



Publisher Case Study

The Problem

A magazine publisher with both print and online media wanted to increase revenue by selling online ad inventory targeted to their print subscribers.

The Solution

The publisher sent LiveRamp a list of print subscribers segmented into five categories. LiveRamp Connect anonymously matched these segments to online devices through the LiveRamp Connect Data Onboarding service and distributed segment data to the publisher's media platform.

The publisher used their media platform to target print subscribers with display ads as they browsed the web. This created new revenue opportunities for the publisher, and their advertisers benefited from the opportunity to target subscribers in more ways and places.

The Results

The magazine publisher successfully created a new means of monetising their print subscribers. They experienced:

- **Increased** online advertising sales revenue.
- **Stronger relationships** with advertisers eager for better tools to target relevant audiences.



increased advertising sales revenue



stronger relationships to targeted audiences