



FUSABLE

Revenue from Reader Engagement Reporting

One Year Later

Your Hosts



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Overview

- Reader Engagement Reporting
- The Goals – Then & Now
- Methodology
 - Making Data Actionable
- The Results
- Key Takeaways

Revenue from Reader Engagement Reporting: One Year Later

- How Fusable used Omeda data and reader engagement reporting to sell a major ABM campaign to one of the biggest aftermarket companies in the world.
- Not only could Fusable pinpoint the decision maker at their target account and what the person read, they used their engagement data to shape ABM content offerings they recommended.

The Goals – Then

Process Review:

- We marry behavioral & performance insights from Omeda + GA down to the user level with our firmographic and demographic data to deliver high-quality engagement reporting.

Initial Goals:

- Editors – Clear lens into audience composition to attune content strategy
- Sales – Illuminate the value of behavioral data for use in quoting
- Audience – Pinpoint deficits in desired companies or job functions among site visitors to shape marketing & procurement efforts



The Goals – Now

Next Level Goals:

- Drive revenue for our ABM program with these insights
- Showcase value of behaviorally-driven audiences to clients



Methodology

What Companies Engage?

CCJ Reader Engagement - Maintenance

- FedEx
- UPS
- KnightSwift
- YRC
- XPO Logistics
- Old Dominion
- Penske Logistics
- Werner
- Prime
- US Xpress
- Daseke
- ArcBest
- 10 Roads Express
- CR England
- PS Logistics
- Heartland Express
- Dayton Freight Lines
- United Road Services
- A. Duie Pyle
- Paschall Truck Lines
- Dart Transit
- Tri-National
- Groendyke
- Ozark Motor Lines
- Wayne Transports
- Benore Logistics Systems
- Gypsum Express
- Cargo Transporters
- Midland Transport
- Whiteline Express
- Stevens Transport
- Pitt Ohio Express
- First Fleet

 RANDALL REILLY

What Client's Key Account Targets are Reading



Account Target 1
Company A

Cost of trucking passes \$2/mile for the first time

Toughest states for securement violations, get Roadcheck ready



Account Target 2
Company B

Trucking conditions fell in February with weak freight rates, volume

Wells Fargo, ACT Research experts forecast economy for 2023

Peak freight season likely to fall flat ahead of the holidays



Account Target 3
Company C

Freight shipments, spending dropping

Hydrogen likely the zero-emission solution for long-haul trucks

Exploring alternative fuels for internal combustion engines

California mandates electric trucks

Focus on economic issues, costs and regulations, including emissions

CCJ Engaged Reader Profile of Specific Target



**Account Target 4
Company D**

Recent articles read

- 7 Benefits of Telematics for Fleets
- Gap closing between contract and spot freight rates
- Fuel haulers get hours relief in South Dakota, Nebraska
- FMCSA revokes another ELD's certification
- Biloxi greens
- Three fleets make acquisition moves
- Analysis reveals the most dangerous times to drive
- ATS Logistics acquired by Harbor Logistics
- TIA establishes task force to fight freight fraud
- Yard management systems help increase driver uptime
- Class 8 truck orders reverse negative course
- Trucking companies can help drivers lower health-related costs

Making Data Actionable

New Tool for Proposal Data Set

- Buyer Behavior Analysis
- Equipment Ownership
- Brand Preference/Swayability
- Likelihood to Buy
- Market Research
- Maintenance/Inspection Data
- And much, much more

Marry with Content & ABM Offer

- Demands a strong partnership between Audience, Editorial, Digital & Sales
- Shape Proposal Around Insights
- Extensible process
 - Scalable down to a single URL
 - Marry with GA for session-level data
 - Can be used for quick insights in quoting
 - Full ABM best for key accounts

Results

“Let’s Go Make Some &*%\$^ Money”

-Bobby Axelrod, “Billions”

The Win

Sales

- **ABM sale resulted in 15% net new digital spend increase** from a global aftermarket solutions in excess of their sizable existing spend
- In proposal with another division of the same company based on our data insights
- Persona > Pain Point > Proven Target Behaviors > Client Content Tailored to Pain Points

Ongoing Benefits

- Double digit growth YoY growth in unique monthly email readership
- New methodology includes all traffic sources
- Editorial using performance data in content & product development
- Audience tailoring acquisition toward revealed gaps

Takeaways

Add it to Your Mix

- \$\$\$ - the juice is worth the squeeze
- So much value in first-party data and behaviors
- Proactive response to shifting sandbox dates
- You're still going to run high-volume campaigns – this is just another tool

Process is Fluid

- Still manual, but more efficient:
 - Field Count Report (if you don't need deep session details)
 - Add custom fields to customer records for attributes that matter most to you
- Not sure how to start?
 - Check out last year's Webinar

Q&A

Thank you.

Watch previously-recorded webinars and sign up for upcoming webinars at [Omeda.com](https://www.omedacorp.com).

