

# The pulse of the target group

It is impossible to imagine a successful marketing mix without market research. Especially among publishers who are increasingly focusing their efforts on reader revenue, market research is booming. However, the approaches are characterized by different scientific approaches. PRINT&more talked to four companies, eye square, DCORE, Landau Media, PMG Presse-Monitor/X-CAGO B.V., about their business models and their expectations for the future.

Decisions for successful brands are based on valid data, which market research provides. Without this data, decisions can only be made on the basis of assumed knowledge of customer behavior and attitudes; at worst, it is the much-vaunted gut feeling that makes the decision, but with which one is ultimately rather off the mark.

In times of tighter budgets, it is even more important to have partners on one's side who can provide scientifically sound data material and thus answers to questions needed to make sound decisions. In order to map the central levels of human experience - perceiving, feeling, and thinking - the company eye square GmbH, for example, draws on insights from neuromarketing, depth psychology, and social cognition in its analysis model. This analysis tool, which is heavily reliant on the visual impressions of consumers, can be used to make very accurate statements about the impact of advertising. Spoiler alert: Print works exceptionally well here. More information can be found on page 83.

Another interview partner, DCORE GmbH from Munich, explains how they use so-called media panels to maintain continuous contact with the target group, allowing them to conduct regular surveys, concept tests, and advertising impact analyses. This also increases reader loyalty. Of course, publishing products are important communication channels for many businesses and brands. Uwe Mommert of Landau Media GmbH & Co. KG explains on page 84 how media monitoring has evolved into a digital product and now a 360-degree monitoring.

Finally, we talked to Ingo Kästner (PMG Presse-Monitor GmbH) and Koos Hussem (X-CAGO B.V.) about their "all-round worry-free" package for digital content marketing for publishers. This is also a successful example of how a company whose main focus is on press monitoring is breaking new ground and making corresponding value-added offers to its partners among publishers. You can read more about this on page 87.

## Experience-oriented market research

**PRINT&more | How does eye square differ from other market research companies? What is your methodological or content-related focus?**

**Michael Schiessl:** Methodologically, we are very strongly neurosemiotic based. This means that we deal comprehensively with the human experience: implicit and explicit factors are linked to physical reactions and therefore become measurable and analyzable. We use models from neuromarketing and depth psychology for a better understanding. In terms of content, this unique model is suitable for all types of media, from print and out-of-home to TV and attention measurement in complex digital worlds.

**Keyword economy of attention: How does eye square help its customers to place brand messages effectively?**

We enable our customers to really understand the impact of their messages on users. Of course, attention plays a very important role in this. Our work has shown that an enormous amount happens in perception, especially in the first 2.5 seconds. Based on very extensive benchmarking, we can also draw comparisons and suggest concrete optimizations in creation and placement.

**According to your findings, what is important today if you want to place brand messages successfully?**

Just this year, we presented a major study called "Fast-Bold-Beautiful". This title reflects the formula for effective advertising. Attention spikes quickly, then drops and often ends abruptly after a few seconds. Today's media consumption trains people in this manner. A fast, clear - one could also say bold or iconic - and, last but not least, beautiful creation, on the other hand, has a disproportionate effect and is usually very good.

**How can publishers benefit from these findings? What conclusions should publishers draw from these findings?**

We frequently conduct studies for publishers and their products, most recently for "BILD am Sonntag" in the 2017 emotion study. We extensively test this digitally using eye tracking, facial expression, skin conductance, and other techniques. As a result, there are attention patterns that can be discovered. The placement - which page, then where and in what context - is central to this. The clarity of creation aids advertisers in this regard. Publishers should also consider this when pricing pages.

You have thoroughly examined the effectiveness of advertising: How does print fare? When it comes to print, it performs admirably. In the "BamS" study, for example, we discovered that emotional activation is best with print, which is required for intensive information transmission. Furthermore, because advertising in newspapers - and, of course, magazines - is part of the

reading experience, it is viewed much more closely than advertising in other channels, resulting in higher recall values for advertising.

The haptic print product, which people are very interested in, plays an important cultural and commercial role. Because, as previously stated, the effect of an analog contact is far superior to the average.

**Finally: short question, short answer:** tomorrow's media world will be more holistically and comprehensively involved and shape the human experience - i.e., senses, feelings, thinking.

## From glued-on newspaper articles to AI-based media evaluation

**PRINT&more | Mr. Mommert, Landau Media is celebrating its 25th birthday. What have been the milestones during this time?**

**Uwe Mommert:** The first major milestone for us was actually the start of production. To do this, we had to find premises and recruit over 100 employees within a few months. The relief was great when we were able to process the first newspapers. Breaking even after three years was then another business milestone that motivated us all greatly.

From that point on, the focus was on the further development of the company. With the monitoring of online media and the customer platform "MediaAccount" that we developed, we were able to launch our digital offering in 2003. In order to also make print media digitally accessible to our customers, we started our partnership activities in the area of licensing agreements with publishers in 2013 with the support of Dr. Peter Horvath. We can now make content from over 5,000 newspapers and magazines available digitally on our platform.

**"We create digital future" is Landau Media's current slogan. What is behind it?**

Media monitoring has become a digital product. From pasted newspaper articles 25 years ago, we have evolved into a provider in Germany that can present all information, whether "classic" print media, online articles or social media posts, on one platform. Through our partnership with hundreds of German publishers, we have developed a unique licensing model that allows both sides to benefit from this development. We will expand this USP in the future with increasingly intelligent, digital products.

**How technology-driven is media monitoring now?**

At Landau Media, all processes are digitally driven. The combination of the accuracy and speed of our IT systems and the know-how of our employees results in a completely new monitoring product. By using algorithms, AI-based evaluations and crawler technologies, we can drive many more innovations here in the future.

**Which offerings or content will determine your business most in the future?**

The media market is in a dynamic process of change. One challenge is to always be "up to date" and to integrate relevant sources quickly and with the necessary data into our products. In addition to rapidly growing social media platforms such as TikTok or Twitch, we are already keeping an eye on developments around trending topics such as the meta verse. On the other hand, it's a matter of eliciting the information our customers need for their decisions from the resulting flood of data using cutting-edge software technology.

**You rightly see yourself as a partner to publishers. What would you like to see from your partners, or where could cooperation be intensified?**

Publishing and media houses often only know one price for an article in their billing models. In our view, these are often not oriented to the actual use by the customer. There is a difference between a customer receiving hundreds of articles from us to document their public relations work and using a single article in the press review as a source of information.

More flexible pricing models here would increase the potential for publishers to generate more licensing revenue. With our digital article preview, we have already been able to show many publishers that there is a market besides press reviews for companies that could be tapped with more flexible pricing models.

## Added value through reader panels

**PRINT&more | Knowing your own target group is important for aligning offers with their needs and making strategic decisions about brand development. Where do you come into play here?**

**Andrea Eckes:** As a media research agency, we assist our clients in all aspects of brand positioning, advertising impact analyses, product development, and so on. To answer your question, there are two approaches: reach or market media studies, such as "best for planning," provide fascinating insights into users, their socio-demographic structure, attitudes, purchasing behavior, and brand usage, as well as media usage. This is an ex-post view that allows you to describe your users' current state in detail. However, such studies do not provide a direct feedback channel for users to evaluate new concepts or paid content models.

The same is true for calculating the advertising impact of campaigns. Surveys of the company's own users can provide this direct feedback. I'm referring to on-site surveys, which are invited directly through the website or app. However, media or reader panels can also be used. Such panels enable you to conduct regular surveys of your own users on a variety of topics, as well as invite them to one-on-one interviews and focus groups.

**Please explain this in more detail**

A media or reader panel is a group of registered users who have agreed to take part in studies on a regular basis. These people can be recruited through website calls, surveys, newsletters, mailings, and so on. The benefit of this is that you can hire these people. The advantage is that these people can be invited to participate in studies and surveys more frequently and on a regular basis, and it is relatively simple to conduct short surveys, concept tests, or advertising impact analyses. The panel's users are managed and maintained by a professional team of specialists and specialized software, as this can be more time-consuming than one might think.

**What advantages do you see in setting up your own media panel?**

I would like to mention three keywords in this context: Reader or user management, brand lift studies and DMP feeding. In the context of cookie-less times, publishers are faced with the challenge of bringing together the various user databases and managing them within one system. This allows this data to be supplemented with further information to send targeted mailings and activate these contacts.

Each media panel is built on such a central reader management platform, which is an added bonus. Brand lift studies, on the other hand, allow for the measurement of the campaign's advertising impact. Brand awareness, brand sympathy, willingness to buy, and other KPIs are measured and compared between people who have and have not been exposed to the campaign. The impact of a campaign on your portfolio can thus be demonstrated, and the results can be used directly for marketing. In addition, you can map marketing-relevant target group criteria or your own segmentations in the panel.

Look-alike modeling is then used to transfer these to a data management platform (DMP). The user data required to manage, optimize, and control a campaign is collected and analyzed in this section. This enables targeted advertising to be delivered. This is made possible by combining your own media panel with our research and data science expertise. We provide these services virtually from a single source, in collaboration with TALK Online Panel and Reppublika.

**What do you offer interested publishers here in the area of performance measurement?**

Newspapers and magazines are constantly challenged to prepare relevant content for their readers in order to meet their expectations and requirements. What do the readers enjoy? Which articles and advertisements get the most attention? We investigate these central questions for publishers quickly, precisely, and interactively with CORE Check.

With CORE Check, what was previously costly and time-consuming is now digitized and integrated into a modern online survey. The CORE Check is completed on the computer by study participants intuitively. Our customers can access the results via an interactive dashboard. This provides customers with a quick overview of which pages were perceived and how strongly. This means that data on the performance of content and advertising is almost real-time and can be used to support editorial and advertising marketing in day-to-day business.

## Successful content marketing thanks to optimum data quality

Together with its subsidiary, the Dutch specialist for data conversion and digitization X-CAGO, PMG Presse-Monitor is expanding its "all-round worry-free" offer for digital content marketing for publishers. From perfect data preparation to the exploitation of rights and content in the PMG press database: PMG supports publishers in generating more revenue from the secondary exploitation of their content. Ingo Kästner (Managing Director, PMG Presse-Monitor GmbH/ X-CAGO B.V.) and Koos Hussem (Founder and Managing Director X-CAGO B.V.) report on the digital conversion of publishing content.

### PRINT&more | What distinguishes X-CAGO's offering?

**Ingo Kästner:** The team at Koos Hussem has over 20 years of experience digitizing and converting content data. With this knowledge, X-CAGO has created software to prepare high-quality publishing content for any type of use. This allows publishers to remarket their valuable content in any format and medium imaginable, generating additional revenue and reach. Furthermore, X-CAGO allows for the creation and upkeep of digital archives without the need for time-consuming preparatory work.

This allows targeted marketing of editorial content in the B2B and B2C sectors. No matter whether it is the digitization of a paper archive, the indexing of PDF files or a conversion of video and audio content: X-CAGO can help any publisher to noticeably reduce the effort of their data conversion and significantly improve the quality.

### Who is the X-CAGO offering aimed at?

**Koos Hussem:** Our heart beats for good content. That's why we address all producers of high-quality content. Today more than ever, elaborately produced content must reach the paying user across the entire range of distribution channels and in the best quality. That's why I would like to address those publishers who are still burdened with converting data themselves.

As a specialist, we can do this cost- and labor-intensive work faster, cheaper and in better quality. Our overarching XML format "Superset", developed in 2019, gives us a unique technological edge here. Medium-sized and large publishers as well as international e-kiosks are already benefiting from this. We reliably process over 5,000 newspapers and magazines around the clock for digital marketing. Our experience is particularly valuable for publishers who have not yet prepared their data for digital marketing. That's why we invite publishers to use our data conversion services to tap into new revenues and readership groups at minimal process costs.

### What makes data conversion so time-consuming and error-prone for publishers?

**Koos Hussem:** The correct conversion of print and web content into digital formats is a constant struggle for publishers, in our experience. They must convert content in a timely and efficient

manner so that users can consume it through internal and external B2C and B2B channels in all conceivable formats. The complexity is found in this diversity.

If this content is not converted with high quality in mind, system-related issues arise frequently, such as with text-to-speech passages, translations, or automatic summaries. These mistakes degrade the user experience, result in lost readers, and have an impact on commercial exploitation. These issues are addressed by X-CAGO's patented technologies, which, when combined with the PMG portal, provide perfect quality for users, rights holders, publishers, B2B partners, and MMOs.

### What are the advantages of the data conversion offering?

**Kästner:** The benefits are obvious: publishers can market their content in a variety of digital formats with little effort, reaching more users and new target groups. We see that the quality of converted data has an impact on the reading experience, but above all is crucial for the increasingly important text-to-speech offerings. Every content producer should take advantage of the opportunities that arise from the cooperation with X-CAGO.

## Contact persons

MICHAEL SCHIESSL

CEO + Founder

eye square GmbH

mueller@eye-square.com

UWE MOMMERT

Managing Director

Landau Media GmbH & Co. KG

mommert@landaumedia.de

ANDREA ECKES

Managing Director

DCORE GmbH

eckes@dcore.de

INGO KÄSTNER

Managing Director

PMG Presse Monitor GmbH/ X-CAGO B.V.

content-management@presse-monitor.de

KOOS HUSSEM

Founder and Managing Director X-CAGO B.V.

info@x-cago.com