

Meredith Finds Recipe for Success

With Krux, Meredith Unlocks the Power of First-Party Audience Data to Drive 34% Lift in Revenue

CHALLENGE

Meredith's media properties were distributed across multiple data platforms. This provided no opportunity to leverage the full breadth of its highly valuable audience data about women.

Additionally, Meredith lacked the ability to develop a unified view of their customers. As a result, Meredith had to rely on costly third-party data to meet many of its advertisers' targeting requirements. The situation came to a head when the company acquired AllRecipes.com. Meredith knew it needed to consolidate all of their properties onto a single data platform, but with active campaigns running across its numerous sites, the process posed daunting risks. The new platform needed to support a seamless transition at scale and with no campaign interruptions.

SOLUTION

Meredith selected the Krux DMP as its data management platform. Krux's flexible architecture – and its ability to collect and unify data from multiple sources – meant that the consolidation process was flawless and fast to implement. In just four weeks Krux enabled Meredith to collect 100% of its valuable audience data – including articles read, ads clicked and social sharing across all screens – and leverage its audience assets to build and deploy robust audience segments in real time. Today, Meredith is able to meet the needs of its advertiser clients, as well as proactively develop media solutions that exceed their advertisers' criteria.

RESULTS

Meredith exceeded its revenue expectations by 34% within the first three months of deploying Krux. Today, audience-based campaigns are built primarily with first-party data, enabling the publisher to drive long-term profitability from its audience data. More importantly, Meredith is able to help its advertisers reach and engage their ideal audiences both within the Meredith properties as well as across the web via audience extension capabilities.



34% Lift

Revenue in First 3 Months!



4 Weeks

Full Implementation of the Krux Platform

COMPANY

[Meredith](#) serves more than 100 million consumers, attracts 55 million unique visitors to their 15+ properties every month. Meredith also owns and operates the largest database of US women of any media company and employs dozens of data scientists to optimize targeting and identify trends and intent to serve both their consumers and advertisers.

"We surpassed our expectations for audience targeted campaigns because of our ability to quickly deploy Krux's DMP. We had the complete support of the Krux team throughout the process who helped ensure a smooth transition and address our complex needs. Krux has become a true strategic partner to Meredith and with them we see significant success for Meredith."

Jon Werther

President, Meredith Digital