ADVERTISING

Condé Nast connects marketers, power consumers via advertising service

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By ERIN SHEA

Publishing giant Condé Nast is boosting the potential of its advertising buy with a new product that connects marketers to the most influential consumers.

The Condé Nast Catalyst: Audience by Design is a new digital marketing tool that connects Condé Nast's advertising clients with their most influential audience by curating groups of consumer segments. The product will help advertisers easily target their core consumers across multiple Condé Nast brands.

"Now, more than ever, marketers are more strategic with their resources," said Patricia Steele, senior vice president of corporate media relations at Condé Nast, New York.

"Catalyst enables advertisers to target consumers with a multitude of very specific interests across multiple Condé Nast brands," she said.

Condé Nast is the publisher of W, Vogue, Vanity Fair, Architectural Digest and Tatler, and also owns Fairchild Fashion Media, which produces M magazine and Women's Wear Daily.

Bull's-eye

Condé Nast Catalyst was developed with Adobe Audience Manager and used data from Condé Nast's Preferred Subscriber Network.

The data from 55 million subscribers was analyzed to create 10 groups of consumers who share similar interests and online behavior.

Vanity Fair has a high affluent readership

The program allows advertisers to target a certain consumer group with specific interests across Condé Nast's publications.

In addition, Condé Nast Catalyst can create customized content that targets consumers with multiple interests.

W magazine has a large affluent female readership

American Express and Neiman Marcus were the first two companies to sign-up to use Catalyst.

This product could aid luxury advertisers who have a specific customer base or want to push a particular product. It could also help brands to not waste an advertising budget by allowing their promotions to be in the perfect areas.

"Data on the luxury category has, to date, been scarce, so these segments help those advertisers make buying decisions more precisely," Ms. Steele said.

Consumers by design

There are currently a total of 10 Catalyst groups.

The groups are: Prestige Pioneer, prestige beauty buyer and first to try; Big-Basket Beauty, mass beauty and volume buyer; Right from the Runway, luxury fashion follower; Eclectic Stylist, high and low fashion buyer; Alpha-Millennial, young peer leaders; Lovemark Mom, mothers who buy brand names and not generics; Motor Maven, luxury car experts who are a source for their friends; Shopping without Borders, global travelers; Tech-thusiast, volume consumer electronics buyer; and The-Towners, leading-edge singles with a large social network and who love to socialize.

Marketers can easily target their core consumer base given these 10 initial consumer groups.

For example, an advertiser that wants to reach a young male shopper would normally purchase an ad with GQ.com, which targets a young male demographic.

Condé Nast Catalyst can use its aggregated data to help identify a more specific subset of that category to help the advertiser choose from a wider selection from the Condé Nast portfolio, per Ms. Steele.

"We can also create customized content that speaks specifically to the male shopper who, for example, has bought a luxury car in the last 12 months and who collects recipes on epicurious.com," Ms. Steele said.

"By buying the Lovemark Mom, an advertiser knows they are reaching a group of women who are defined as less-price sensitive and more brand conscious," she said.

"By redefining customer groups into this group of 10 influencer segments, Condé Nast is also creating new opportunities to reach audiences not traditionally associated with any of its 22 brands."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York