

Maximising impact with quick wins in owned media

In the fast-paced world of today's digital marketing, quick wins can be invaluable for increasing the revenue potential of your owned media.

While realising the full value of your owned media requires a comprehensive strategy, focusing on revenue-driving tactics that are easy to implement can generate immediate financial impact.

These quick win strategies are specifically aimed at improving the monetisation of your owned media channels—whether that's increasing partner investment, enhancing ad placements, or boosting rate card utilisation.

Strategies for rapid revenue uplift

Monetise high-traffic pages:

High-traffic webpages or digital touchpoints often have untapped potential for monetisation. Consider introducing premium ad slots, product placements, or sponsored content opportunities.



Leverage rate card optimisation:

Review and adjust your rate cards regularly to ensure your media is being sold at its true market value. This is particularly important for high-demand slots, like email modules or homepage banners, which can command premium rates.



Maximise partner value:

Showcase to partners how your owned media assets—such as newsletters, in-app notifications, and digital screens—can deliver targeted reach. Consider bundling these into attractive packages to upsell and increase spend.



Monetise underutilised owned channels:

If certain assets (like email placements or app tiles) are not being sold regularly, consider offering limited-time discounts or creating new formats that better align with partner goals.



Tactics for improving rate card utilisation



Package high-impact slots:

If certain slots are frequently unsold, bundle them with high-performing assets to create compelling packages. This can increase the perceived value and incentivise partners to invest across a wider range of your media inventory.



Adjust rates to reflect real-time demand:

Use data insights to adjust your rates based on demand. For example, if site traffic spikes seasonally or during specific campaigns, reflect this in your pricing to capture higher revenue during peak periods.

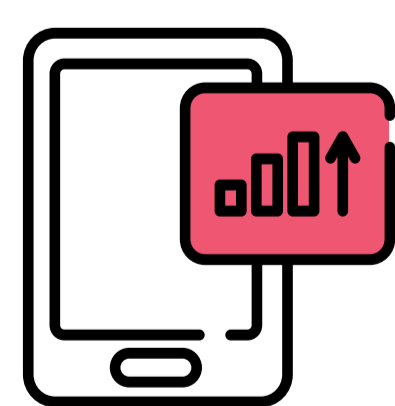
Best practices for maximising owned media value

- 1 Identify high-potential channels:** Start with the channels that are already performing well but may not be fully monetised. These could include high-traffic web pages, in-store digital screens, or frequently opened email lists.
- 2 Use financial metrics, not just marketing KPIs:** Focus on metrics that measure the monetary impact of your media channels—such as revenue uplift and cost savings from reduced reliance on external media—as well as engagement or click-through rates.
- 3 Refine your partner propositions:** Ensure your partner packages are aligned with your owned media's strengths. Showcase audience reach, segmentation capabilities, and unique positioning to attract higher value partners.

Owned media revenue success stories

Maximising in-app media revenue:

An international telecom company unlocked over \$2 million in new revenue by redesigning their app's layout to include dynamic ad slots targeted at their most engaged users. By positioning premium offers during peak usage times, they increased ad revenue by 25%.



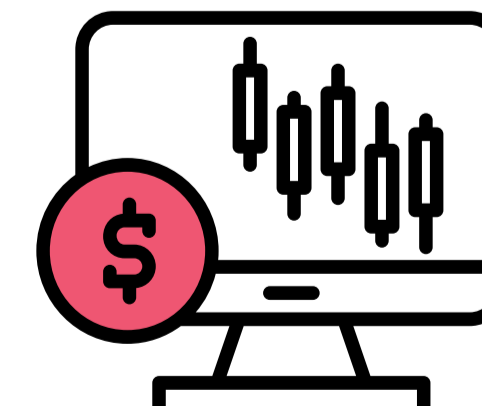
Boosting rate card utilisation:

A global e-commerce brand found that over 40% of its email slots were unsold each month. By repackaging these as part of larger seasonal bundles, they improved utilisation to 85% and doubled email-related revenue in just six months.



Monetising underused digital screens:

A leading supermarket chain repurposed underutilised in-store digital screens to display tailored partner content. This optimisation increased partner engagement and delivered a 30% increase in media revenue.



Quick wins, big revenue impact

Achieving quick wins in owned media involves leveraging revenue-focused strategies that can generate immediate financial results. By refining rate cards, repackaging assets, and focusing on partner needs, you can unlock hidden revenue streams and maximise the value of your owned media network.

Success lies in continuous assessment and refinement of your strategy, ensuring you're always positioned to leverage the full financial potential of your assets.



Get in touch with Sonder for more guidance