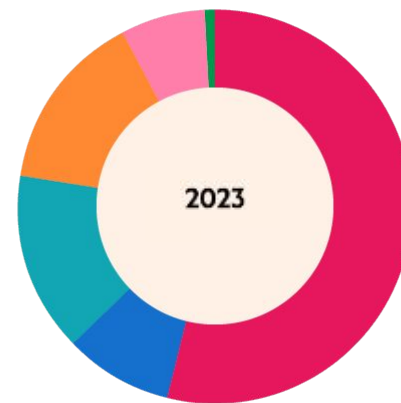
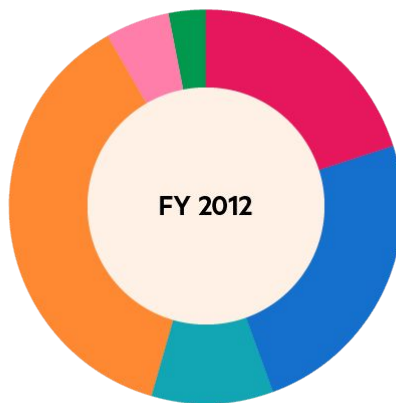
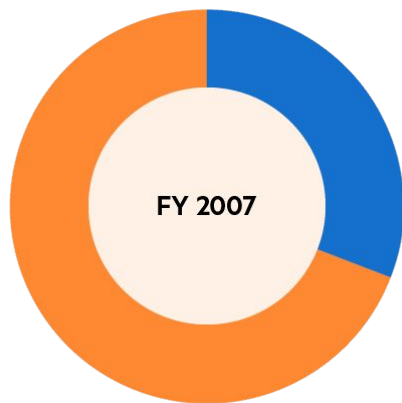


Doubling digital ads and surpassing 1,000,000 digital subscribers

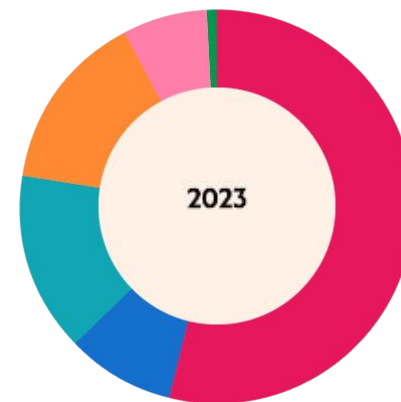
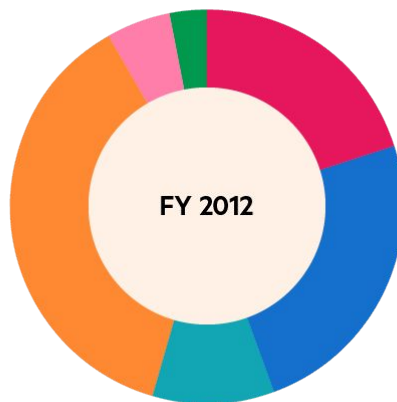
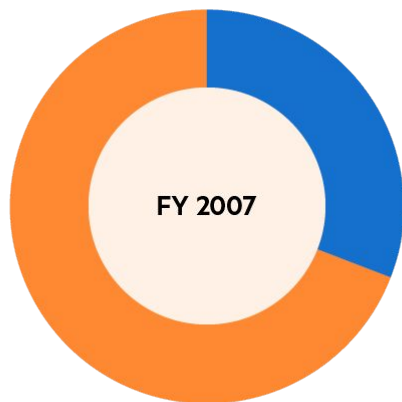
November 2023 | Lesson from the FT | Webinar

The Financial Times has undergone a major business transformation in the last 15 years - transitioning from print to digital and ads to consumer



The Financial Times has undergone a major business transformation in the last 15 years - transitioning from print to digital and ads to consumer

■ Digital content ■ Print content ■ Digital advertising ■ Print advertising ■ Events & conferences ■ Other revenue



USER CENTERED ADVERTISING

First-Party Subscription ID

FINANCIAL TIMES

You have chosen **Standard Digital** Change

☒ Create Account
 ☐ Payment
 ☐ Preferences

Create an account to login

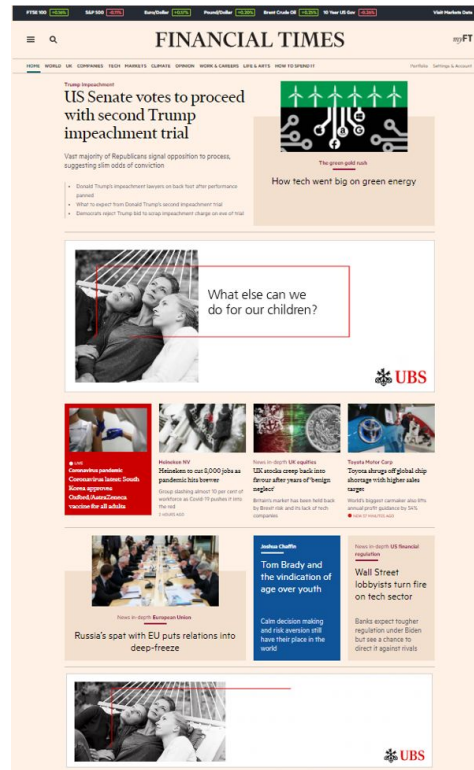
Have an account already? [Sign in](#)

Email address
This address will be used to create your account

Targeting

No 3rd Party Cookies

Cross Device Deduplication



Consideration

+18%

Preference

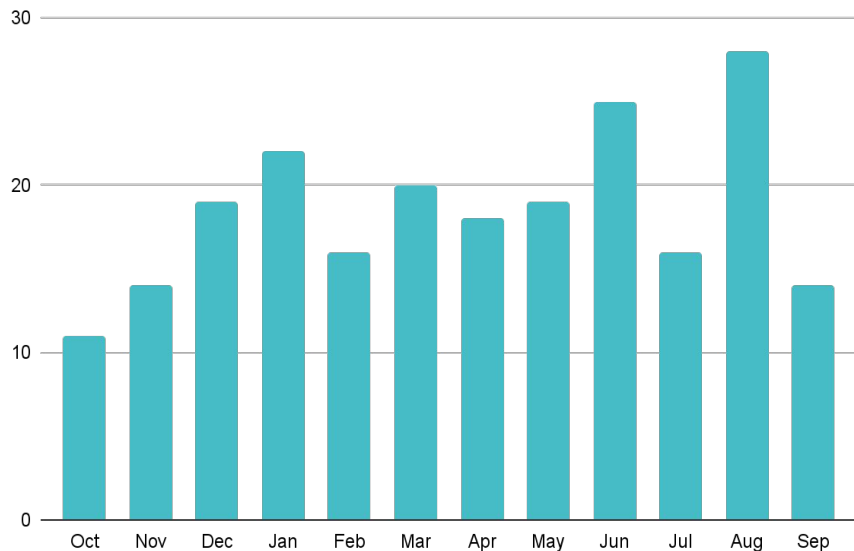
+22%

Action Intent

+28%

BALANCING SUBSCRIPTIONS & ADVERTISING

Monitoring feedback

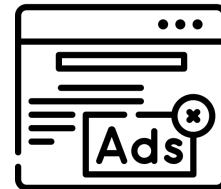


Collaboration

First-Party Data

Commercial priorities:

- Demographic data
- Cookie consent
- Marketing permissions





George Montagu

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Subscription Expert | Senior Strategy Manager | Head of Insights at FT Strategies

Thank you for listening and please reach out with any questions

