ITmedia Data Management Platform Guidebook

Ver.9.0

What is ITmedia DMP?

ITmedia DMP is a private DMP (publisher DMP) that combines the browsing history of ITmedia's content, which reaches 40 million Unique Browsers and 400 million Page Views per month, with attribute data accumulated in "ITmedia ID", a membership base of more than one million registered users.

ITmedia, which operates one of Japan's largest groups of media specializing in technology, is indispensable for information gathering activities in this field, and is in a superior position to obtain high-quality audience data in both quality and quantity. By adding the attribute information of "ITmedia ID" to the data, we have further enhanced the usefulness of the data and built a DMP that can be used for services for our advertisers.

By utilizing the ITmedia DMP, we aim to raise the value of the various advertising products we provide, including not only display advertising, but also e-mail advertising and advertorials.

The audience data of ITmedia

● Identifying interests by high-expertized contents

We provide a variety of customer analysis and advertisings by using audience data of ITmedia DMP. ITmedia DMP contains a combination of readers' interests from their consecutive reading data of our highly expertized contents and company information obtaining from IP address and/or membership date of ITmedia ID.

● High reliability of advertising placement

Some clients are not able to be informed where their advertisings will be placed in Ad Network, others are facing issues that their advertisings will be appeared where they would not like to place so that brand would be severely damaged. Destination of your advertisings is only media that ITmedia is running.

Product name	ITmedia DMP
classification	Private DMP （Publisher DMP）
Main source of data	・Reader's consecutive behavioral data in our media （40M Unique Browsers / 400M Page Views per month） ・History of browsing ・Articles browsing, advertisement contact or click, conversion history of seminar application etc. ・Membership attributes of ITmedia ID （approx. 930K members）
Advantage as data	・Big audience data by high expertise media / contents ・To enable to grasp detailed interests linked to the expertise contents ・Utilize the membership attributes data

Audience data of ITmedia DMP

Volume

One of the largest traffic data in specialized media in Japan
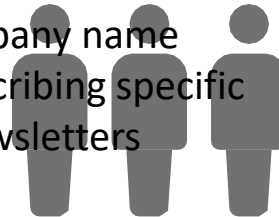
Articles

3,000 / month

Size of the media

400M PV / month

Readers

40M UB / month

Members

High sensitivity to IT

・Industry
・Job category
・Job title
・Company size
・Annual sales
・Mail magazine membership
・Product Introduction
・Interests
・Company name
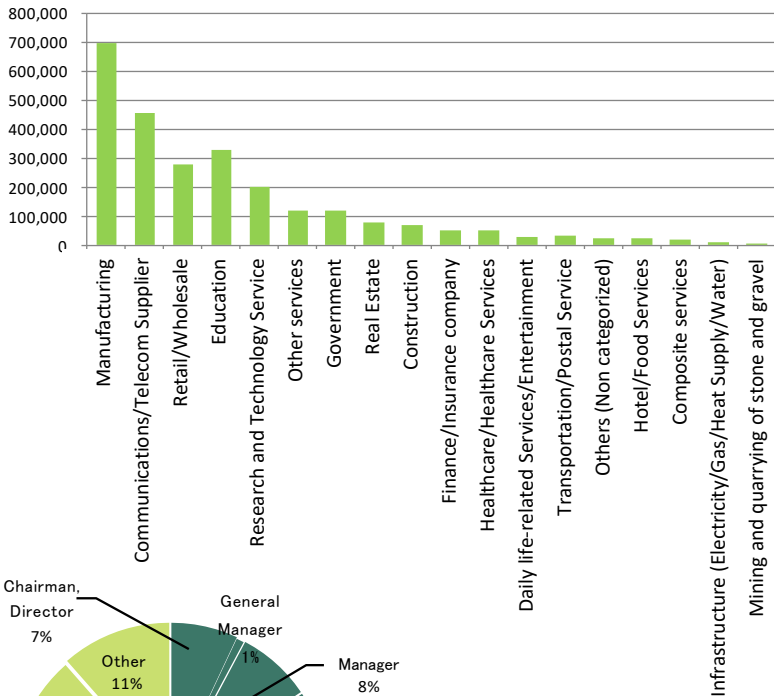・Subscribing specific
  e-newsletters

Quality

A variety of media,
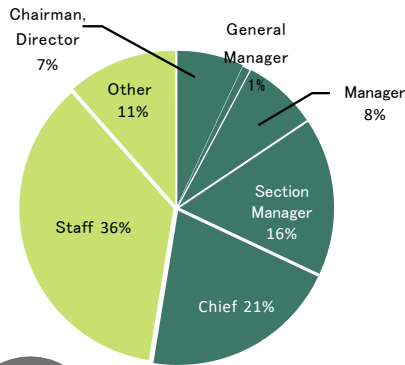which is able to bring highly qualified readers
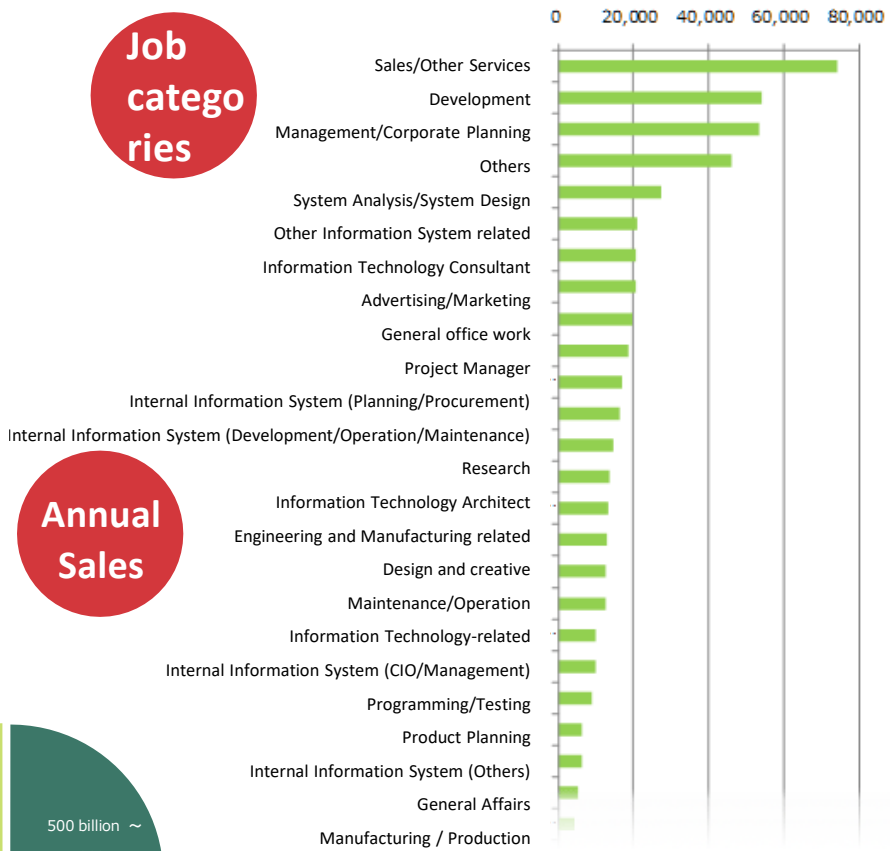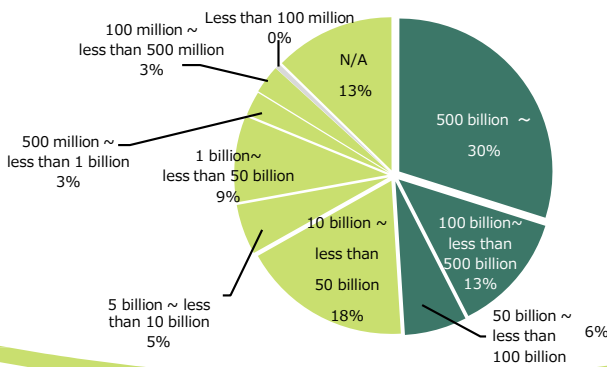

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Audience data of ITmedia DMP

Industries

Industries chart (bar chart, values 0–800,000):
- Manufacturing: ~700,000
- Communications/Telecom Supplier: ~460,000
- Retail/Wholesale: ~280,000
- Education: ~330,000
- Research and Technology Service: ~200,000
- Other services: ~120,000
- Government: ~120,000
- Real Estate: ~80,000
- Construction: ~70,000
- Finance/Insurance company: ~50,000
- Healthcare/Healthcare Services: ~50,000
- Daily life-related Services/Entertainment: ~30,000
- Transportation/Postal Service: ~30,000
- Others (Non categorized): ~30,000
- Hotel/Food Services: ~20,000
- Composite services: ~20,000
- Infrastructure (Electricity/Gas/Heat Supply/Water): ~10,000
- Mining and quarrying of stone and gravel: ~5,000

Job categories

Job categories chart (bar chart, values 0–80,000):
- Sales/Other Services: ~75,000
- Development: ~55,000
- Management/Corporate Planning: ~55,000
- Others: ~48,000
- System Analysis/System Design: ~30,000
- Other Information System related: ~25,000
- Information Technology Consultant: ~25,000
- Advertising/Marketing: ~25,000
- General office work: ~24,000
- Project Manager: ~22,000
- Internal Information System (Planning/Procurement): ~22,000
- Internal Information System (Development/Operation/Maintenance): ~18,000
- Research: ~16,000
- Information Technology Architect: ~15,000
- Engineering and Manufacturing related: ~15,000
- Design and creative: ~14,000
- Maintenance/Operation: ~14,000
- Information Technology-related: ~12,000
- Internal Information System (CIO/Management): ~11,000
- Programming/Testing: ~10,000
- Product Planning: ~8,000
- Internal Information System (Others): ~7,000
- General Affairs: ~5,000
- Manufacturing / Production: ~3,000

Job titles

Job titles pie chart:
- Chairman, Director 7%
- General Manager 1%
- Manager 8%
- Section Manager 16%
- Chief 21%
- Staff 36%
- Other 11%

Annual Sales

Annual Sales pie chart:
- Less than 100 million 0%
- 100 million ~ less than 500 million 3%
- 500 million ~ less than 1 billion 3%
- 1 billion~ less than 50 billion 9%
- 10 billion ~ less than 50 billion 18%
- 5 billion ~ less than 10 billion 5%
- 50 billion ~ less than 100 billion 6%
- 100 billion~ less than 500 billion 13%
- 500 billion ~ 30%
- N/A 13%

What you can do with ITmedia DMP?

Delivering to new target, analyzing customer data and taking further business actions---Realizing your 'one-stop' promotion by ITmedia DMP.

Accurate targeting in cross-media

By using ITmedia DMP, you can deliver your advertising to your target audience and/or your potential audience who encounters your selected keywords. By cross-media approach, you can maintain both quality of your contents and your potential customers who have high motivation of gathering useful information in our site.

Operating 'Publisher Trading Desk'

You can deliver your advertising externally by using segmentation created by ITmedia DMP to large number of audience such as Demand-Side Platform (DSP) or Facebook and other social network networks.

Strengthening and enhancement of report

You can obtain people whom your promotion reaches in well-visualized format.

We provide the insight for next action and clarify the effect of advertisement with more information not only PV, imp, and clicks.
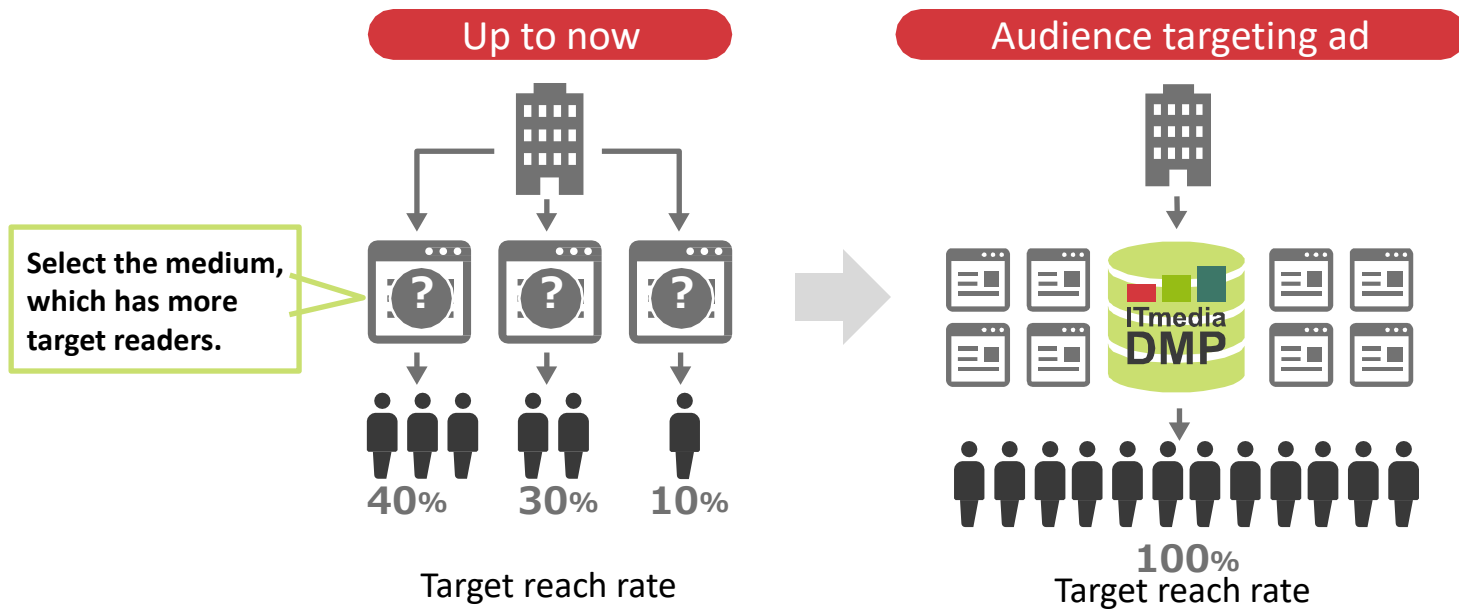
Cooperating with audience data

Embedding ITmedia DMP tag in your page, you can see and analyze customer date, which is distributed by ITmedia ID in visual format. Then you can create new target list and deliver your advertising based on the result of data analytics.

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Cross-media audience targeting with high accuracy

Audience Targeting Banner

What is Audience Targeting Banner?

We can deliver directly to the target through out our each medium across.

Up to now

Audience targeting ad

Select the medium, which has more target readers.

40%   30%   10%

Target reach rate

ITmedia **DMP**

100%

Target reach rate

You can use it effectively for your marketing actions as follows.

- Delivering ad to hot theme such as "IoT", "Work-style change"
- Attendee acquisition to the seminar in regional cities
- Action to revisit or excursion for making fan of big campaign
- Promotion to the specific OS or smartphone model

Ex. Promotion for groupware

Plan 1 : Targeting using keyword
"work-style change", "operational efficiency" etc.
Plan 2 : Targeting to divisions involved to decision or deployment
"Information system division", "upper manager class" etc.

Audience targeting Rectangle banner specification

Inserted Media		Rate
Business & Technology group	ITmedia TOP, ITmedia NEWS, ITmedia Business Online, ITmedia Enterprise, ITmedia Executive, ITmedia Marketing, @IT, TechTarget Japan, Keyman's Net, MONOist, EE Times Japan, EDN Japan, Smart Japan and BUILT	JPY 3.0/imp
Device & Service group	ITmedia PC USER and ITmedia Mobile	JPY 3.0/imp
Industrial group	MONOist, EE Times Japan, EDN Japan, Smart Japan and BUILT	JPY 4.0/imp
Targeting Segment		
Attribute targeting	Industry, Job category (ITmedia ID member only) Job title (ITmedia ID member only), Company size Annual sales, Device, Area, Browser, OS	
Behavior targeting	Accessing to the contents including the specific keywords Accessing to the specific URLs Accessing to the contents granted the specific ITI keywords*	
Banner Specification		
Audience Targeting Rectangle banner (1st)	Banner size：W 300pixel × H 250pixel（or H 300pixel） or W 300pixel × H 600pixel File size：Under 150KB File format：gif/jpeg It can be replaced up to once during the period. Material deadline : 3 business days ago before insertion	

Impression	Minimum execution price	Estimated period for inserting all impressions
100,000imp〜	JPY 300,000〜	1 month〜

※1：If it is less than 100,000 impressions the specified conditions, we will consult about the terms and conditions.

※2：Inserted media can be specified among "all," "Business & Technology group", "Device & Service group" or "Industrial group."

※3：This is the impressions guaranteed product, it will end at the time when it reached target imps. Depending on the access situation, we may extend the estimated insertion term.

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Audience targeting Billboard banner specification

Inserted Media		Rate
Business & Technology group	ITmedia TOP, ITmedia NEWS, ITmedia Business Online, ITmedia Enterprise, ITmedia Executive, ITmedia Marketing, @IT, TechTarget Japan, Keyman's Net, MONOist, EE Times Japan, EDN Japan, Smart Japan and BUILT	JPY 6.0/imp
Device & Service group	ITmedia PC USER and ITmedia Mobile	JPY 6.0/imp
Industrial group	MONOist, EE Times Japan, EDN Japan, Smart Japan and BUILT	JPY 7.0/imp
Targeting Segment		
Attribute targeting	Industry, Job category (ITmedia ID member only) Job title (ITmedia ID member only), Company size Annual sales, Device, Area, Browser, OS	
Behavior targeting	Accessing to the contents including the specific keywords Accessing to the specific URLs Accessing to the contents granted the specific ITI keywords*	
Banner Specification		
Audience Targeting Rectangle banner (1st)	Banner size：W 970pixel × H 250pixel File size：Under 150KB File format：gif/jpeg It can be replaced up to once during the period. Material deadline：3 business days ago before insertion	

Impression	Minimum execution price	Estimated period for inserting all impressions
50,000imp～	JPY 300,000～	2 weeks～

※1：If it is less than 50,000 impressions the specified conditions, we will consult about the terms and conditions.

※2：Inserted media can be specified among "all," "Business & Technology group", "Device & Service group" or "Industrial group."

※3：This is the impressions guaranteed product, it will end at the time when it reached target imps. Depending on the access situation, we may extend the estimated insertion term.

Keyword Package Examples

Segments by interest

Package	Detailed keywords included in the package
AI	AI　　　Deep learning　　　Machine learning
IoT	IoT　　M2M　　IoE　　Smart city
Work style transformation	Work style transformation　Working style　Telework　Mobile work TV conference　　Work at home
In-house communication tool	File sharing　　TV conference　　Web conference　　Groupware Intra-social SNS
Measures for information leak	Measures for information leak　　Measures for spam Targeted attacks　PCIDSS　Measures for virus / worm　Measures for spyware Security standards / policy　Database security　Measures for phishing Quarantine network　　Biometric authentication　CSIRT Endpoint security　Measures for malware　Cloud security　Incident response
Enterprise PC	Enterprise PC　　Company PC　Business PC　Note PC
Cloud computing	Cloud computing　SaaS　PaaS　IaaS Hybrid cloud　Public cloud　Private cloud ASP　　Azure　　AWS
Big data / data utilization	Big data　　Data analysis　Data Utilization　　Analytics Distribute processing　Parallel processing　Statistical analysis Data mining　BI　BA　OLAP　Data warehouse

Segment Package Examples

Segments by region

Package	Detailed work location prefectures included in the package
Hokkaido / Tohoku region	Hokkaido, Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima
Hokuriku region	Nigata, Toyama, Ishikawa and Fukui
Chubu region	Yamanashi, Nagano, Gifu, Shizuoka, Aichi and Mie
Kanto region (Tokyo and adjacent 6 prefectures)	Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo and Kanagawa
Capital region (Tokyo and adjacent 3 prefectures)	Tokyo, Saitama, Chiba and Kanagawa
Kinki region	Shiga, Kyoto, Osaka, Hyogo, Nara and Wakayama
Chugoku region	Tottori, Shimane, Okayama, Hiroshima and Yamaguchi
Shikoku region	Tokushima, Kagawa, Ehime and Kochi
Kyushu / Okinawa region	Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima and Okinawa

Reader's Profiles

Annual sales (JPY)
Less than 100 million
100 million - under 500 million
500 million - under 1 billion
1 billion - Under 5 billion
5 billion - Under 10 billion
10 bullion - Under 50 billion
50 billion - Under 100 billion
100 billion - Under 500 billion
500 billion or more
Unknown

Company Size
1 - 4
5 - 9
10 - 29
30 - 49
50 - 99
100 - 199
200 - 299
300 - 499
500 or more
Unknown

Industry type (large classification)
Agriculture / Forestry
Fishery
Mining / Quarrying / Stone and gravel
Construction
Manufacturing
Electricity, Gas, Heat supply and Water
Information and communications
Transport and postal activities
Wholesale and Retail trade
Finance and Insurance
Real estate and goods rental and leasing
Scientific research, professional and technical services
Accommodations, eating and drinking services
Living-related and personal services and amusement services
Education, learning support
Medical, health care and welfare
Compound services
Services, N.E.C
Government services (Except elsewhere classified)
Industries unable to classify

Job category
Management / Corporate planning
Internal Information System
Engineering and Manufacturing related
General Affairs
Accounting
PR / Marketing
Sales
Environmental Measure/Environmental Program Promotion
Investigation
Resarch / Development
Materials and Procurement
Design / Creative
Other expertise
Others
Student

Job title / Level
Executive
Senior Executive Manager
Director
Manager
Assistant Manager / Leader
Employee / Office staff
Contractor / temporary employee
Part-time employee

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ITI Keyword

Product		Keyword
System design / operation		
Big data		Distributed processing／Parallel processing
		Data mining／Statistical analysis
		BI／BA／OLAP
		Data warehouse
		Big data
Cloud computing		Cloud computing
		SaaS／ASP
		Azure
		AWS
		IaaS
		PaaS
		Hybrid cloud
		Public cloud
		Private cloud
Virtualization		Server virtualization
		Application virtualization
		Storage virtualization／SDS
		Virtualization management
Desktop virtualization／VDI		Desktop virtualization／VDI／DaaS
		BYOD
		PC virtualization
		Thin client
SDN／Network virtualization		SDN／Network virtualization
Storage		SSD／Semiconductor storage／Flash storage
		Cloud storage
		Disk storage
Smart device		Smart phone
		PDA／Mobile device／Cellular phone
		Tablet PC
Directory service		Directory service
Log management		Log management
Performance management		Performance management
		Application performance management
System operation management		Cloud operations management
		Service desk
		Configuration management
		Integrated operation management
ID management／Access management		Access management
		Identity management
		Single sign on
		Authentication server
Switch／Router		Router
		Switch
VPN		VPN
WAN／Web accelerator		Load balancer
		WAN／Web accelerator
Band management／Network management		Network management
		Band management
		Band control device
Remote access		Remote access

Product	Keyword
System development	
Form design and output	Form design and output
Web server	Web server
LAMP	LAMP
Software testing	Testing／Debug／Tuning tool
JavaScript	JavaScript
UI／UX	Rich client
	UX
Java	Java
C programming language	C programming language
Android development	Android development
	Android
iPhone development	iPhone development
Web design	Web design
Game development	Game development
Security	
Measures for information leak	Measures for information leak
	Measures for spam
	Targeted attacks
	PCI DSS
	Measures for virus / worm
	Measures for spyware
	Security standards／Security policy
	Database security
	Measures for Phishing
	Quarantine network
	Biometric authentication
SSL server certificate／Cipher	Digital signiture／Watermark／PKI
	SSL server certificate
	Cipher
Measures for vulnerability	Measures for vulnerability
	Measures for DoS attack
Firewall	Firewall
	IDS／IPS
	UTM
Web application firewall	Web application firewall
Others	
Collaboration	IP phone／IP-PBX
	CMS
	Web conference
	Content／Document management
	Unified communications
	Enterprise communication
	E-mail

Example when using Audience Targeting Banner as traffic drivers to advertorial

Custom Advertorial Programs

Customized programs to include the best way to drive the traffic to the advertorial and retargeting ads

STEP 1 — **Interview by sales representative**

Client   Target

Industry
Job function
Interest…

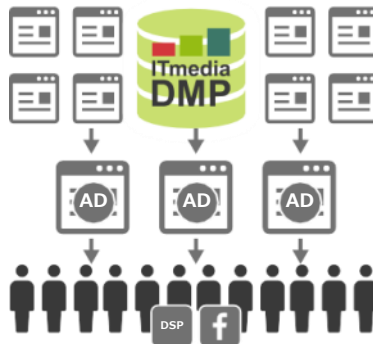Clarifying the "target" and " challenges faced by clients".

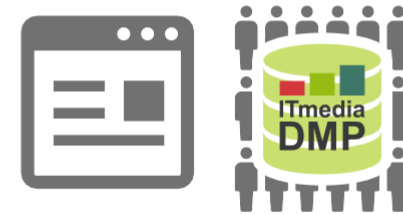**STEP 4** — **Reporting visitor data**

Providing insights for "next actions".

STEP 2 — **Design of traffic driving**

ITmedia DMP

AD   AD   AD

DSP   f

Design guide lines to reach the "target" audience.

STEP 3 — **Implementing advertorial**

ITmedia DMP

Accumulating visitor data in the DMP

Action   Check   Plan   Do

Using Audience Targeting banners as traffic drivers that lead to advertorials in order to strengthen the reach of the target audience you want to attract.

Audience Targeting Banners

(e.g.) Strengthen traffic drivers by placing rectangle banner only for readers in the manufacturing industry.

Audience Targeting banners

Standard promotion

Advertorials

Landing page

Increase the percentage of readers with certain attributes!

Use Case for Advertorials – Audience Expansion

Posting rectangle banners by identifying and specifying readers who do not visit the advertorial yet but "browse similar content of the advertorial viewers" (= potential readers).

Standard promotion

Advertorials

Landing page

Audience expansion

Audience expansion takes newly extracted readers to the advertorial.

Audience Targeting banners

Extract other readers who are viewing similar content to the advertorial viewers.

Use Case for Advertorials - Retargeting

Delivering retargeting banners for a certain period to readers who visited the advertorial but did not go to the landing page at that time.
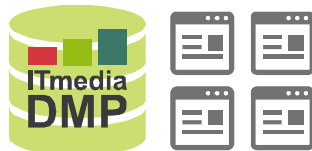
Standard promotion

Advertorials

Landing page

Retargeting

Accumulating readers who viewed the advertorial but did not visit the landing page.

Driving visitors to landing page with banners over a specific period.

Audience Targeting banners

Use Case for Advertorials – Multiple Advertorial Campaign

It is also possible to combine multiple tie-up contents with ITmedia DMP to increase the overall value.

Target discovery	Fostering interest and concern	Driving to a landing page

Audience Targeting

① Inserting Targeting banners to readers with specific attributes.

Audience Expansion

③ Inserting banners to readers with behavior history similar to ②.

ITmedia DMP

② Accumulating readers who have contacted the advertorial

1st

Retargeting

④ Accumulating interested readers who contacted the advertorial and encourage them to the next content.

2nd **3rd** **4th**

⑤ Fostering further interest with new contents.

Landing Page

Cancellation Policy

If you want to cancel the purchase order for the advertiser's convenience after receiving the purchase order for the advertised product, you will be charged a cancellation fee at the following rate.

Product			Cancellation charge	Major products (please contact us for products other than those listed below)
Display ads and e-mail ads			Up to the deadline for submission: 50% After the deadline for submission: 100%	Various display advertisements and e-mail advertisements
Articles Planning Special (Tie-up story advertising)			Until first school submission: 50% of advertising charges (including production, posting, and guide charges) After first school submission: 100% of advertising fees (including production, posting, and guide fees)	Tie-up of warranty period PV guaranteed tie-up
Reed Gen	Guaranteed number of cases	To acquire leads	Before the launch of the campaign: 50% of advertising charges (base charge + lead charge) After the launch of the campaign: 100% of the advertising fee (base fee + lead fee)	LeadGen. Basic / Segment
		Production options	Until first school submission: 50% of advertising charges (production charges) After first school submission: 100% of advertising fees (production fees)	LG. Segment Optional Editing Tie-up Production LG. Segment Optional White Paper Production
		Other options	Before the campaign begins: 50% of advertising (optional) charges After the campaign begins: 100% of advertising (optional) charges	LG. Segment Optional Questionnaire Customization LG. Segment Optional Telemarketing
	Period Warranty Type	White paper	Before the launch of the campaign: 50% of advertising charges After the campaign begins: 100% of advertising charges	TechFactory warranty type LG-service
		Tie-up	Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	TechFactory warranty type LG-service
	Long-term lead acquisition service		Up to half of the application fee: 50% of the advertising fee (lead fee) After half-cost of application amount: None	LeadGen. Segment long-term use plan
Seminar	Set seminar		Up to 41 days before the date: 50% of advertising charges Within 40 days of the event: 100% of advertising charges	Seminar/VE sponsorship plan sponsored by ITMEDIA
	Commissioned seminars		Planning costs and operational costs ・Up to 41 days before the date: 50% of advertising charges ・Within 40 days of the event: 100% of advertising charges In addition, actual costs shall be charged in accordance with the cancellation policy of the outsourcee. ・Venue fee ・Our outsourcing fee ・Other costs incurred by customizing your offer	Commissioned seminars
Other	ABM report		First offering: 50% of advertising charges After first offering: 100% of advertising charges	ABM report
	Custom article brochures, printing		Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	Custom article brochures Printing
	Video production		Up to 2 days before recording: 50% of advertising charges From the day before recording: 100% of advertising charges	Video production
	Custom Research		Before the start of response collection: 50% of advertising charges After collection of responses started: 100% of advertising charges	Custom Research