions: YouGov vs Competitors (USA)



Source: Meltwater media mentions data for the twelve months to 31 July 2018

Our customer base is diverse - mainly focused on marketing activities



— Sundip Chahal

Chief Operating Officer, YouGov

Centres of Excellence - a new model for scale

Current

- Technology (Warsaw)
- Panel & Data Operations (Bucharest & Mumbai)

Significant contribution to margin improvement

Driven standardisation of operating mode

Led to 24x7 operations and bred true expertise

Data Operations overheads
as a % of global revenue

4.95%

1.8% - 2.0%

2013

2019

Centres of Excellence - next stage

Current

- Technology
(Warsaw)
- Panel & Data Operations
(Bucharest & Mumbai)

Significant contribution to margin improvement

Driven standardisation of operating mode

Led to 24x7 operations and bred true expertise

Future

- Finance
- Data Design
- Research
- Customer Service

Finance - improved functional management



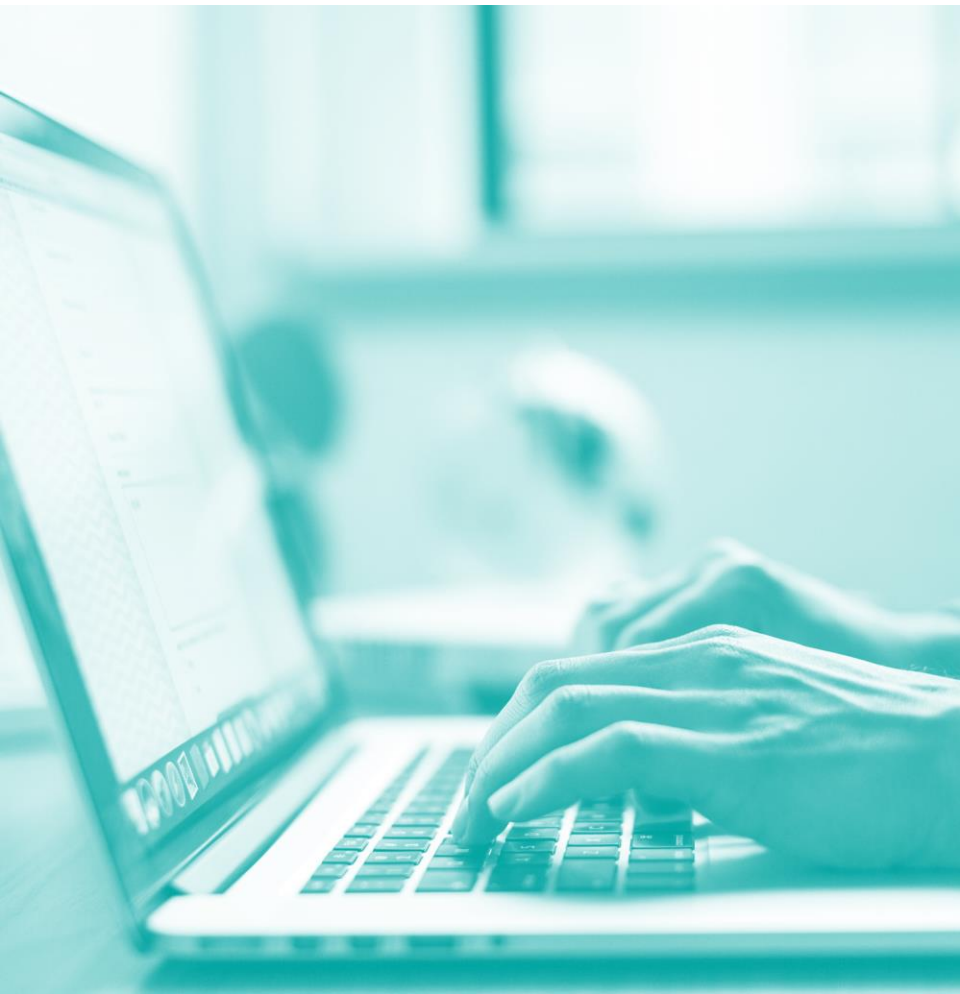
- Make better use of hard financial metrics to drive forward our teams
- Quicker turnaround & dissemination of financial information to the teams that need it most
- Can be built cost effectively not tied to local offices

Data Design - extending our lead



- Central team responsible for designing consistent data collection across the world
- The YouGov Codebook is housed within the YouGov Cube (our connected longitudinal syndicated data library with over 200,000 variables)
- Data collected using a variety of methods
- A single-source connected & highly permissioned dataset

Research Platform - to deliver the YouGov Screen



- Crunch - easy to use analytics platform
 - Allows clients to import 3rd party datasets
- Collaborate - self-serve survey system
 - Currently live in UK, US and Germany
- Brought together for the YouGov Screen
 - Integrated platform for all YouGov products and services

Client-centricity - maximising opportunities



- Build 'Global Key Account Management' programme
 - Invest in global team to grow key accounts
 - Give clients one touchpoint
- Customer Service team with Centre of Excellence
 - Gives us the ability to be on 24/7 (like Data Operations)
 - Cost effective coverage
 - Standard process

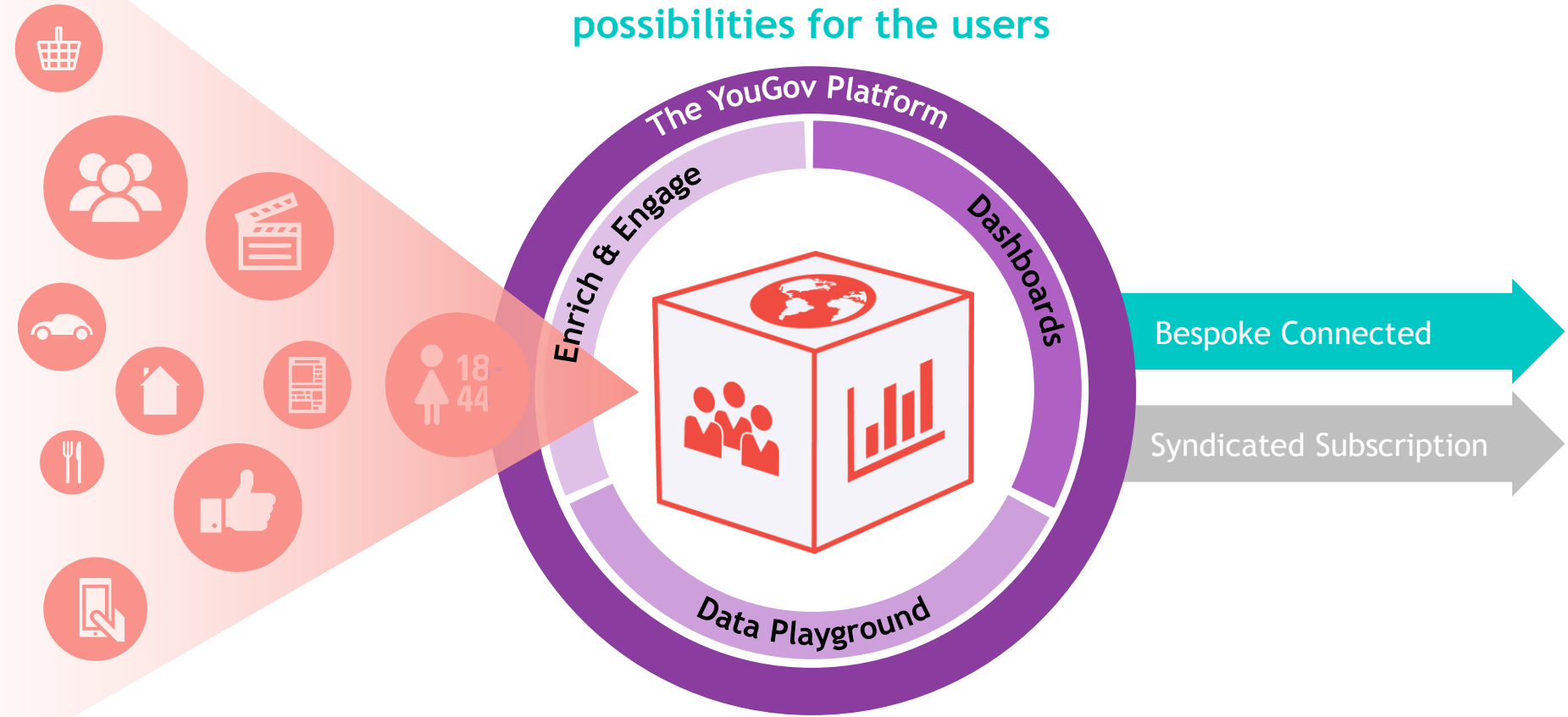
— Our Products & Services

— Bianca Bruhn

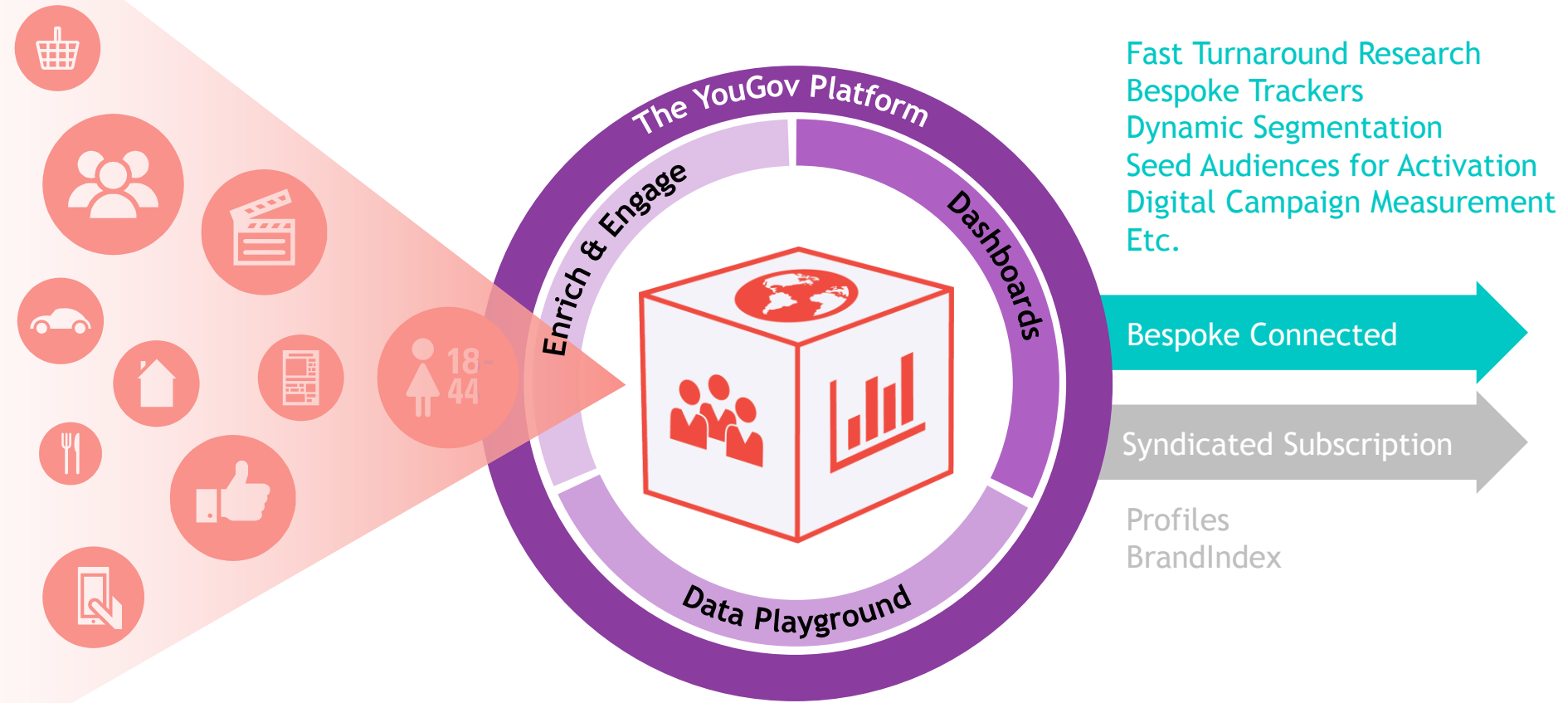
Head of Northern Europe, YouGov

The YouGov Platform - a Single System

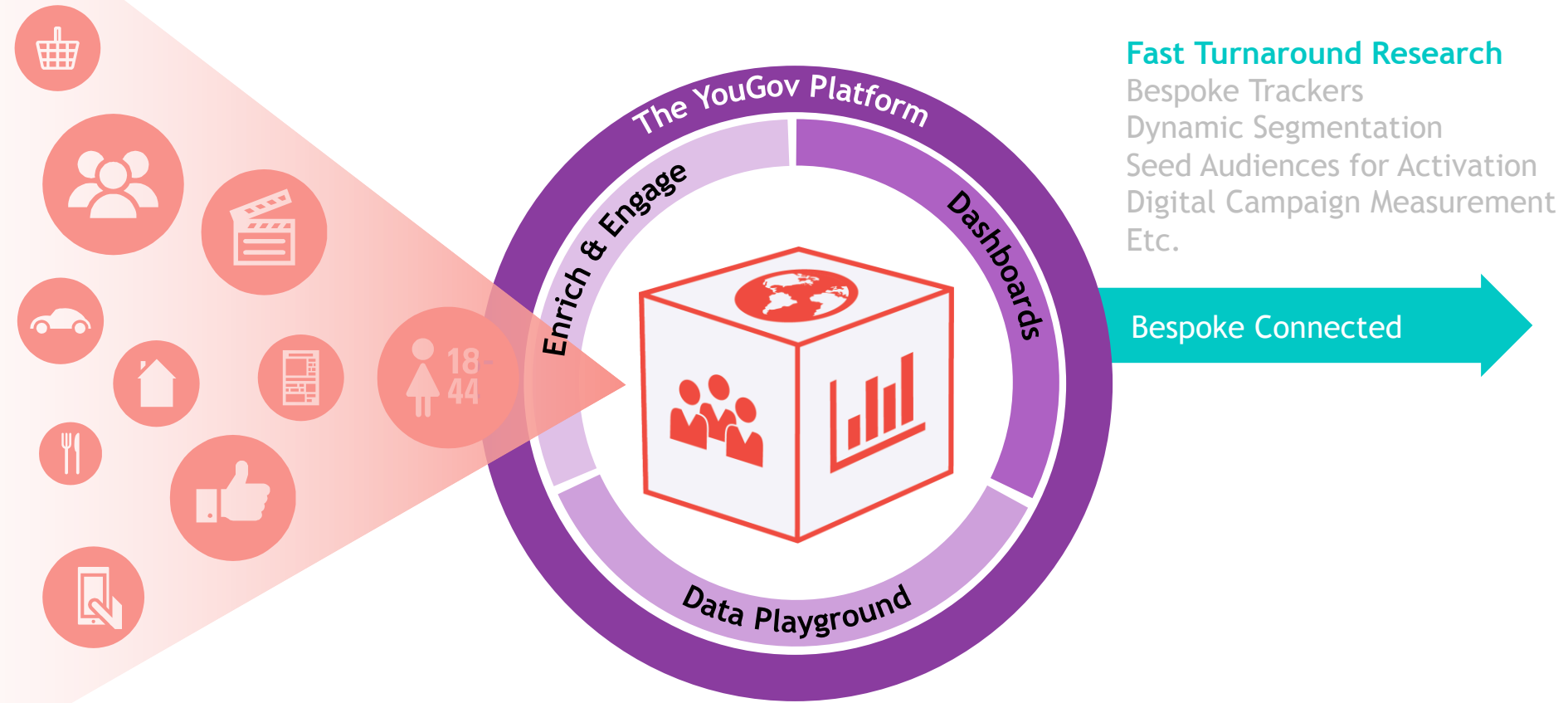
With the Cube in the centre and a variety of engagement possibilities for the users



Superior Value Derived from the YouGov Platform



Superior Value Derived from the YouGov Platform



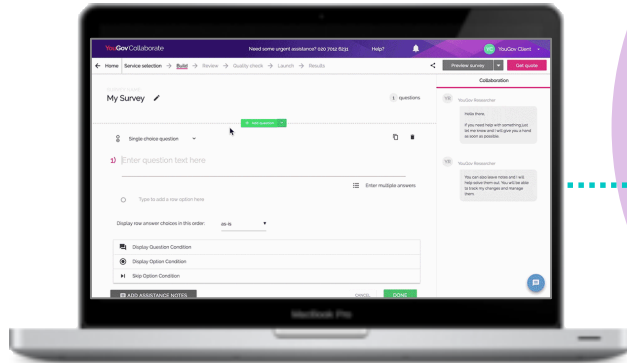
Demonstrating YouGov's Fast Turnaround Research Services and the YouGov Platform

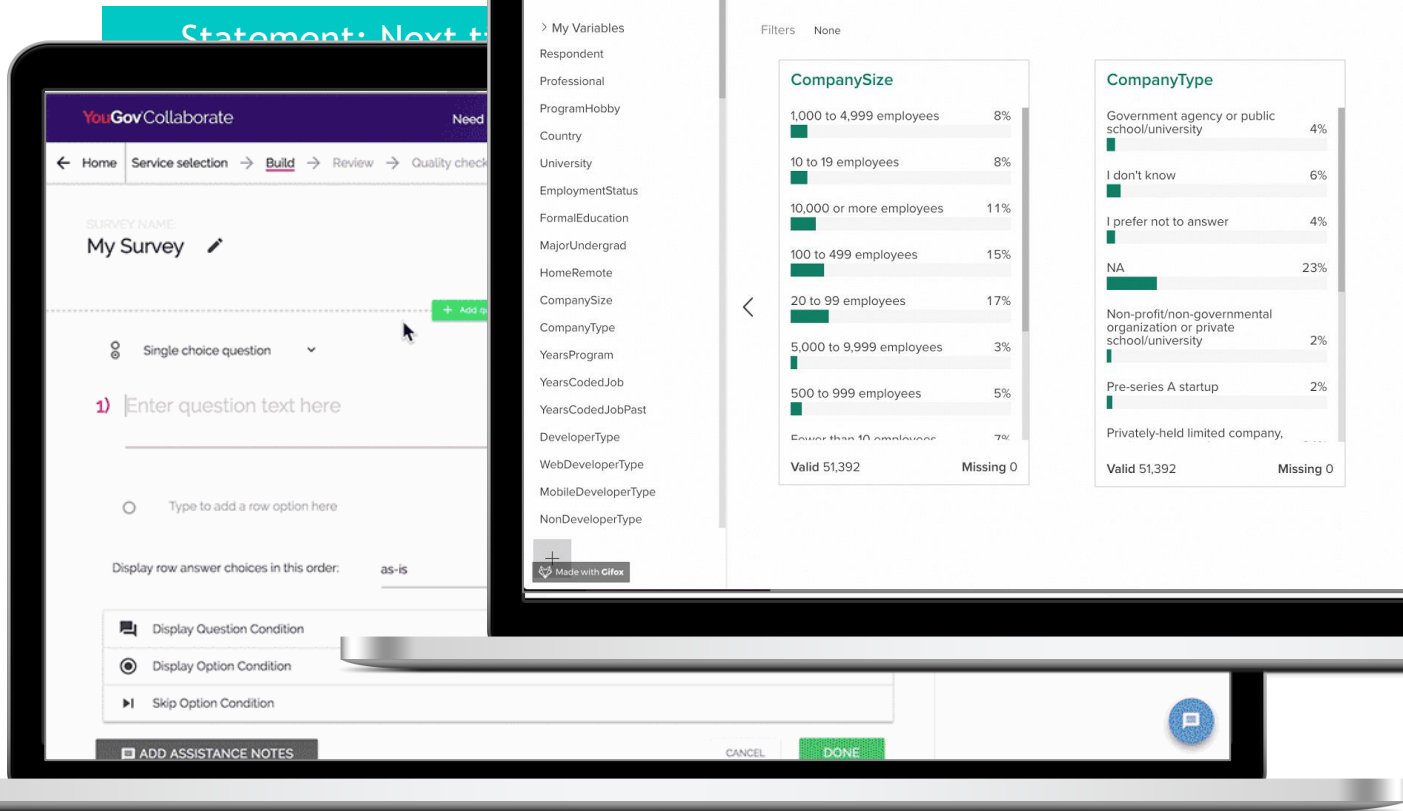
Statement: Next time I buy/lease a car it will be a hybrid/electric car?

Agree/Disagree/Neutral



The YouGov Platform





...24h later (or less) you have your answer enriched with hundreds of additional, relevant data-points...

Online Engagement
Online for: 50 hours per week
Streaming services: Spotify
Watches TV for: 10 hours per week

Favorite Activities
Listen to music
Read
Exercise

"Companies and their brands should be able to express how they feel on a topic"

"Electric cars are the future of the motor industry"

"The internet is my main source of information"

Female

40-49 years old

Income gross household: more than £50,000

Greater London

Marketing Director

...You can also move the opposite way in the Platform ... and start by identifying your target segment in the Cube ...

Online Engagement
Online for: 50 hours per week
Streaming services: Spotify
Watches TV for: 10 hours per week

Favorite Activities
Listen to music
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Exercise

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The YouGov Platform

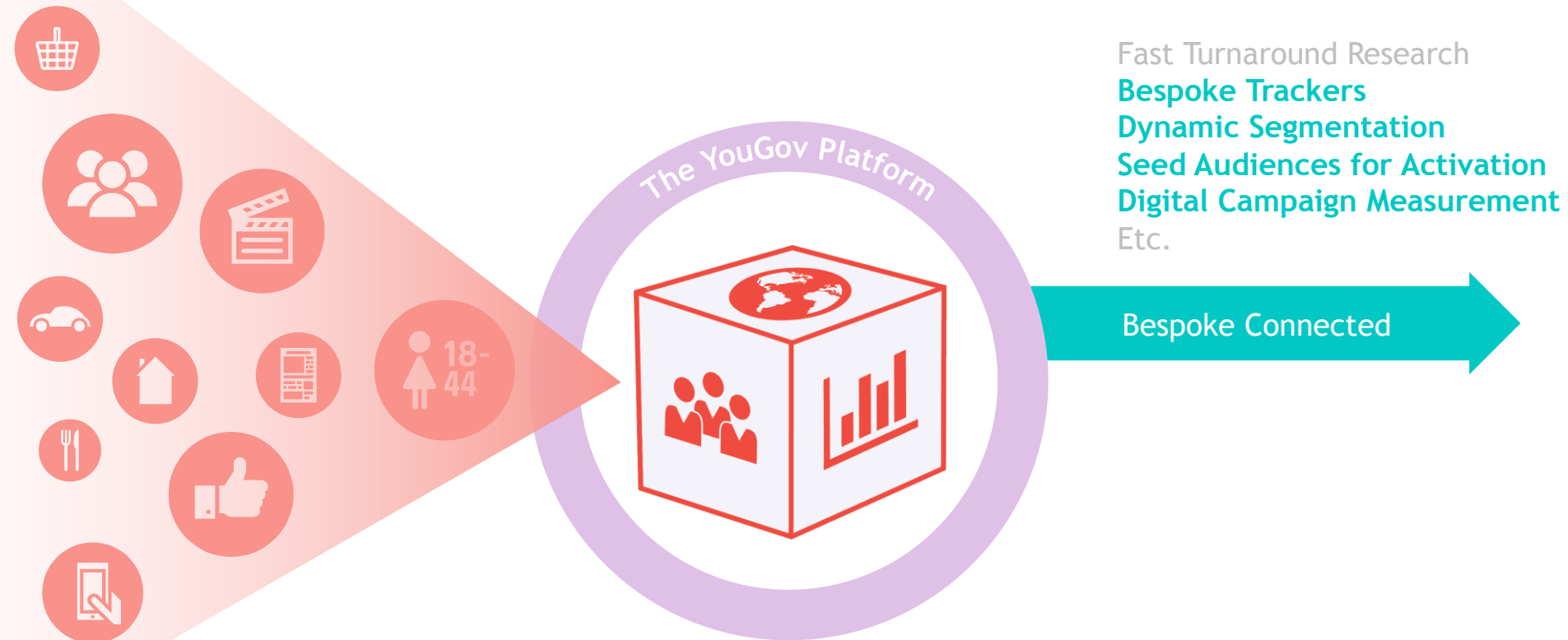
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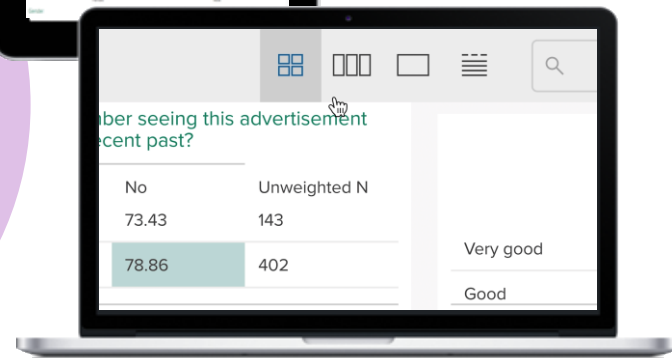
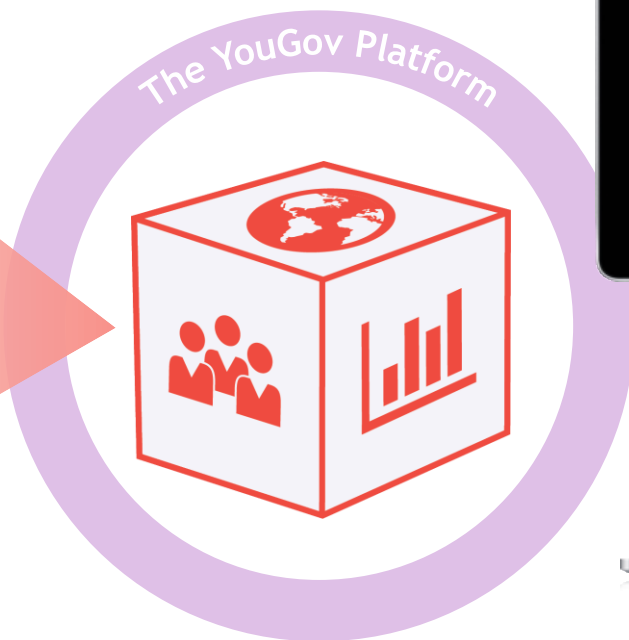


A re-contact survey -
leveraging the cube
to target a specific
segment with a
bespoke question



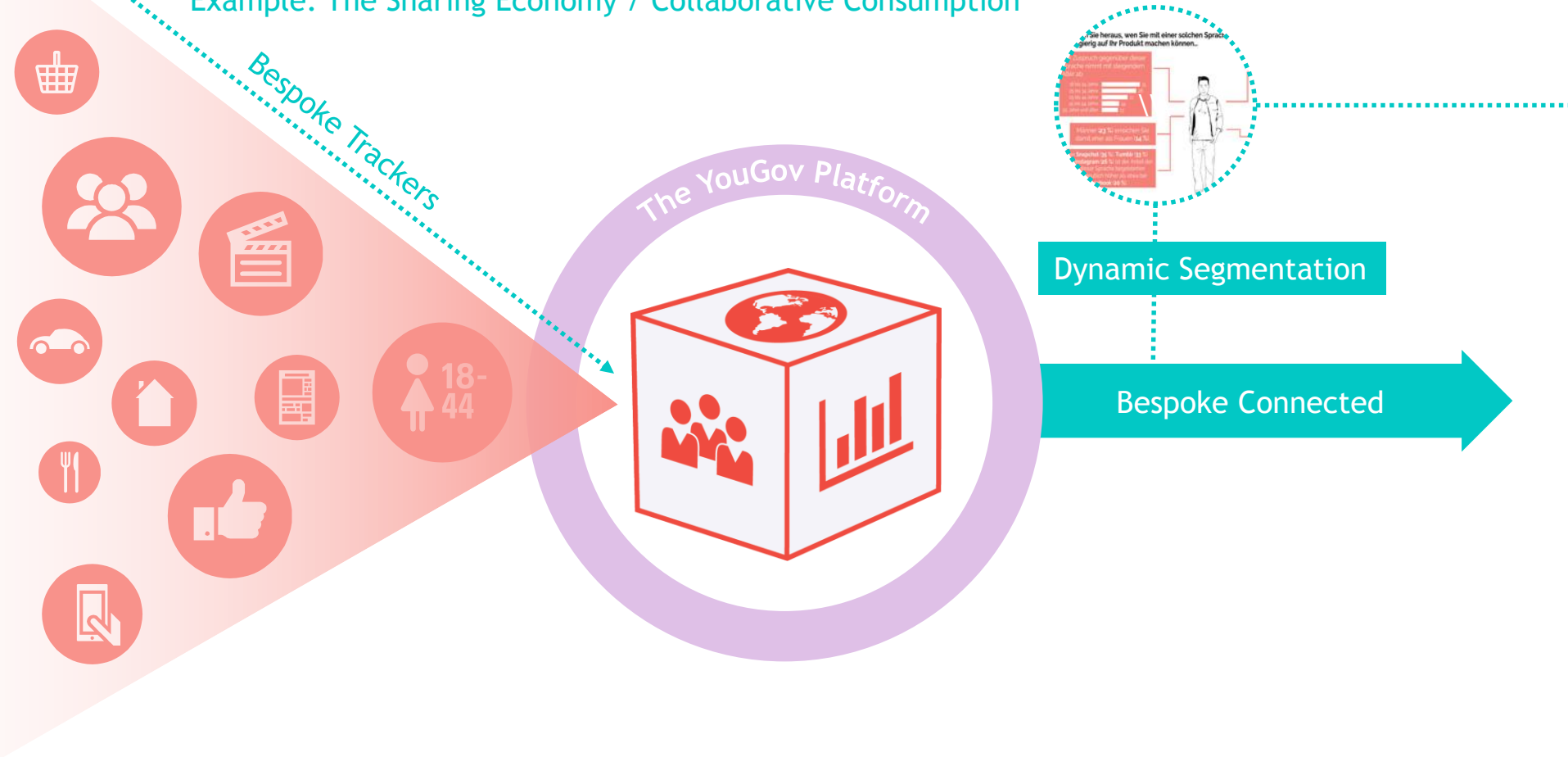
The Platform is Uniquely Suited for Bespoke Trackers

... allowing clients the opportunity to both play with data themselves and/or continuously monitor the results via dashboards

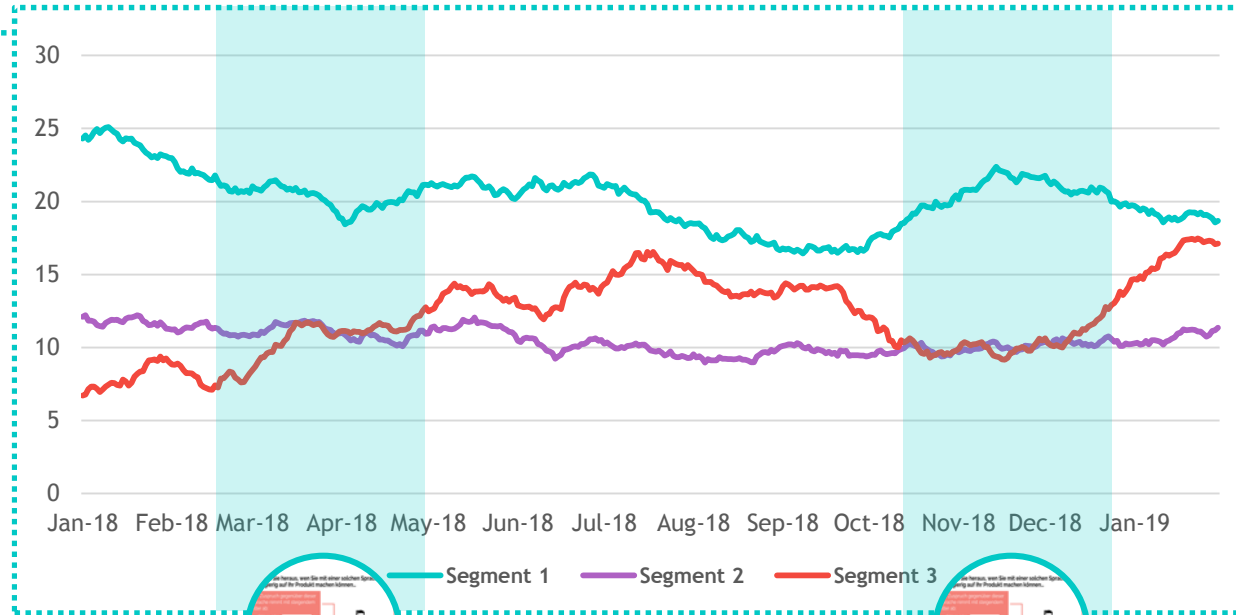


Bespoke Tracker combined with Dynamic Segmentation

Example: The Sharing Economy / Collaborative Consumption



Trendline by segment ... and how individual segments develop over time

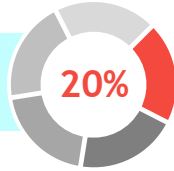


Q2

Q4



Q2



Favorite brands



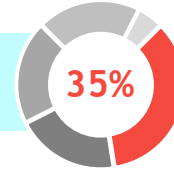
TV-Shows



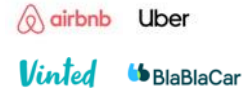
Social media



Q4



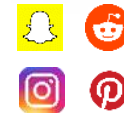
Favorite brands




TV-show

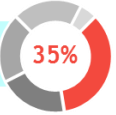


Social media







Select your seed audience and activate ...







Q4 





Favorite brands

TV-show

Social media

Our partners scale the seed audiences using look-a-like modelling



Partner removes YouGov seed audience and distributes to platform for activation



Measure the effectiveness of your digital campaigns via a YouGov Pixel

Exposed
Audience



Did the target audience carry out the call to action?

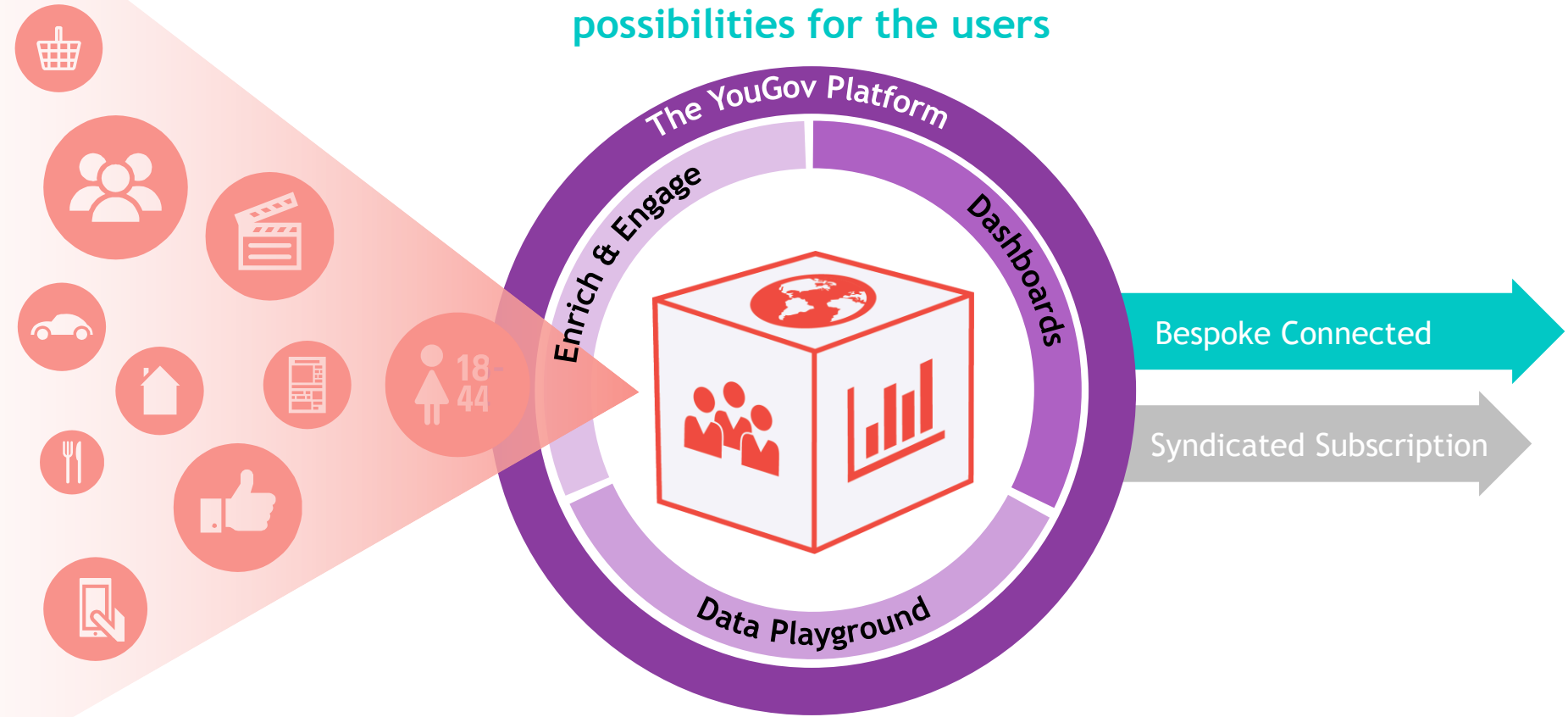
Which campaign content helped drive the call to action?

How did brand perceptions change for audiences exposed to the ad?

Etc.

The YouGov Platform - a Single System

With the Cube in the centre and a variety of engagement possibilities for the users

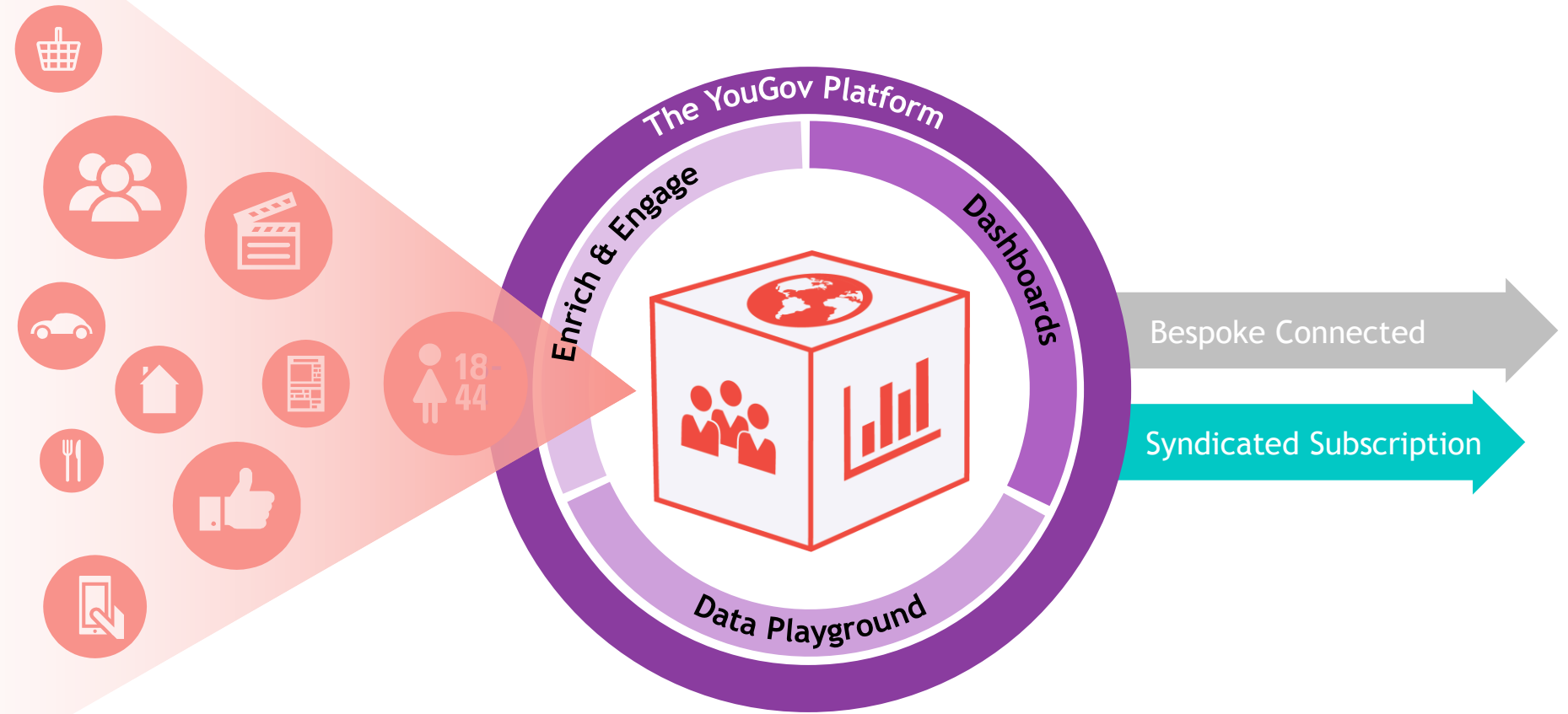


— Amelia Brophy

Head of Data Products UK, YouGov

The YouGov Platform - a Single System

Powering our syndicated data products



Plan & Track: Global Footprint

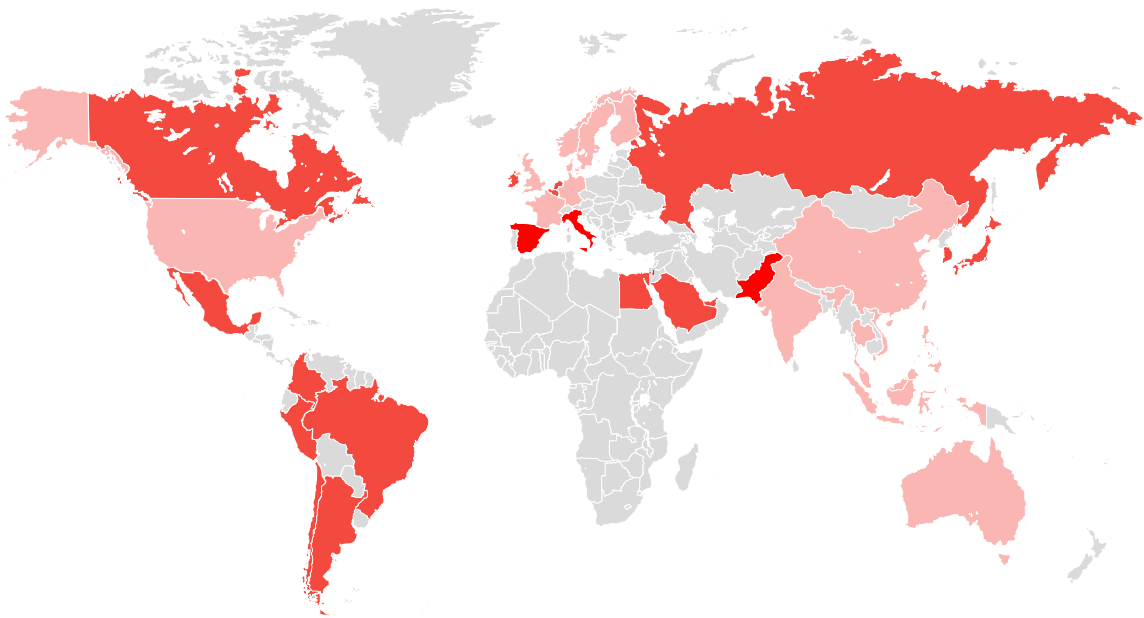
Profiles 'Plan' (19)



- USA
- Sweden
- Denmark
- Norway
- Finland
- UK
- Germany
- France
- China
- Indonesia
- Malaysia
- Singapore
- Thailand
- Australia
- Hong Kong
- India
- Taiwan
- Philippines
- Vietnam

BrandIndex 'Track' (38)

- Mexico
- Brazil
- Canada
- Argentina
- Chile
- Peru
- Ireland
- Netherlands
- Russia
- Belgium
- Japan
- South Korea
- Saudi Arabia
- UAE
- Egypt
- Columbia
- Pakistan
- Italy
- Spain

Daily consumer feedback in 38 countries
(and growing)!



 BrandIndex
 Plan & Track

With our connected data you can...

Plan

Identify and understand your audiences in unrivalled depth



YouGov Profiles

Activate

Buy that audience in the digital space



YouGov Audience Data

Track

Track the metrics that matter & evaluate campaign success



YouGov BrandIndex

Single Audience View

With YouGov's connected data set, a single audience view can be used throughout the marketing workflow

Profiles enables unrivalled audience understanding

Plan

Identify and understand your audiences in unrivalled depth



YouGov Profiles

Identify Specific Audiences & Target Groups

Understand Who They Are, What They See, Hear, Think, And Buy

Build And Enhance Segmentation, Increasing Actionability

Plan Media, And Streamline Buying Through Data Integrations

Constant conversation with panellists through varied data collection methods

Online Surveys



We use our tried and tested survey platform in order to obtain key datapoints from our panellists.

- Demographics
- Attitudes
- Personality traits
- BrandIndex metrics

YouGov Online



The YouGov website allows panellists to sign in and answer daily topical questions and rate various entities.

- Topical questions
- YouGov Likes
 - Music, films, books, TV
 - Celebrities & public figures
 - Brands

Passive Tracking



A select sample of our panel [opt in](#) to be passively tracked. This means we can see the *actual* websites and social media pages they interact with.

- Websites visited
- Facebook pages 'liked'
- Twitter handles followed
- YouTube channels subscribed



Building a robust, data set with over 200,000 variables and unrivalled breadth and depth



Demographics

Collected via Online Surveys

More than 450 variables reflecting general demographic makeup, household finances, family and household details, locations, parliamentary constituency, occupation and employment status, education levels and more



Attitudes

Collected via Online Surveys supplemented with YouGov Online

300 attitudinal statements with which panellists agree or disagree. Collected across more than 15 categories, ranging from advertising to outlook to travel to politics



Brand Use & Perception

Collected via Online Surveys completed by 4,000 panellists each day

Understand your audience's usage and perception of ~1,400 brands. Look at brands your audiences are current customers of, have a positive impression of, would consider buying, etc. Collected daily, tracked over time through BrandIndex survey



Consumer & Lifestyle

Collected via Online Surveys

More than 7,400 variables measuring panellists' consumer habits, purchasing patterns and category specific usage and behaviours



Issues & Interests

Collected via YouGov Online

Panellists share their views on 50 political and social issues, and rate the intensity of their interests

Panellists rate interests in more than 2,300 subjects using a 4 point scale (top interest, very interested, not really interested, no interest)



Personality

Collected via Online Surveys supplemented with YouGov Online

Unique perspective questions (with over 700 variables) that capture social behaviour, outlook and behavioural habits

Enabling granular audience understanding that evolves over time



Customisation of data & tools to deliver additional value

In-Tool Functionality

Favourites

Run a really useful analysis that you know you'll be referencing again and again?

Save it as a Favourite and it will be updated every week with the new data set

Team Sharing

Have you created a really great Target Group filter or made a great analysis deck?

Easily share these with your colleagues so everyone can use them

Work with our Data Services Team

Variable Additions

Find a client has a specific question not yet available in Profiles?

Work with our Omni team to ask this to our panel and then incorporate it in Profiles to act as a new variable

Re-Contact

Want to a specific group more about their answer to a specific question?

Work with our Omni team to contact this group with your chosen questions and then in Profiles cross answers with our variables

Segmentation

Want to understand and profile specific audience groups in depth?

Create a bespoke or plug in an existing segmentation into Profiles and cross these groups with all our variables

With our connected data you can...

Plan

Identify and understand your audiences in unrivalled depth



YouGov Profiles

Activate

Buy that audience in the digital space



YouGov Audience Data

Track

Track the metrics that matter & evaluate campaign success



YouGov BrandIndex

Single Audience View

With YouGov's connected data set, a single audience view can be used throughout the marketing workflow

BrandIndex is a continuous daily conversation with consumers about brands

Evaluate campaign performance including (lower funnel metrics)

Monitor brand health at a nat. rep and target group level

Benchmark against competitors within and across the category

Measure the impact of unforeseen events

Track

Track the metrics that matter & evaluate campaign success



YouGov BrandIndex

With 16 key metrics to measure and understand brand health

Media Metrics

Aided Brand Awareness:

Are you aware of the brand?

Advertising Awareness:

Have you seen recent advertising?

Word of Mouth (WOM) Exposure

Have you recently spoken about the brand?

Buzz:

Have you heard anything positive or negative about the brand in the last two weeks?

Attention: Derived Metric

Positive plus negative buzz

Brand Health Metrics

General Impression:

Do you have a positive or negative view of the brand?

Recommend:

Would you recommend this brand to a friend or tell them to avoid it?

Quality:

Is the brand of good or poor quality?

Value:

Does the brand offer good or poor value for money?

Corporate Reputation:

Would you be proud or embarrassed to work for this brand?

Satisfaction:

Are you a recently satisfied/dissatisfied customer of the brand?

Index: Derived Metric

Average of brand health measures

Lower Funnel Metrics

Consideration:

When you are in the market next to make a purchase, which brands would you consider?

Purchase Intent:

Of the brands considered, which are you most likely to purchase?

Former Customer:

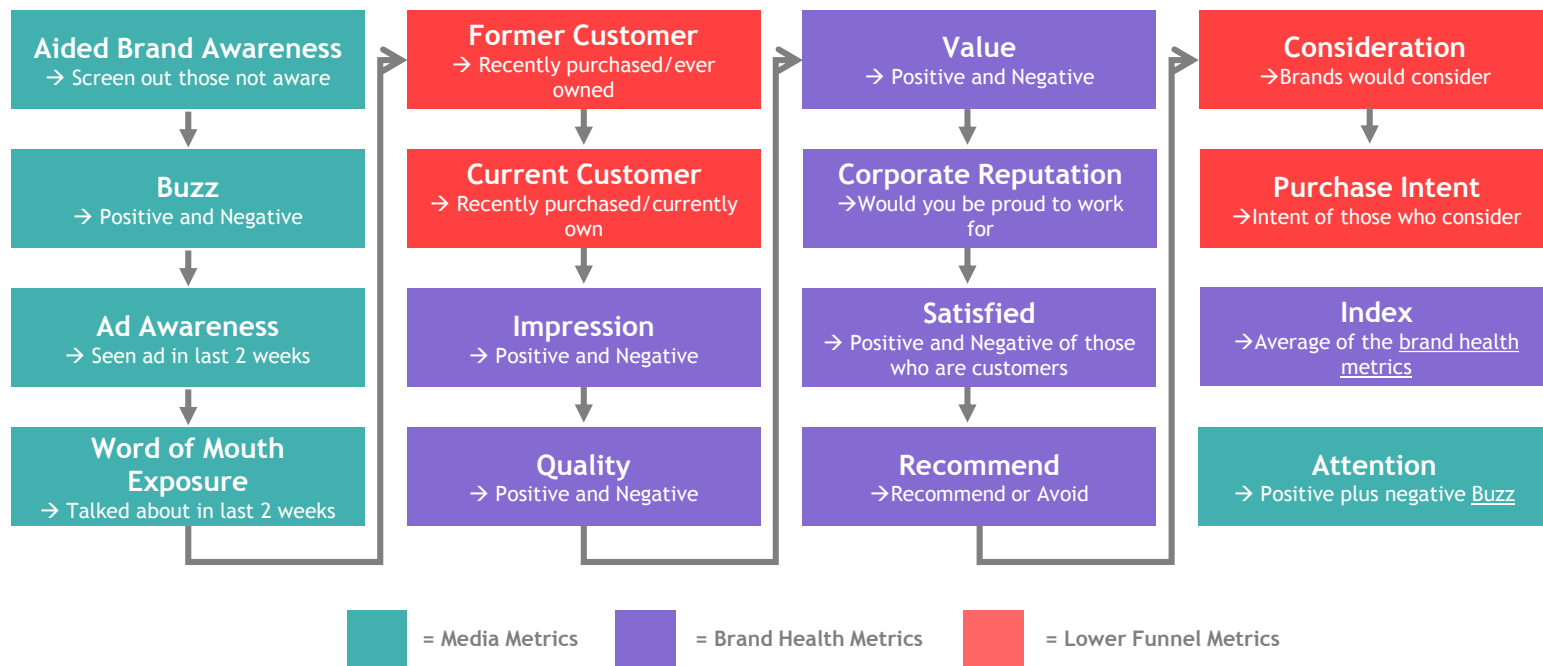
Are you a former customer? Would you consider purchasing?

Current Customer:

Are you a current customer? Would you consider purchasing?

A structured and consistent survey experience delivers robust results across sectors and geographies

Sent out every day to a nationally representatives panel, achieving 80-100 completes per day per brand covering over 13,000 brands globally



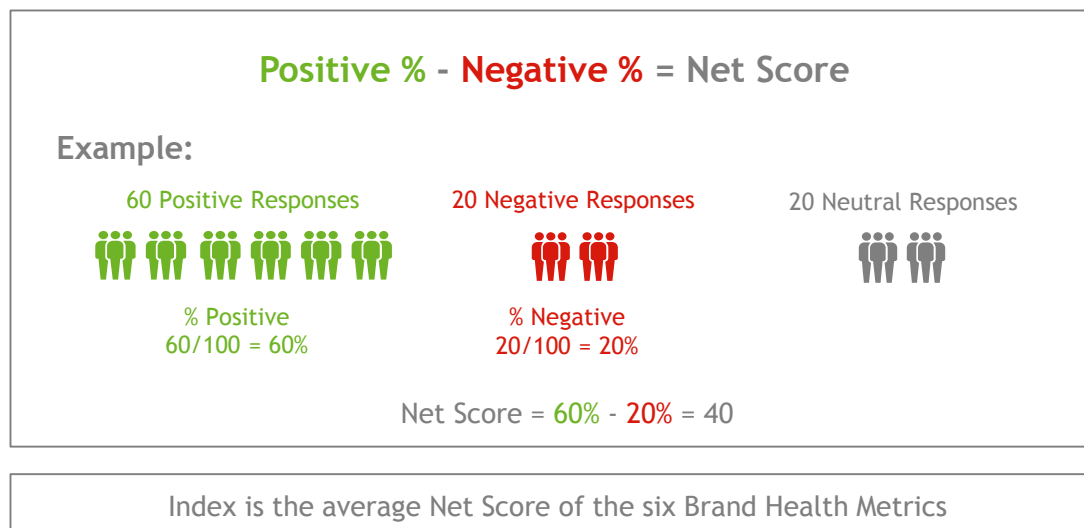
Analysis of key metrics is tailored to drive insight

...Net Score Metrics

Net Score Metrics:

Impression
Recommend
Quality
Value
Reputation
Satisfaction
Buzz
Index

Score Calculation:



= Media Metrics

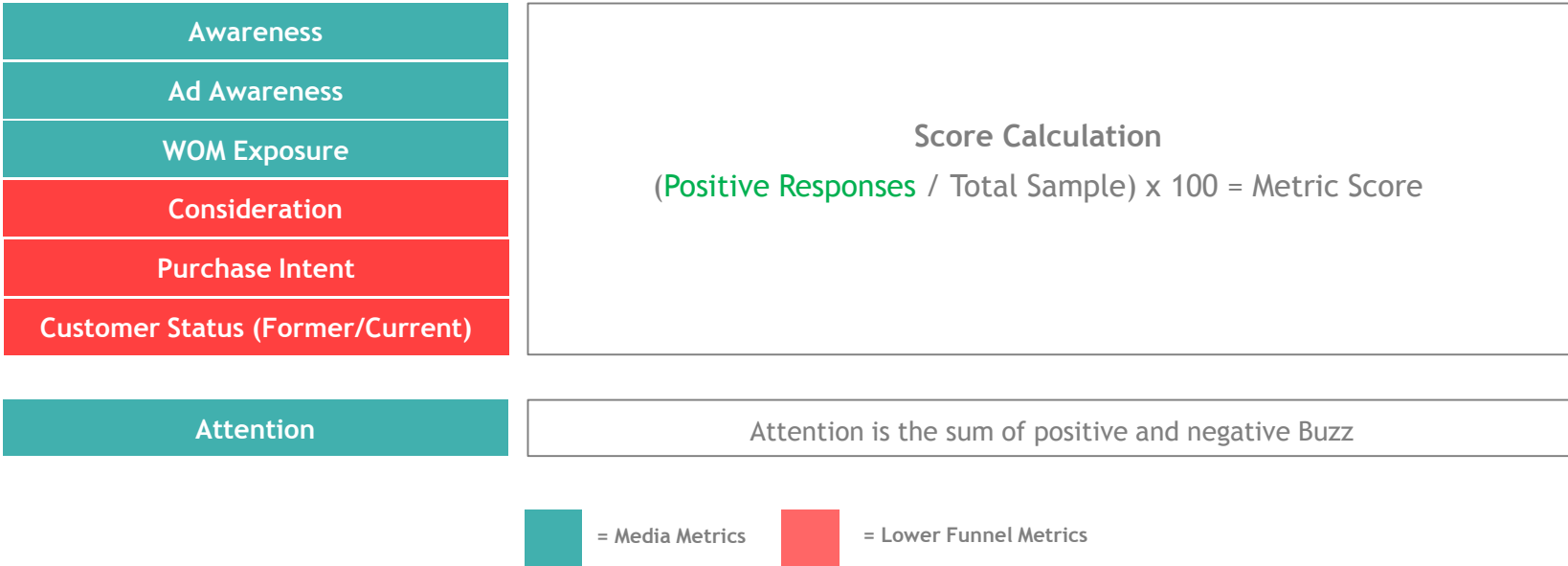


= Brand Health Metrics

Ensuring that changes in metrics are clearly evident and easily understood

...Percentage Score Metrics

Percentage Score Metrics:



Customisation of BrandIndex is simple, scalable and enables bespoke brand measurement

Custom Filters

Create bespoke filters for BrandIndex to track specific audiences relevant to your brand

Can use customer filters to pull in variables from the Profiles tool

Trigger Questions

Ask an additional question off the back of an existing BrandIndex question

Can be used to further understand the reasons behind brand perceptions

Brand Additions

Add a new brand to track onto the BrandIndex survey

Start tracking their performance the very next day

Category Additions

Create a new category within the BrandIndex survey

Start tracking their performance the very next day

— Use Case

Ubiquitous Case Study: High-net-worth Londoners and how to reach them

About Ubiquitous

Ubiquitous is the UK's leading taxi advertising contractor, bringing innovation, knowledge, credibility and creativity to taxi advertising, across 23 UK locations.

Through proprietary research and industry media insight, such as Route and YouGov, Ubiquitous leads the way in providing accountability to brands - vital in today's media landscape.

Objective

Ubiquitous wanted to find out more about “hard to know” investors in London in order to understand how they can be effectively reached through taxi advertising. The brand wanted to:

- Understand the key differences (including in investment portfolios) between those with an independent financial advisor and those without
- Understand what concerns investors have about the next 12 months
- Ask about media preferences including visibility of and attitude towards taxi advertising
- Help its clients better understand the value of taxi advertising when targeting this audience

Ubiquitous Case Study: High-net-worth Londoners and how to reach them

Solution

Ubiquitous used YouGov Recontacts to target **1,700 respondents** who live or work in London and earn over £35,000 per annum - split by investors and non-investors.

YouGov Recontacts

YouGov Omnibus can conduct bespoke surveys to help clients reach unique target groups. The results are then imported into audience segmentation tool YouGov Profiles, building a rich in-depth picture of the audiences they want to know more about.



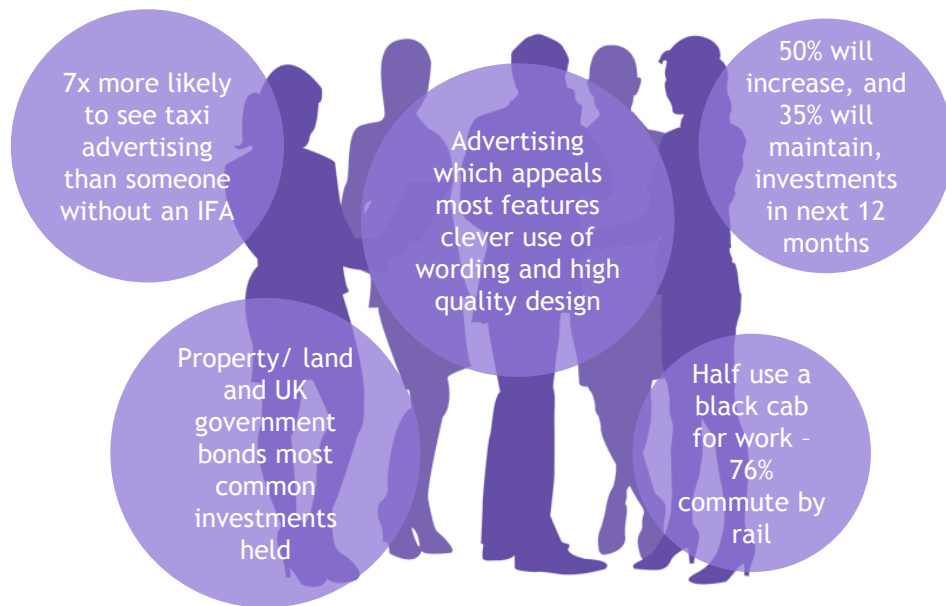
Ubiquitous Case Study: High-net-worth Londoners and how to reach them

Results

The study found that older, wealthier respondents were **more likely to have an IFA and use black cabs** in London.

Profile of an IFA user

- Aged 45+, earn +£45,000 a year and have £250,000 invested
- Taxi advertising is highly visible to the audience because using black cabs is part of their everyday life
- Most likely to notice advertising in the following places: taxis, rail, radio and press
- Those who intend to increase their investments in the coming year are even more likely to notice taxi advertising
- Values associated with brands that advertise on black taxis: trust, quality and corporate stature



— Q & A

— Julian Newby

Global Profiling Director, MediaCom Worldwide

A bit about me



MEDIACOM

My name is Julian Newby
I'm a global data and analytics leader at MediaCom

MediaCom is a media communications agency
Part of Groupm (which is a WPP company)

Last year, MediaCom won \$2.76bn worth of new business. Double that of second place Spark Foundry*

MediaCom was listed as the No. 1 global agency by the [GunnMedia100 report](#) and the [Global RECMA Vitality Report 2018](#).

And also currently holds 5 global agency networks of the year awards

MediaCom's relationship with YouGov

Heavy focus on YouGov Profiles

Used across all our core disciplines -
planning, activation and measurement

On all the key accounts

Across all the available markets

Now starting to use the data in our
product development



YouGov's data works across our core disciplines



Planning

- Ability to build audiences- both interest and behavioral based
- To size audiences and understand growth opportunities
- To understand the media consumption of the audiences e.g. TV, Digital, OOH etc.



Activation

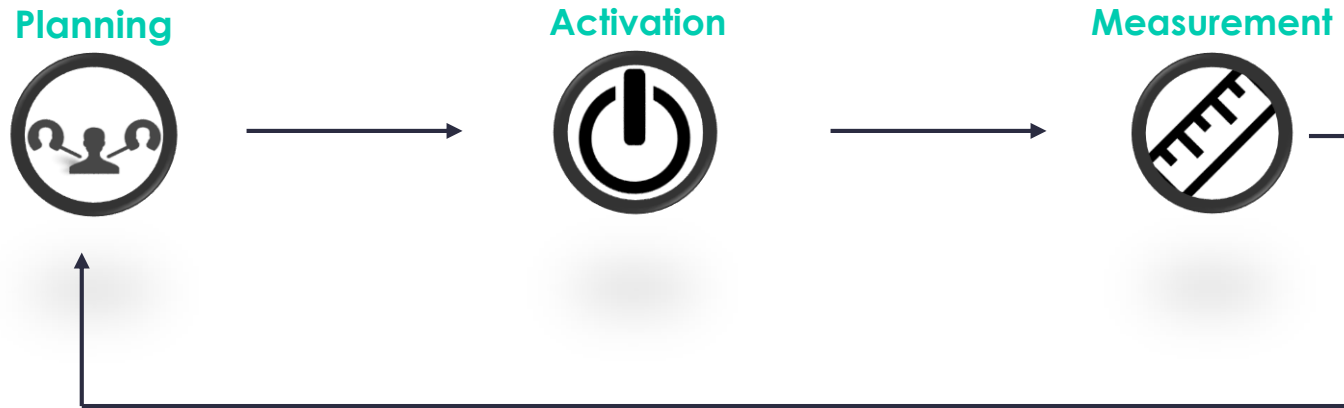
- Ability to activate these audiences in our own platform or the main market platforms



Measurement

- Measure the campaign using brand lifts studies against the specific audiences we planned against
- Importantly it moves us away from proxies which had been the industry norm

This gives create an end-to-end single source system!



MEDIACOM

THANK YOU FOR YOUR TIME TODAY

Claire Spencer

Managing Director for Insight & Analytics, IPG Mediabrands UK

IPG MEDIABRANDS

YUGOV CAPITAL MARKETS DAY

Claire Spencer, MD Insight & Analytics
February 2019

IPG

McCANN

Employee Identification

**DON
DRAPER**



If found, please return to
622 Third Avenue, New York, NY 10017
or contact 646-865-2000.

My IPG career began
back in 2006...



IPG MEDIABRANDS

39 billion marketing \$

9,000 specialists

130 countries

3 brands

Initiative



REPRISE



Disrupt

CMOs will use societal controversy as a mechanism to tap customer energy.

Privacy

CMOs will proactively prioritise and promote customer privacy as a core selling point.

Brand Promise

CMOs will use the brand promise to reshape the enterprise, for both customers and employees.

Consumer Tech Stack

Savvy CMOs will push mar tech to emphasise the four forces: tools, coordination, conversation, and emotion.

CX

CMOs will hearken back to what many of them know best: building the brand, this time with more energy and emotional impact.

IPG MEDIABRANDS

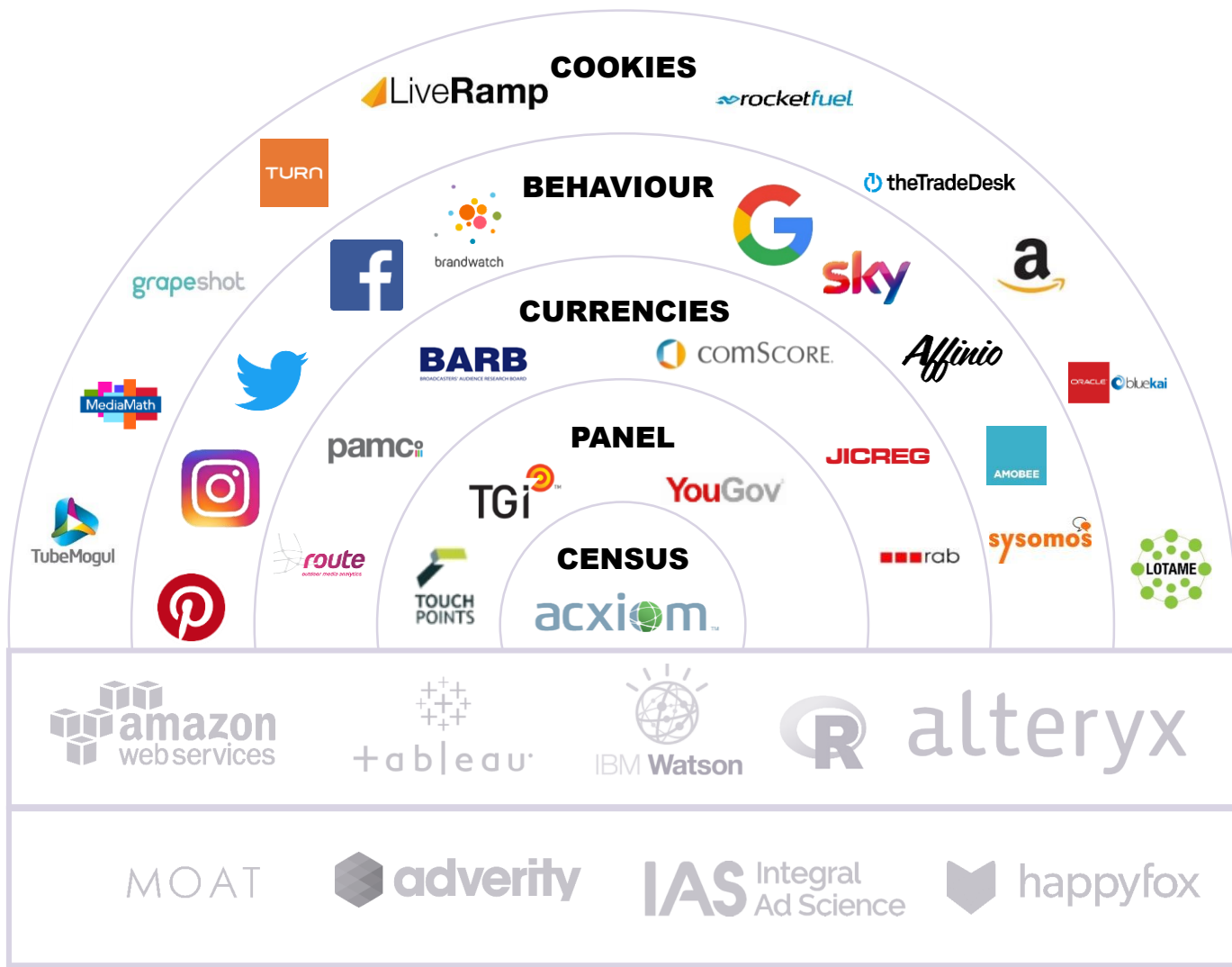
Connected systems & data-driven decisions.

**AUDIENCE
INSIGHT**

**CHANNEL
PLANNING**

**CAMPAIGN
ACTIVATION**

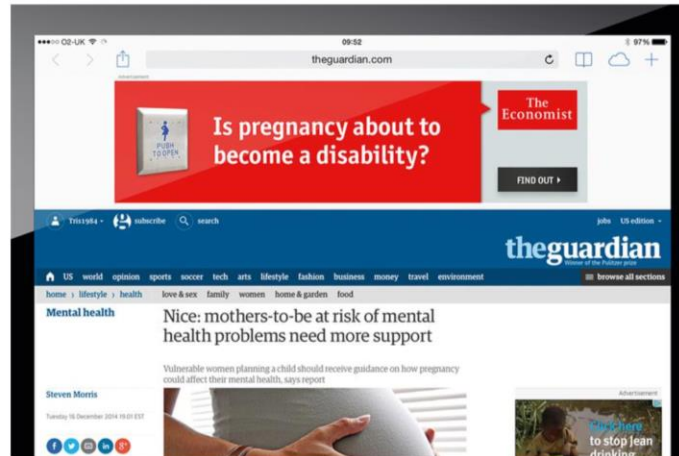
**INVESTMENT
OPTIMISATION**



July 09, 2015

How long? | 2-3 minutes

UM shows that creative data is not an oxymoron



The Economist: UM's data-driven campaign was based on subscribers' psychographic profiles

The Economist's Cannes Lion-winning campaign revealed the value of using data creatively, Russell

campaignjobs

Strategic Communications Manager

£35,188 (National) £37,987 (London) - £40,310 (National) £43,520 (London)

Department for Environment, Food and Rural Affairs, Bristol, London or York

Brand Manager

£34,000- £42,000 per annum
Ball & Hoolahan, London

Senior Brand Manager

£55,000- £60,000 per annum
Ball & Hoolahan, London (Greater)

Senior Strategist - Healthcare Agency - London

Up to £90k + benefits
Fill Recruitment, London (Central), London (Greater)

Group Account Director

£60,000-£70,000 +package
YOU Search & Select, London (Central), London (Greater)

Marketing Manager - Wealth/Investment/Private Banking

Search for best practice, case studies, research and more



Or try [Advanced Search](#)

THIS IS A PREVIEW OF WARC SUBSCRIBER ARTICLE

[What do I get from a WARC subscription?](#)

From Brexit to Beckham: How Information Spreads on Twitter

5 min read



MRS Awards, Finalist, MRS Award
for Innovation in Data Analytics,
2018

[TOPICS](#)

[DATA ANALYSIS](#) | [UNITED KINGDOM](#) | [SOCIAL MEDIA AUDIENCES](#) | [SOCIAL LISTENING, REAL TIME RESEARCH](#) | [TWITTER](#)

Background & approach

By H2 2017, Twitter already had a wealth of econometric and conventional survey-based evidence to prove the platform's effectiveness. What was needed was something fresh and new to articulate how Twitter works to spread information and how advertisers can best leverage the platform for communication.

Our story propagation study has generated the first market-facing information propagation model of its kind – with help from IPG Mediabrands' Data team. The model is based not merely on volume, but on a range of other metrics

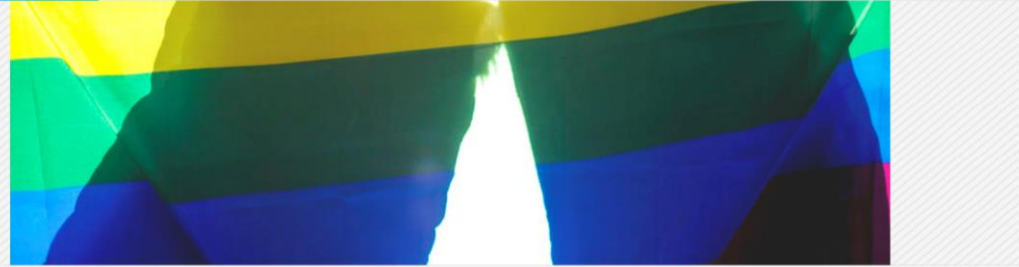




AMAZON BLACK FRIDAY PROGRAMMATIC OOH

AMAZON BLACK FRIDAY PROGRAMMATIC OOH, INITIATIVE

Client Company: Amazon
Brand: Amazon
Media Agency: Initiative
Media Director: Philippa Harris
Senior Planner/Strategist: Caroline Manning
Creative Agency: Lucky Generals
Media/Brand Manager: Rory Behrman



NEWS 13 JULY 2018

QUEERER THAN WE USED TO BE

Jane Bainbridge

NEWS

NORTH AMERICA

TRENDS

UK

YOUTH

UK – Almost half (49%) of 18- to 25-year-olds don't identify as 100% gay or straight, according to YouGov and UM London.

The research was presented at IPG Mediabrands' LGBTQ+ open morning in London yesterday, where a number of industry leaders and activists shared their thoughts and experiences.

DIVE AWARDS

Deal of the Year: IPG buys Acxiom Marketing Solutions

AUTHOR

Peter Adams
@PatchAdams03

PUBLISHED
Dec. 3, 2018

SHARE IT

in POST

f SHARE

TWEET



HIGHLIGHTS

Key product acquired:

2,100 data and analytics professionals

Unanswered question:

How current conversations around data privacy and ensuing tweaks to major digital platforms like Facebook will affect Acxiom Marketing Solutions' capabilities.

Outlook:

The move comes down to arguably the most valuable resource in advertising — data, data, data — for better targeting, personalization and concrete figures to drive marketing success.

In a year where headlines swarming Madison Avenue have been focused on consolidation and flat growth, Interpublic Group of Companies (IPG) made big waves with the purchase of Acxiom's data marketing division, Acxiom Marketing Solutions (AMS), for \$2.3 billion. The deal, completed Oct. 1, marks a win-win for both companies, sharpening IPG's specialization in an increasingly key field — data — while allowing AMS to tap into a deep

DIVE AWARDS

MARKETER OF THE YEAR
Nike

EXECUTIVE OF THE YEAR
Keith Weed, Unilever

DISRUPTOR OF THE YEAR
Burger King

SEE ALL AWARDS ➔

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IPG MEDIABRANDS

— Tini Sevak

Vice President Audiences & Data, CNN International Commercial

YouGov®



APPLICATION OF YUUGOV AT CNN

TINI SEVAK

Vice President, Audiences & Data
CNN International Commercial
Twitter: @TINI_SEVAK

The background of the entire slide is a low-angle, upward-looking shot of a modern skyscraper. The building's facade is composed of a grid of dark metal frames and large glass panels. The glass reflects the sky, which is a deep blue with some white clouds. The perspective creates a strong sense of height and architectural scale.

WHO WE ARE

A low-angle, upward-looking shot of a modern skyscraper with a glass facade. The building's structure is composed of a grid of dark metal beams and large glass panels. The glass reflects the sky, which is a mix of blue and white clouds. The perspective creates a sense of height and scale, with the lines of the building converging towards the top of the frame.

CNN

WARNERMEDIA
turner
CNN

CNN

CNN

CNN

CNN

CNN
U.S.

CNN
International

CNN

بالعربية

CNN BUSINESS

CNN travel

CNN STYLE

CNN Sport

GREAT
BIG •
STORY

The background of the entire slide is a photograph of the Earth's horizon as seen from space, showing a blue atmosphere and a dark, star-filled sky. A white rectangular border frames the central text area.

2 OUT OF 5

ADULTS GLOBALLY ENGAGE WITH CNN EVERY MONTH

The background of the entire image is a view of Earth from space. The horizon of the planet is visible, showing a blue atmosphere and a dark, star-filled sky. A bright light source, likely the sun, is positioned behind the horizon, creating a lens flare effect.

640 MILLION
ADULTS GLOBALLY

WINNING TODAY REQUIRES:
DELIVERING EXPERIENCES
CREATING BRAND
INTIMACY
BUILDING TRUST

**FINDING NEW WAYS AND
APPROACHES TO
UNDERSTAND OUR VIEWERS**



CNN

CNN

&

YouGov®

The background of the slide is a dark, atmospheric photograph of a hallway. A row of doors is visible in the distance, and one door in the center-right is highlighted in a vibrant red color, contrasting with the dark surroundings. The floor is reflective, showing the light from the doors and the red door.

8 BESPOKE PROJECTS

**CONDUCTED IN THE LAST YEAR ACROSS AD SALES,
DIGITAL AND MULTIPLATFORM**

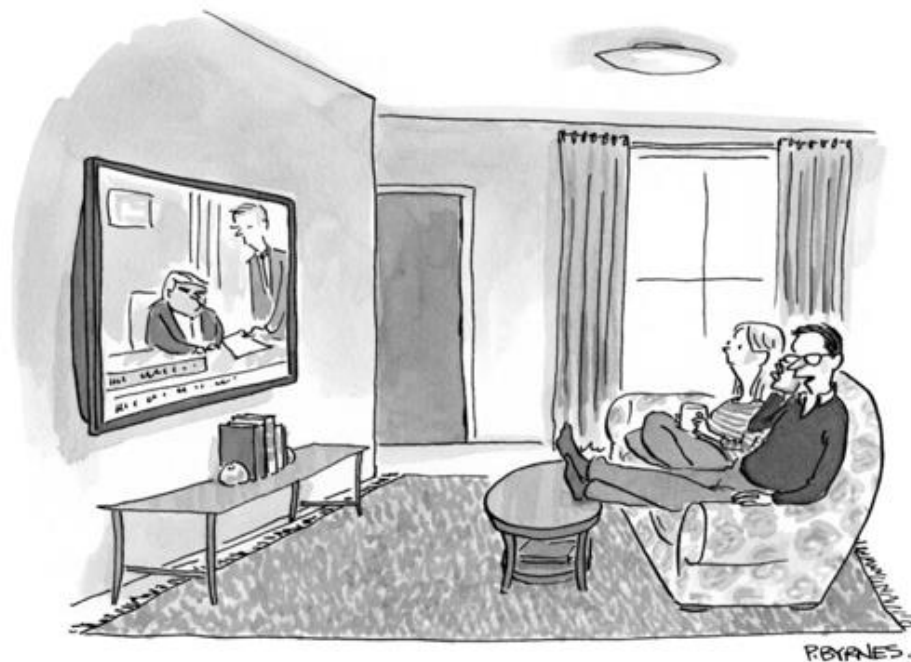
The background of the slide is a photograph of a business meeting. A woman with curly hair and glasses, wearing a light-colored blazer, is seated at a desk and looking at a laptop. A man in a dark suit and tie is seated next to her, looking down at a newspaper he is holding. The scene is dimly lit, with light coming from a window in the background.

USE CASE 1

EXAMINING TRUST IN ADVERTISING WITHIN NEWS &
CNN

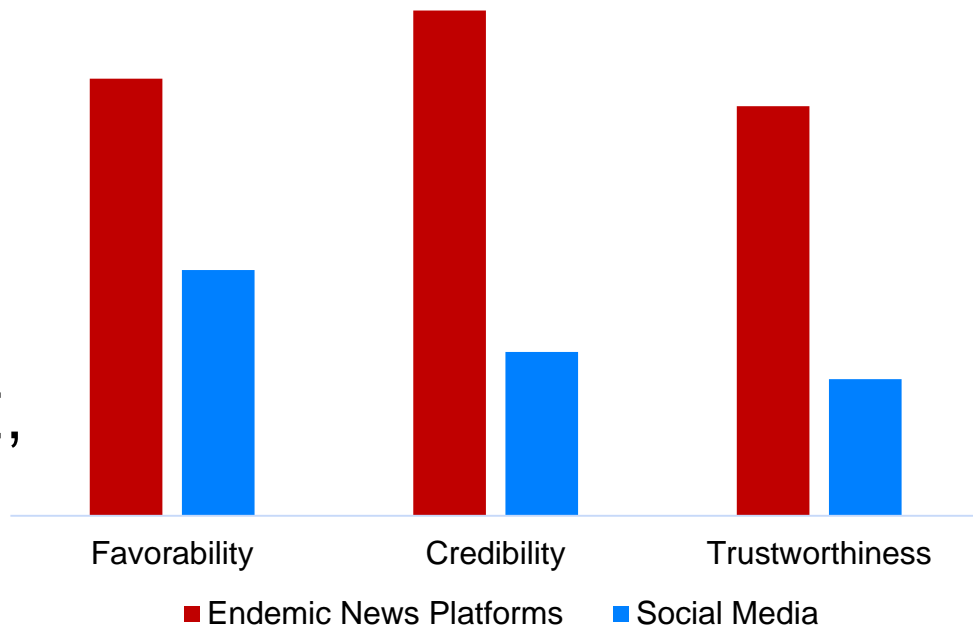
ACCURATE NEWS IS MORE IMPORTANT THAN EVER

MAJORITY OF ADULTS
SAY ACCURATE NEWS
HAS NEVER BEEN MORE
IMPORTANT



ADVERTISING ON NEWS DRIVES POSITIVE BRAND

A MAJORITY OF
CONSUMERS FIND
BRANDS THAT
ADVERTISE ON NEWS
FAVORABLE, CREDIBLE,
AND TRUSTWORTHY



CNN PROVIDES UNMATCHED BRAND CREDIBILITY

CONSUMERS TRUST BRANDS THAT ADVERTISE ON CNN MORE THAN:

facebook

twitter

BuzzFeed

BBC

The New York Times

 **MSNBC**

The Washington Post

Broadcast News Average

The background of the entire slide is a high-angle, long-exposure photograph of a large crowd of people walking across a zebra crossing. The motion blur gives a sense of a busy, fast-paced environment. The white stripes of the crossing are prominent against the darker pavement.

USE CASE 2

ANALYSIS OF GBS AUDIENCE SEGMENT



Adventurous. Connected. Original.

Great Big Story is all about wonder.



describe themselves as
Adventurous...The #1 trait
for Great Big Story viewers.



spend **20 hours + a**
week online.



do **not typically view**
videos from BuzzFeed.



GBS Viewers Watch Sponsored Content

Majority of Great Big Story viewers watch sponsored content, which is 17% more likely than viewers of competitors.





Great Big Story Viewers Take Action

Majority of Great Big Story viewers take action after watching sponsored content which is 30% more than of viewers of competitors content.

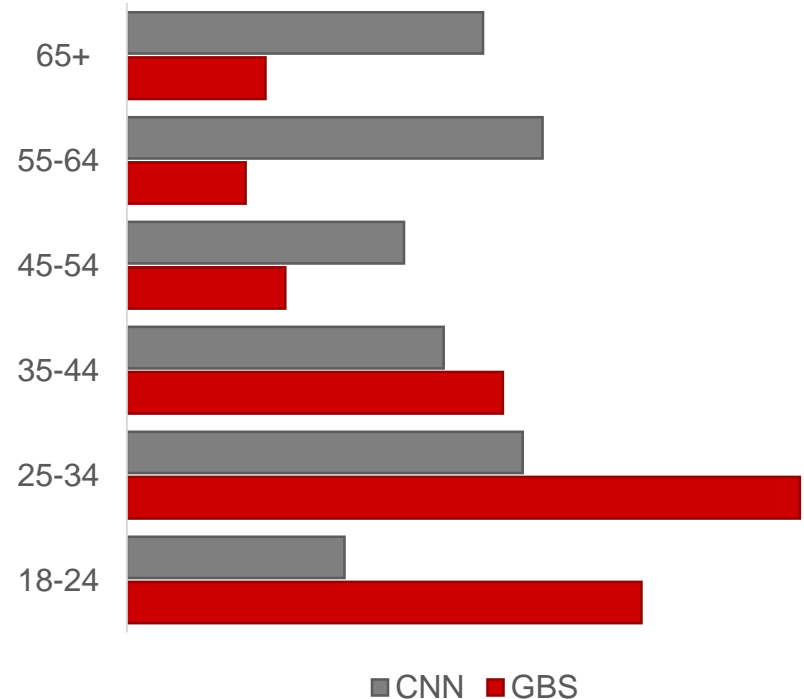




Great Big Story Viewers are Actively Engaged with CNN

Majority of Great Big Story viewers also consume CNN content...

and most consume it regularly.



BUSINESS

Class: 144
Volume: 144/10 2018
144/10/10

Economy of the European Union

World Bank's stock at all-time high

It is a surprise to find the organization's stock price at its highest since it went public in 2007.

Washington, D.C. (CNN) — The World Bank's stock price has reached an all-time high, according to a report from the organization's website. The report says that the bank's stock price has risen from a low of \$10.50 in 2007 to a high of \$14.50 in 2018. The report also says that the bank's stock price has risen from a low of \$10.50 in 2007 to a high of \$14.50 in 2018.

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USE CASE 3

PROFILE OF CNN BUSINESS AUDIENCE FOR PRODUCT DEVELOPMENT

PROVIDING BUSINESS LEADERS WHAT THEY WANT

DEEPER, BOLDER COVERAGE
OF GLOBAL COMPANIES &
BRANDS

THE WHAT & THE WHY THIS
MATTERS

ADVICE, TOOLS &
STRATEGIES TO SUCCEED

Business News



Tech News



Company Profiles



Financial Tools



CNN BUSINESS INSPIRES LEADERS TO TAKE ACTION

AFTER CONSUMING CNN MONEY CONTENT, USERS ARE MORE LIKELY TO HAVE:



sought more
advice on
financial matters



made a
career change



provided
business/career
advice to family
and friends

LEADERS TAKE ACTION WITH BRANDS TOO

COMPARED TO OTHER BUSINESS NEWS SITES

CNN Money consumers are more likely to take action after viewing/reading content:

- ▶ INDEX 184 I buy the product off-line
- ▶ INDEX 179 I buy the product online
- ▶ INDEX 140 I talk to family/friends about advertised product



FIND OUT MORE ABOUT BRANDS
AFTER SEEING ADS ON CNN
MONEY



TRUST BRANDS
THAT ADVERTISE
ON CNN MONEY

The background of the entire image is a nighttime photograph of a city street. Tall skyscrapers are visible in the background, their windows glowing with light. In the foreground, a multi-lane highway or bridge is shown with long-exposure light trails from cars, creating streaks of white, blue, and red. A yellow streetlight is visible on the right side of the frame.

2019 – THE YEAR AHEAD

EXPANDING OUR PARTNERSHIP GLOBALLY

YouGov®



APPLICATION OF YUUGOV AT CNN

TINI SEVAK

Vice President, Audiences & Data
CNN International Commercial
Twitter: @TINI_SEVAK

— New innovations and the next growth plan

Stephan Shakespeare

Chief Executive Officer, YouGov

Our strategy

Our strategy for the next five years is defined by this 6-word mantra:

“the best data, the best tools”

Strategy: the best data, the best tools

We become a universal platform by focusing on:

- **Activation:**
 - Enabling activation through our technology (YouGov Screen, YouGov Direct, self-service, automation, AI...)
- **Integration:**
 - Fully integrating custom research (with heavy emphasis on tracking) and client service with our data and tools
- **Public Data:**
 - Expanding YouGov Public Data as a public service, for brand reputation, panel engagement and showcasing our data

Two developments we want to share now

1. YouGov Direct
2. YouGov Public Data

YouGov Direct

The basic structure:

1

Dashboard for Members

Members manage their data for sharing (through surveys and dashboard editing)

2

Dashboard for Clients

Clients define required target groups from aggregated characteristics on offer

4

Member gets message / task

Member decides whether to accept (if yes, transaction is logged, verified, paid)

3

Client sends message / task

Client activates campaign by sending message / task to the selected members

YouGov Direct

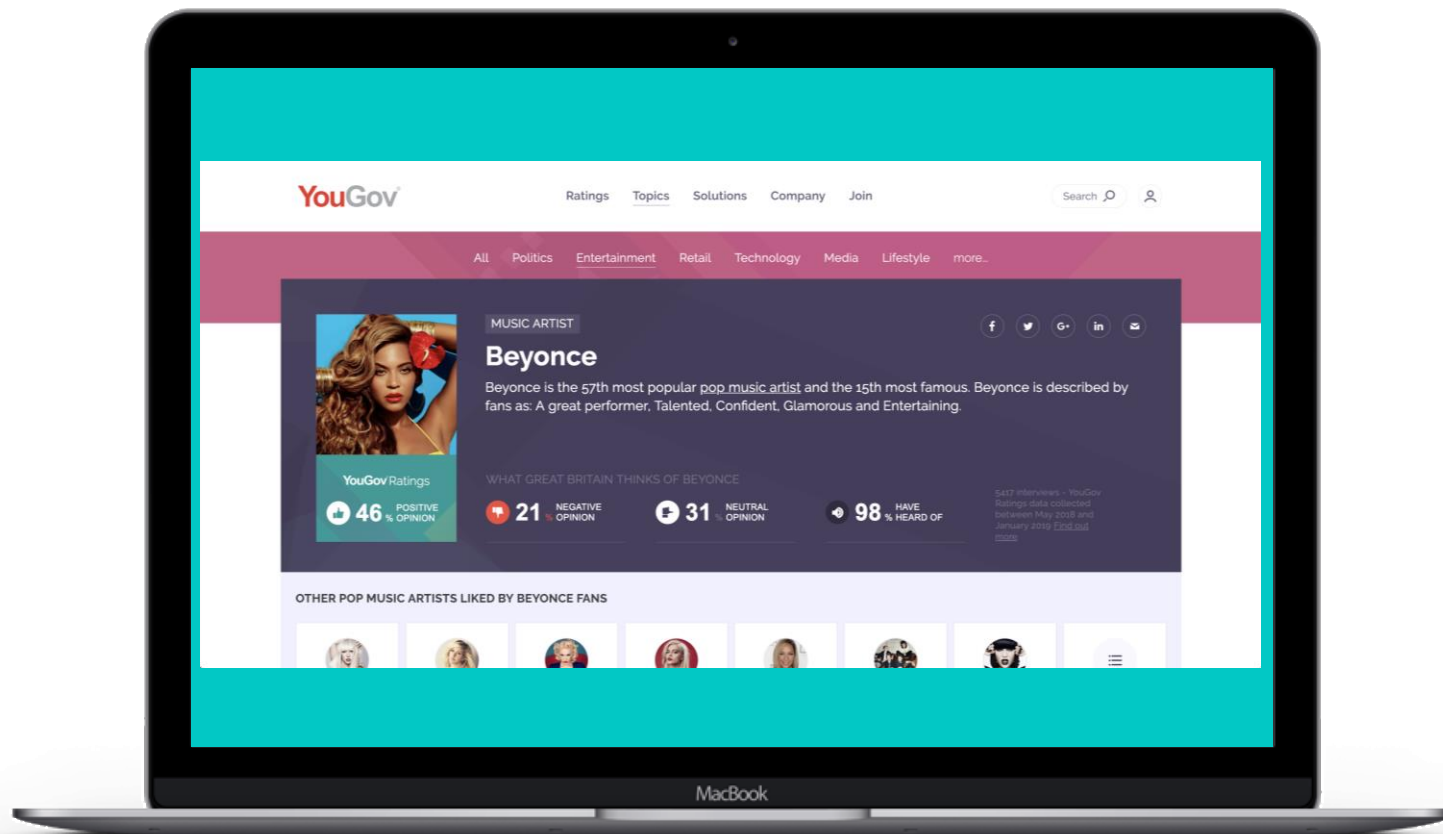
Progress:

- One month trial with 1,000 panelists was very successful
- 4x the average click-through rate
- High conversions (e.g. 8% subscribing to Netflix)
- Second trial in Feb with 6 major advertisers participating
- Expected full launch within current financial year

YouGov Public Data

- a destination site as the Wikipedia of opinion
- all of our Cube data made useful for the public
- ditto our analytical tools
- starting point: YouGov Ratings

YouGov Ratings



Strategic summary

- One system for data & activation
- Advanced technology platform
- Increased public engagement
- Realistic ambition to be #1
- The best data, the best tools

— Q & A

