HT Digital Streams Ltd.

New Delhi, India

Product UX Personalization using CDP cohorts

3x

improvement in CPM through CDP powered audience

25%

increase in Programmatic eCPM rates

100 million

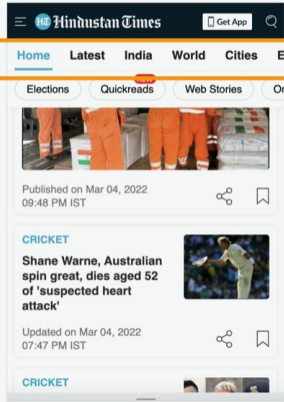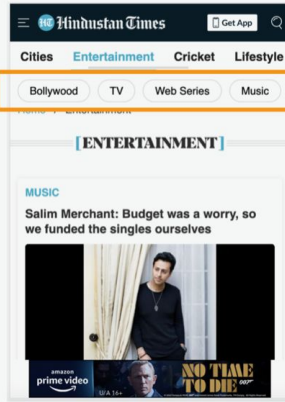events processed and ingested daily in the CDP within 8 months

180 million

users bucketed under 100+ high value audience segments every month

"We've successfully built our first-party data platform, helping us deliver tangible value to our advertisers while ensuring a personalized experience for our visitors. The CDP also provides key strategic input across product, content and, monetization initiatives."

Puneet Jain, CEO
HT Digital Streams Ltd.

The challenge

HT Digital Streams Ltd. (HT) comprises more than 15 digital properties including LiveMint.com, Hindustan Times, LiveHindustan.com, Shine.com, and VCCircle.com — all leaders in their respective domains. Digital advertising on these properties is a significant revenue stream for the company, largely led by Data Management Platforms (DMPs) for optimization of targeting.

To deliver an enhanced user experience using self-reliant mechanisms, HT wanted to learn more about audience persona and content affinity. So their digital business team embarked on a journey with the Google News Initiative (GNI) to create first-party data through a Customer Data Platform (CDP).

The results

The CDP is able to ingest over 100 million events per day across HT's 15 digital properties to profile users through their various actions. By leveraging CDP as its key unification tool for user identity, HT can now segment 180 million users each month to help drive more targeted ad campaigns, while personalizing user journeys and serving more tailored content recommendations.

In just six months, HT has seen a 3x improvement in CPM rates through CDP powered audiences and a 25% increase in Programmatic eCPM rates through anonymous user identification using Publisher Provided Identifier (PPID). With these results, HT is now more confident in making certain deep investments in the tech and product space for longer-term ROI, such as data enrichment to profile users on more demographic attributes beyond just the basics.