DMP for publishers: How to use data to increase revenues

Publishers collect tons of data every day and this data is desired by marketers and advertisers across the world. With the help of a Data Management Platform (DMP), they can easily deliver audience data in a controlled way and open a new revenue stream.

Tsunami of data

Global amount of data is growing like a tsunami. Internet users generate more than 2.5 quintillion bytes every day. Publishers are in the center of the huge internet traffic. With a DMP, they can easily collect data points – anonymous signals of online users’ activity – and segment the data into target groups that marketers demand the most.

By using a DMP platform, publishers can:
- collect the data from various domains
- use cross-domain segmentation
- build their own taxonomy
- analyze audience groups
- share their data with partners in a controlled way

How to start collecting data on the DMP: strategy first

There are two key questions that publishers have to ask themselves to generate profits from data:

1. Which companies are interested in my inventory?

You can track almost every activity of your users, e.g. category of visited articles, time spent on specific websites or scrolling percentage. So it is highly important to ask yourself who will finally buy your data. If you know your biggest spenders, you can predict what types of audiences they will need. It is an easy task to create such audiences with a DMP segment builder.

2. How to build my data taxonomy?

A data taxonomy is a structured collection of all your audience data. How should it look like? You need to make a decision yourself, basing on your experiences and meetings with advertisers. You can also cooperate with marketers first, ask them what types of audiences do they need and create taxonomy tailored to their needs.

6 ways of increasing revenues with a DMP

The DMP is just a technology, but if publishers create an effective data strategy, they can easily attract the attention of marketers and open new streams of revenues. Take a look at these 6 ways of using a DMP:

1. Integrate with an ad server to increase the cost of your inventory

If you are integrated with the ad server, you can optimize your yield revenue. As a result, you can charge more for promoting marketers’ brands on selected websites.
Integrate with Demand-Side Platforms to monetize your data

After creating audience segments, you can license them to global DSPs, where marketers across the world can buy your data. What is important, you can license the data to platforms that you have not been integrated before. It is the easiest way to open a new revenue stream.

Licensing audience data makes it possible for advertisers to target your users outside your websites. It means that you monetize data both in your inventory and on any other website that your audience will visit.

Create Audience Reports and show them to marketers

With a DMP you can automatically generate behavioral reports of all your segments. It is a gold mine for marketers, so you can attract their attention and offer additional value for choosing your inventory.

Scale e-commerce solutions and collect data for affiliate marketing

If you run e-commerce websites, such as online shops or landing pages with your paid plans, you can store data about visitors to run retargeting campaigns, or you can find users with similar profiles from all over the world to reach them with your ads. What is more, you can just collect data about your audience for affiliate activities.

Integrate with external systems (CMS, CRM)

Integrate the DMP with a system you use to match stored audience data and create personalized content (by integrating with CMS) or enrich data about users in your CRM to deliver them more accurate messages which will help you to improve marketing activities.

Invite marketers to your Private Marketplace (PMP)

A PMP refers to the auction of your ad inventory in an invite-only set up. You can choose which of the advertisers you want to invite and set a higher floor price for impression. The additional value for marketers is your new taxonomy or a part of it - accessible only for the invited marketers. Another tactic that will help you attract the attention of marketers is setting lower prices for data in the PMP - a dedicated taxonomy will encourage advertisers to choose your data.

Wondering how to use data to increase revenues?
Contact us to schedule a free DMP consultation for publishers

hello@onaudience.com