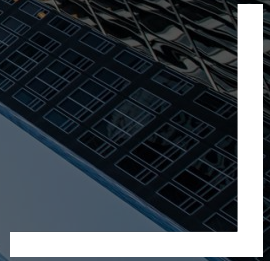# FT STRATEGIES

Digital Advertising
Project Overview

At FT Strategies, we have worked with 800+ clients which has given us a unique perspective on the advertising industry

Key trends we are seeing:

The Shift to First-Party Data & Identity Solutions	The Evolution of Programmatic Advertising	The Rise of Retail Media & Commerce-Driven Ads	The Acceleration of Video & Audio Monetisation
Companies are shifting to **first-party data strategies** as third-party cookies are phased out. Advertisers and publishers alike are prioritising **privacy-first audience targeting**, using **subscription data, contextual insights, and first-party identity solutions** to engage audiences effectively. Businesses that fail to adapt risk losing both ad revenue and audience addressability.	Advertisers are moving away from **open-market programmatic** due to concerns around **brand safety, transparency, and inventory quality**. Instead, brands are investing in **private marketplaces (PMPs), direct programmatic deals, and first-party data-driven targeting** to ensure better control over where their ads appear.	Retailers are leading the charge in **commerce-driven advertising**, leveraging their customer data to create high-performing ad ecosystems. Publishers and media companies are now **exploring commerce partnerships, shoppable content, and performance-driven ad models** to tap into this lucrative trend.	Advertisers are significantly increasing budgets for **video, audio, and CTV (Connected TV) advertising** as audiences shift towards **on-demand and streaming content**. Publishers that fail to **integrate video and audio into their advertising strategies** risk missing out on a rapidly expanding revenue stream.

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Indicative work plan

FT Strategies will collaborate with your team to co-develop quick wins & long-term growth opportunities that will drive significant bottom line impact

Discovery	Strategy Development	Design & Rollout

4 weeks — *4-6 weeks* — *2 weeks - ongoing*

Current state assessment

External market assessment

'State of play' & best practice

Objectives & guiding principles

Opportunity identification

Identify options & recommend-ations

Design selected option

Set North Star

Roadmap for implementation

Proposition design & testing

Rollout support

Workshop

Workshop

Kick-off meeting

'Discovery' playback

Strategy & options assessment

Final presentation

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We will work together to refine the scope of the project to ensure we are catering to your specific needs

Indicative projects and timings

	Project 1: Optimising Advertising Yield	Project 2: Building 1st Party Advertising Solutions	Project 3: Unlocking Additional Advertising Revenue Streams
Objectives	Improve ad monetisation through performance analysis, audience insights, and strategic organisational frameworks	Build and optimise a first-party data ad strategy, enhancing ad performance and direct sales while reducing reliance on third-party cookies	Develop new ad revenue models, including affiliate marketing, video/audio monetisation, and emerging ad innovations
Indicative Timings	*6-9 weeks*	*8-12 weeks*	*10-12 weeks*

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Optimising Advertising Yield indicative project overview

Indicative project

Activities

1. **Discovery work**
   - Assess current ad monetisation performance, including CPMs, fill rates, and inventory utilisation.
   - Conduct stakeholder interviews to understand existing challenges and opportunities.
   - Benchmark ad performance against industry best practices and leading publishers
2. **Strategy & Opportunity Identification**
   - Identify quick wins to improve ad performance without impacting user experience.
   - Analyse content-ad relationships to ensure optimal monetisation across platforms.
   - Develop an actionable roadmap for balancing ad load, user engagement, and SEO.
3. **Implementation & Optimisation**
   - Introduce data-driven ad pricing models to enhance revenue per impression.
   - Establish cross-functional collaboration between product, editorial, and ad teams.
   - Provide a training program to upskill teams in ad operations and performance analysis.

Deliverables

✓ **Ad revenue analysis and benchmarking** to identify CPM trends and revenue opportunities

✓ **Ad inventory and pricing strategy** to balance ad load, pricing, and user experience

✓ **Data-driven audience targeting** with segmentation, contextual targeting, and engagement-based pricing

✓ **Roadmap for ad yield growth** with quick wins and long-term strategies

✓ **Industry performance benchmarking** to compare key ad metrics with top publishers

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Building First-Party Advertising Solutions indicative project overview

Indicative project

Objectives

1. **Data Strategy & Activation**
   - Audit first-party data and define a privacy-first monetisation strategy.
   - Identify gaps in audience segmentation and implement high-value targeting models.
   - Develop a subscription & registration data utilisation framework to enhance ad relevance.
2. **Premium Advertising & Direct Sales**
   - Shift from open programmatic auctions to direct premium deals and private marketplaces (PMPs).
   - Implement AI-driven contextual and behavioural ad targeting for higher ad effectiveness.
   - Develop sponsorship and native ad opportunities that align with premium content strategies.
3. **Commercial & Organisational Strategy**
   - Define a North Star vision for first-party ad monetisation.
   - Establish a cross-functional collaboration framework between ad sales, editorial, and product teams.
   - Explore new revenue opportunities through video, audio, and commerce-driven ads.

Deliverables

✓ **First-party data monetisation** with a privacy-first, data-driven ad strategy

✓ **Audience segmentation and identity solutions** for better ad targeting

✓ **Direct sales and PMP setup** for premium inventory and programmatic deals

✓ **Sponsorship and branded content strategy** with native ads and custom formats

✓ **Commercial strategy alignment** to optimise ad operations and cross-functional collaboration

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Unlocking Advertising Additional Revenue Streams indicative project overview

Indicative project

Objectives

1. **Affiliate & Commerce Strategy**
   - Assess opportunities for commerce-driven advertising, including affiliate partnerships and shoppable content.
   - Develop a performance-driven affiliate strategy aligned with audience interests.
   - Design commerce integrations within editorial and multimedia formats.
2. **Video & Audio Monetisation**
   - Develop a video ad strategy, incorporating pre-roll, mid-roll, and native video ad formats.
   - Monetise podcasts and audio content through sponsored segments and programmatic audio ads.
   - Explore Connected TV (CTV) and streaming ad formats to reach high-value advertisers.
3. **Emerging Innovations & Future-Proofing**
   - Implement AI-driven ad automation for dynamic pricing and audience segmentation.
   - Design subscription-based ad models, allowing users to choose between ad-supported or premium content.
   - Explore immersive ad formats, including VR, AR, and interactive content advertising.

Deliverables

- ✓ **Affiliate and commerce ad strategy** to monetise partnerships and shoppable content

- ✓ **Video and audio monetisation** with premium ad formats and CTV opportunities

- ✓ **AI-driven ad optimisation** with automated pricing and predictive targeting

- ✓ **Subscription-based ad models** balancing ad-supported and premium experiences

- ✓ **Roadmap for new revenue streams** to launch and scale high-growth ad models

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