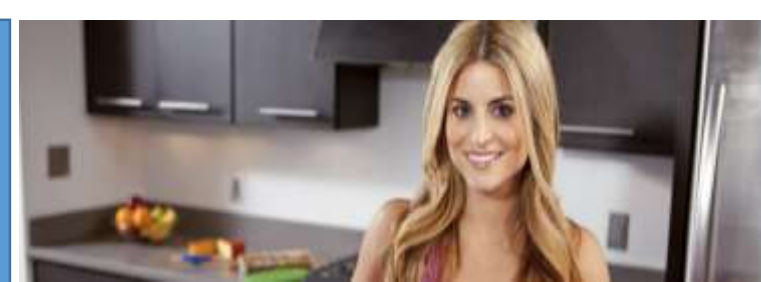


A Multiplatform Strategy

Laura Evans, VP - Audience Development and Data Science,
Scripps Networks Interactive



Multiplatform

Strategy



 **scrippsnetworks**
digital

Laura Evans, PhD
VP, Audience Development
& Data Science
@evanslaurab

I posit: Everyone is measuring but most of the focus is on what people did, not on the user experience, what they were shown but they didn't click.

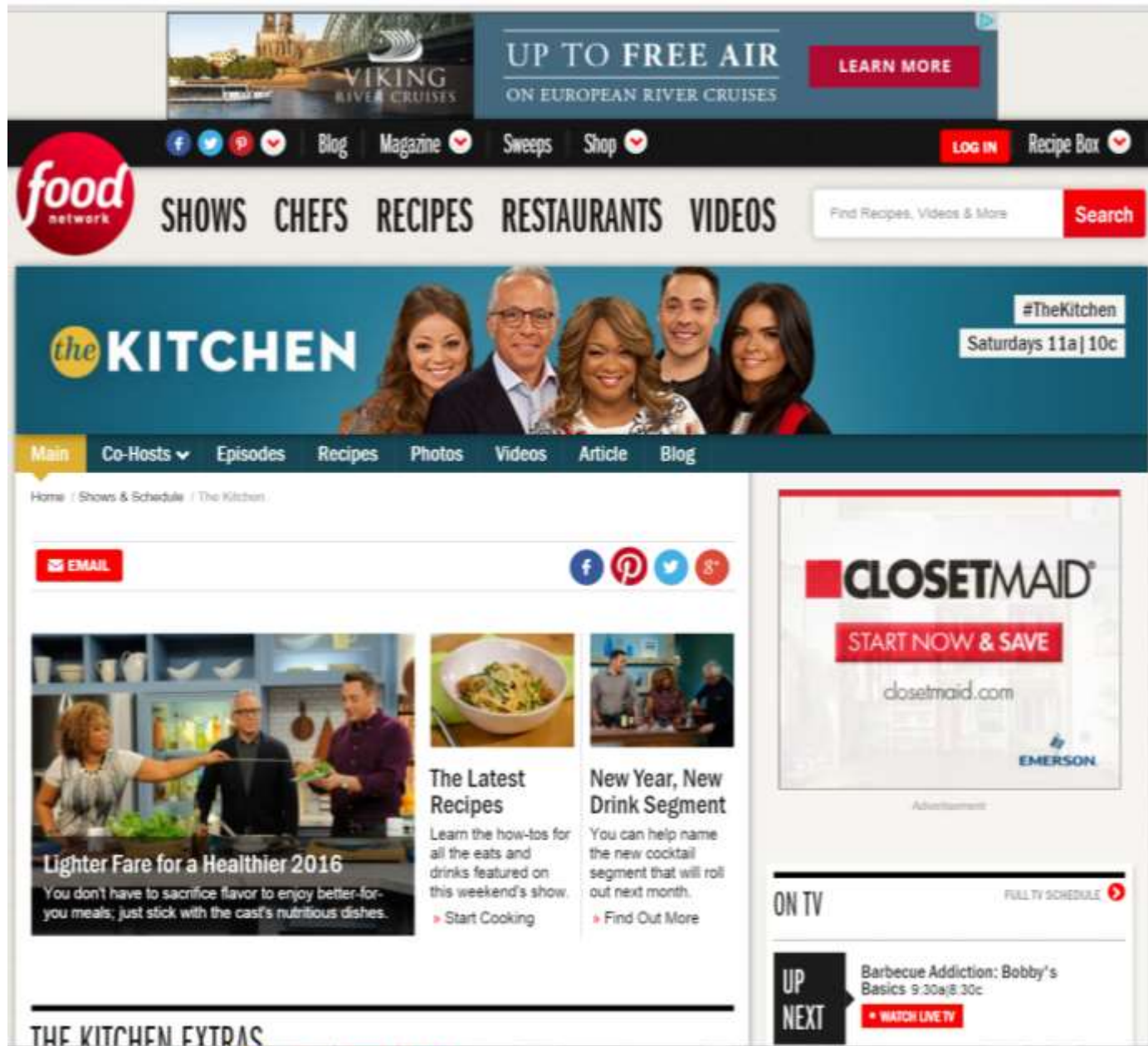


Content
from CMS

Advertisement
from Ad Server

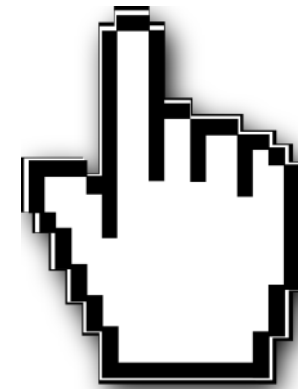
Performance and rendering

Behavior
from
Analytics



Analytics register:

- visit
- pageview
- click event
- an internal referral
- next page pageview.



Metadata: show page, the kitchen, lead page

The screenshot shows the Food Network website with a top banner for Viking River Cruises. Below the banner is a navigation bar with the Food Network logo, social media icons, and links to Blog, Magazine, Sweeps, and Shop. A search bar is also present. The main header features the 'the KITCHEN' logo and a photo of the show's hosts, with the hashtag #TheKitchen and the schedule 'Saturdays 11a|10c'. A secondary navigation bar includes links for Main, Co-Hosts, Episodes, Recipes, Photos, Videos, Article, and Blog. The main content area is divided into three columns. The left column has an 'EMAIL' button and social media icons. The middle column features three articles: 'Lighter Fare for a Healthier 2016', 'The Latest Recipes', and 'New Year, New Drink Segment'. The right column contains a 'CLOSETMAID' advertisement, an 'ON TV' section, and an 'UP NEXT' section for 'Barbecue Addiction: Bobby's Basics'. The bottom of the page has a 'THE KITCHEN EXTRAS' section.

UP TO FREE AIR
ON EUROPEAN RIVER CRUISES
LEARN MORE

food network
SHOWS CHEFS RECIPES RESTAURANTS VIDEOS
Find Recipes, Videos & More Search

the KITCHEN
#TheKitchen
Saturdays 11a|10c

Main Co-Hosts Episodes Recipes Photos Videos Article Blog

Home / Shows & Schedule / The Kitchen

EMAIL

Lighter Fare for a Healthier 2016
You don't have to sacrifice flavor to enjoy better-for-you meals; just stick with the cast's nutritious dishes.

The Latest Recipes
Learn the how-tos for all the eats and drinks featured on this weekend's show.
Start Cooking

New Year, New Drink Segment
You can help name the new cocktail segment that will roll out next month.
Find Out More

CLOSETMAID
START NOW & SAVE
closetmaid.com
EMERSON

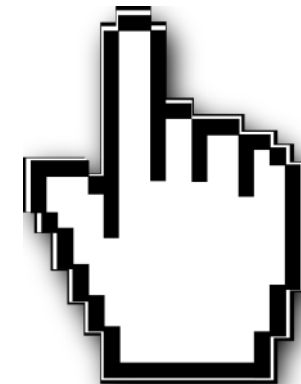
ON TV
FULL TV SCHEDULE

UP NEXT
Barbecue Addiction: Bobby's Basics 9:30a|8:30c
WATCH LIVE TV

THE KITCHEN EXTRAS

Analytics register:

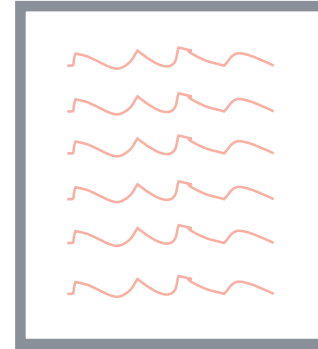
- visit
- pageview
- exit



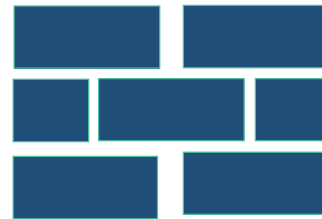
*Registrations
Social
Sweepstakes
Omniture
DSPs
DMPs
ecommerce*



**What
works best
where and
with
whom?**



*Video beacons
Content metadata
Page data
Module data
CMS
Modules*



DFP, Yieldex, Operative One, FreeWheel

YOU MIGHT ALSO LIKE



Chocolate Ganache Cupcakes



30-Minute Dinner Recipes



Top Pork Tenderloin Recipes



Try This at Home: How to Make Macarons



Basic Pizza Dough



Citrus Chicken

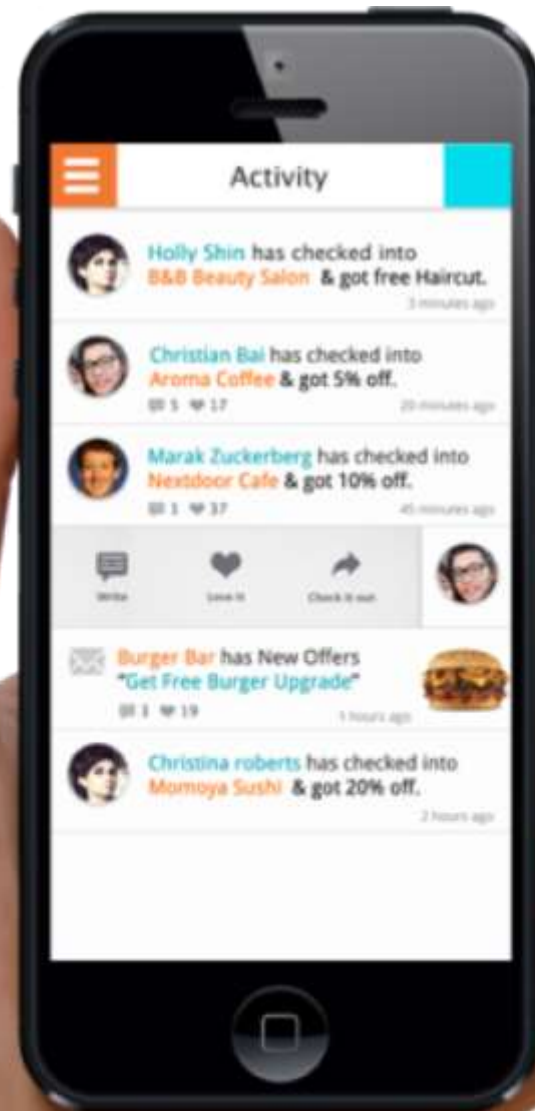
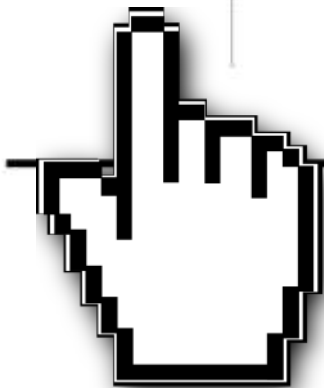


Sponsored
When a MIT Scientist Goes to Combat Aging at the Cellular Level
Technology Review

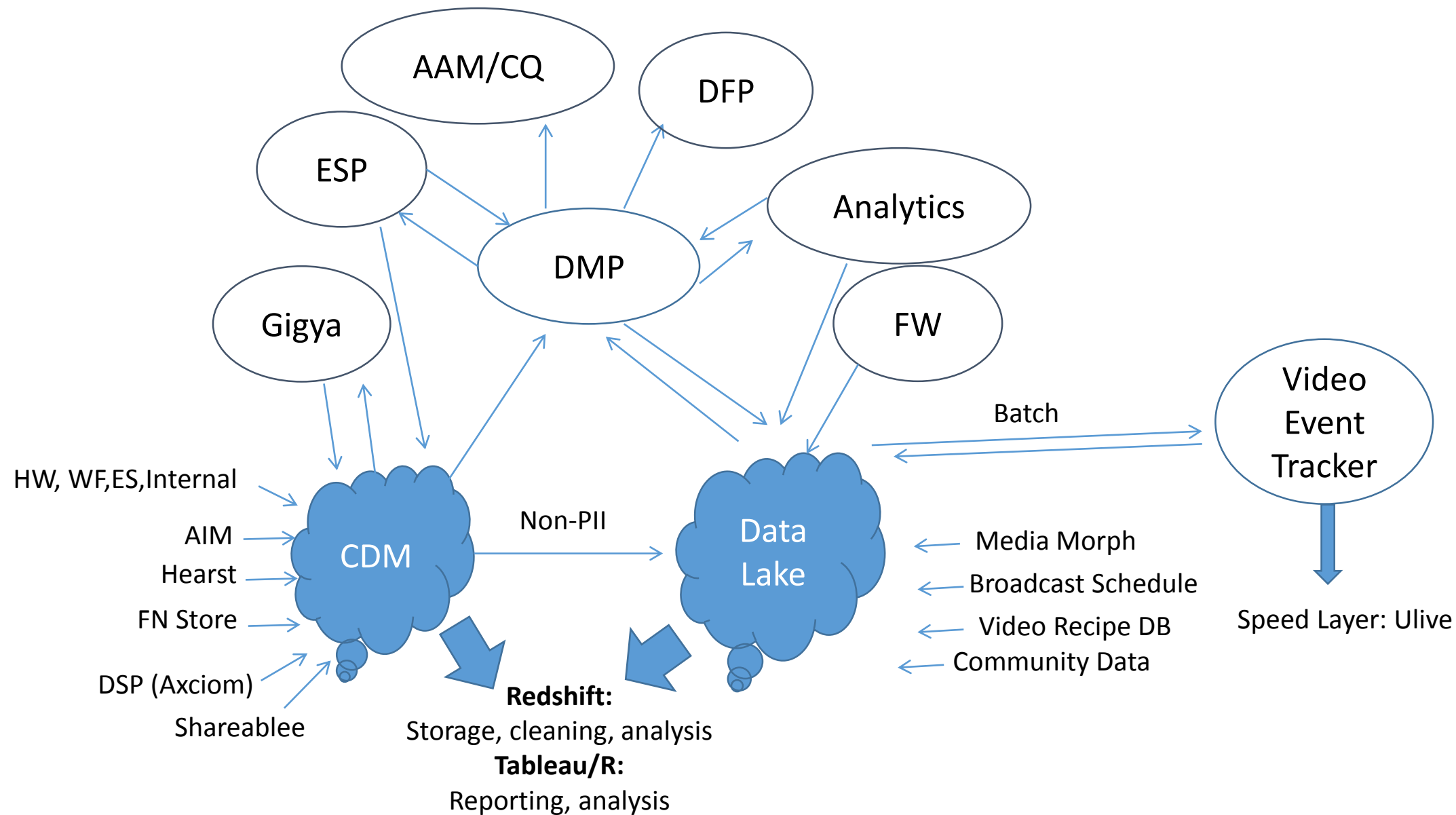


Sponsored
Four Common Foods that may cause obesity and their healthier...
Brain Diet

Recommended by Outbrain



It requires bringing in information from many platforms

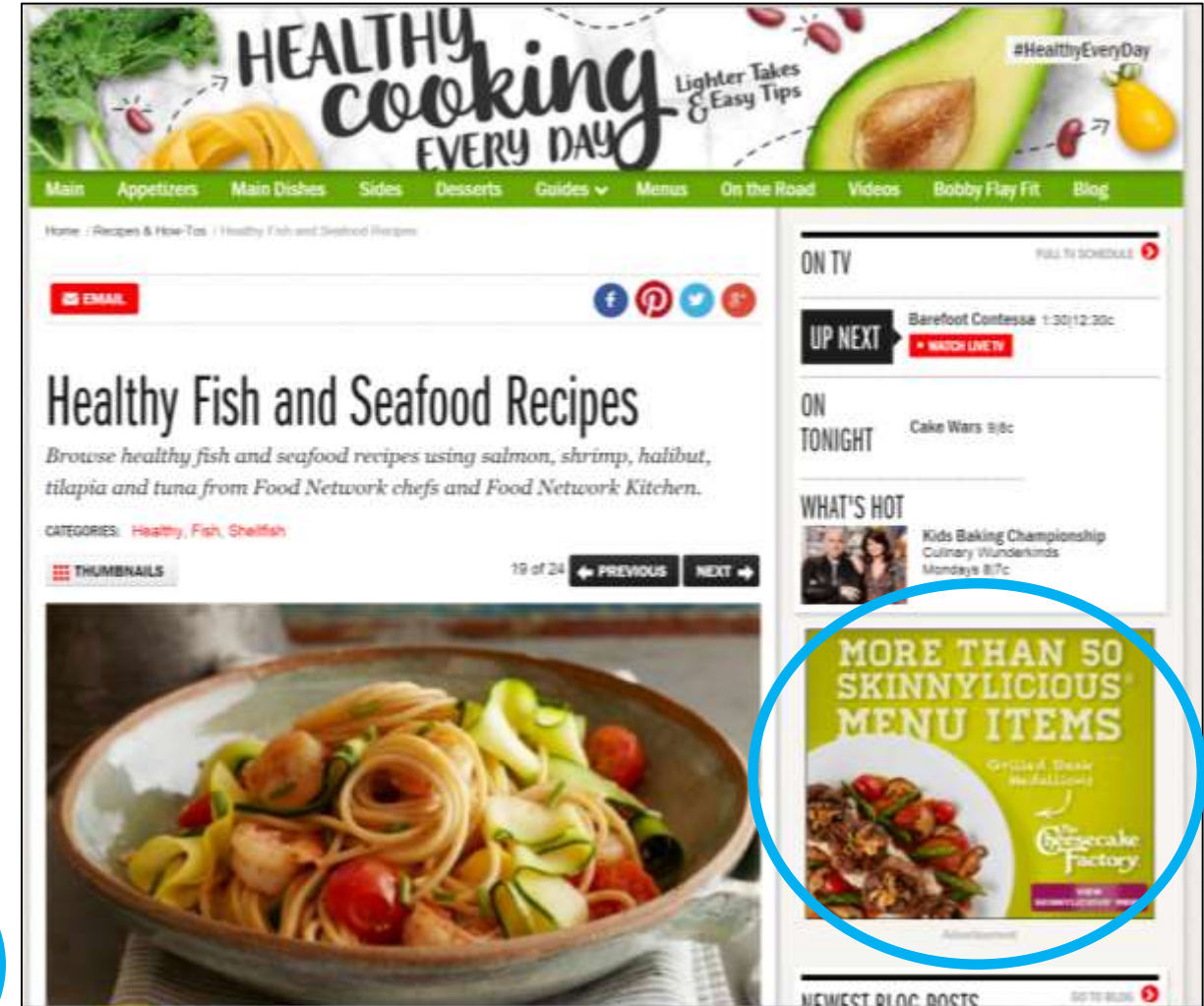
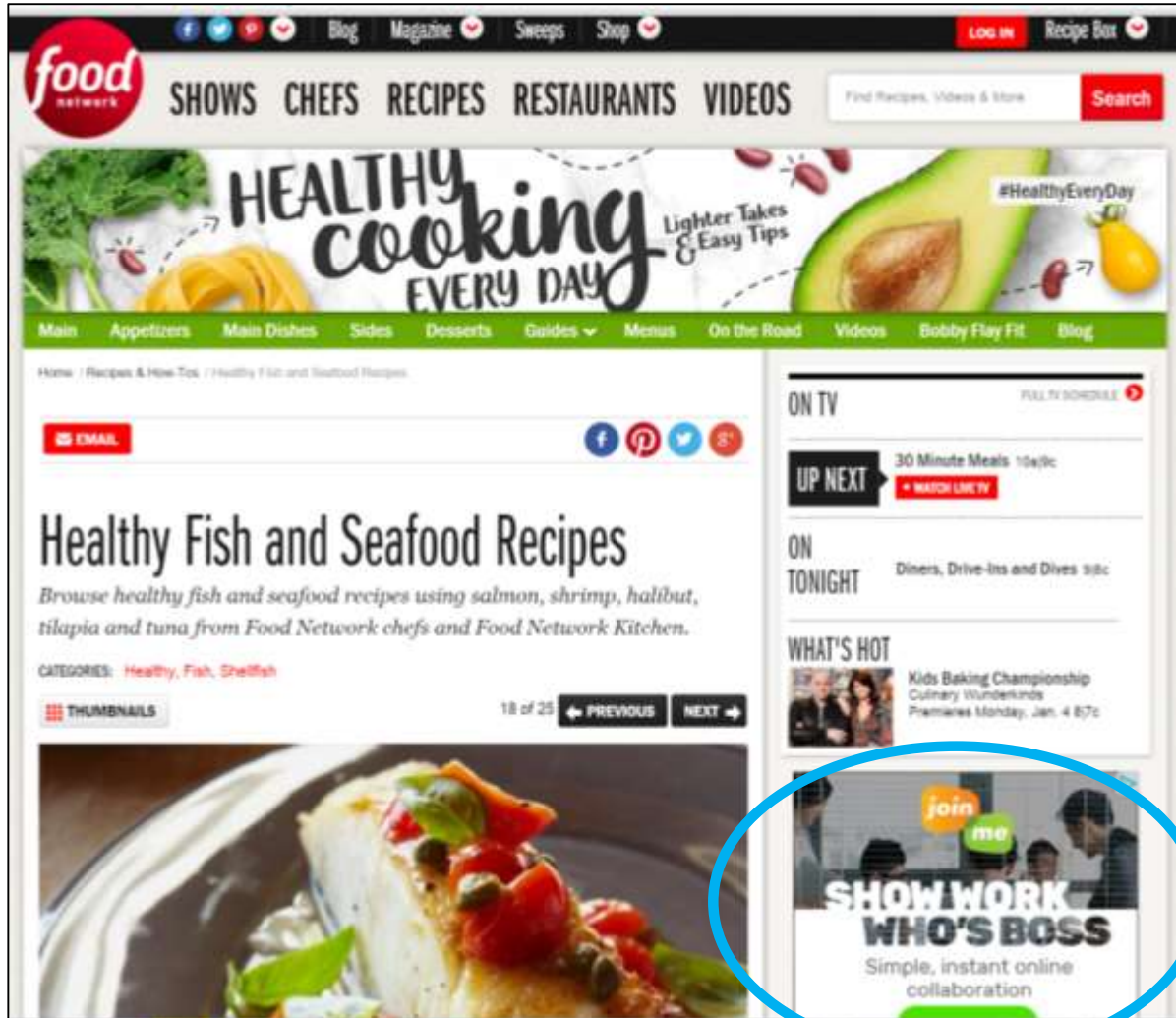


It Opens Doors for Data Driven Innovation

Taking data from just giving you metrics to making an
impact

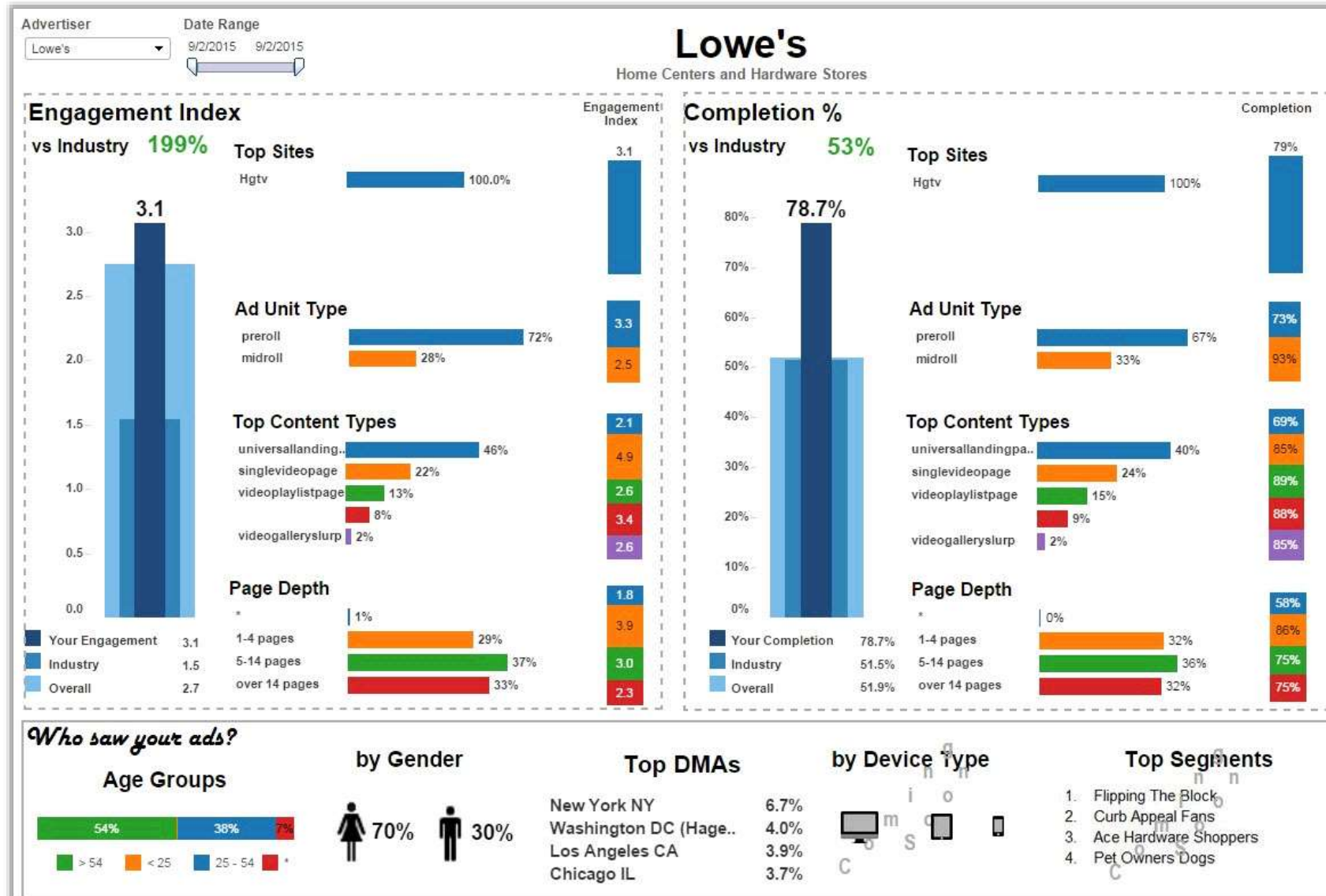
Understanding Experience

- Understanding what performed better: audience buys or content buys or combination



Understanding Performance

- And relaying performance back to advertisers.



* Engagement is a compound representation of user interactions with your ads including fullscreen, pause, clicks, and rewind.
* Industry totals will not appear on dashboard if there are less than three advertisers listed under that industry.

Driving to What Works

- Taking over your own recommendation algorithms for improved results

We Recommend For You:



New Manwich Sloppy Dog Recipe has "Kid Stopping Power" For a Busy Weeknight Meal

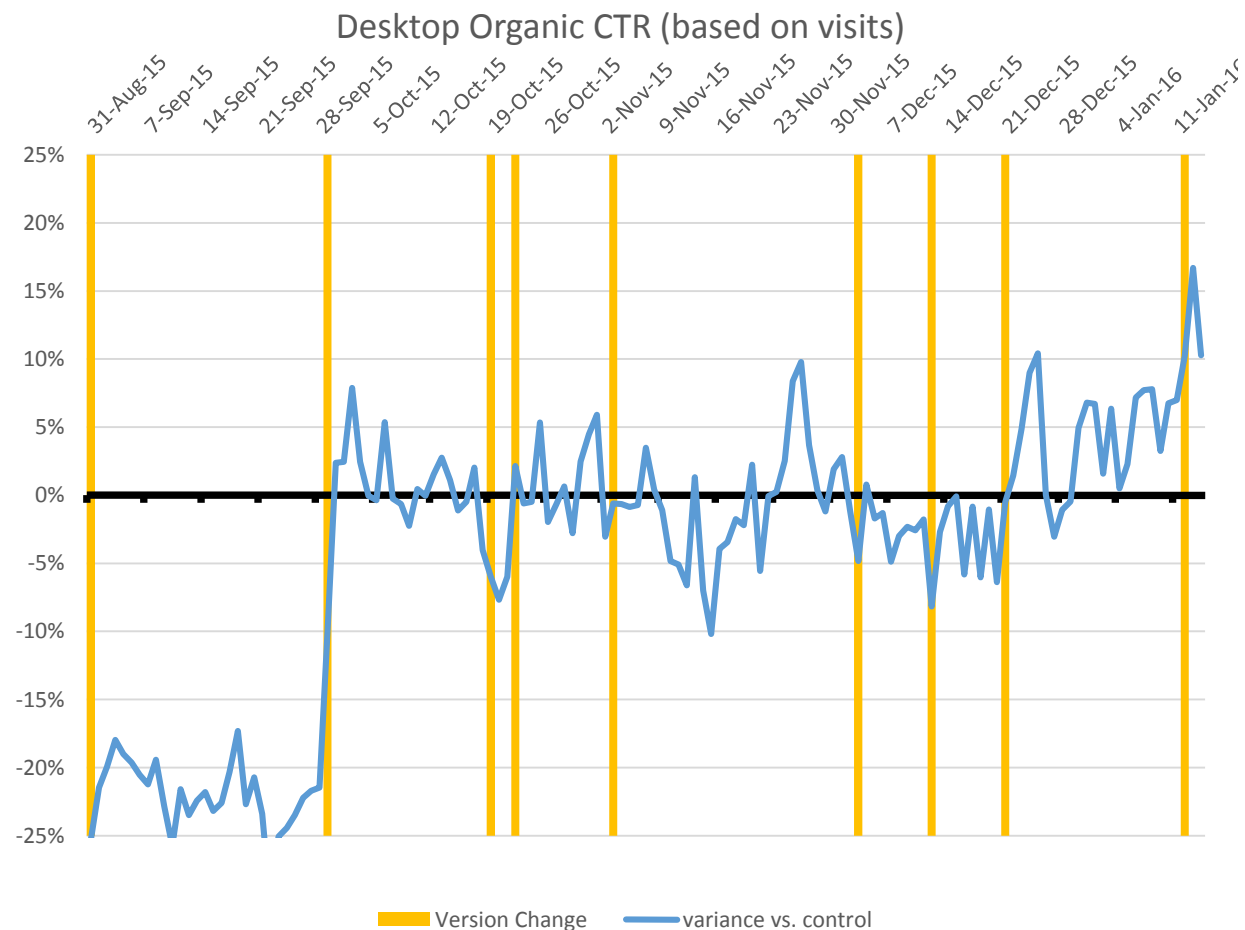
Food Family Finds | Illinois Mom Blogger and Foodie



50 Soups



Make Ahead Casserole Recipes



- Data driven personalization for marketing efficiency



Explore vibrant glass houses and twenty-two interiors. Then enter for your chance to win \$10,000!

Can't not dreaming already? Get here to view it all before it's gone.

HGTV INSPIRATION

Trending: 1 Ways to Save the New Year Summer • Some Crafts For Kids - Last! • Experts Pick Designer

Our Top Summer Trends

Refresh your home with inspiration from these easy, breezy designs and projects.

- 14 Bold Spaces We Love
- Fashion-Forward Color Palettes
- 10 DIY Projects That Couldn't Be Easier
- Watch: Make a Watermelon Beach Bag



Small-Space Survival Guide

- Dream Big: Bedroom Design Tips
- Solutions for Tiny Kitchens
- 100 Design Tips for Small Pallets

From Our Magazine



HGTV Magazine invites you to explore a Rhode Island home made for entertaining.
[Step Inside](#)



Editor's Picks

Look through photos we love and find what speaks to you.

- 88 Terrific Treasures
- 121 Anything-But-Boring White Kitchens



You Could Win \$10K

Flash HGTV's Ultimate House Hunt

Vote for your favorite amazing homes, then enter for a chance to win each:

- 16 Cool Glass Homes
- Entry Loffs in Big Cities



Decor on a Budget

Hitting the thrift shop this weekend? Get ideas for transforming castoffs into custom furniture.

- 10 Flea Market Finds
- DIY Furniture Makeovers

Which House Will They Pick?



Pick out our House Hunters, weeknights at 10 p.m.
[HGTV House Hunters Live Show](#)


Watch HGTV House Hunters



Watch the season 11 Food Network Star Sunday 9 PM

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Which House Will They Pick?



Find out on *House Hunters*,
weeknights at 10/9c.


[13 Houses From the Show](#)

FROM OUR HGTV FAMILY



Watch all your favorite shows at your convenience. Download the app for \$39 or Android now.


Which House Will They Pick?



Find out on *House Hunters*,
weeknights at 10/9c.


[13 Houses From the Show](#)

FROM OUR HGTV FAMILY



Download the HGTV Watch app to see the Brothers build the size of a kitchen during a renovation.


Which House Will They Pick?



Find out on *House Hunters*,
weeknights at 10/9c.

[13 Houses From the Show](#)

FROM OUR HGTV FAMILY



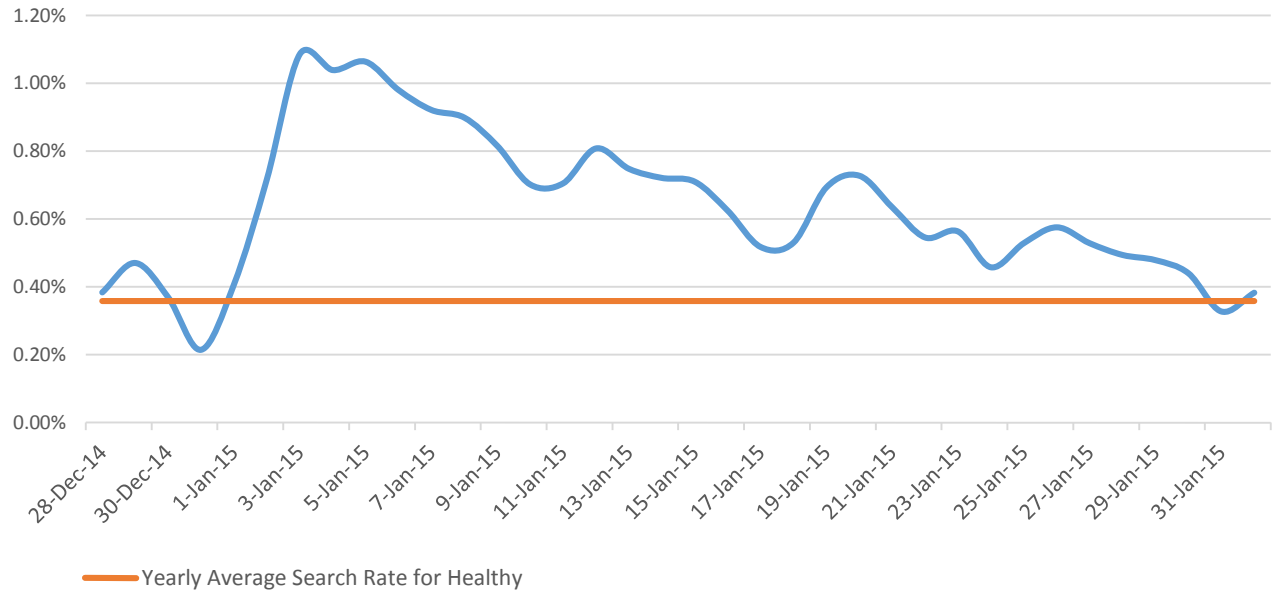
Watch all your favorite shows at your convenience. Download the app for \$39 or Android now.

It Means...

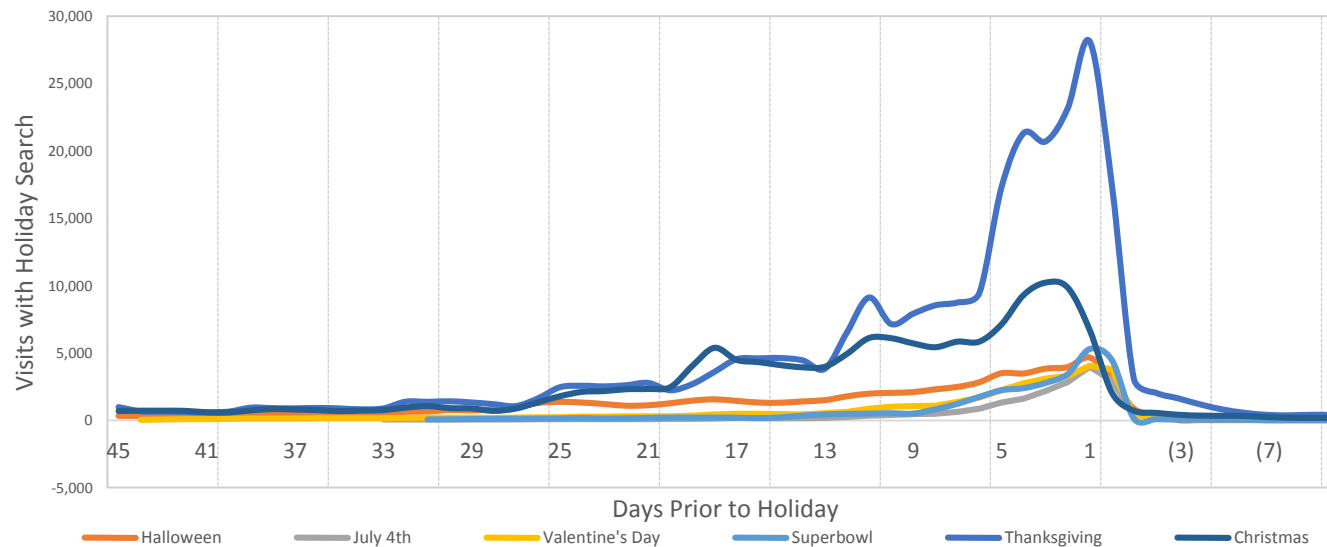
- Data driven insights to help sales partnerships.

- Christmas and Thanksgiving planning starts 25 days in advance of the holiday.
- Halloween is planned for the entire month of October.
- Our users plan for July 4th and Superbowl about a week in advance
- Valentine's Day is planned about 2.5 weeks before.

New Year's Diet Resolutions End Jan 29th

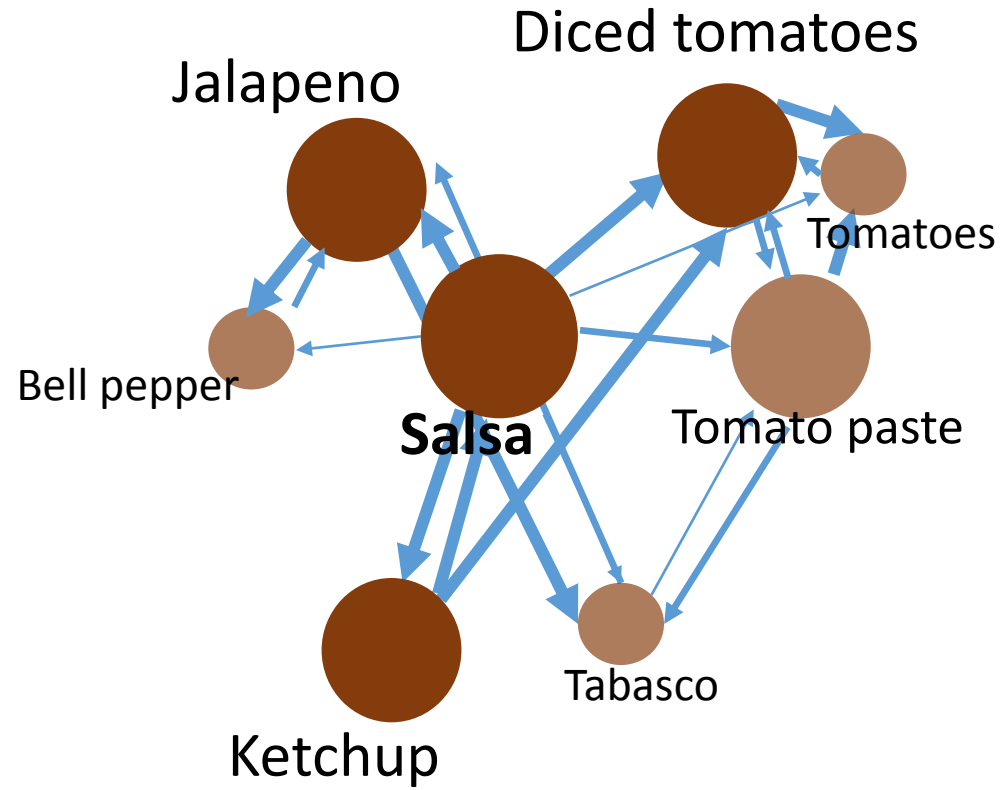


Holiday Search Visits by Days Prior



It Means...

- Creating new products to better the experience and enhance utility.



A Multiplatform Strategy

- Must consist of a flexible data framework.
- Can't assume throwing everything in will deliver new perspectives and insights- have a strategy in mind.
- Understand holes in the data and what the data means – collection is a critical component.
- Be prepared for supplementing non-existent data.
- Be thoughtful on what to outsource versus not.