



# PROVIDING ADVERTISERS WITH HIGH-VALUE AUDIENCE INSIGHTS TO INCREASE AD REVENUE

Star-Tribune is the 5th largest newspaper in the country and the largest in Minnesota. Like almost all newspapers and print-based publications in the 21st century, this Minneapolis-based publication has watched their industry evolve and shift to an increasingly digital world.

But Star-Tribune set out to keep up – and thrive by leveraging creative insights-driven ways to retain and grow ad dollars.

## THE CHALLENGE



There's competition from an ever-changing media landscape and Star-Tribune needed to find a way to differentiate itself in the market, maximize leads and give advertisers the opportunity to understand consumer audiences on a deeper, values-driven level.



**StarTribune**





## THE SOLUTION

Star-Tribune utilized the granular, human-level data available within the Resonate Ignite Platform to show advertisers strategic insights, actionable data and reports. When working with a car company, for example, Star-Tribune developed audiences showing where the car company's audience and Star-Tribune's readership overlapped. Then, once the pitch was won, Resonate's research team built highly accurate, targeted, custom audiences to offer advertisers even more precise value.

By utilizing the Resonate Ignite Platform and its integrated solutions, Star-Tribune was also able to reduce third-party costs and increase digital revenue.

## POWERFUL ROI COMES FROM DEEP AUDIENCE UNDERSTANDING

## THE RESULTS

**Advertisers are now renewing at an 80% rate** thanks to the depth of analytics provided by Star-Tribune's site tags. There was a **30% increase in digital revenue** year over year. They **saved 51% on data costs and saw a 20-40% increase in revenue** per 1,000 impressions when using Resonate data to enhance ad buys. Star-Tribune's advertisers are a testament to the ROI from deep audience understanding.

Schedule a fast, complimentary demo and see what our insights can unlock for your brand.