The Telegraph

MAKE POSSIBLE

10.1.23

6.8 million registrants
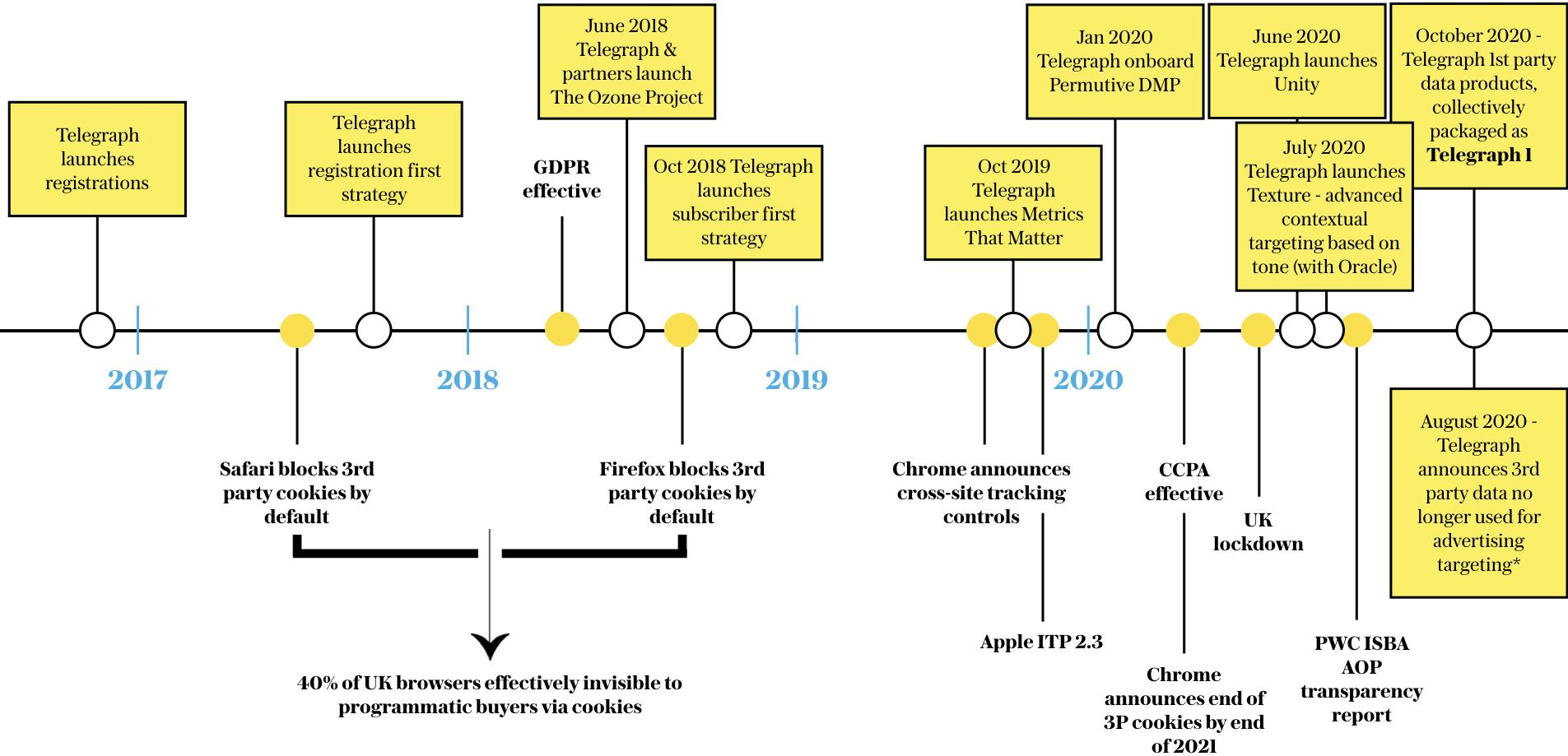+1.3M since January

522k subscribers
+23.4% since January

320k digital subscribers
from zero three years ago

TIMELINE OF INDUSTRY CHANGES AND TELEGRAPH LAUNCHES

Telegraph launches registrations

Telegraph launches registration first strategy

June 2018 Telegraph & partners launch The Ozone Project

GDPR effective

Oct 2018 Telegraph launches subscriber first strategy

Jan 2020 Telegraph onboard Permutive DMP

June 2020 Telegraph launches Unity

October 2020 - Telegraph 1st party data products, collectively packaged as **Telegraph I**

July 2020 Telegraph launches Texture - advanced contextual targeting based on tone (with Oracle)

Oct 2019 Telegraph launches Metrics That Matter

2017

2018

2019

2020

Safari blocks 3rd party cookies by default

Firefox blocks 3rd party cookies by default

Chrome announces cross-site tracking controls

CCPA effective

UK lockdown

August 2020 - Telegraph announces 3rd party data no longer used for advertising targeting*

40% of UK browsers effectively invisible to programmatic buyers via cookies

Apple ITP 2.3

Chrome announces end of 3P cookies by end of 2021

PWC ISBA AOP transparency report

A subs first strategy
in a privacy compliant world
beyond third-party cookies.

THE
OZONE
PROJECT

The Telegraph
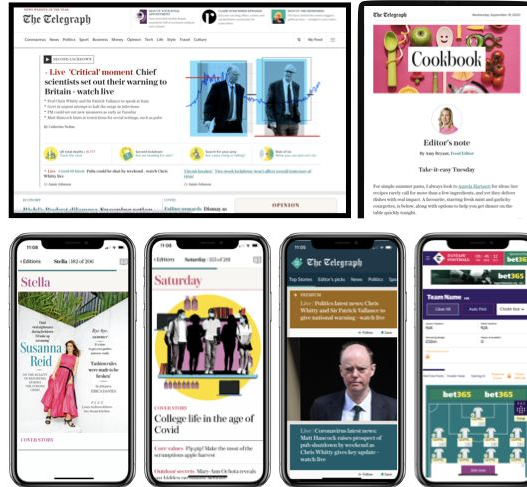
Metrics That Matter

ATTENTION METRICS

BRAND METRICS

COMMERCIAL METRICS

Telegraph persistent ID assigned to every subscriber and registrant

Unlike cookies, this provides a permanent link for all user information and interactions across all devices.

Demographic data
User profiles

On site behaviour
Content likes and interactions

Interests & preferences
Newsletters and device usage

Ad interactions
Campaign exposure and clicks

Purchase intent
Product browsing and link clicks

136%

Increase in targetable inventory ⟶
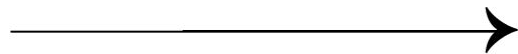
Cookie-free, across all browsers, and privacy compliant solution
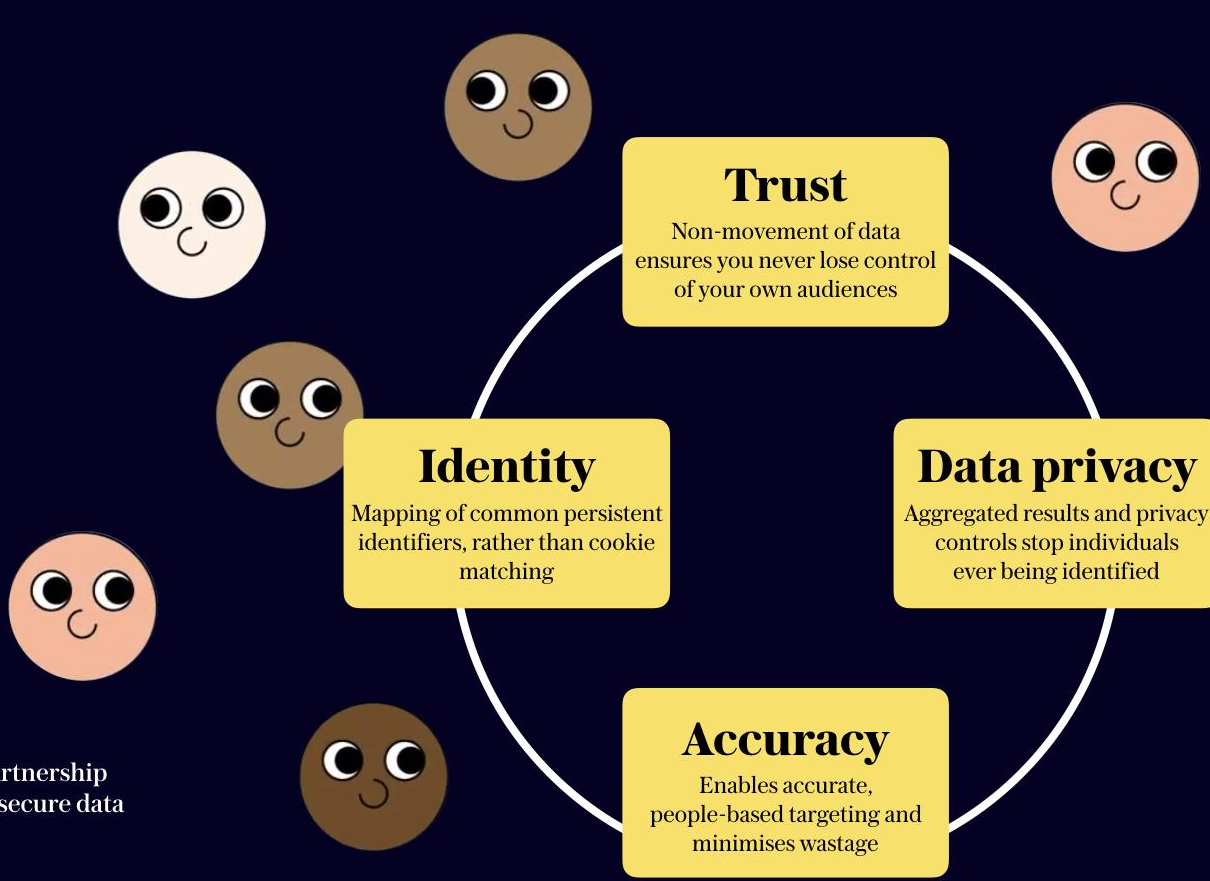
Increased scale of audience segments

Realtime

The Telegraph

TEXTURE

unlock the *whole* story
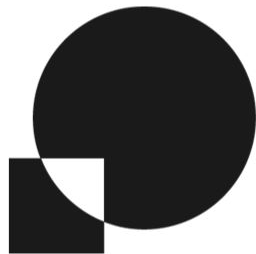
CHANNEL TARGETING

POSITIVE OR NEGATIVE SENTIMENTS

SEVEN POSITIVE TONES

PUBLISHER FIRST-PARTY INSIGHTS

Editorial and readers

Permutive

Unity

Metrics That Matter

Telegraph *1*

Targeting | Matching | Insight

The Telegraph

Thank you