



National World evolves strategic partnership with AudienceProject to future-proof its targeting capabilities

Monday 4 December 2023

Leading media company National World has evolved its partnership with AudienceProject, a leading provider of audience targeting and measurement solutions.

Since 2019, AudienceProject has powered National World's audience targeting solutions via survey data collection. This has resulted in National World being able to cater to all advertisers' targeting needs through the use of intent-based data.

With the evolved partnership, National World will utilise AudienceProject's Full Reach technology, allowing the media company to enrich its total inventory with high-quality data and thus target an audience on all impressions originating from traffic with and without cookies.

Ultimately, this will help brands maximise their advertising yield and strengthen their campaign performance when third-party cookies are deprecated across all browsers.

Jade Power, Director of Digital Monetisation at National World, said: "With the deprecation of third-party cookies and the risk that poses to publishers, having a reliable partner in AudienceProject that we have worked with over the past years is of great value to us. Their technology ensures that we have a sustainable targeting solution for the present and future."

Initial tests have shown that AudienceProject's Full Reach technology has grown National World's targetable reach by an average of 10%, with some segments benefitting from up to 25% growth.

Emma Wylie, Digital Portfolio Manager at National World, said: "It is very reassuring to know that National World will be able to accurately target high-quality audiences in a post-third-party cookie world. It is also clear that relying on AudienceProject's Full Reach technology will enable us to increase the scale of the reach we can offer our customers while not compromising on results."

Martyn Bentley, Commercial Director, UK at AudienceProject, said: “We are excited to help National World enrich their inventory with our technology. This enables them to provide an even more effective advertising offering to their customers. At AudienceProject, we want to help brands get their message in front of the right people, and with this technology, National World is definitely helping their customers achieve this.”

National World’s targeting segments will be available by the end of 2023 through its local commercial sales teams and National World Ad Manager – a self-service advertising platform where advertisers can choose from a wide range of sociodemographic and custom audiences.

AudienceProject offers its Full Reach technology to publishers in the UK, Germany, Sweden, Denmark, Norway and Finland.

-ENDS-