Take Charge of Your Audience Impact

The only industry-specific Customer Data Platform built for professional media, publishers, and content creators to maximize the value of their audience

The forces shaping the professional media world

Disruptive forces continue to create challenges and opportunities for media businesses and their leaders. From the proliferation of content creators vying for attention, the phasing out of third-party cookies, shrinking digital revenues, and consumer privacy legislation, these market forces have led leaders to renew their focus on their most critical asset—their audience—to grow revenue and margins.

But as professional media, publishers, and content creators put their audience at the core of their business to drive revenue, scale, growth, and differentiation—they realize their siloed databases and disconnected workflows prevent them from getting an accurate view of their audience. This leaves them struggling to meet professional and consumer expectations for personalized communications and experiences across channels to earn audience attention and grow revenue.

Customer Data Platforms (CDPs) offer a solution for businesses that need complete, accurate, and in-depth information about their audiences to deliver those experiences.

What is a Customer Data Platform?

A Customer Data Platform is software that centralizes data sources, touchpoints, and interactions with your products or services. The data is standardized and deduped upon entry. This creates a single, current, and complete record of each audience member, which enables audience segmentation to satisfy various business objectives.

State of today's media and audience businesses

In fact, according to Omeda's 2024 State of Audience Report, 53% of media leaders say disconnected systems, processes, and data hinder their goal achievement.

42%

of respondents spend 5+ hours per week - more than half a workday - on data janitorial work, such as cobbling together and cleaning lists from disparate systems

Omeda's 2024 State of Audience Report

Get the Report

85%

of respondents said they don't have the right technology to reach their audience goals

24%

of media and audience leaders plan on investing in a CDP

Why professional media, publishers, and content creators need an industry-specific CDP

Countless CDPs have emerged to fill in the gap. While powerful in unifying siloed databases, universal CDPs are not built for professional media, publishers, and content creators to engage, grow, and monetize their audiences effectively.

Universal CDPs lack the integrated platform, tools, and expertise professional media businesses need to build a sustainable first-party data strategy and orchestrate their diverse product portfolio and revenue streams, including subscriptions, events, marketing services, digital advertising, email, newsletters, and more.
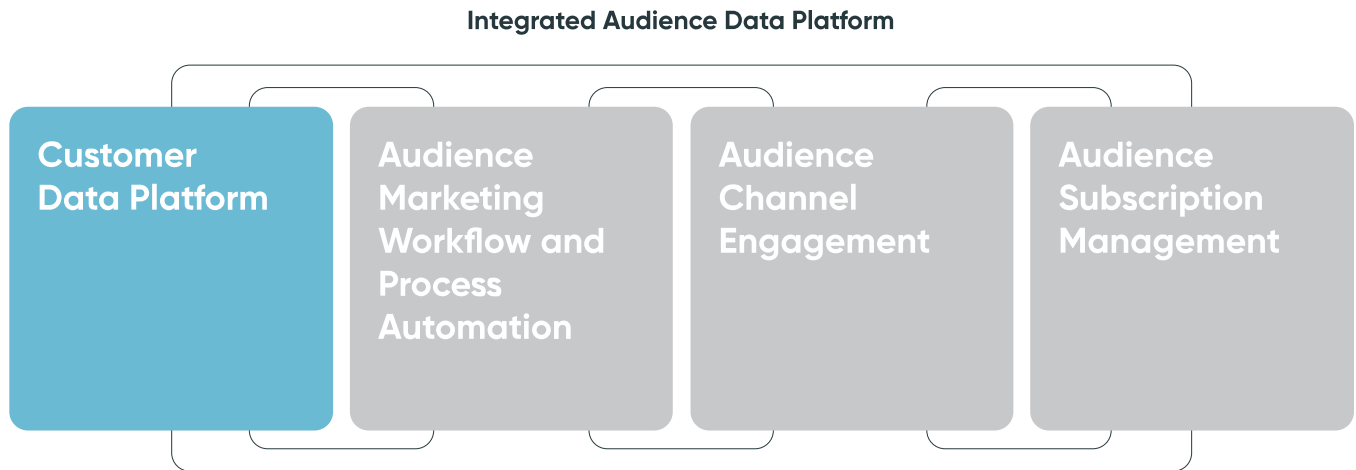
Instead, professional media businesses should prioritize industry-specific CDPs that support their requirements and use cases, including:

- Identity resolution and match evaluation capabilities to build robust audience profiles
- Real-time profile updates for the most accurate, in-depth audience view
- Native email sending, process and workflow automation, and subscription management/fulfillment tools to save time and resources
- Anonymous conversion to grow subscribers and revenue
- Website and behavioral tracking to enrich profiles and launch relevant activations
- Campaign orchestration tools to power audience development and advertising programs
- Dynamic audience segmentation to personalize experiences
- Content metering and monetization to grow subscribers
- Content recommendation engines to improve the audience experience
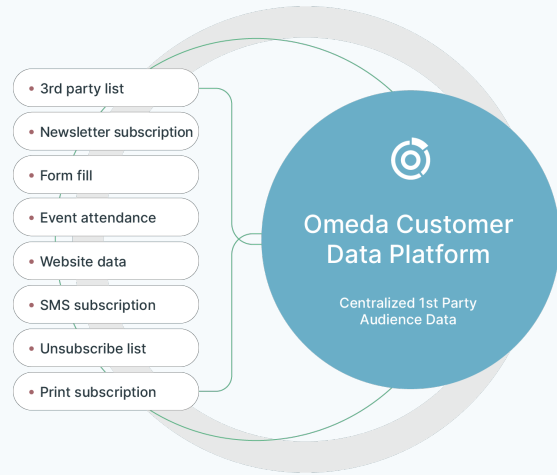- Sophisticated reporting and analytics tools to optimize performance
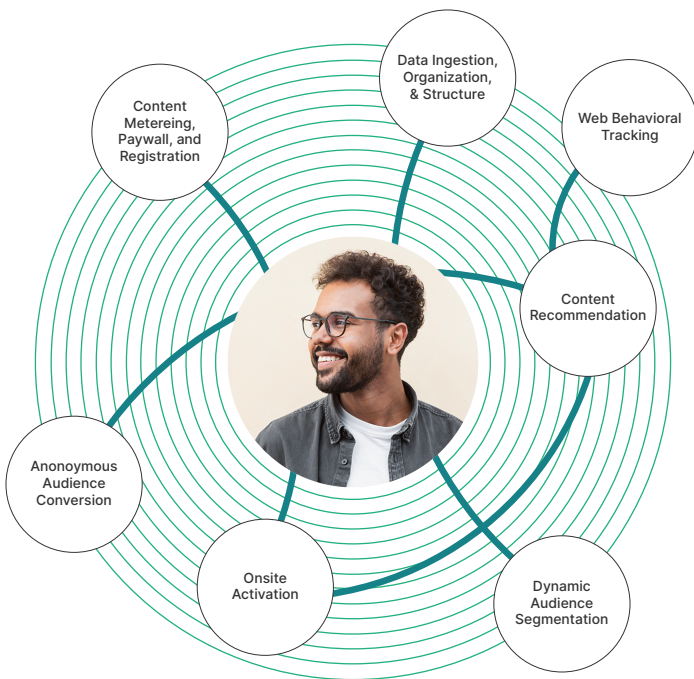
Get a complete view of your audience from a single command-and-control center

Omeda's CDP—a core component of its Integrated Audience Data Platform—aggregates siloed first-party data into a single command-and-control center to provide a clear view of your audience and data. With a complete record of every audience member, you can segment and activate more effective campaigns and audience development programs that maximize their value and grow revenue.

Integrated Audience Data Platform

| Customer Data Platform | Audience Marketing Workflow and Process Automation | Audience Channel Engagement | Audience Subscription Management |

Own, Manage, and Activate Your First-Party Data

Liberate your siloed data and confidently manage your audience relationships. Consolidate and standardize first-party data from every touchpoint into the only CDP built with your business in mind for an accurate, real-time view of your audience's activities, behaviors, and relationships.

- 3rd party list
- Newsletter subscription
- Form fill
- Event attendance
- Website data
- SMS subscription
- Unsubscribe list
- Print subscription

Omeda Customer Data Platform

Centralized 1st Party Audience Data

Deepen Your Audience Relationships

Know who you know, and know who you don't know. Automatically identify and segment your audience using privacy-compliant first-party data, observed behaviors, and content engagement activity to precisely target, launch relevant activations, and generate measurable results.

- Known Subscriber
- Unknown Subscriber

Paywall Gate

Content
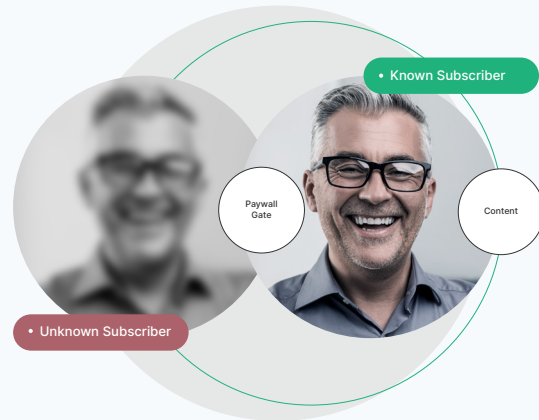
Orchestrate Impactful Audience-First Experiences

Your audience is your revenue. And consumers and professionals expect thoughtful and relevant experiences that match their interests and behaviors. By consolidating and leveraging your first-party data in Omeda's CDP—you can create personalized content experiences that drive engagement, convert unknown to known, and deepen relationships and value.

Email

Direct Marketing

Events

Social Audience Targeting

Digital Ads
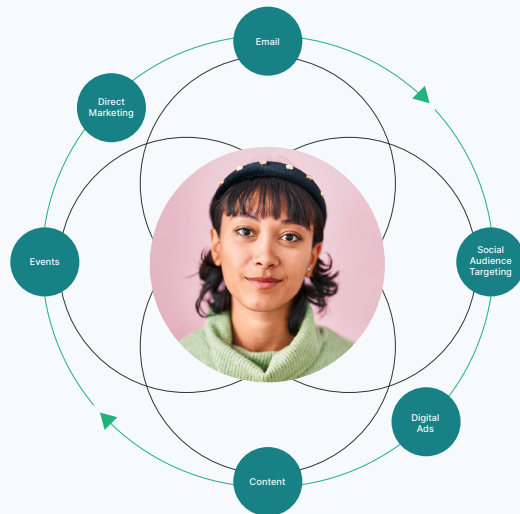
Content

Key features to maximize the value of your audience

- Data ingestion, organization, & structure

- Web behavioral tracking

- Dynamic audience segmentation

- Content recommendations

- Onsite activation

- Anonymous audience conversion

- Content metering, paywall, registration, and progressive profiling

- Integrated with Omeda's Audience Data Platform

- Support from a team of media, audience, and marketing professionals

Grow your audience, grow your revenue

Active Interest Media (AIM) was blessed with a passionate, loyal audience base when most media companies struggled. Each year, 30 million hobby enthusiasts engage with AIM's 25 website brands, email, events, surveys, and online courses.

Amanda Phillips, VP of Marketing, knew that if AIM could reach its audience in a more personalized, data-driven way, the team could generate even deeper engagement and continue to grow their business successfully.

But their ambitions were limited by their tech stack. Their audience data was siloed across its email-sending platform and other solutions, so they couldn't get a single view of their audience to personalize content and make more targeted offers.

AIM sought help from Omeda's CDP, which has integrated native marketing automation and subscription management solutions.

Omeda's media-specific tools and expertise have helped AIM use insights from their CDP to grow, engage, and monetize their audience.

AIM has already seen promising results, but moving to Omeda is just one step toward their broader goal of building a data-driven and audience-centric media company.

Omeda allowed us to not only store all our audience data in one place, but it allows us to see what those numbers look like and who those people are.

When you work with other [larger vendors], they're not focused on media companies, in turn, we've encountered challenges that they may not be equipped to address. Omeda's familiarity with companies similar to ours is invaluable. We find that Omeda understands our concerns, as they are used to navigating similar issues with other clients. Our problems are not new to Omeda.

Amanda Phillips
VP of Marketing,
Active Interest Media

Liberate your siloed data and start building a sustainable audience-centric strategy. Get started with a consultation.

Get a Demo

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About Omeda

Omeda is a SaaS provider delivering the platform and expertise required to maximize the value of media and publishing businesses' most critical asset — their audience. The platform of choice for B2B and B2C professionals, Omeda's integrated solution, which includes a customer data platform, workflow automation, email automation, and subscription management, provides the professional tools and controls required to maximize a media business' diverse revenue streams, power 24/7 audience development, and orchestrate precise targeting for measurable results. Our platform is built by passionate audience pros, workflow masters, and data nerds who partner with our customers to grow and thrive in a disruptive media world.

For more information visit
omeda.com

Request a demo at
omeda.com/demo

Because Audience Matters