

# A quick overview of data & AI at Condé Nast.

Lindsay Silver

Global Vice President, Product Development

**allure**

**AD**

bon appétit

**basically**

healthyish

**Clever**

**epicurious**

**GLAMOUR**

**GQ**

**GQ** *Style*

THE  
NEW YORKER

**Pitchfork**

**SELF**

***them.***

**LENNY**

***teen*VOGUE**

**VOGUE**

**VANITY FAIR**

**H I V E**

**WIRED**

# Influence at Scale

Condé Nast's monthly customer-base is large and complex, spanning dozens of brands and markets, so finding ways to automate personalization, editorial curation, and ad targeting is extremely valuable.

## 1B

Consumers of one or more piece of content.

## 200M

Users of a CN product or experience.

## 50B

Behavioral data-points captured.

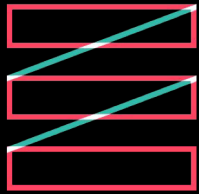
## 12.1

## k

Pieces of content created.

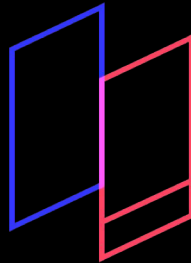
# Thinking as a network.

In order to create the data platform that powers many of our brands, we focused on the three areas most important to the Condé Nast business.



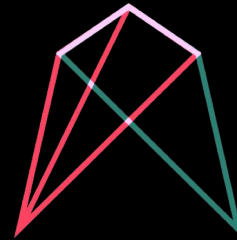
## FORMATION CONTENT

Content management,  
contextual analysis,  
recommendations.



## PRIME ADVERTISING

Video, native & branded ad  
product suite & underlying  
technologies.



## SPIRE AUDIENCES

Audience data, propensity,  
on & off-network targeting

# The results are

our efforts over the past few years have benefited all parts of the global Condé Nast brands.  
**everywhere.**

## Promo Headline

In the Age of Smash Burger Supremacy, the Office Burger Still Reigns



1



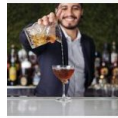
2



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NATALIE WOLCHOVER



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PHOTO

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LAURA MALLONEE



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ANDY GREENBERG AND EXCERPT

If you happen to be in Las Vegas Thursday night **3** and see a six-foot-tall Kid Flash strolling the strip, it may be **Nicolas Cage**—**enigmatic** Oscar winner and professed lover of Halloween.

“I’m going full blast,” Cage told *Vanity Fair* Thursday afternoon about plans for his high holiday—which coincided with a phone interview about the actor’s

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# Questions?

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