

MEDIA/PUBLISHING

Cond Nast launches data offering to boost advertiser ROI

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Cond Nast magazines

By STAFF REPORTS

Media group Cond Nast is connecting the dots between readers' content consumption and purchase behavior through the launch of a new data product.

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Cond Nast Spire leverages proprietary insights from 1010data, looking to better target campaigns for advertisers. With today's fragmented media landscape, it can be difficult for marketers to follow the purchase path back to the original point of inspiration, but by merging first party and third party data, Cond Nast is looking to pinpoint the right message to deliver to the right person at the right time.

Purchase path

Cond Nast Spire goes beyond the one trillion and more data points created each month across the media group's titles. Cond Nast will use this information to develop micro-segments of its readership, giving advertisers a specific audience to target.

These insights will be used to develop custom content that will resonate with this segment of the population. Giving advertisers additional benefits, the insights gleaned during a campaign will be accessible to the marketers for their own use.

"We are again moving the industry forward by giving our advertising partners the ability to optimize campaigns in real time through the strategic use of our extensive data capabilities," said Edward Menichesi, chief marketing officer of Conde Nast and president of Conde Nast Media Group. "When you combine our world-class content, influential audiences and powerful analytics, we plan to elevate performance to a whole new level."

Spire gleans information across unrelated product categories, giving a full view of the consumer profile.



Cond Nast headquarters at One World Trade

For instance, in Spire's beta, the company found that beauty spenders under 25 are more inclined toward spa and travel stories, while those older than 25 are more interested in culture and celebrity.

"Conde Nast Spire extends analytics from online behavior to actual sales so advertisers can derive even more value from Conde Nast's premium digital network," said Greg Munves, president of 1010data, which is also owned by Conde Nast parent company Advance Publications. "Using the 1010data Insights Platform and proprietary data products, Conde Nast has developed a highly innovative solution that focuses on real-time optimization by merging content consumption, purchase data and other third-party data to demonstrate much more granular and valuable outcomes to marketers."

Looking to get a full picture of its readers, Cond Nast publications have previously looked toward psychographics to help advertisers shape campaigns.

In 2014, in the wake of its centennial celebration, Cond Nast's Vanity Fair looked to understand its core audience's sensibilities and affinities for the imprint through a quantitative study with A.T. Kearney.

The study aimed to capture what readers enjoy about Vanity Fair, what makes the magazine's content special and for the imprint to gain an understanding of its "Born Curious" audience. By doing so, Vanity Fair has created a "playbook" for marketers that highlights the reasons why its Born Curious readership is the ideal place for high-end advertisements ([see story](#)).

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