LADBIBLE'S JOINED-UP DATA STRATEGY IS *DELIVERING DIVIDENDS.*

Natalie Dawson,
Director of Commercial

LAD BIBLE Group

THE PUBLISHER SQUEEZE

Sessions are shrinking

Referral traffic from social and search keeps falling, so scale alone no longer pays

Discovery is changing

AI answers now sit between audiences and the content they used to click through to

Programmatic looks the same

Efficient, but it rewards reach over what makes each publisher different

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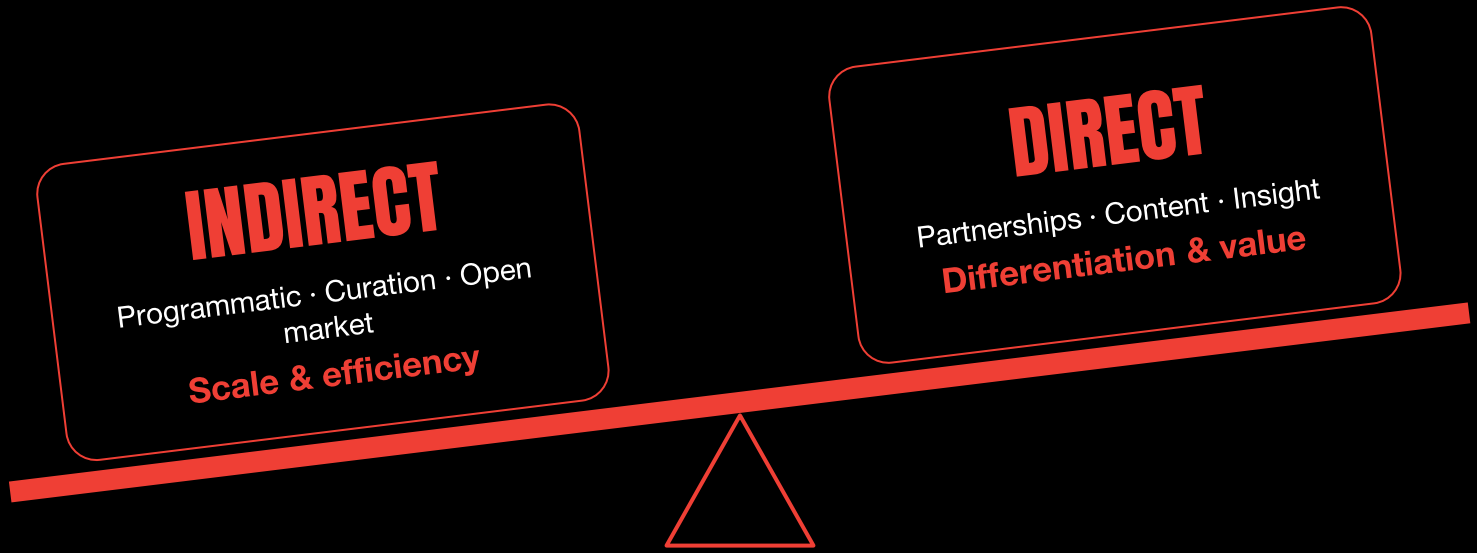
TWO SIDES. *ONE WEB BUSINESS.*



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NOT MORE DATA.

JOINED-UP DATA.

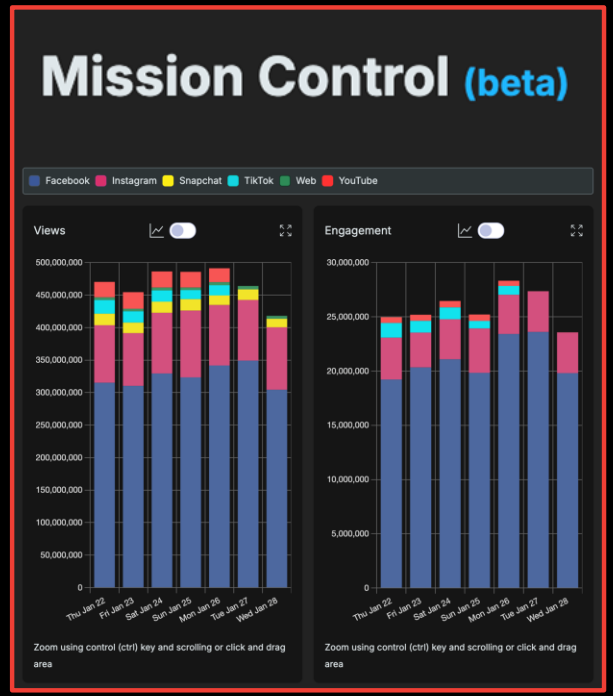


UNIQUE 360° VIEW OF CULTURE

LAD NATION
OPINION

LADintel
BEHAVIOUR

LADRadar
CULTURE



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THE DIVIDENDS

For the
ADVERTISER

Awareness up, and ¼ of exposed readers went on to visit iPlayer

For the
AGENCY

A repeatable bi-weekly insight rhythm, with VTRs well above benchmark

For the
PUBLISHER

A direct offer that can't be bought on scale alone, and a deeper partnership

For our
EDITORIAL TEAM

Content shaped by real-time audience signals, not guesswork

AND I HAVEN'T EVENT MENTIONED AI, YET



AI CREDIBILITY

IDENTIFY



STORYTELL



VISUALISE



ENGAGE



THE EVOLUTION:
LADculture.ai



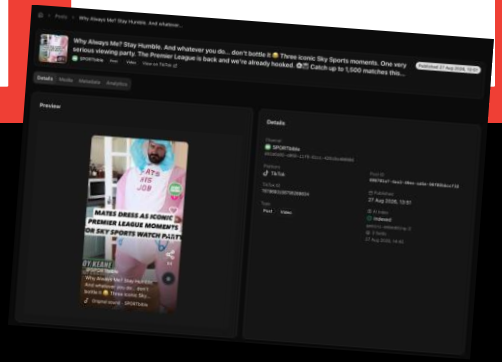
STRONGER INPUT | STRONGER OUTPUT

PARTNER DATA

USING PARTNER DATA TO INFORM TREND MATCHES AND PRIORITIES.

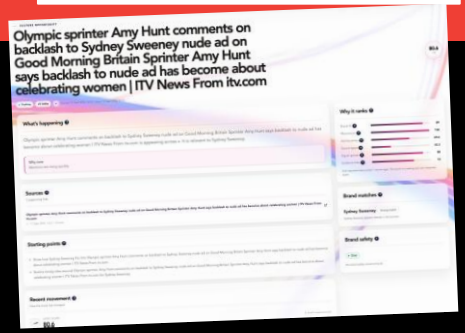
MISSION CONTROL

3 BILLION+ LBG DATA POINTS BEHIND EVERY DECISION.



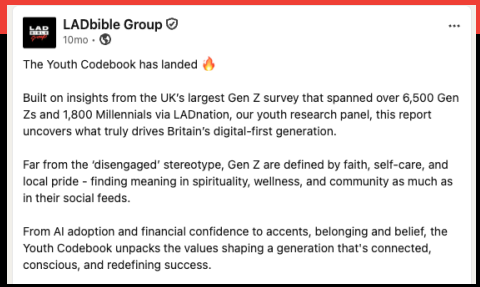
LADRADAR

TRENDS ACROSS SOCIAL AND WEB, TRACKED EVERY THREE MINUTES.



LADNATION

LADNATION QUALITATIVE DATA AND SURVEYS SHAPING EVERY CREATIVE.



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AI DOESN'T REPLACE *CREATIVITY.*

It gives creativity **better inputs, greater speed** and **more ways to connect.**

THE *CHEAT* SHEET

1 **Join your signals.** The value is in connecting them, not adding more

2 **Make insight a rhythm,** not a slide in the pitch deck

3 **Put editorial in the commercial loop.** Tone of voice is a publishers superpower

4 **Direct difference: connecting moments and outcomes,** not just impressions