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BBC Worldwide

CASE STUDY

BBC .com

bbc.com, BBC Mo...
1,123 m

Europe (ex UK)
252.8 million PVs

North America
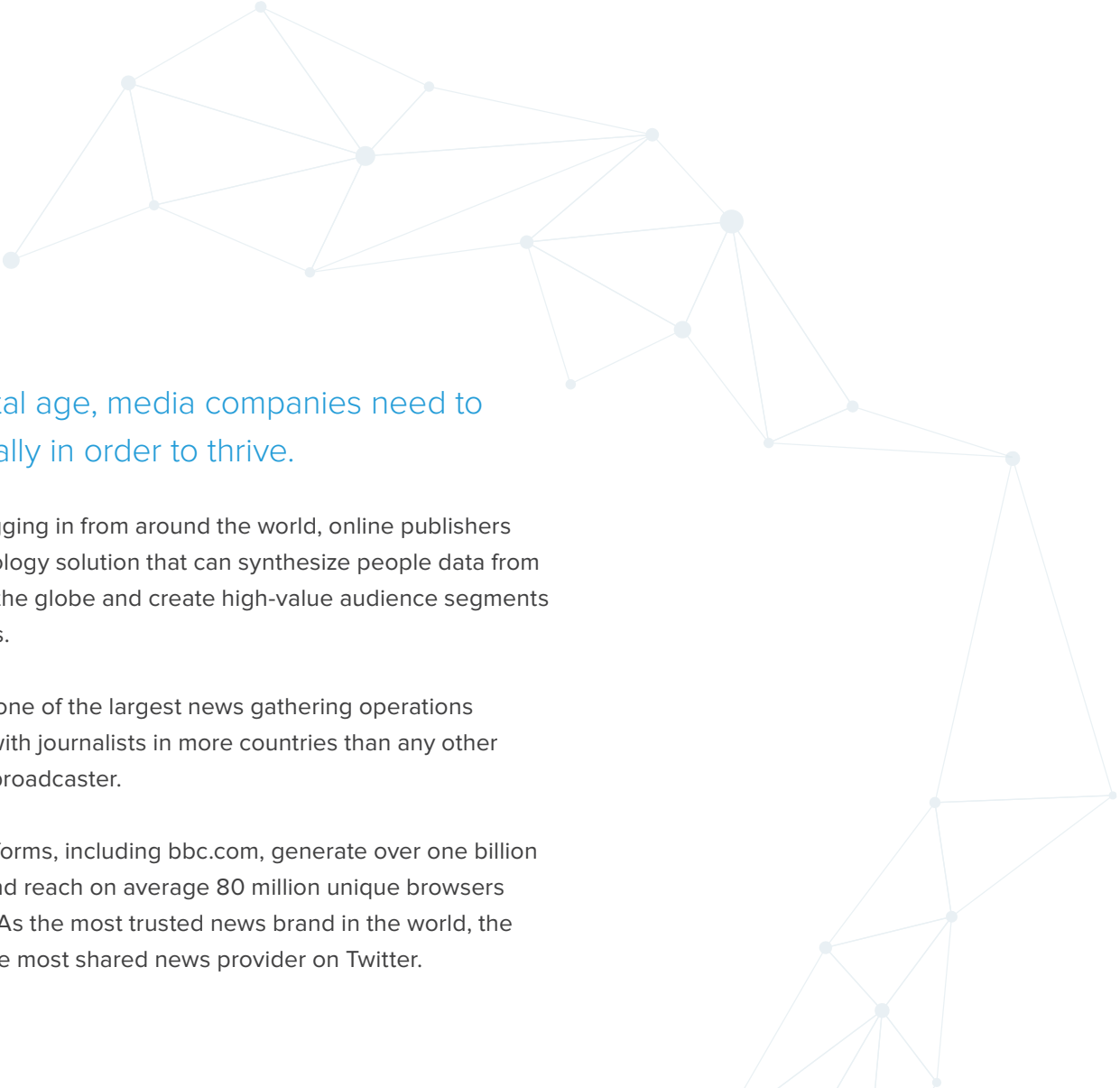470.7 million PVs

Latin America
18.1 million PVs

Africa
116.1 million PVs

In the digital age, media companies need to think globally in order to thrive.

With users logging in from around the world, online publishers need a technology solution that can synthesize people data from all corners of the globe and create high-value audience segments for advertisers.

The BBC has one of the largest news gathering operations in the world, with journalists in more countries than any other international broadcaster.

Its digital platforms, including bbc.com, generate over one billion page views and reach on average 80 million unique browsers every month. As the most trusted news brand in the world, the BBC is also the most shared news provider on Twitter.

THE CHALLENGE

BBC Worldwide needed a data management solution that would allow it to aggregate its digital platforms' user information and distill that into actionable insights to help its advertising clients. If clients were able to know, for instance, which bbc.com users were most similar to their highest-paying customers, it could serve ads to those people at a premium.

Furthermore, its audience's right to privacy and protecting data relating to their usage of bbc.com is of paramount importance to BBC Worldwide. It needed to know more about its data and who has access to it so that it can communicate this clearly to its audience and provide them with appropriate choices.
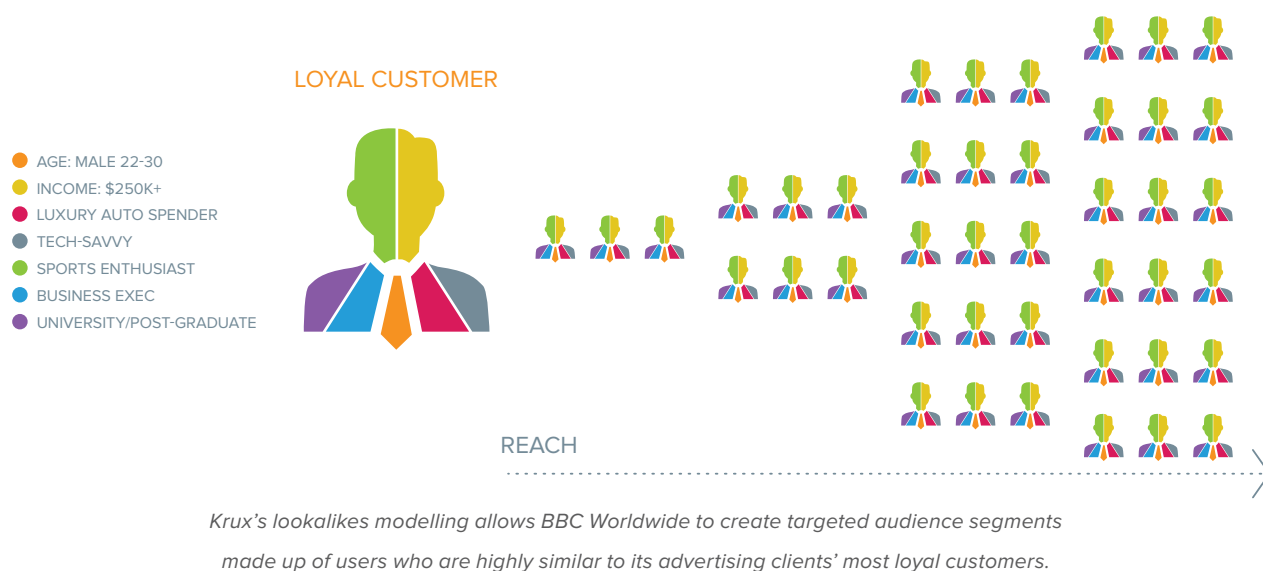
> *We have people coming to bbc.com from around the world, so it was important for us to have a data management platform that could give us a complete view of all of our readers' behavior on the site. We knew that if we could use data to gain a deeper understanding of our readership, we could create a lot of value for our clients.*
>
> **DERWIN BAYLEY**
> AUDIENCE DATA MANAGER, BBC WORLDWIDE

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THE SOLUTION

BBC Worldwide chose Krux's next-gen data management platform (DMP) to unify its first- and third-party audience data for actionable insights. By using Krux's Audience Data Management and Lookalikes solution, BBC Worldwide helps its clients target bbc.com users who have the most in common with their customers.

LOYAL CUSTOMER

- AGE: MALE 22-30
- INCOME: $250K+
- LUXURY AUTO SPENDER
- TECH-SAVVY
- SPORTS ENTHUSIAST
- BUSINESS EXEC
- UNIVERSITY/POST-GRADUATE

REACH

Krux's lookalikes modelling allows BBC Worldwide to create targeted audience segments made up of users who are highly similar to its advertising clients' most loyal customers.

Additionally, to safeguard the privacy of its audience, BBC Worldwide uses Krux Data Sentry for data protection. Data Sentry enables BBC Worldwide to closely monitor all activity relating to bbc.com and take action when suspicious behavior occurs. BBC Worldwide continues to evaluate partnerships with vendors based on their protection of data and onsite collection activities.

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THE RESULTS

Krux helped BBC Worldwide provide its advertisers with the opportunity to target high-value international readers, leading to a 14X increase in ROI and a greater yield on its inventory tied directly to the Krux platform.

The Krux benefits don't stop there. As the BBC continues to exceed campaign objectives through audience targeting, it's garnering increasing demand from new and existing advertising clients.

Said Bayley, "Krux has proven that it's more than just a technology vendor — the Krux team is truly a partner, working with BBC Worldwide on a regular basis to drive even higher advertising results."

14x
ROI
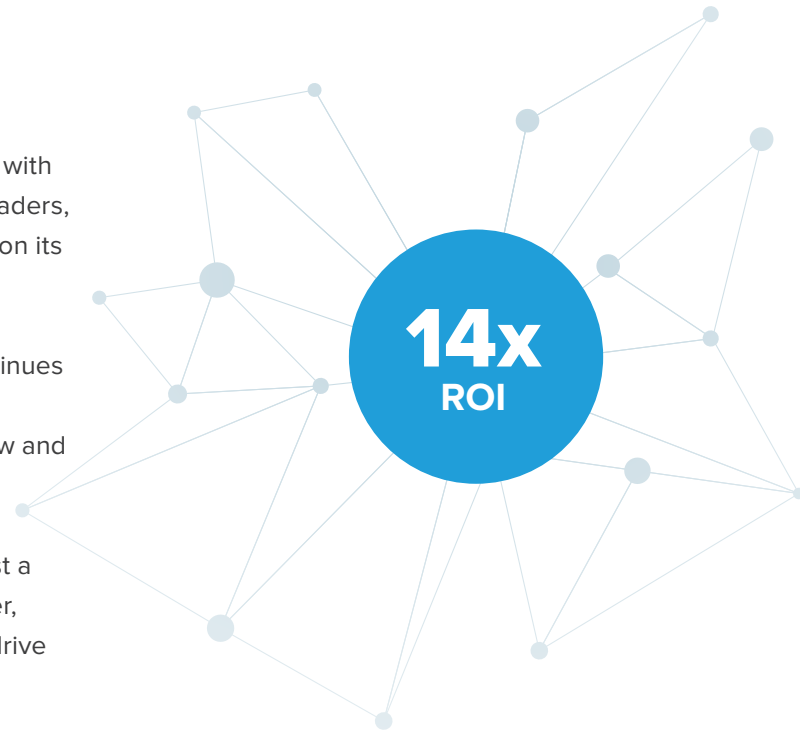
" *Not only did Krux's DMP help us offer clients premium audience inventory, but its client solutions team helped our marketing and sales teams understand the new technology.*

DERWIN BAYLEY
AUDIENCE DATA MANAGER, BBC WORLDWIDE

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