

Monetizing Your Audience with Sailthru

The 1:1 personalization made achievable (and scalable) by Sailthru's proprietary Horizon interest profiles has proven highly effective for boosting marketing performance across all digital channels, from driving a 60% lift in email clickthroughs for Business Insider to a 36% boost in advertising revenue for Christian Science Monitor. That said, recently we've found that audience development teams have just as much to gain from Horizon interest tags, as this interest data has empowered them to better monetize their audience in two key ways:

Interest-Based Ad Selects

Advertising "selects" have always helped publishers to command higher CPMs, but more often than not the level of targeting is based on somewhat explicit data: a particular vertical, gender, or perhaps household income. Sailthru empowers clients to sell against implicit interest segments, which have proven to drive clickthrough rates up to 3x higher than the standard ad placements (and thereby command hefty price premiums). Consider these examples:

- You are a publisher with a technology vertical on your site (and a newsletter to go with it). Historically, the advertisers for this tech list have been consistent with theme: tech companies such as Lenovo, Best Buy, etc. Horizon interest data allows you to sell against individual customers rather than explicit segments. In other words, you could identify users with 4x the average interest level in sports from all verticals (not just Tech) and sell impressions for that audience to a player more like Sports Authority.
- You are a fashion publication and you use Sailthru's query builder tool to build a segment of users who are 3x the average interest level in a particular brand or store. You then approach that brand and offer them a dedicated send to that particular segment at a higher CPM price point than a standard send to all subscribers. (Friendly reminder: Sailthru is not in the business of selling data and we encourage all of our clients to follow suit.)

"Bottom-Up" Analysis

You can also use Sailthru's query builder to better understand the commonalities of your most engaged users. Per the screen grab below, let's say you qualify your strongest engagers as people who have engaged with email in the past 7 days and had at least 5 pageviews in the past month. The resulting snapshot for this query will reveal top interests for this segment, which can then be used to develop/source similar content as well as to dictate what types of users you should be focused on adding to your list. Sailthru's pilot program with Facebook is a unique way to target and acquire new users who are "lookalikes" to your most engaged segments.

Sample Query to Get Snapshot of "Engaged" Users

The screenshot shows the 'Query Builder' interface with the following settings:

- Action:** Snapshot Report (selected), Generate List, Create Smart List, Bulk Update
- Source List:** Primary Lists
- Match:** all of the following:
- Criteria Table:**

Field	Criteria	Value	
	last opened	in the last 7 days	
	viewed page	at least 5 times in the last 30 days	

Buttons: Add new query criterion +, Submit Filter