

SNOWFLOW | CASE STUDY

DPG Media

To fuel continual growth, DPG Media needed to streamline its data stack to ensure it didn't miss out on opportunities to maximize the value of its data.

How DPG uses Snowplow and Snowflake together to slash data costs and boost revenue by optimizing the audience experience in real time.



SNOWFLOW

POWERING YOUR DATA JOURNEY



Background

DPG Media is a Belgian-Dutch media company (also active in Denmark) which comprises over 40 unique brands over multiple channels. With over 15 million daily viewers, listeners, and users of its content, it's one of Europe's largest media providers and continues to grow at a rapid pace.

To fuel this growth and survive in the ever-changing news media landscape, it needed to streamline its data stack with best-in-class tools. Weighed down by inflexible tech and held back by the absence of real-time data delivery, DPG was missing out on key opportunities to maximize the value of its data.

By using Snowplow alongside Snowflake, it placed behavioral data at the centre of its business model and forged a competitive edge. Armed with high-quality, structured data in near real-time, DPG's data team has been able to empower stakeholders across the organization and drive its business forward.

“We can only make automated data-driven actions on our platform right now...if you get those insights a day later, it's already too late.”

– Wannes Rosiers, Data and News Personalization Manager at DPG Media

DPG MEDIA AT A GLANCE



Company: DPG Media **Industry:** Media

Based in Antwerp (Belgium) and Amsterdam (The Netherlands) DPG Media employs over 6,000 people, and includes brands such as HLN, AD, VTM Go and Nu.nl.

Key results:

- Real-time personalization, powered by Snowplow, is projected to increase **login rates by at least 50%**.
- Snowplow has resulted in an **80% cost reduction** for data collection.
- Snowplow is on-track to drive a significant boost in revenue for DPG group – **advertising revenue is projected to double** over the next few years, whilst extra subscription revenue is set to reach millions of euros.

The challenge:

- DPG Media needed a way to optimize online content in near real-time in order to increase user engagement and conversions.
- The data team wanted to decrease their reliance on third-party data, and empower teams by delivering with high-quality first-party data into Snowflake.
- As DPG's data team grew, they wanted to streamline and standardize their tooling, whilst maintaining their flexibility to adapt to the needs of their brands.

The solution:

- When integrated into a modern data stack, Snowplow delivers high-quality data into Snowflake within seconds or minutes rather than hours, allowing actions to be taken in near real time.
- Snowplow's customizable trackers allow for a far more detailed picture of a user's behavior, informing marketing, editorial, and product decisions.
- With Snowplow integrated into their stack, DPG's data team has full visibility and control over their behavioral data.

The Challenge

For media companies to succeed today, it is imperative to have a real-time view on what their audience wants to read or watch, and to be able to respond to it immediately. With so much competition for the audience's attention over multiple platforms and channels, organizations need to provide media that's relevant, compelling, and personalized. Failure to do so doesn't just lead to lower revenues for companies in the space, but actually risks their very existence.

Prior to implementing their own data stack, DPG lacked a detailed and complete real time view of their users' behavior. With limited visibility in their data warehouse on how their audience was engaging with their online content, they weren't able to optimize the user experience. This meant that they risked losing their audience to competitors who did, along with the associated revenue.



Searching for a solution...

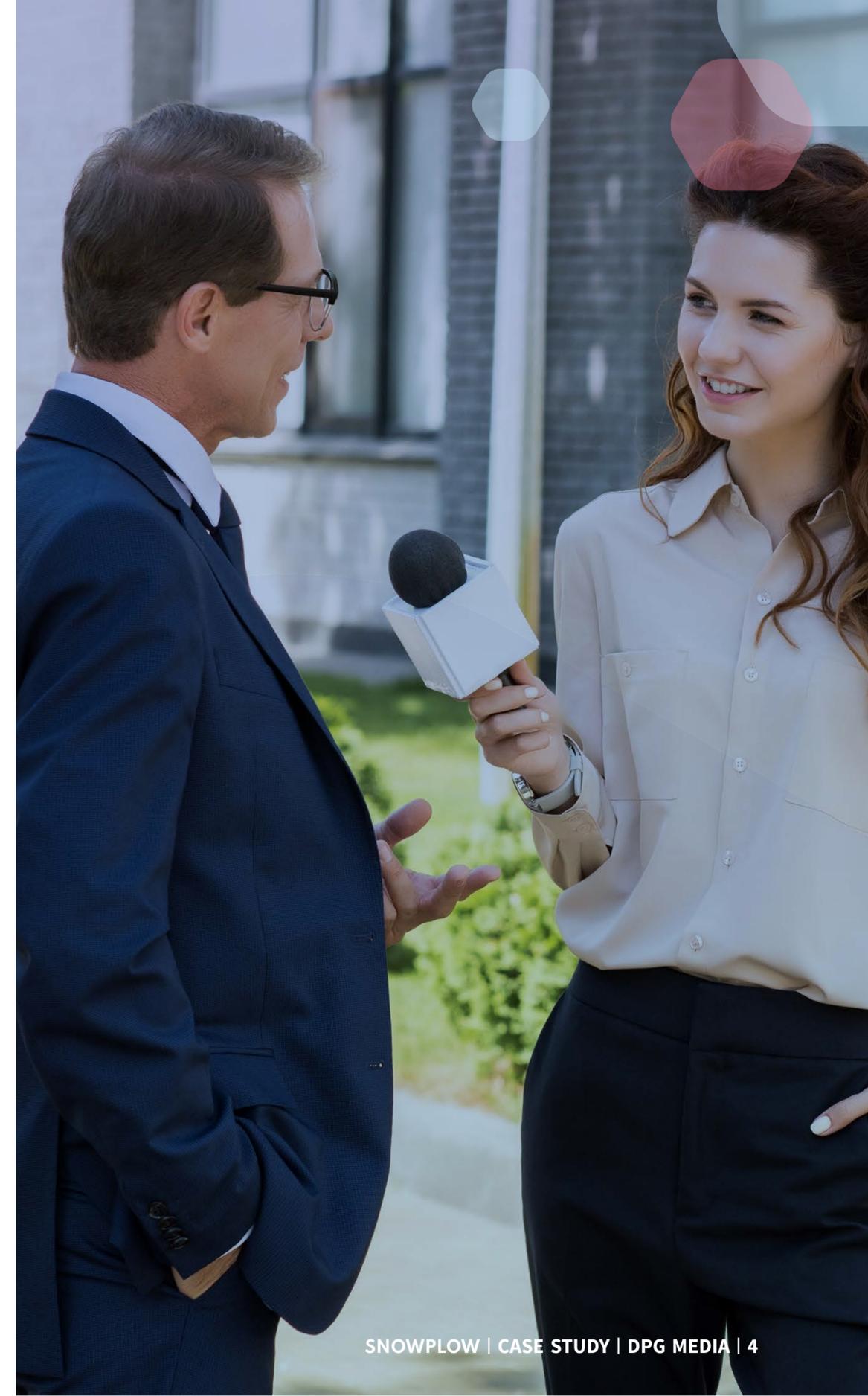
In order to empower multiple stakeholders across the business with behavioral data, DPG's data team considered a number of different options. One of these was a fully-fledged adoption of a packaged analytics platform, which was already being used to some extent. Whilst this platform had an intuitive interface and could be used across the organization, it lacked the flexibility and visibility required by the data team. More importantly, it didn't allow them to deliver use cases in near real-time.

On top of this, the platform prevented the team from gaining a granular view of user behavior and asking organization-specific questions of it.

As an alternative, DPG considered a Customer Data Platform (CDP), but this solution presented different drawbacks. Given the number of use cases DPG wanted to execute, an end-to-end CDP would have proved too rigid, restricting their use of behavioral data for different purposes. Instead, they wanted to use their data warehouse, Snowflake, as their central platform.

“With packaged analytics you have 95% of your data within 4 hours... we want it now because the data relates to news.”

– Wannes Rosiers, Data and News Personalization Manager at DPG Media



...and finding it

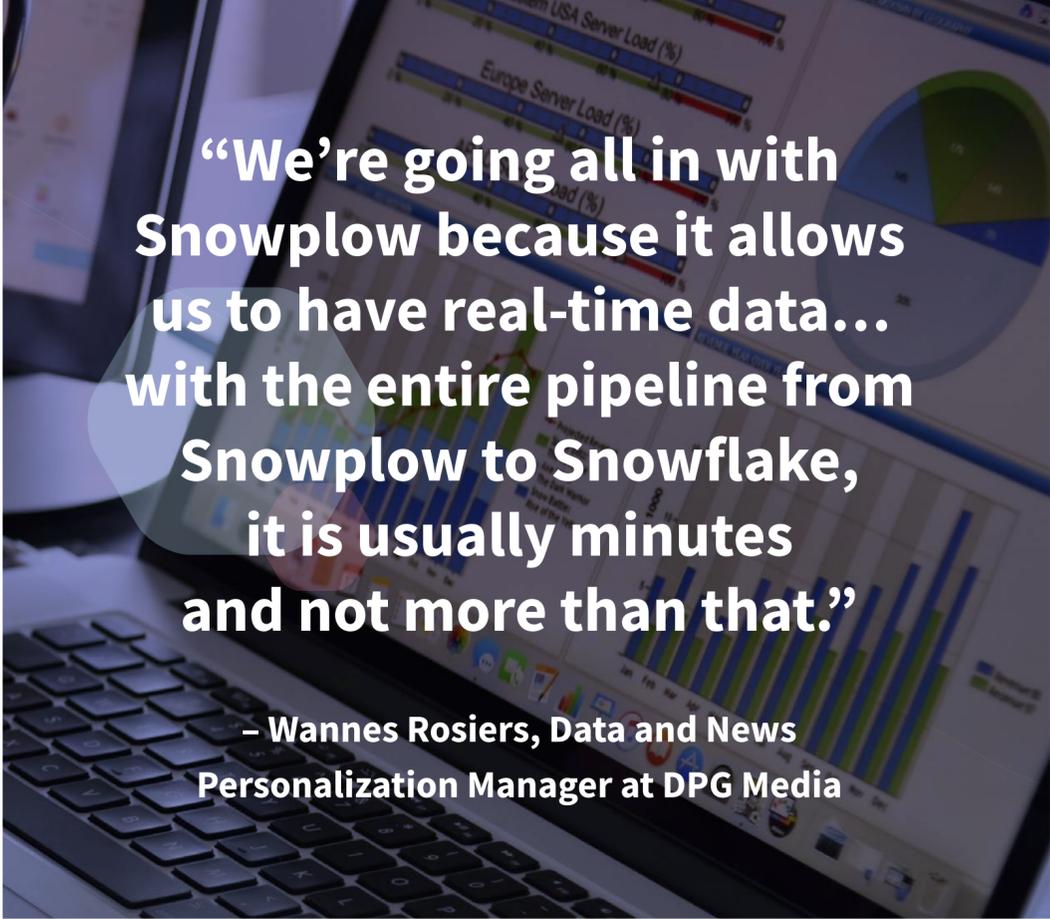
Snowplow, on the other hand, provided a far more flexible solution. By integrating Snowplow into their data stack, the data team was able to deliver high-quality, well-structured data into Snowflake, ready to power near real-time use cases.

Having full ownership of their pipeline and full flexibility over the implementation of tracking, furthermore, also convinced DPG's data team that Snowplow was the right solution for them. Through the use of Snowplow's JSON schemas, all data entering Snowflake would be in a single, unified format (making it easier for querying).

On top of this, Snowplow Insight's intuitive console provided an easy-to-use interface for the data team, freeing them up to work on more impactful projects.

At a more general level, Snowplow also aligned with DPG's vision of a decentralized data team, or 'data mesh'. According to [this vision](#), defined by Wannes Rosiers (Data Area Manager at DPG Media), data capabilities are decentralized in order to accommodate domain-specific expertise, whilst data governance and quality issues are centralized.

The overall objective of this setup is to facilitate the use of data across multiple domains (i.e. subscription insights or product development), whilst maintaining a unified, high-quality data set. For separate domain teams relying on behavioral data, Snowplow would provide a single source of truth to draw from.



“We’re going all in with Snowplow because it allows us to have real-time data... with the entire pipeline from Snowplow to Snowflake, it is usually minutes and not more than that.”

– Wannes Rosiers, Data and News Personalization Manager at DPG Media

“The console has great tools and add-ons which helps us a lot... without it, we would have to do a bunch more stuff. It makes the lives of our developers easier.”

– Wannes Rosiers, Data and News Personalization Manager at DPG Media

“We don’t believe in the true end-to-end CDP because it locks you in and prevents the re-use of data in different settings...we see the tracking data as the central component, which then feeds into the CDP instead of the other way around.”

– Wannes Rosiers, Data and News Personalization Manager at DPG Media

The Results

With Snowplow data delivered in near real time into Snowflake, DPG's data team has been able to empower various stakeholders across the organization. The editorial team, for instance, is able to respond to [reader engagement metrics](#) within 60 seconds of an article going live, ensuring that it resonates with the audience. [Content personalization and recommendation models](#), furthermore, work to keep readers within DPG's content ecosystem, whilst [subscription optimization](#) helps to increase the number of subscribers. These real-time use cases, powered by Snowplow data, have been credited with an expected increase of 50% in the login rate.

Snowplow data has even been used to enhance DPG's online advertising platform, DPG Ads. With the introduction of Datalab, a new self-serve tool on the platform, customers are able to create, tailor, and segment ads based on first-party data collected through DPG Media. Not only do they have GDPR-compliant access to behavioral data in real-time, but they're effectively able to navigate the challenges posed by [ITP, ETP, and the cookiepocalypse](#). This represents a value-add for DPG's ad platform, and is expected to raise advertisement revenue by millions of euros in the coming years.



“With data you solve marketing, advertising, and editorial questions ...you improve your digital products.”

– Wannes Rosiers, Data and News Personalization Manager at DPG Media

As DPG Group continues to acquire more brands, its decentralized data team will prove more and more important. By standardizing the use of Snowplow across the organization, behavioral data will continue to power its competitive advantage and fuel rapid growth.

If you would like to learn more about how Snowplow
can help grow your business, [REQUEST A DEMO](#)

17 Bevis Marks
Floor 6
London
EC3A 7LN
United Kingdom

© 2021 All Rights Reserved



SNOWPLOW

POWERING YOUR DATA JOURNEY

snowplowanalytics.com