

From Brief to Booked in Minutes:

TrustIQ's Responsible GenAI for Data-Driven Campaign Proposals

Who?

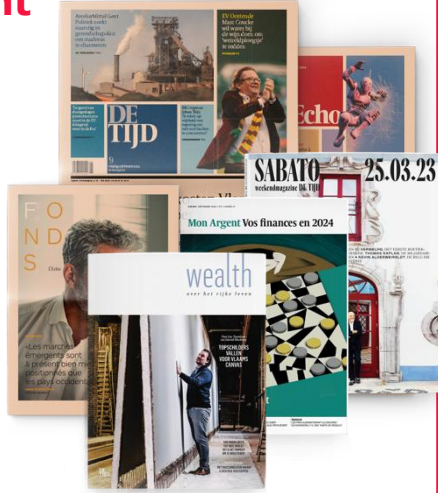
Mediafin & its sales house
Trustmedia



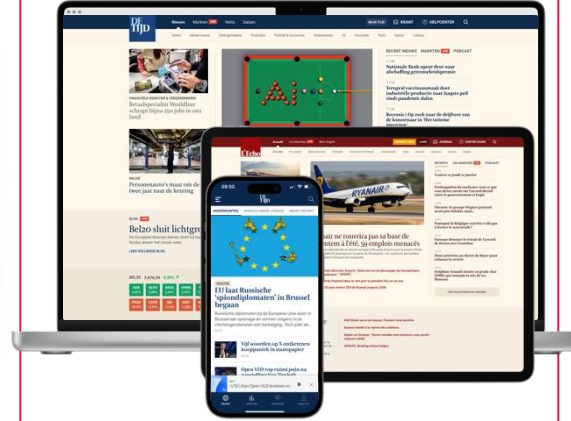


Successful media company

Print



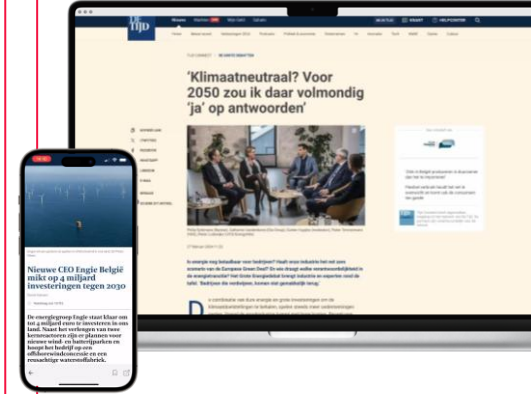
Digital



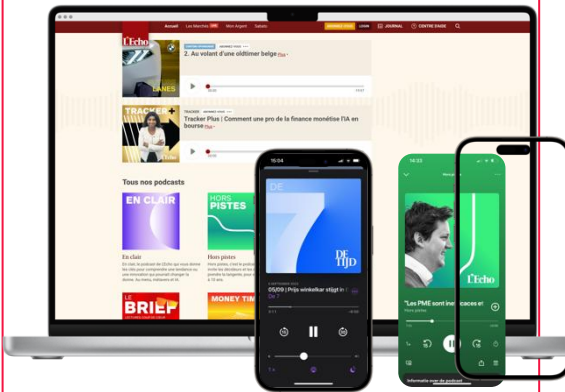
Events



Video



Audio

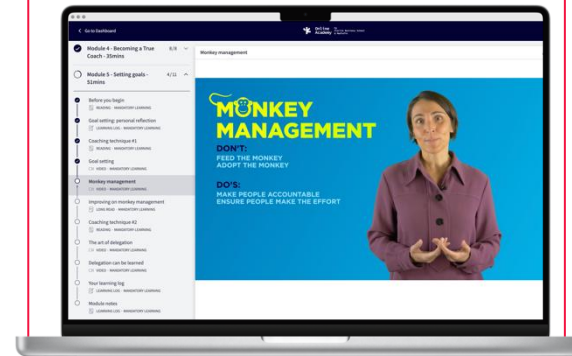


Data-driven



Database

Learning



Mediafin Intelligence

prōfacts

Revealing factors for success.



517,200

Daily reach De Tijd | L'Echo

2,271,700

Monthly reach De Tijd | L'Echo

CIM BPS 2025, De Tijd | L'Echo total brand

Daily reach | Monthly reach (20 x De Tijd | L'Echo paper+PDF & 31 days ROS)



Target audience

Decision makers

We reach **67%** decision makers who read Belgian media.

Entrepreneurs

Both **No. 1** in large companies & SMEs.

High net worth individuals

We reach **45%** of investable assets in Belgium.

Investors

90% of our readers invest.



Trustmedia: award winning sales house of Mediafin



TrustIQ

An AI-driven data
conversation tool





Our Data Approach to Display Advertising

A data-driven approach to display advertising is not new among publishers; we have been applying data targeting for several years.

What sets us apart is the three-step approach of the '**Trust Insights framework**' including a **practical toolkit** that we have developed to guide the advertisers in their decision process, optimize campaigns and reporting on results.

Data as a SOURCE

Audience Insights

We share the deep knowledge we have of our audience, their consumption habits, behaviours and needs.

Data as a TOOL

Campaign Excellence

We use and share our expertise, our data and tools to ensure maximum impact and efficiency.

Data as a SERVICE

Effectiveness Insights

We provide you with transparent campaign reporting and use our insights to highlight success factors and learnings for future campaigns.



The Trust Insights Toolkit

Data as a SOURCE Audience Insights

We know our audience. Trustmedia has a lot of information available about the readers of its newspapers and magazines, the surfers on our sites, apps and the listeners of our podcasts.

We utilize the data collected from our digital network and subscriber data to gain insights about our audience.

We invest a significant amount of time and resources in our independent research projects to complement the CIM studies.

We are member of the CIM and use this data on a daily basis.

We gather all this data within a safe and secure walled garden environment, and through a funnel turn them into actionable audience segments.

We use this data to select the right target group for your campaign.

High net worth individuals	Investors
Decision-makers	Entrepreneurs

Data as a TOOL Campaign Excellence

We improve the results of your digital campaign by using our data.

Our quality 1st party data & semantic-based solutions for contextual advertising allow you to **target the defined audience** for your campaign.

Our digital charter guarantees the highest quality standards in the market, ensuring exceptional quality. Each campaign is **meticulously monitored** under our vigilant supervision to ensure optimal performance.

We provide access to a robust and high-performing online data ecosystem, with **total transparency and a clear definition of our data segments** (no black boxes).

- 100% brand safety
- 100% viewability
- 100% human
- 100% quality data

Data as a SERVICE Effectiveness Insights

We will leverage insights from your previous campaigns to assist you in making informed choices for future campaigns.

Audience profile Our 'Effectiveness Insights' pillar provides post-campaign clarity, offering **precise reporting and actionable insights** for every digital campaign.

Metrics **Viewability** **Clicks**

Brand impact In addition to campaign reports, Trustmedia also provides **supplementary impact measurements** for both digital and print campaigns.

The three data pillars of the Trust Insights toolkit are **interconnected**. We know our audience by heart. We use data and tools to guarantee excellent campaign results. We share insights and learnings with advertisers. These insights can be used to help select the right target group, the right format etc. for future campaigns. And so, we learn and grow together.



World Association of News Publishers

Best projects in the European news media industry



Best Digital Advertising Product

WINNER

Trust Insights transforming Data
into impactful Advertising (*Bolero*)



INMA Award voor **Trust Insights**

Honourable Mention

in Best Idea to grow advertising sales

TrustIQ = an innovation for the second pillar of the toolkit



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TrustIQ ...

- Is an AI-driven targeting solution
- Analyzes advertisers' and agencies briefings automatically
- Matches and interprets contextual and 1st party data
- Generates personalized targeting recommendations
- Operates at the speed of conversation

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Why was this tool created, and which challenges does it address?

Trustmedia has access to a vast amount of **premium, privacy-compliant first-party data** – but like many publishers, we faced a **scaling problem**: the offer was powerful, yet hard to navigate and operationalise quickly.

330+

standard audience segments in the DMP, plus contextual segments based on editorial topics and site sections.

Technical complexity

segment definitions, feasibility and booking codes lived in long Excel files and ad-hoc emails.

Expert bottleneck

only a few specialists could reliably translate briefs into the right segments and setup details.

Client usability gap

many direct clients (outside agencies) have limited technical knowledge and need clarity fast.

→ TrustIQ **removes friction** at the most critical moment: turning a client brief into a precise, deliverable data-driven plan—quickly, consistently, and with explanations that build trust.



TrustIQ is a reusable GPT-to-API Framework for Scalable AI Deployment

Key Implementation Phases

Structured data packaging

segment documentation and technical specs published in controlled, machine-readable formats

Secure access layer

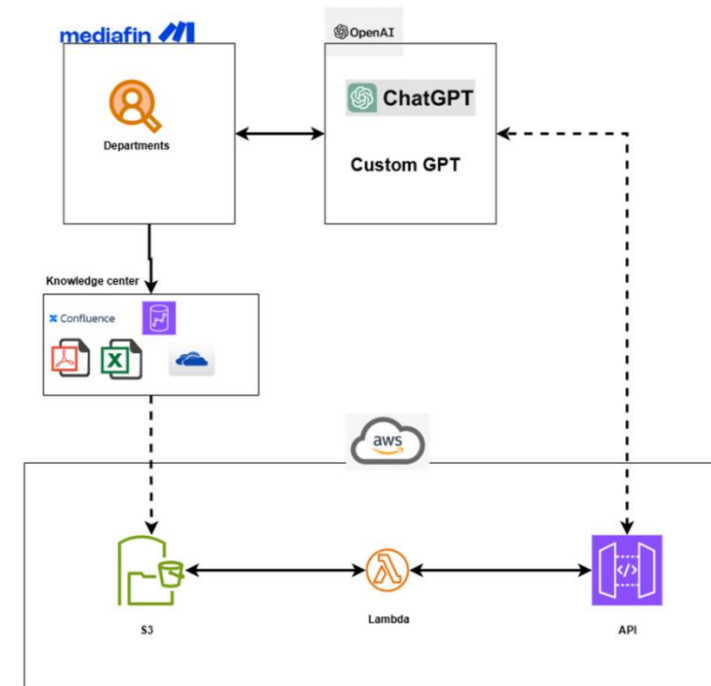
read-only API exposes segment metadata and feasibility without user-level data exposure

Real-time GPT integration

API actions triggered live; shared interaction patterns tailored per department

Iterative optimisation

real sales pilots used to refine prompts, guardrails, and output quality





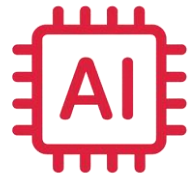
trustIQ

Tailor-made Targeting



Briefing

Advertiser / Agency



Scan

AI analyzes all available contextual & audience targeting options



Build

Create a tailor-made targeting solution



Connect

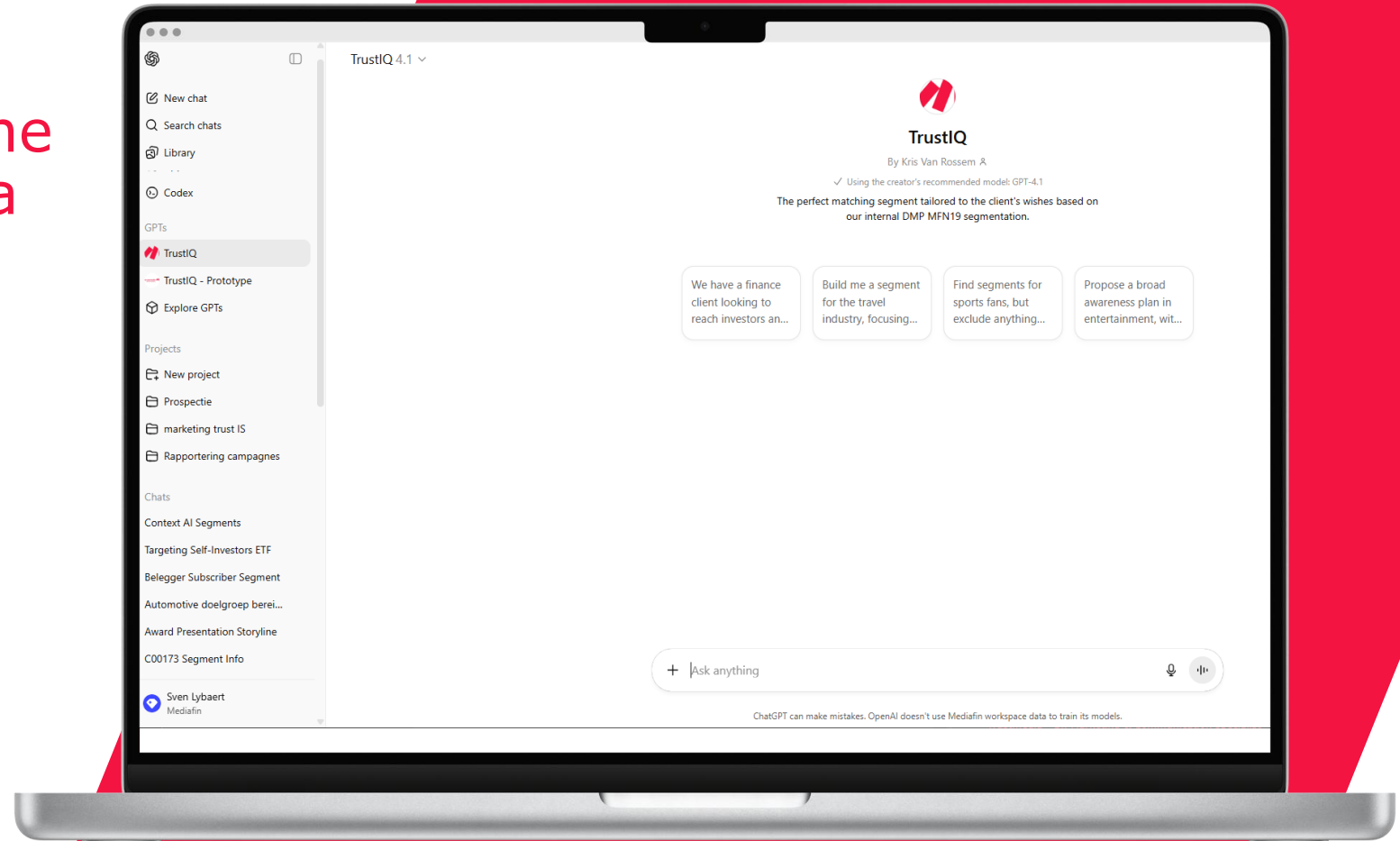
Deliver campaign to the selected audiences & contexts



STEP 1:

Enter the **briefing** of the advertiser (or his media agency) in the tool

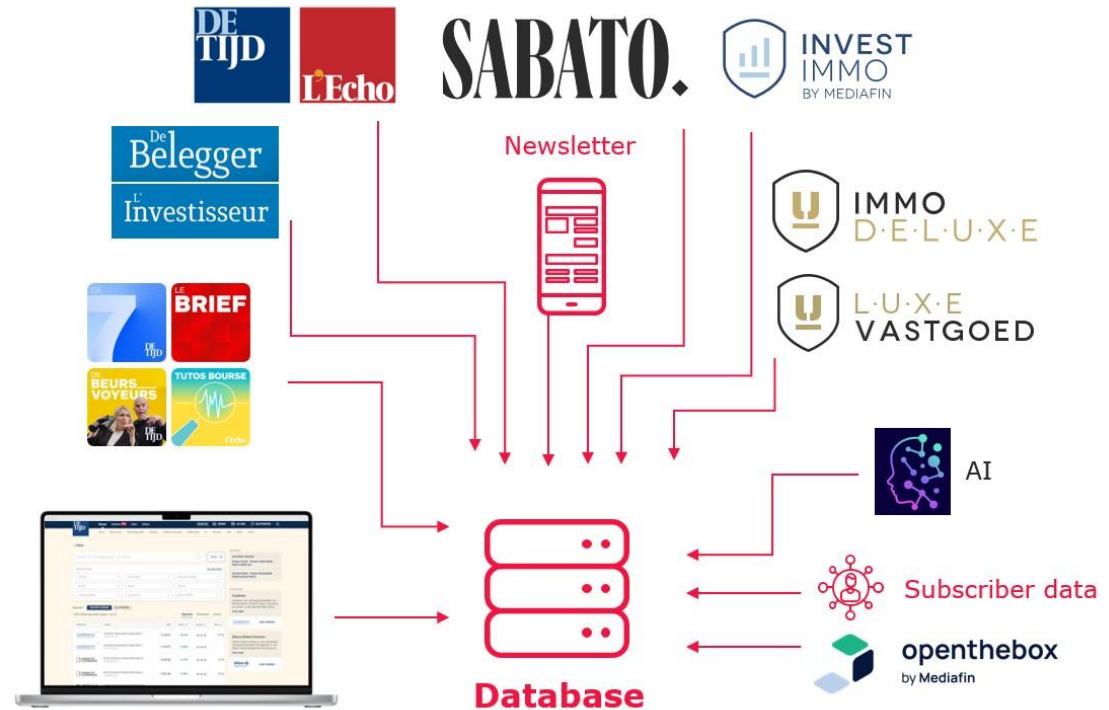
- Briefings can be very concise and in plain language or very long and technical
- The tool allows to enter the briefing in your own words, no technical background needed





STEP 2: Scan

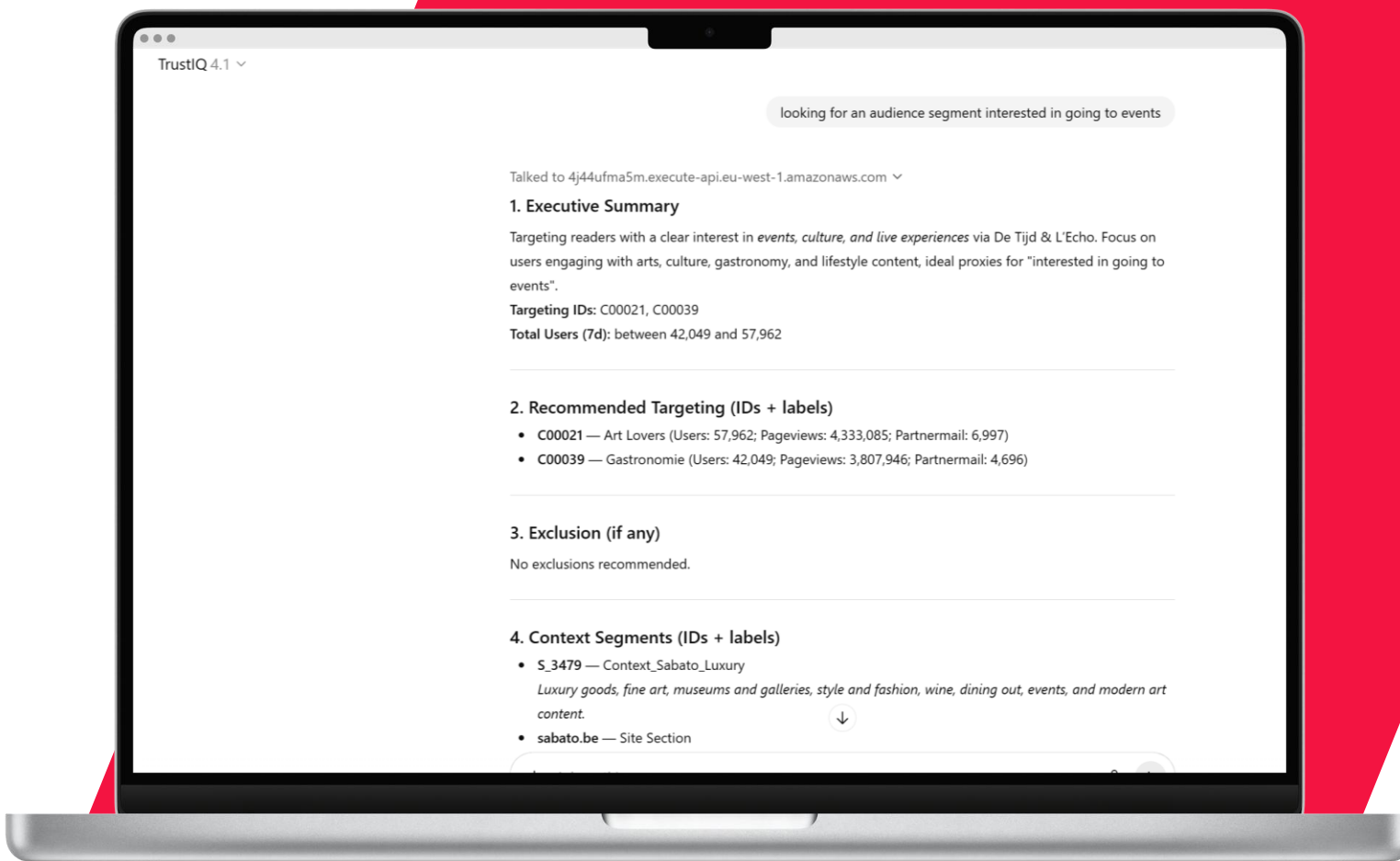
- The tools scans 330 predefined 1st party data segments in our DMP
- Browses through our contextual offer based on the editorial content of our sites and apps, tools, etc.
- Consults the analytical tool Qlik to check the available inventory in the DMP





STEP 3:

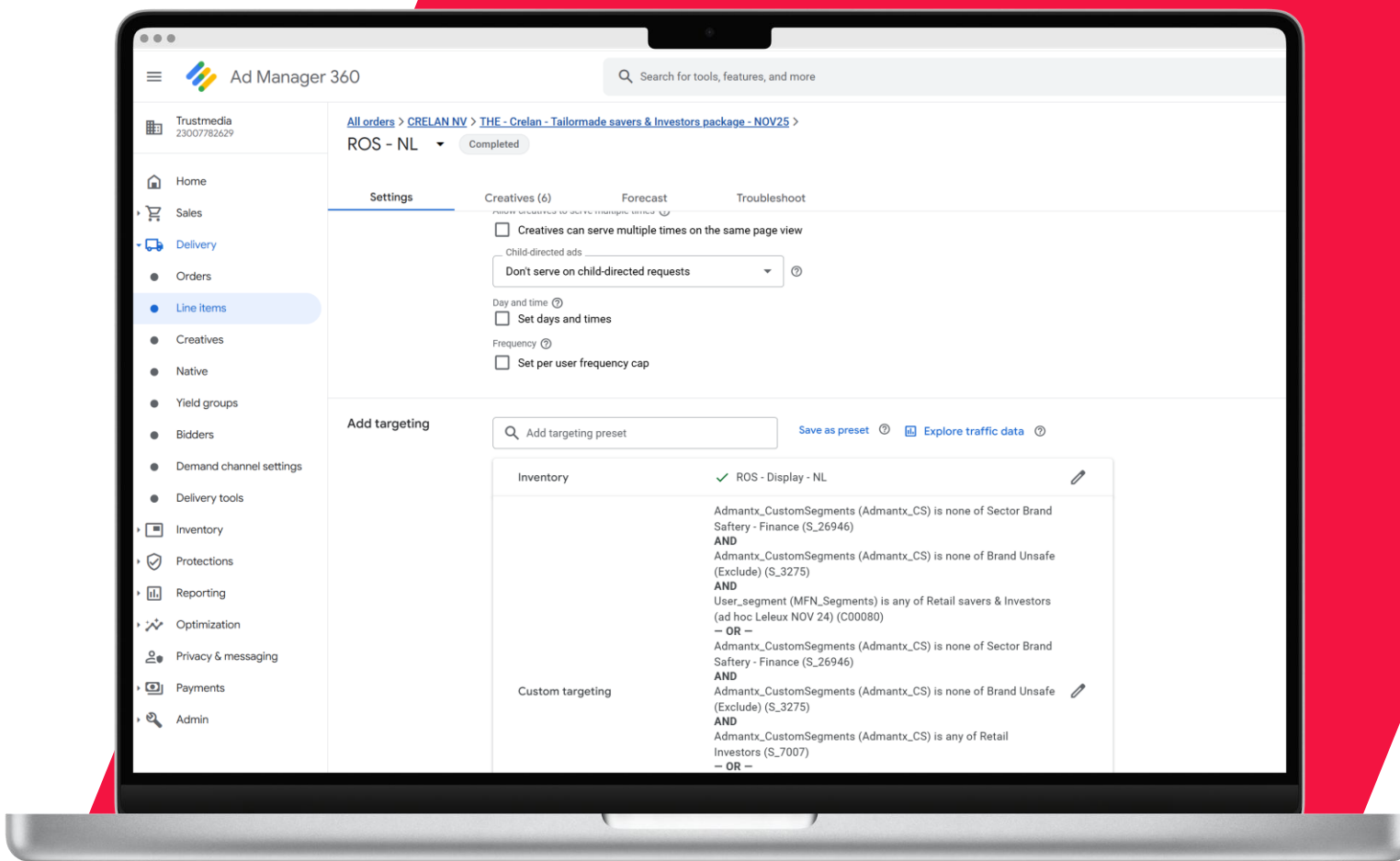
Build a tailor-made targeting proposition for the client





STEP 4: Connect

→ Integration of the selected technical codes in Google Ad Manager to be used in the campaign





How we measure outcomes?

Key Performance Indicators

Commercial impact

growth in data-driven proposals and revenue;
upsell of segment-based targeting.

- The 54% of current display revenue comes from data-driven campaigns, we want to increase that to 70%
- Upsell of follow-up campaign or allows on campaign based on identification of more niche targets

Efficiency

standard audience segments in the DMP, plus contextual segments based on editorial topics and site sections.

- time-to-first proposal; reduction in email back-and-forth: currently from 2h to 0,5h
- fewer data-team support tickets (already decreased with 20%)
- reduced AdvOps setup time is already noticeable



How we measure outcomes?

Key Performance Indicators

Quality

reduction in segment-code errors and setup issues

Adoption

active users; frequency of use in client meetings; user confidence feedback (Sales/AdvOps).

Scalability

number of new use cases/teams enabled by the same GPT-to-API framework.

- The tool was built for sales & adops
- The tool is now used by marketing (sales house & mediabrands) & Mediafin Intelligence (research)

Thank you

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