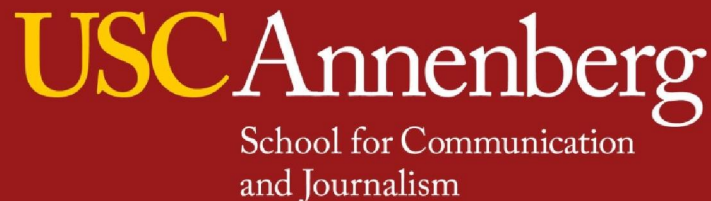


Defining success on the web

An introduction
for

The World Bank-Annenberg Summer Institute
in Communication and Governance Reform

Dana Chinn, Lecturer
June 4, 2013



Ratings



Circulation

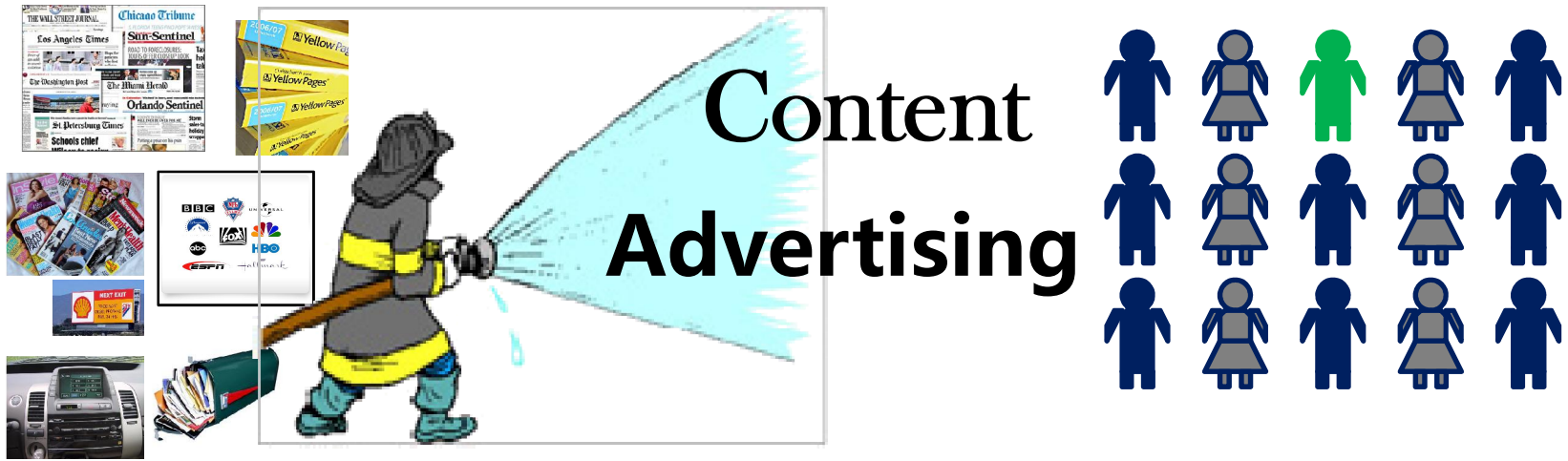


Impressions



Traditional mass media business model:

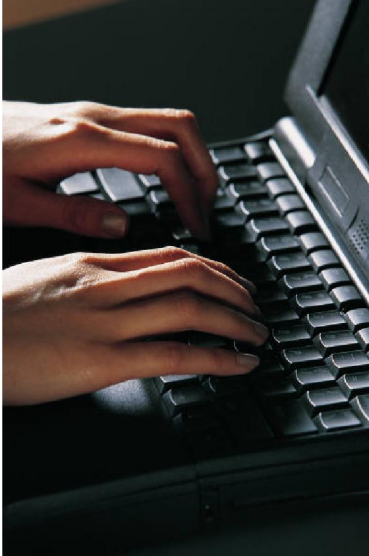
All things to all people



Traditional mass media business model

***Everyone
is
equally
important***





Type



Click



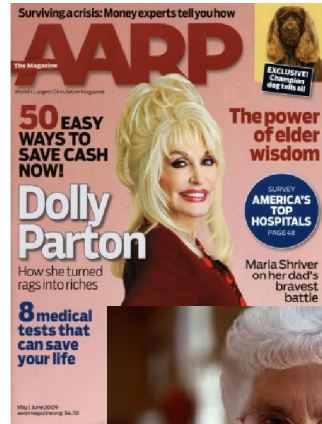
Touch

Big Data



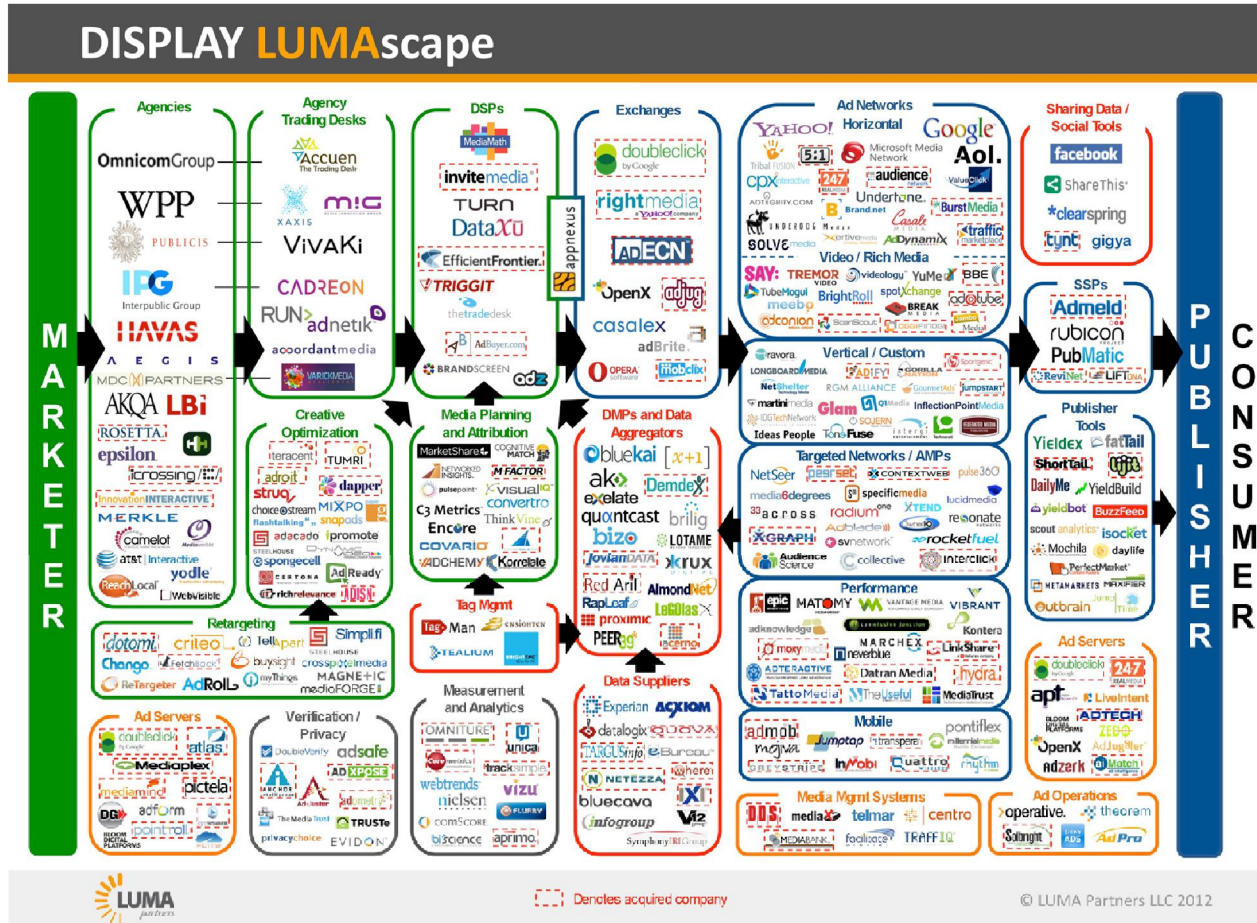
©TechCrunch

Demographics...



...are now just ***stereotypes***

Big Data is *audience behavior* data

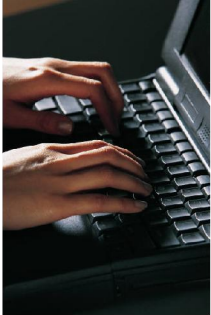


"The more insight a publisher has into its audience, the more it can charge advertisers."

Alan Pearlstein, Cross-Pixel Media, Ad Age, 8/8/11

Two types of web analytics data

Behavioral research



What people did

as captured by
an ***action taken on a keyboard or mouse***



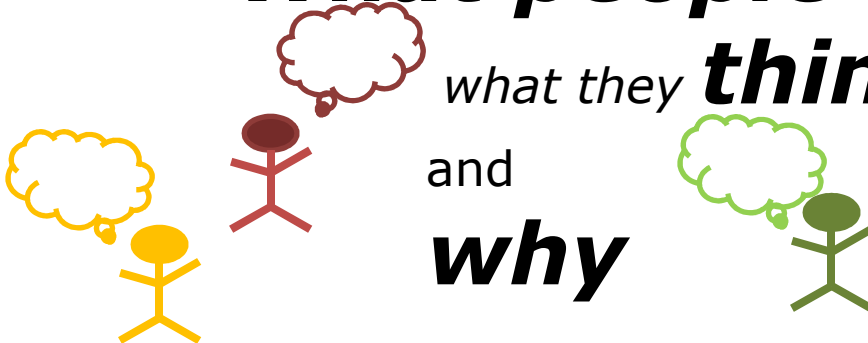
Attitudinal research

What people say they did

what they ***think***

and

why





USC Annenberg

School for Communication
and Journalism



Questions for an e-commerce company

Who came to our site?

e.g., previous vs. new; high vs. low potential



How did they get here?

What did they look at?

Were they successful in getting what they wanted?

A simple e-commerce data story



“Current and potential customers who typed in “t-shirts” in Google arrived on our t-shirts landing page.

1.5% of them made a purchase.”





Questions for a news org

Who came to our site?

e.g., previous vs. new; high vs. low potential

How did they get here?

What did they look at?

Were they successful in getting what they wanted?

*Our site had 5 million **unique visitors** last year.*



The average time spent on our site last week was one hour and 40 minutes!

*Last Tuesday one story got **27,495 page views.***

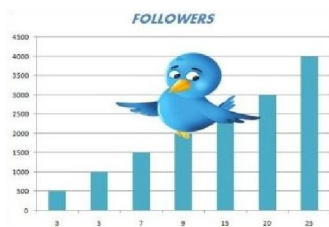


*We have over 25,000 **likes on our Facebook page.***

Facebook Fan Page



Best Strategies and Examples



*We have 48,702 **Twitter followers.***

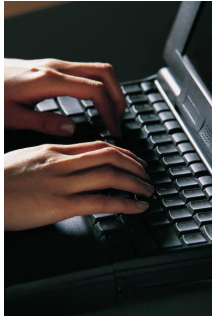
Defining success starts with asking the right question



~~**How can we
grow site
traffic?**~~

**How can we meet
the needs of our
audiences?**

What actions indicate engagement?



Visit, regularly

Read/view content, a lot



Interact, often

- rate, print, vote, take a poll, click on an ad
- share, e-mail, comment, contribute





The New York Times

Tuesday, November 1, 2011 Last Update: 10:30 PM ET

Plan your holiday travel today.

[Book now](#)

Continue to continental.com

Get a Full Times Experience.

BECOME A DIGITAL SUBSCRIBER

Search **ING DIRECT** Follow Us Subscribe to Home Delivery | Personalize Your Weather

- Switch to Global Edition
- JOBS
 - REAL ESTATE
 - AUTOS
 - ALL CLASSIFIEDS
 - WORLD
 - U.S.
 - POLITICS
 - NEW YORK
 - BUSINESS
 - DEALBOOK
 - TECHNOLOGY
 - SPORTS
 - SCIENCE
 - HEALTH
 - OPINION
 - ARTS
 - Books
 - Movies
 - Television
 - Theater
 - STYLE
 - Dining & Wine
 - Fashion & Style
 - Home & Garden
 - Weddings/ Celebrations
 - TRAVEL
 - All Blogs
 - Cartoons
 - Classifieds
 - Corrections
 - Crossword / Games
 - Education
 - First Look
 - Learning
 - Network
 - Multimedia
 - NYC Guide
 - Obituaries
 - Podcasts
 - Public Editor
 - Sunday Magazine
 - Sunday Review
 - T Magazine
 - Video
 - Weather
 - SERVICES
 - Beta20
 - Movie Tickets

Government in Greece Teeters After Move on Referendum

By RACHEL DONAHUE and NIKI KITSANTONIS 4 minutes ago

An emergency cabinet meeting called by Prime Minister George Papandreou ended with the cabinet supporting him and endorsing a referendum on the bailout.

Tracking Europe's Debt Crisis
A Visual Guide to the Crisis

[Post a Comment](#) | [Read \(414\)](#)

Plan to Leave Euro for Drachma Gains Support in Greece

By LONDON THOMAS JR. 6:59 PM ET

A vocal minority in Greece that has long called for a return to the drachma might find itself with a growing group of listeners.

ROOM FOR DEBATE

Will Greece Destroy the Euro Zone?

The collapse of the Papandreou government may undo European efforts to restructure debt and hold the union together.

Federal Inquiry of MF Global Escalates

By BEN PROTTESS and MICHAEL J. DE LA MERCED 40 minutes ago

Multiple federal agencies are examining whether the bankrupt brokerage firm run by Jon S. Corzine diverted customer money to support its own trades.



Cain Accuser Got a Year's Pay in Severance

By JIM RUTENBERG, JEFF ZELENY and MIKE McINTIRE 1 minute ago

The National Restaurant Association gave \$35,000 to a female staff member after an encounter with Herman Cain, people with knowledge of the payment said.

In Retreat, Bank of America Cancels Debit Card Fee

By TARA SIEGEL BERNARD 6 minutes ago

The decision came after three competitors said they were backing away from their plans to levy similar charges.

Bucks: Is the Web Amplifying Consumers' Voices?

[Post a Comment](#) | [Read \(257\)](#)

In Libya, Fighting May Outlast the Revolution

By DAVID D. KIRKPATRICK 4 minutes ago

Abandoning a pledge to give up their weapons, some militia leaders say they want to preserve their autonomy.

Occupy Oakland Regroups, Calling for a Strike

By MALIA WOOLAN 8:55 PM ET

The protesters have rebuilt their City Hall encampment and are calling for a general strike on Wednesday.

WELL BLOG: A Few Drinks a Week May Raise Breast Cancer Risk

By ANAHAD O'CONNOR 4:39 PM ET

A new study also showed that the cancer risk was modest and must be weighed against heart benefits.

[Post a Comment](#)

MORE NEWS: Judge Bars Suit for Madoff Victims

9:23 PM ET

ON THE BLOGS

OPINION

Borderlines: Fresh Scars on the Body Politic

The new country of South Sudan is already facing border disputes.

- Brooks: Wrong Inequality
- Bruni: Same-Sex Marriage
- Nocera: Corzine Crashes
- Cohen: Lead From Behind
- Editorial: Supercommittee
- Op-Ed: Air Power's 100th
- Loyal Opposition: A House Vote on the Nation's Motto

MARKETS At 10:31 PM ET

| JAPAN | | CHINA | |
|----------|-----------|----------|--|
| Nikkei | HangSeng | Shanghai | |
| 8,665.20 | 19,034.61 | 2,444.59 | |
| -170.32 | -335.35 | -25.13 | |
| -1.93% | -1.73% | -1.02% | |

Data delayed at least 15 minutes

TIMES DIGITAL SUBSCRIPTIONS

99¢ FOR YOUR FIRST 4 WEEKS

The New York Times

NYTIMES.COM

GET QUOTES My Portfolios

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ALASKA CRUISETOURS 11 days from \$999

EUROPE CRUISES 10 days from \$1,399

Holland America Line *A Signature of Excellence*

[FIND YOUR CRUISE](#)

ARTS

An Anchor Loosens His Tie, and His Persona

On the first episode of "Rock Center," a new magazine hosted by Brian Williams, serious issues were mixed with a lighthearted tone.

Artists File Lawsuits To Retrieve Royalties

Class-action lawsuits have been brought against Sotheby's, Christie's and eBay.

MARTHA MARCY MAY MARLENE

NOW PLAYING



Story count vs. traffic by topic gives info on what content is working or not given how resources are allocated

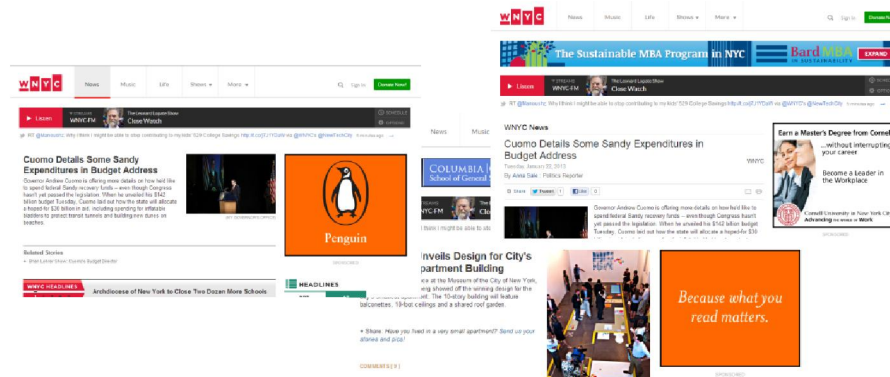
Any info input by a user gives invaluable information on what people want – and what it expects the site to have



Unique visitors

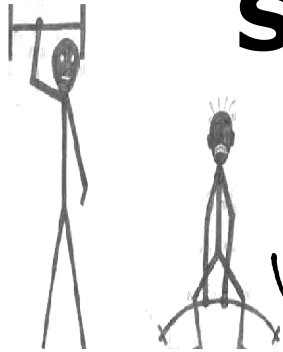


visit a
site



and generate
page views

STRONG vs. *weak* metrics



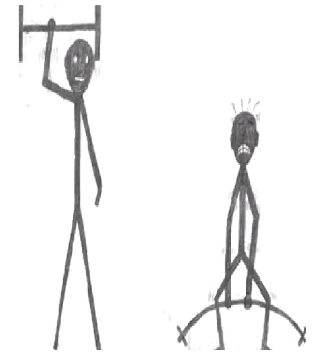
c. Kyle Taylor

Strong metrics give clear indicators
and are useful tools

Weak metrics...

-- are **conceptually flawed**
"so what?" counts

-- are **technically flawed**
due to the way metrics systems
like Google Analytics collect data



c. Kyle Taylor

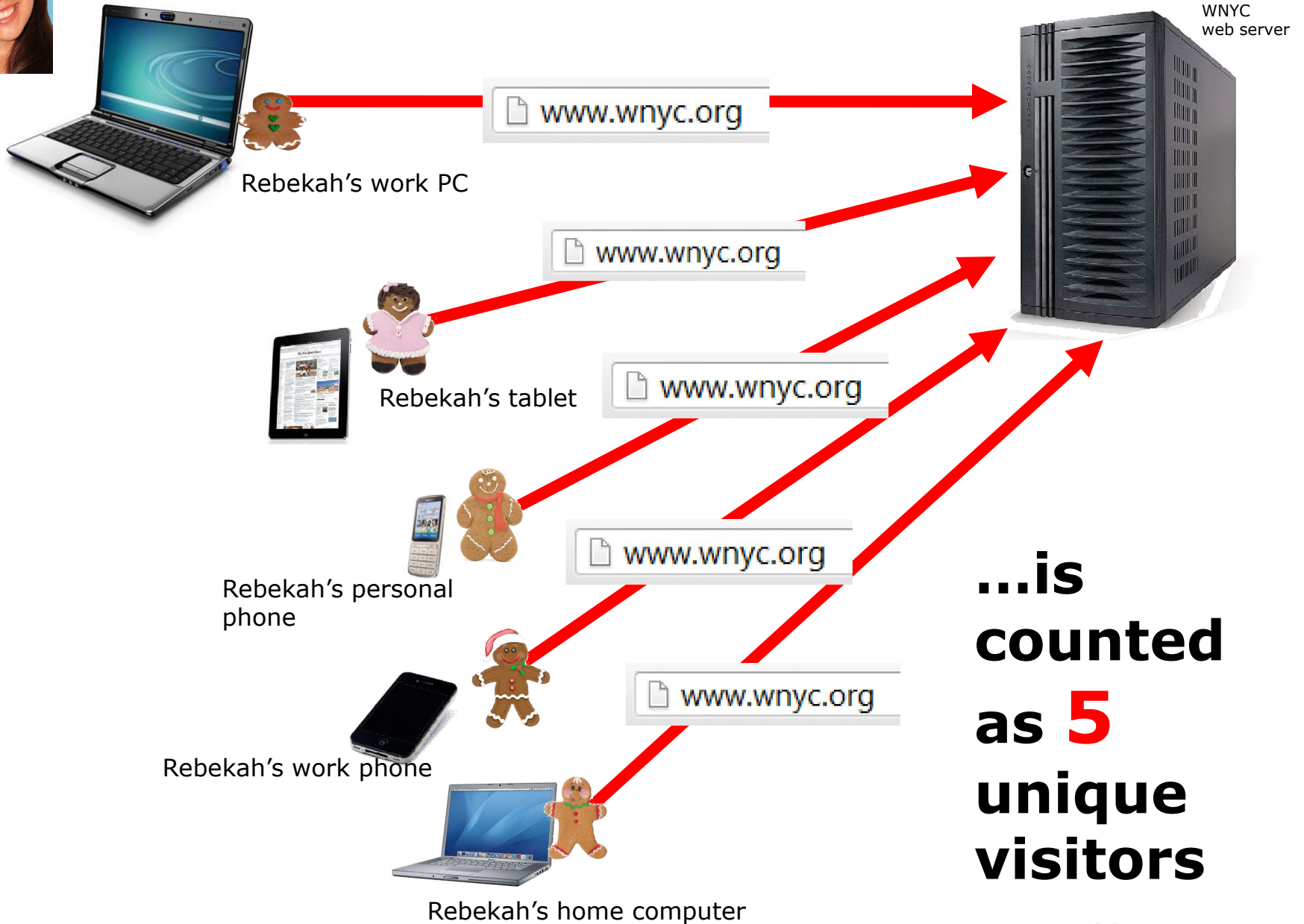
***...give mixed signals
and can lead to bad decisions***

A web site visitor is just one computer asking another to send a page



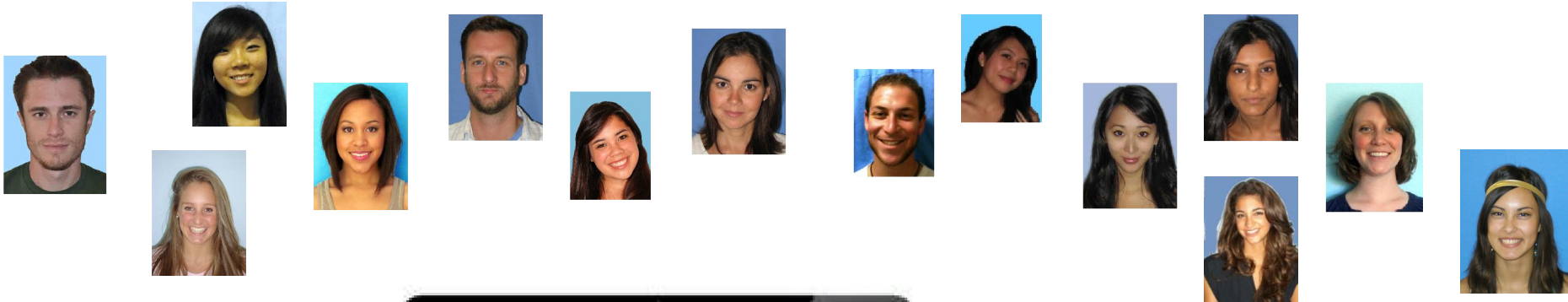


1 actual person with 5 devices...



...is counted as **5** unique visitors

14 actual people using 1 computer...



...is counted as **1** unique visitor

Schools
Libraries



**Over-
counted?**




**Under-
counted?**



You will *never* know!

Are more page views good?



 They must like our content.

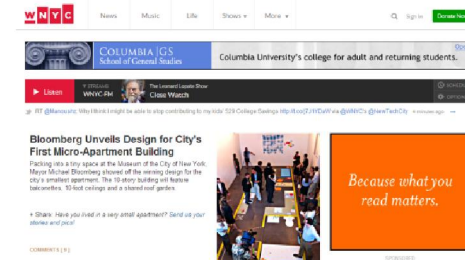
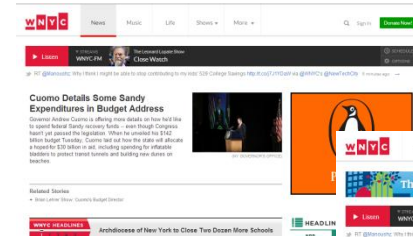
 They don't find what they want.

Are fewer page views bad?

 They don't find what they want.

 After we added dynamic content, page views dropped.

 After our redesign, they found what they wanted *more* quickly.



Visits

“Visits represent **the number of individual sessions initiated by all the visitors** to your site.”

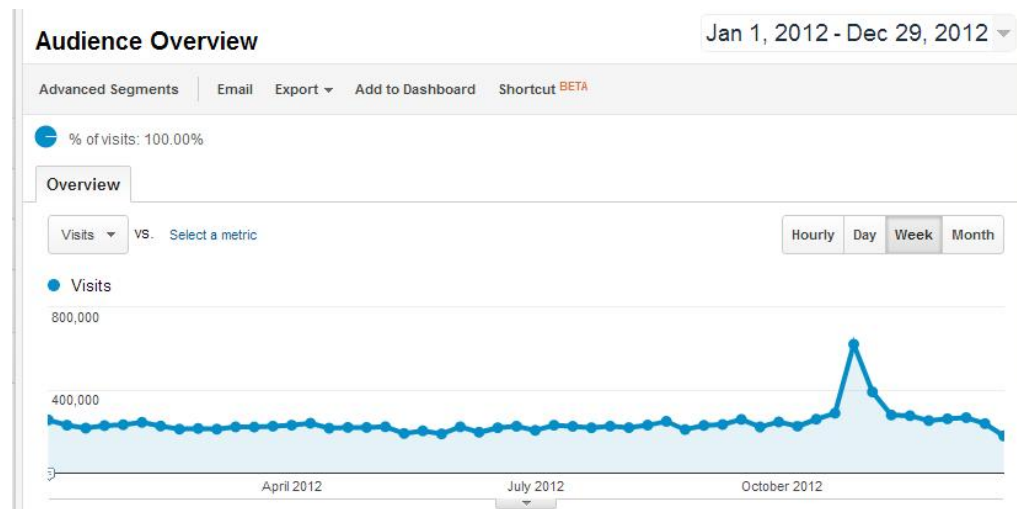


**15
visits**

or sessions



Visits



Are more visits good? *Always.*



More people are visiting our site.



The same number of people are visiting our site, but some of them are **visiting more often.**



More people are visiting our site, but some of them are **visiting more often.**



Are fewer visits bad? *Always.*



Fewer people are visiting our site.



The same number of people are visiting our site, but some of them are **visiting less often.**



Fewer people are visiting, and some of them are **visiting less often.**



Counts give
few **actionable**
insights

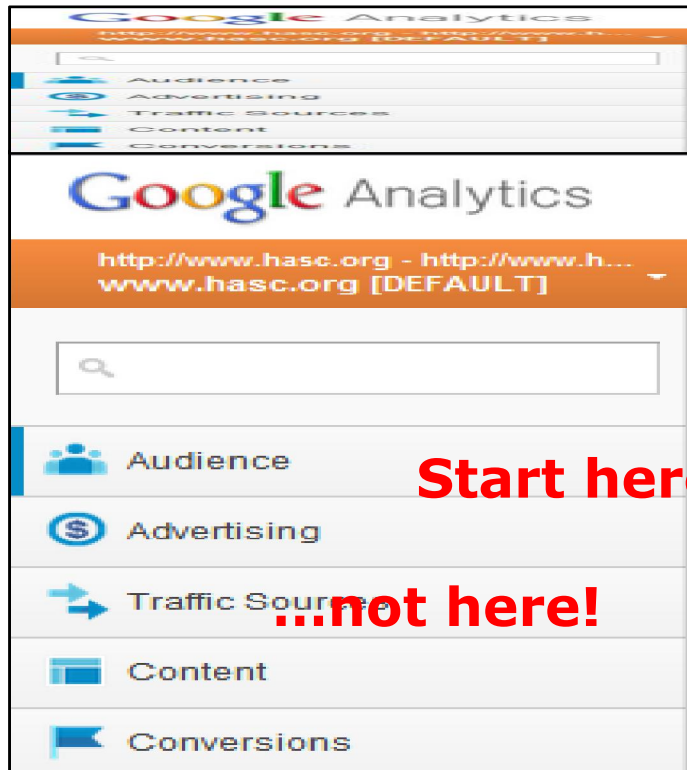
Segment...



...or die!

-- Justin Cutroni, Cardinal Path

Segment: Visits by traffic source



Do you know what your audience is looking for when they come to your site?

Traffic sources



Search

Referring sites

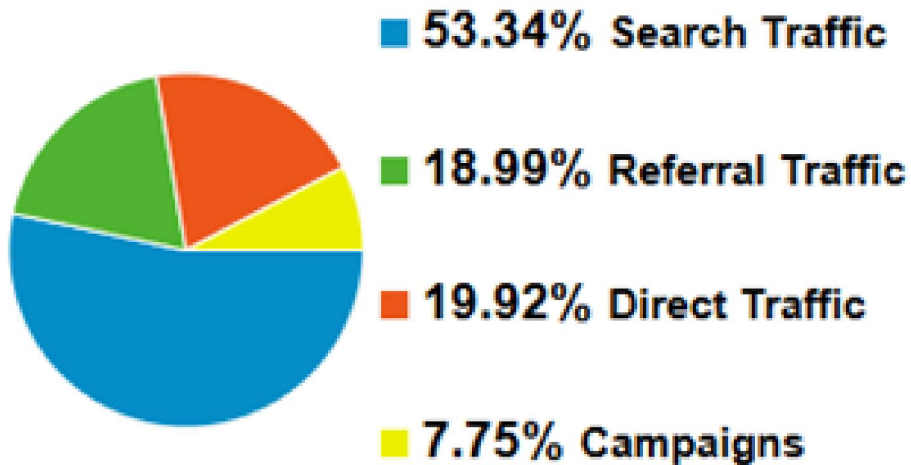


Direct

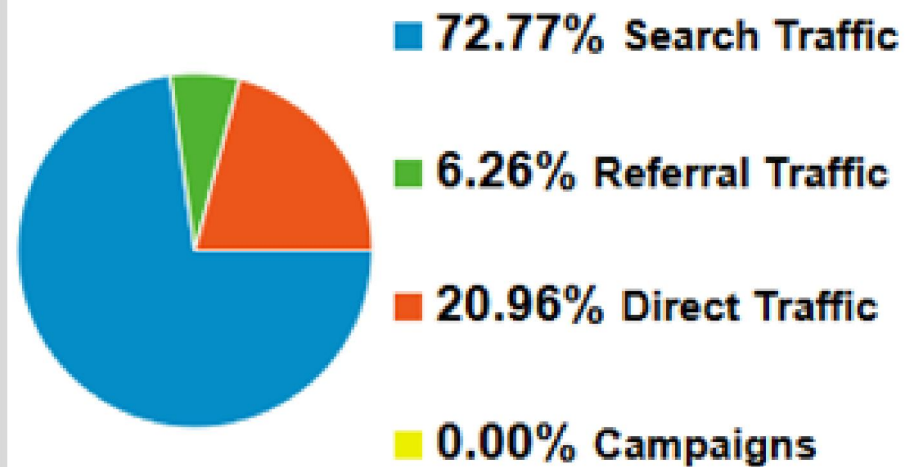
Campaigns



Balanced



Too reliant on search



Search: keywords give insight on what people are looking for

Branded keywords – used by people who know you



Fox Sports
 Fox branded programs

Misspellings

Unbranded keywords – used by people who think you have what they're looking for

Basketball scores

Packers game analysis

| NFL | MLB | NBA | NHL | NCAA FB | MORE | PARTNERS |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|--|-------------------------|-------------------------------------|
| NFL Home | MLB Home | NBA Home | NHL Home | NCAA FB Home | NASCAR | FOX News |
| NFL Scores | MLB Scores | NBA Scores | NHL Scores | NCAA FB Scores | NCAA BK | News Corp. |
| NFL Schedule | MLB Schedule | NBA Schedule | NHL Schedule | NCAA FB Schedule | Soccer | FOX |
| NFL Standings | MLB Standings | NBA Standings | NHL Standings | NCAA FB Standings | Golf | FOX Sports Supports |
| NFL Power Rankings | MLB Power Rankings | NBA Power Rankings | NHL Power Rankings | NCAA FB Power Rankings | Fantasy | FX |
| NFL Teams | MLB Teams | NBA Teams | NHL Teams | NCAA FB Teams | Video | Speed TV |
| NFL Players | MLB Players | NBA Players | NHL Players | NCAA FB Stats | Photos | Fuel TV |
| NFL Videos | MLB Videos | NBA Videos | NHL Videos | NCAA FB Videos | Lists | What If Sports |
| NFL Photos | MLB Photos | NBA Photos | NHL Photos | NCAA FB Photos | Mobile | |
| NFL Lists | MLB Lists | NBA Lists | NHL Lists | NCAA FB Lists | Tickets | |
| NFL Tickets | MLB Tickets | NBA Tickets | NHL Tickets | NCAA FB Tickets | | |
| NFL Gear | MLB Gear | NBA Gear | NHL Gear | NCAA FB Gear | | |

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Segment: Visits with only one page view



Bounce rate

The percent of visits with only one page view



*"I came. I saw.
I puked."*

-- Avinash Kaushik

A bounce: a visit with only one page view

Landing page bounce rates by traffic source give actionable insights

How many visits came to the site **directly**....



...and landed on the **home page**...

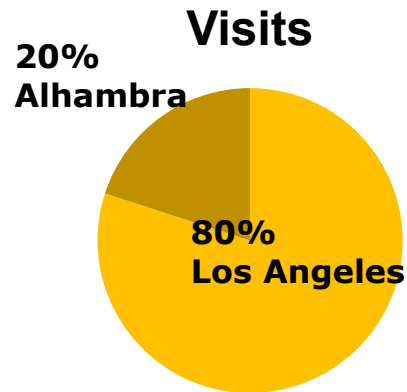
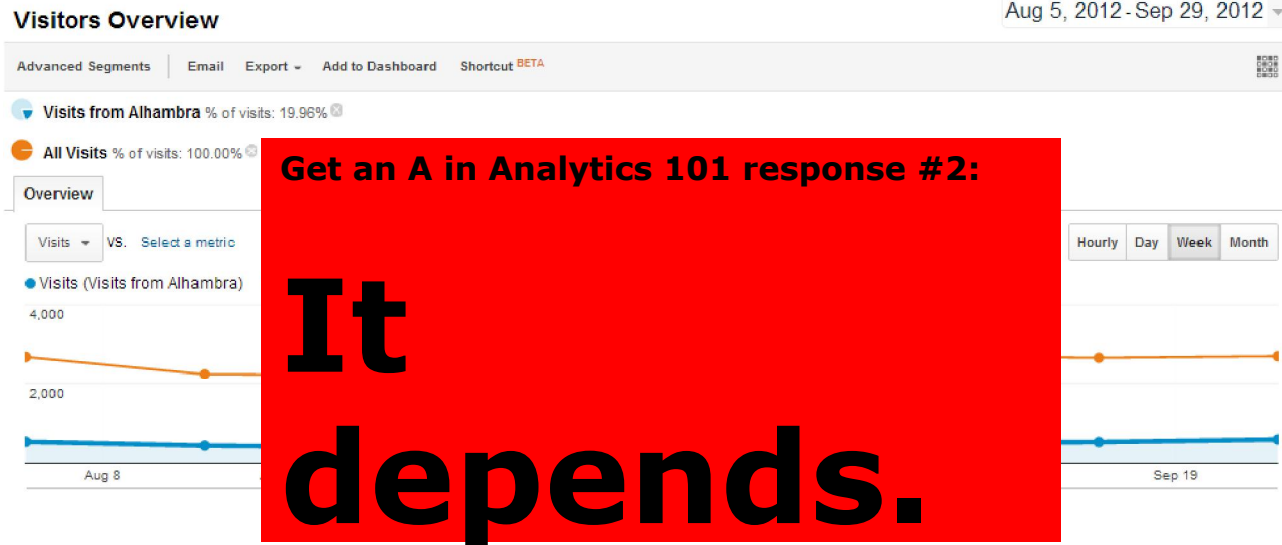


...and **bounced?**

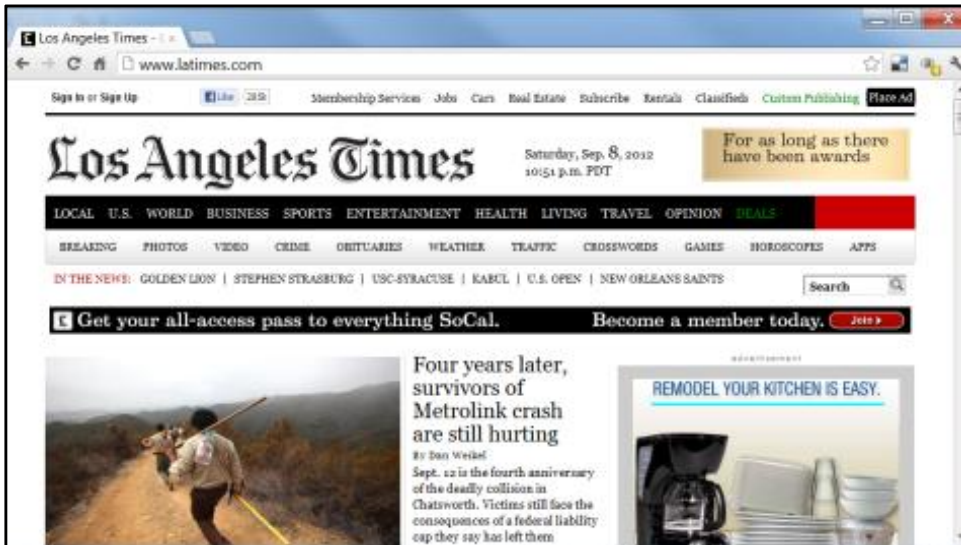
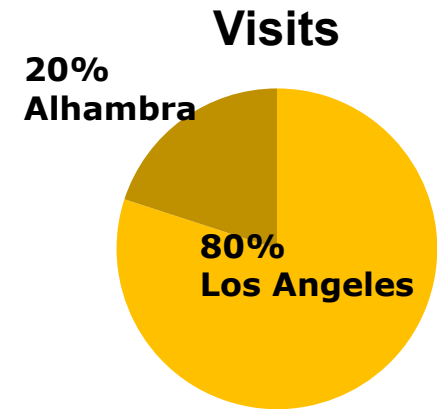
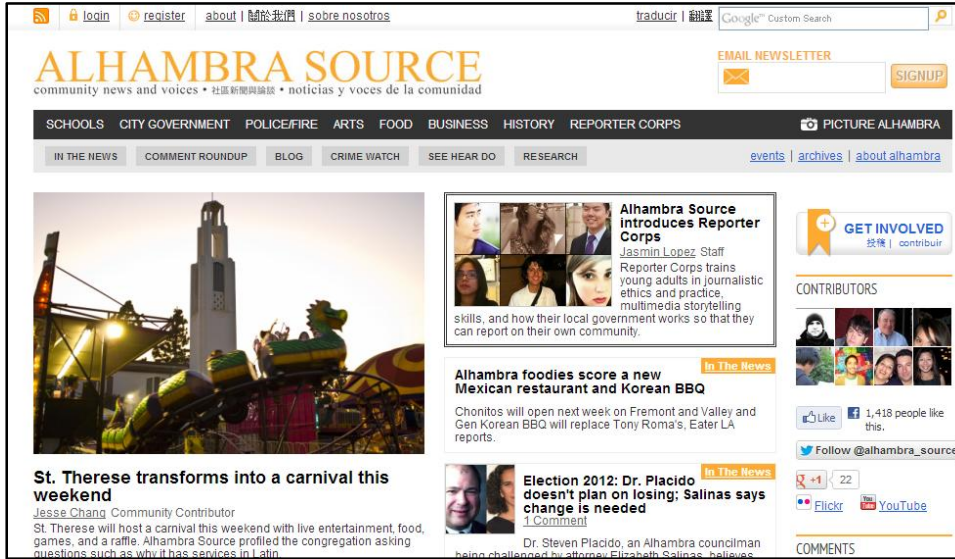


Segment: Visits by visitor location

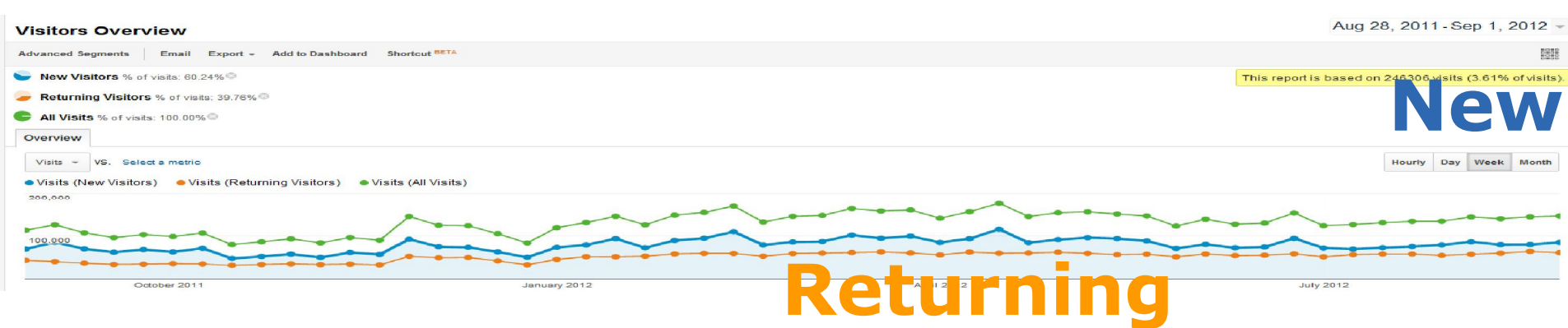
Is this site successful?



Each organization needs to have its own definition of success



Segment: Visits from new visitors vs. returning visitors



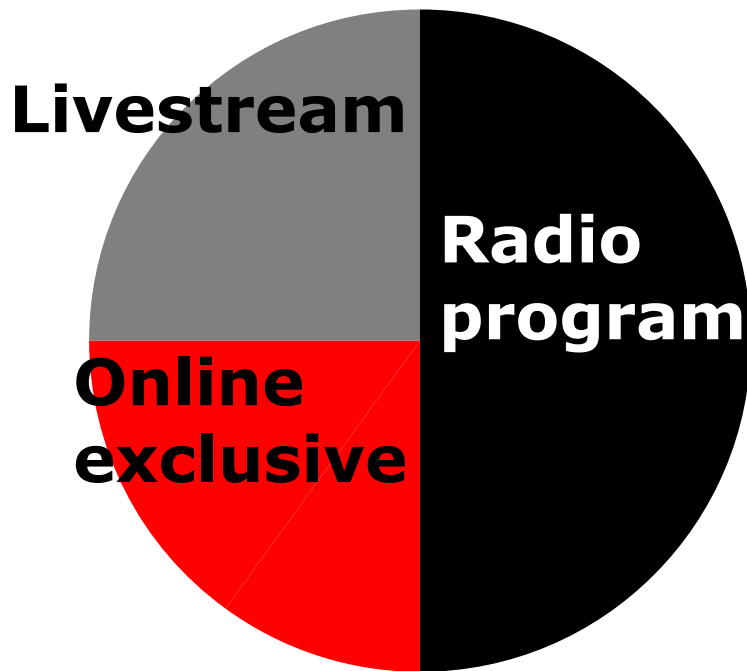
- Are spikes in visits driven by new or returning visitors?
- Are visits from returning visitors growing?

Segment: Visits by type of content visited

What content works
given WNYC's strategic goals?

Illustrative purposes only

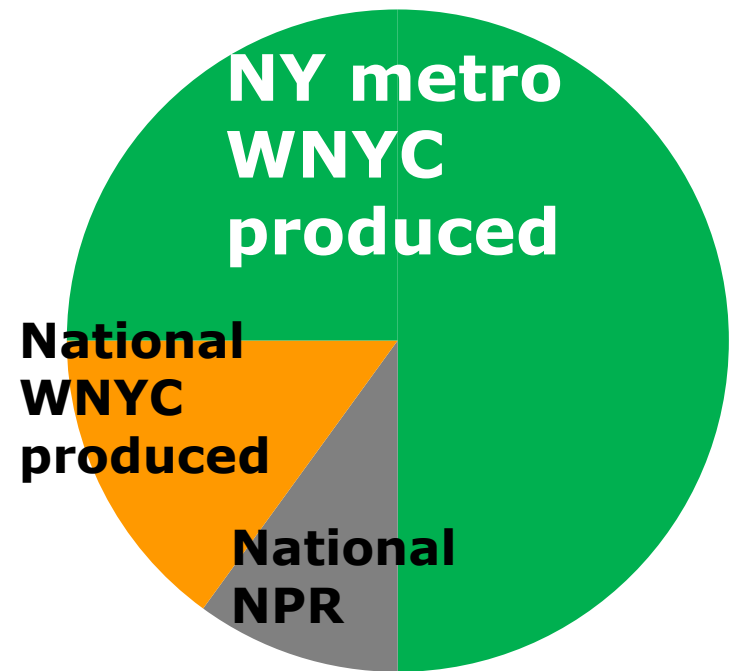
Column1



By primary channel

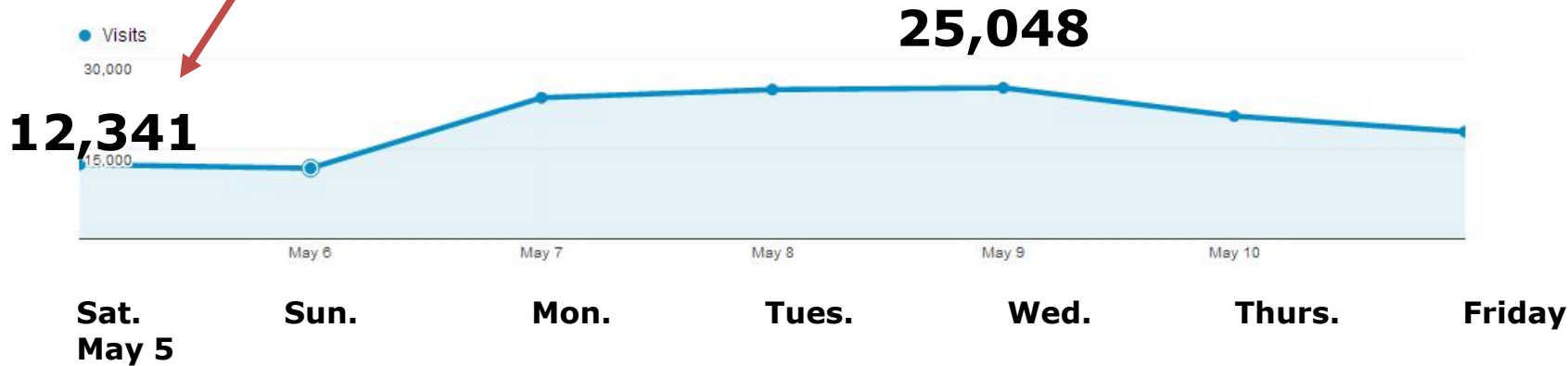
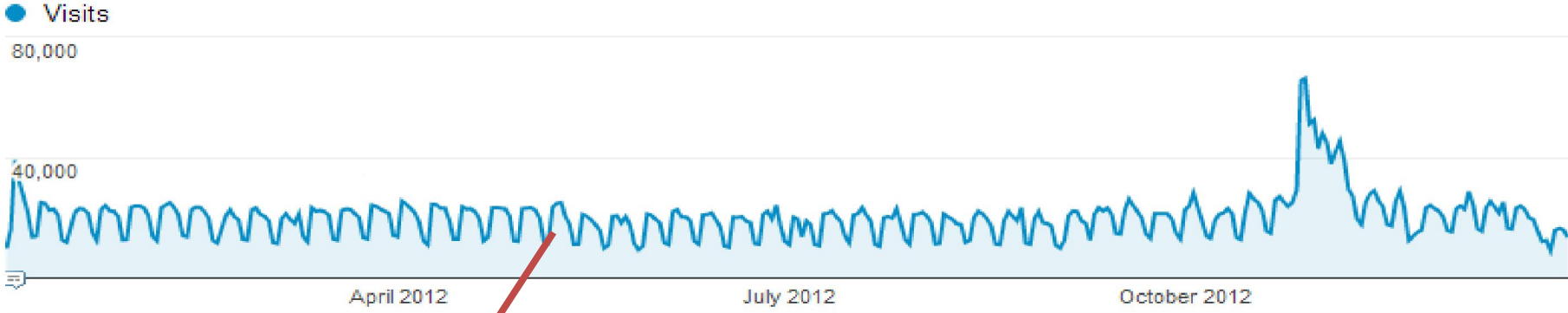
Illustrative purposes only

Column1



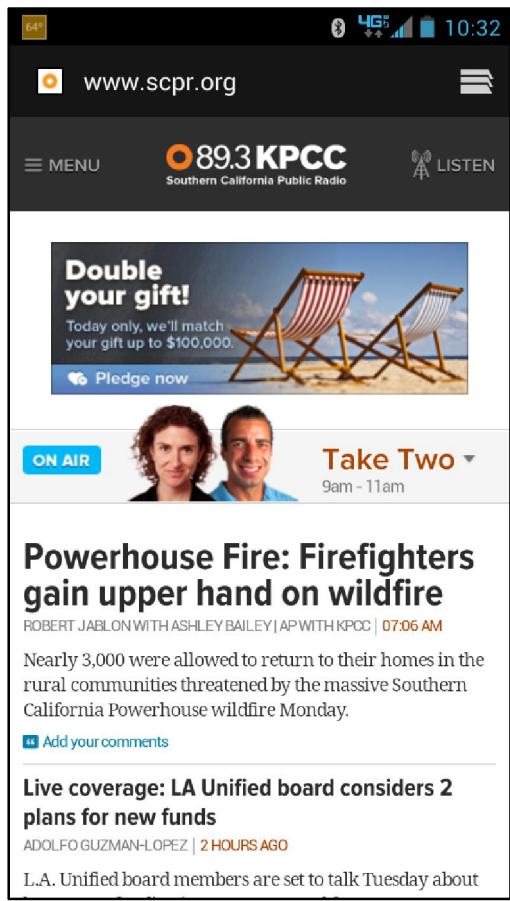
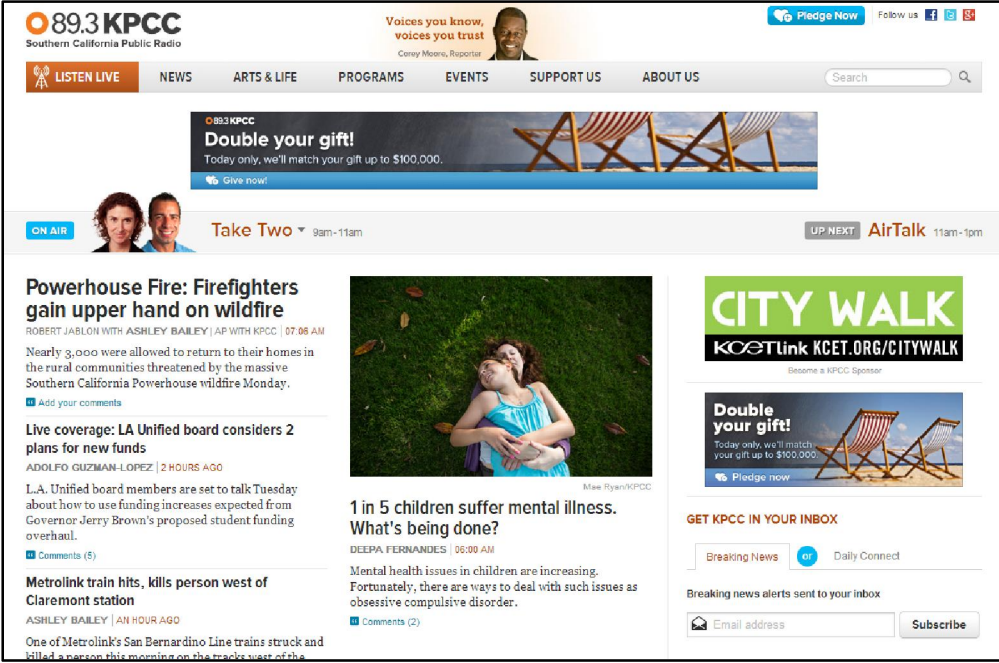
By geography and origin

Segment: Visits by day of week




Segment: People who visit via mobile

Visits to a mobile site result in different behavior and outcomes...



...and thus need to be analyzed differently – and separately

Segment: Visits to a social media channel



A "Fan" is not a business metric.
How social media can become a real business driver.

Webcast + white paper

[Download now](#)

“There are a lot of stupid ways to get lots of likes and more followers.

But in the end, you will have an audience that is not relevant or will not engage with you.”

-Avinash Kaushik

SOCIAL MEDIA STRATEGY FUNNEL



BY ANGIE SCHOTTMULLER, @ASCHOTTMULLER, 2012

"80 percent of marketers incorrectly begin with tactics instead of goals." -eMarketer Report

<http://searchenginewatch.com/article/2202307/Social-Media-ROI-How-To-Define-a-Strategic-Plan> by Angie Schottmuller

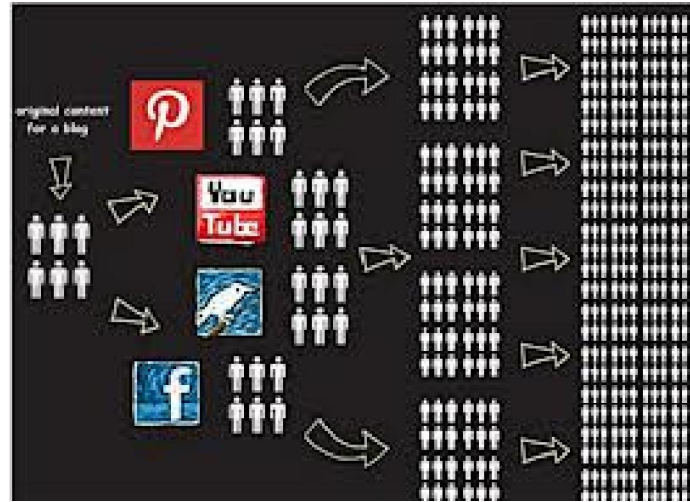
“What matters is everything that happens after you post/tweet/participate....”



1. Conversation

“Social means talk and listen and discuss. So why not measure that?”

“What matters is everything that happens after you post/tweet/participate....”



1. Amplification

“The rate at which your followers take your content and share it through their network.”

“What matters is everything that happens after you post/tweet/participate....



1. Applause

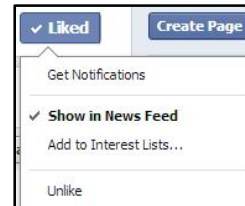
“What does your audience like?”

What **actions** indicate engagement ?



Invite *an org to communicate*

Or, uninvite

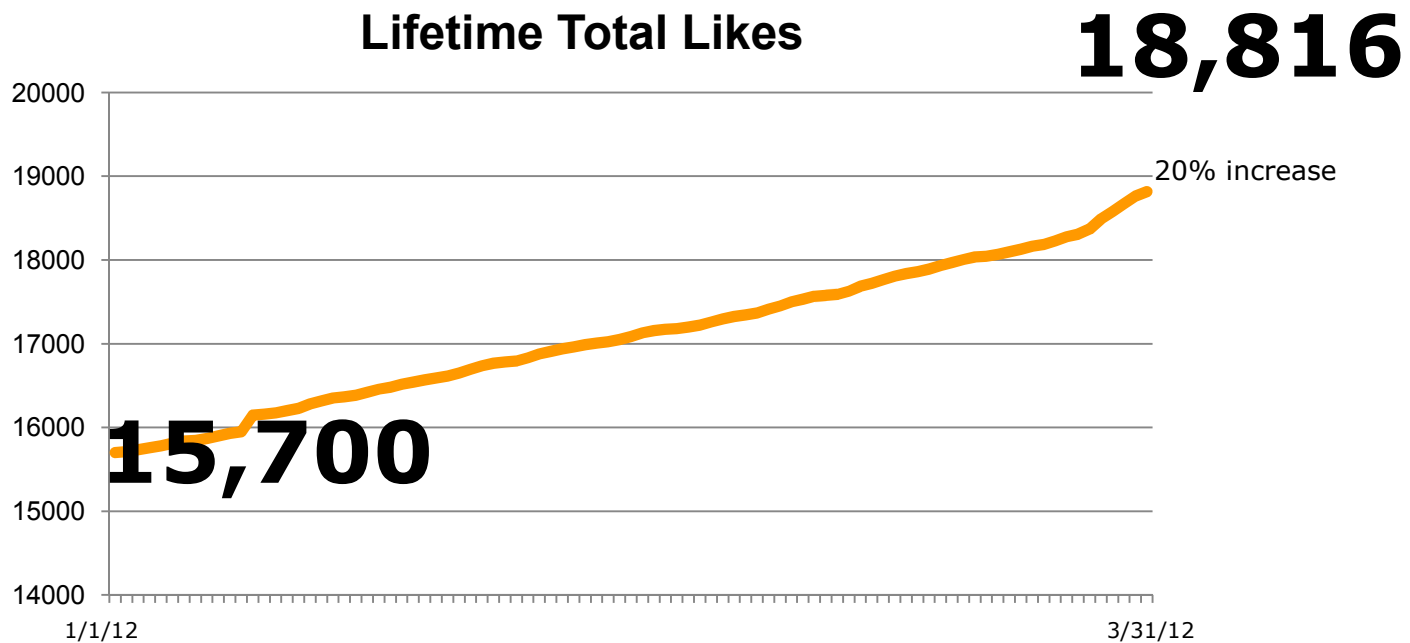


Interact, *often*

- Likes, comments or shares a Page post, Sponsored Story or Ad
- Views a video or photo
- Posts to a Page's Wall
- Answers a Question the org posted
- RSVPs to an event
- Mentions a Page
- Photographs a Page
- Checks in at the org's Place (mostly e-commerce)

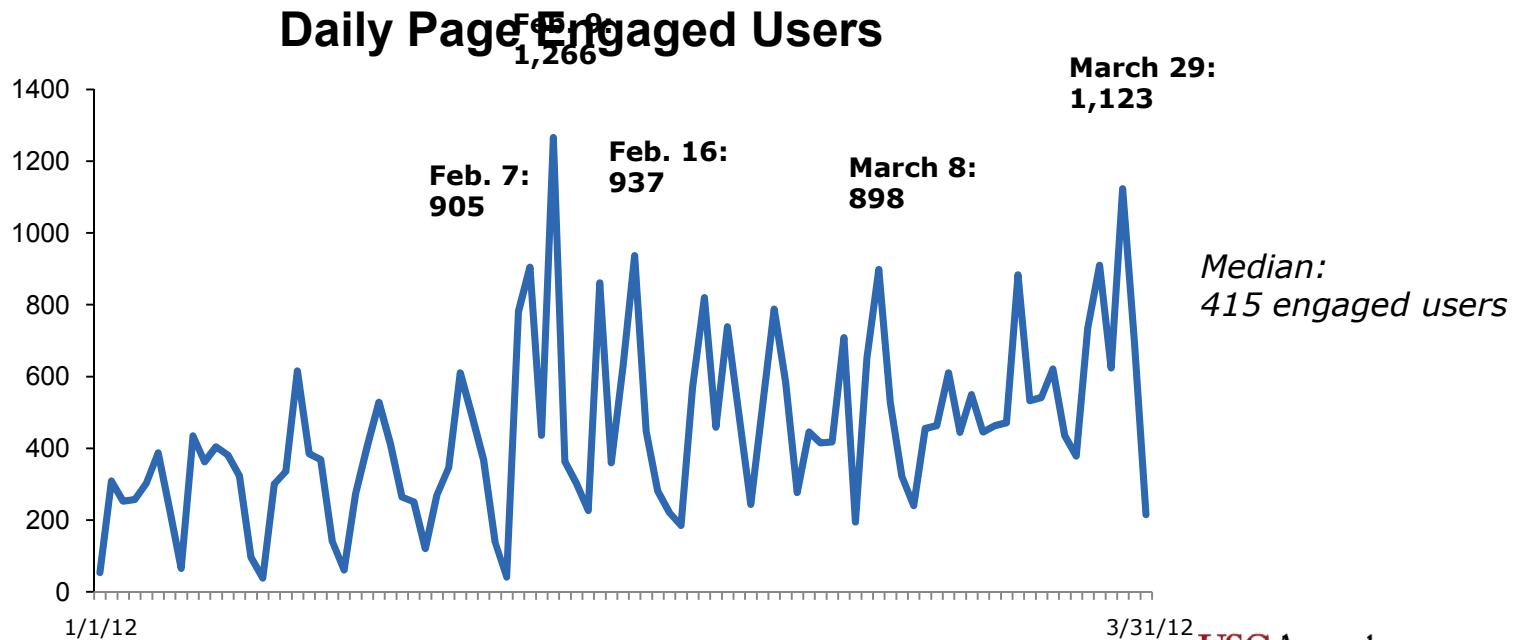
A "Like": Just the beginning

[News Org] Facebook Page
Lifetime Total Likes by Day (000s)
Jan. 1, 2012 through March 31, 2012



Over 18,000 Likes but just a median of 415 daily **engaged users**

[News org] Facebook Page
Engaged Users by Day (000s)
Jan. 1, 2012 through March 31, 2012



Twitter followers aren't the same as Facebook Likes



What's a Twitter follower worth if...



...he/she doesn't like you

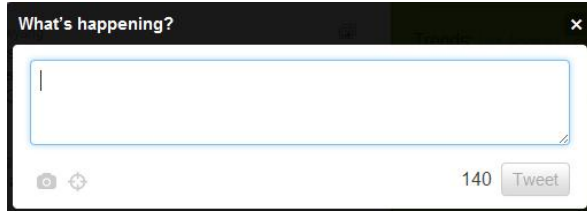
...is following "too many" people



...isn't on Twitter when you tweet

...rarely (never?) goes on Twitter

Understand how to measure Twitter, and you'll understand how to measure social media



Content



Followers



***not* demographics or other typical mass
media audience metrics**

surable tweets have...

1. A call to action

Go here...look...tell me







1. **A link that you track** with link (e.g., bit.ly) and web analytics tools

3. **#Hashtags** and/or keywords

4. Topic or person-specific **handles**

...120 or fewer characters, not 140!

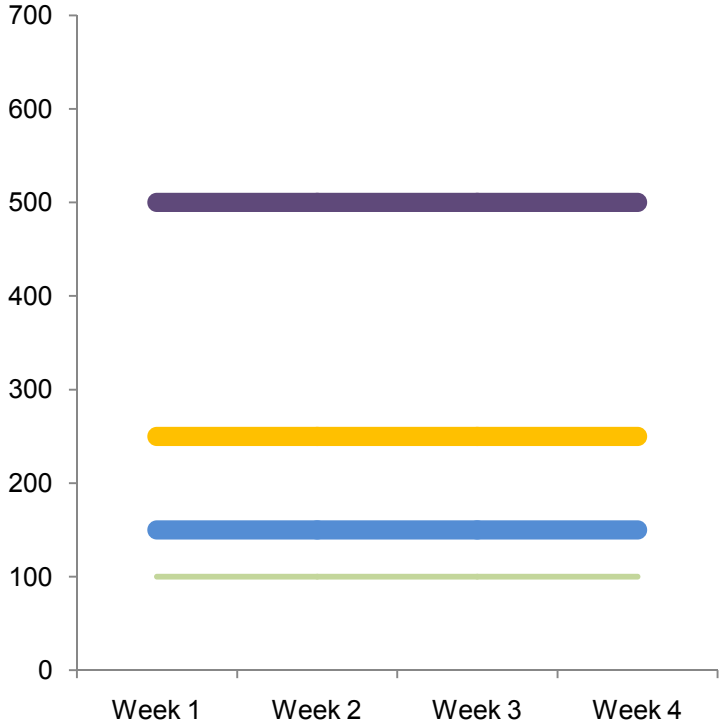
Audiences and actions differ by channel - *each channel has completely different metrics*

| | SITES | SOCIAL MEDIA | | MOBILE | | | Totals |
|---|---|--|---|---|---|---|-------------------|
| |  |  |  |  |  |  | |
| 1. Who? How many? In target audience? | ? | ? | ? | ? | ? | ? | |
| 1.No. of visits? How often? | ? | ? | ? | ? | ? | ? | |
| 3. What did they see? Did they get want they wanted? | ? | ? | ? | ? | ? | ? | |
| 1.Did they interact? <i>What did they do?</i> <i>How much?</i> | ? | ? | ? | ? | ? | ? | |

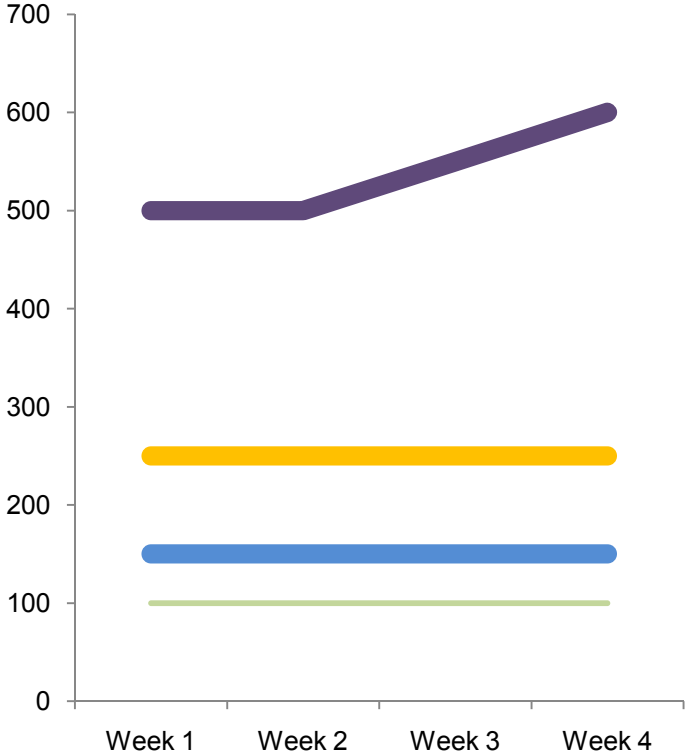
Segment: Visits based on actions we took

We just invested in [topic].

Before

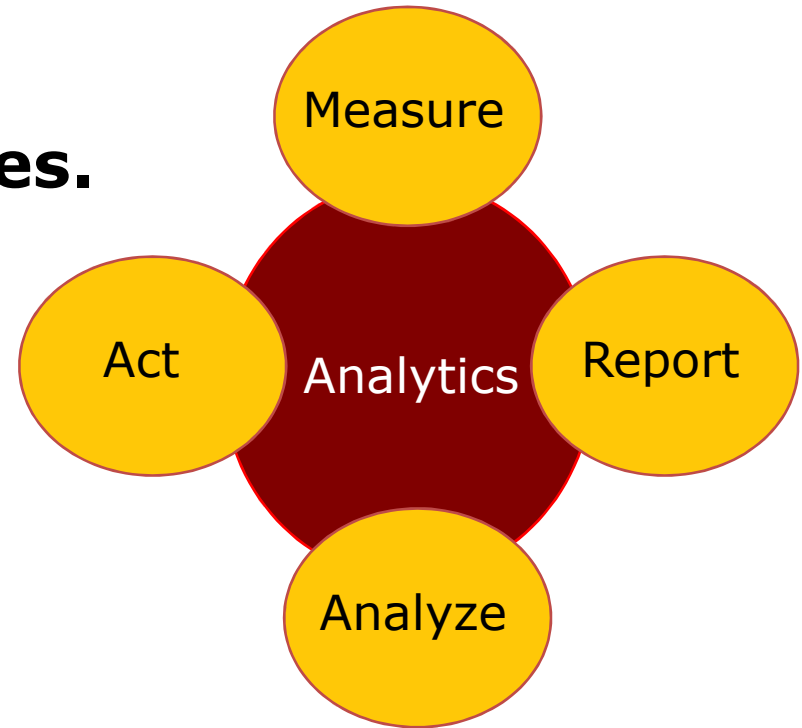


After?



Using data for decision-making

- 1. Set measurable goals focused on target audiences.**
- 1. Segment or die!**
- 1. Decide which metrics matter.**
- 1. Use different metrics for each channel – Facebook, e-mail newsletters, Twitter, events, direct mail....**



Measure what you manage