**Episode 10: Monetizing Audiences with Brandon Beard**

**What is Brandon’s title and what is his function at EW Scripps?**

Keywords: Digital revenue product manager, revenue streams, monetize local audiences

**What are the “properties” he is referring to?**

Keywords: wptv.com, abcactionnews.com, digital versions, television storyline, in-depth content

**As a user, what types or kinds of advertising is served?**

Keywords: analogs, optimized, Click, Click Thru Rate, programmatic, national advertisers, banners, native

Lookup: definition of analog

**What are native digital opportunities?**

Keywords: native, informercials, content, co-align a brand, editorial, brand alignment, audience monetization, Shop Smart

Lookup: informecials

**What are the components of Scripps digital property called Shop Smart?**

Keywords: traditional sales ads, circulars, newspapers, digital platforms, equity points, hypertargeted, valuable

Look up: Newspaper insert advertising, shopping circulars, supermarket advertising

**What does it mean to Hypertarget?**

Keywords: targeting audiences, demographically, interest, intent, hypertargeting, offline data, shopper loyalty card, database, experience

Lookup: Shopper loyalty card

**What is the content first concept?**

Keywords: digital content writers, native content stories, national content, content first, experience, monetization

**How are audiences monetized?**

Keywords: flat fee, traffic, impressions, clicks, exposure, banners, per thousand (CPM), sponsored page, banners, brand authority, authoritative voice, generating leads

**How can brand authority be measured?**

Keywords: tools, reporting metrics, impressions, banner ads, clicks thru, quality scores

**What is a quality score?**

Keywords: Quality score, adwords, SEM Search Engine Marketing, content relevant, low score, less impressions, higher score, more impressions, budget, qualified clicks, Google, algorithms

Look up: Quality Score

**What are some other advertising units and formats; how does it impact the user experience?**

Keywords: standard IAB units, leaderboard bit box, 300 by 250, 300 by 600, CPM, pixels, high impact units, pencil push down, first load, collapse, pencil format, branding, expand , interstitial, Shop Smart circulars, negative impact, user experience, road blocking content, native content, interact

Lookup: IAB or Internet Advertising Bureau

**How did Scripps know that the audience was not annoyed by being served ads (that road blocking content)?**

Keywords: monetization, data driven decisions, Google analytics, monthly sessions, unique visitors, baseline, bounce rate, time spent on site, on the visit, adverse change, invasive, enhancing

**What are bounce rate and exit rate?**

Keywords: Bounce rate, navigate, click, exit, exit rate, leave site, links

**What are promoted links?**

Keywords: native, links, promoted stories, third party sites, Cost Per Click, direct traffic, exit rate, monetizing traffic, capture revenue, monetizing sponsored content

**What is average revenue per user?**

Keywords: Average Revenue Per User or RPU, Pandora model

**What are Scripps marketing services? How do Scripps handle SEO for a small business?**

Keywords: Display advertising, Marketing services, website, drive traffic, click, tangible, SEO or Search Engine Optimization, Google, internet traffic, searching, SEO services, updates

**What is SEM and how does Scripps marketing services handle SEM for a small business?**

Keywords: SEM or Search Engine Marketing, Cost Per Click, Google, quality score, relevant lead, mesothelioma, targeted keyword, bid system, automated bidding, conversion, Cost Per Acquisition, scalable

**What are the different levels of difficulty to get an advertiser on the different media?**

Keywords: television, commercial, production, radio, digital metrics

**In journalism, what is the separation of advertising and content?**

Keywords: Advertising, content, Amazon Prime Day, revenue generator, transactional cycle, product placement, place of value, credibility, publisher, editorial, valuable content, monetization

Look up: Amazon Prime Day

**What is Brandon’s background?**

Keywords: computer engineer, software designer, programmer, start up, EdTech software, marketing platform, brand platform, business ecosystems, government taxing and lobbying, niche media, webmaster, consumer research, local media, risks takers, failing, Scripps culture

Look up: Educational technology or EdTech