Creating a New Revenue-Generating Product Based on Look-Alike Modeling

Roularta Media Group is a Belgian multimedia group with over 1,308 employees that produces a consolidated turnover of circa 300 million euros. As a true multimedia group, Roularta's family of brands spans newspapers, magazines, local media, digital products, and services, as well as events, tradeshows, and books. Through Trends Business Information, Roularta also houses all financial and marketing data for every Belgian company.

Challenges

As a large multimedia company operating in Europe, Roularta is rightly concerned about privacy regarding targeting on their own channels and the products they build for partners. Needing to balance consent and privacy across a multitude of brands while safeguarding customer data and delivering value to their advertising partners, Roularta needed a solution that would help them centrally manage consent.

Additionally, they had to ensure targeted advertisements were large enough to be valuable to advertising partners, sometimes without overlap between consented individuals and those with matching interests.

To solve both, Roularta used BlueConic to help manage consent, their first-party data and create models based on this data to continue to provide value to their partners.

Name ⌄	Number of pro...
Audience Automotive	64.8 k
Audience Automotive+LaL	418 k
Audience Basketball	2.21 k
Audience Basketball+LaL	304 k
Audience Beauty	503 k
Audience Beauty+LaL	511 k
Audience Investors Large Budget	109 k
Audience Investors Large Budget+LaL	1.27 m

Solutions

Privacy and consent

Roularta works with BlueConic to include consent in their BlueConic profiles and syncs it with data from their consent management platform, Didomi. While Didomi powers the customer-facing interface for consent preferences, consent is stored and captured in BlueConic profiles. This allows Roularta to control which profiles get sent to ESPs and advertising platforms based on consent – helping them avoid costly fees and adhere to privacy regulations. If a consumer makes a request, Roularta can also easily and readily pull a cross-brand profile of this specific individual because of BlueConic profiles.

Working with BlueConic also impacted how data gets passed to their partners. Roularta offers a premium product to personalize ads for partners by collecting interests on their site. Only if a consumer has provided consent to Roularta and their partner will personalized ads appear, ensuring both adhere to privacy regulations.

Using BlueConic's consent management capabilities, Roularta doesn't have to operate with an all-or-nothing approach to consent. They can store multiple objectives designed to select goals for retargeting, personalization, email opt-in, analytics, and more in a profile. For example, a person who has only rejected consent for retargeting means Roularta can still personalize this person's experience on-site to drive lead generation.

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> *Consent has always been top of mind for us. BlueConic has made it easy to tailor the experiences to collect consent across our various brands and ensure we always adhere to our audience's latest preferences.*

Kim Vansteenkiste
Customer Journey and
Data Product Manager

Leveraging first-party data for look-alike modeling

Roularta, like most media companies, achieves growth through audience monetization. However, some audiences are too small and specific for advertising partners. While these are highly engaged audiences determined by their behavior on-site as well as other attributes, Roularta needed to expand the audience in order to make it a worthwhile investment for their partners. For example, Roularta pulled an audience "interested in cars" that was 37K people, too small to sell as an audience to partners.

Turning to BlueConic, Roularta created real-time look-alike models using AI Workbench to score both known and unknown profiles. Online visitors are included or excluded from look-alike audiences as they browse the website, ensuring the content visitors see is

always relevant. The look-alike audiences are then sent directly to their ad channels to show specific advertisements. Creating look-alikes based on targeted profile attributes resulted in engagement rates on-par with their known audiences. Roularta can fine-tune look-alike models directly in AI Workbench based on performance data seen in Insights and Dashboards in the BlueConic platform. For example, they can define the threshold of certainty someone is a look-alike and use that to tweak their segments.

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> *BlueConic's look-alike audiences has opened up tremendous opportunities for us to stay relevant to our audiences while driving value and revenue from our advertising partners.*
> *We've engaged new segments in the market because of the relevant content we're providing based on BlueConic's look-alike modeling.*

Kim Vansteenkiste
Customer Journey and
Data Product Manager

Looking for more information on look-alike modeling with BlueConic?

[Download our factsheet](#)

Results

Mitigate consumer data risk with consent management

Roularta centrally houses almost 31.3 million profiles for consent management, at least 89% of which have one consent objective attached. With consent in place, they are mitigating data risk where it matters while still taking advantage of opportunities to use audience data where it has been consented to.

Expanded target audiences with look-alike audiences

In Roularta's test of look-alike audiences for automotive segments, they saw a 6x increase of their target audience. Even with this tremendous audience growth, Roularta saw similar levels of engagement from the look-alike audience and known-interest audiences. Their click-through rates and measure of engagement have a relative difference of only about 10%.

Launches dedicated look-alike model product to boost revenue

As a result of the success with other partners using look-alike models, Roularta now provides a dedicated product using their first-party data and look-alike modeling. With BlueConic as a backbone to this new product, Roularta works with its partners to define target audiences, create custom segments, use real-time look-alike modeling, and activate those audiences with connections to Google Ad Manager and other ad platforms. They've seen their engagement increase across new segments in the market because of the relevant content they provide based on look-alike modeling.

Roularta & GX

Roularta has partnered with GX since 2019, working with BlueConic as their CDP. Our team of business consultants, solution architects, and data scientists provide strategic and hands-on support reinforcing Roularta's data skills.

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We are really pleased with the technical knowledge from GX concerning BlueConic. As an experienced implementation partner, they understand Roularta's business challenges since they work with many customers from different industries. GX provides solutions for the most challenging issues we face, and we always have constructive sessions together."

Kim Vansteenkiste
Customer Journey and
Data Product Manager

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As the only Platinum BlueConic partner in the EMEA region for more than a decade, we have optimized and personalized digital channels for many organizations. Our agile way of working makes us adaptable to new situations, enabling us to achieve positive results within a brief timeframe.

Want to know more about GX and our services?

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