Measuring Digital Media Audiences

Does media have impact?
What kind, and how much?

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School for Communication
and Journalism

Summer 2014

Mass media business model

Spray

Content

Advertising

....and pray!

Mass media business model

Everyone is equally important.

Everyone reads everything every day.

Reads everything, every day

Grazes

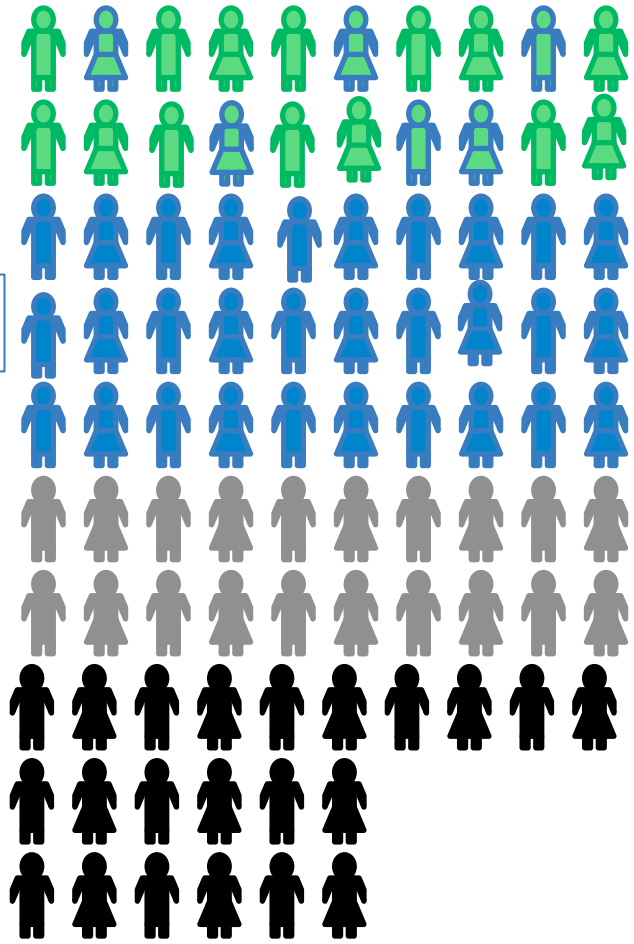
Looks at one section, once a month

Transient

Wraps fish

Reads a lot but not everything, every day

Grazes



Looks at one story, once a month

Transients

Our site has 5,000 ***monthly unique visitors.***

Last Tuesday that story got 20,000 ***page views.***

Th ***on our site*** *las*

Get an A in JOUR 477!

So what?

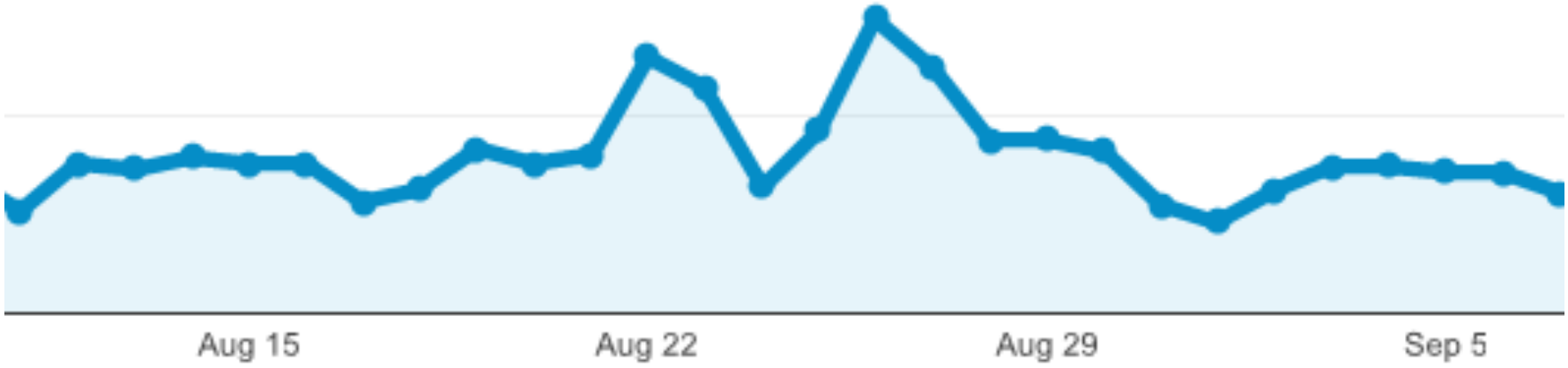
Our iPhone ***app was downloaded*** *10,000 times.*

We have 2,000 ***likes on our Facebook page****.*

We have 5,000 ***Twitter followers.***

Mass media counting metrics don't give any insights about the audiences that matter the most

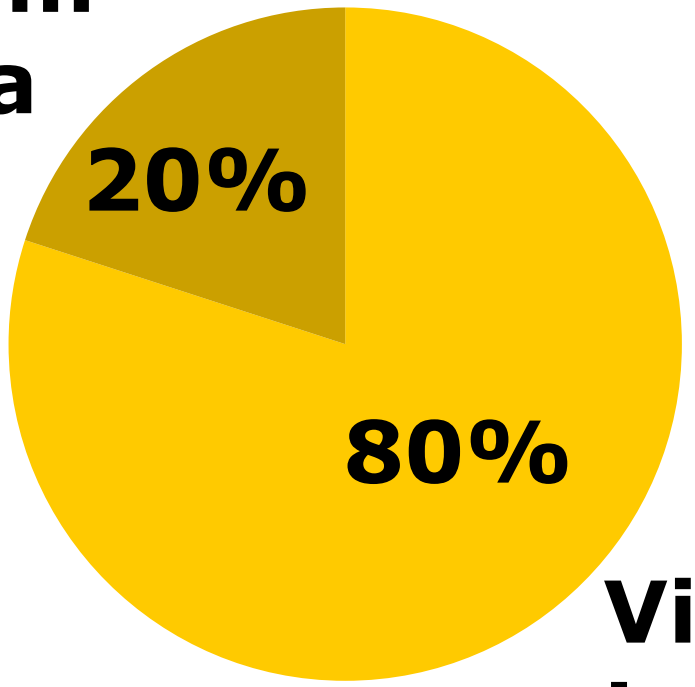
News site
Total site visits



Total visits
Visits from
new visitors
Aug 15
Aug 22
Aug 29
Visits from
returning visitors

Is this site successful?

Visits from Alhambra



Visits from Los Angeles

Not if you're the Alhambra Source!

Phil Robertson: Fired after the Twitter-verse complained about his anti-gay comments in GQ magazine…

…rehired after A&E found that the tweets were "coming from the tweet-happy East and West Coasts – not exactly regular watchers…."

"Big (Bad) Data," by Andrew Ross Sorkin, T: The New York Times Style Magazine, 2/26/14

"Verbs" of engagement

Consuming

Subscribing

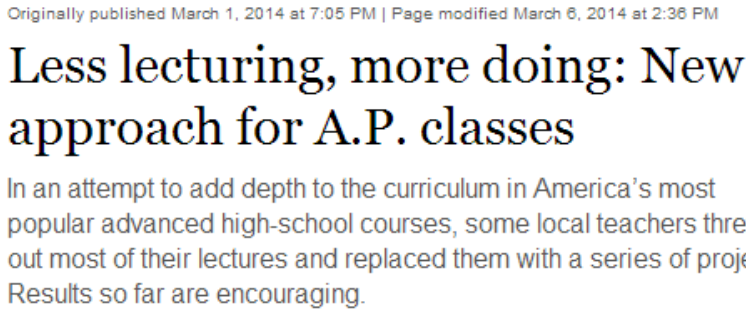
Contributing

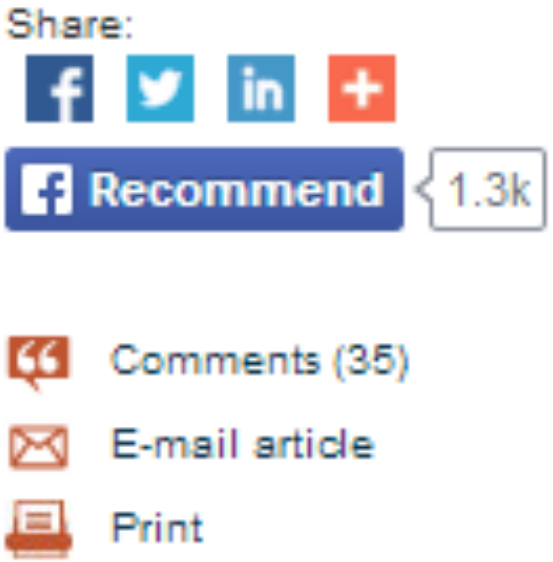
Amplifying

Transacting

Each story element is a different indicator of the *level* of engagement

Page view: **Consume**



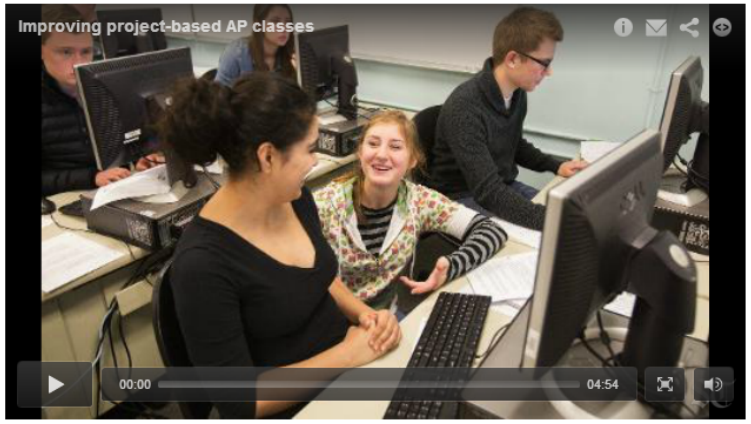


Amplify

Contribute

Amplify

Consume+



Video starts **Consume+**

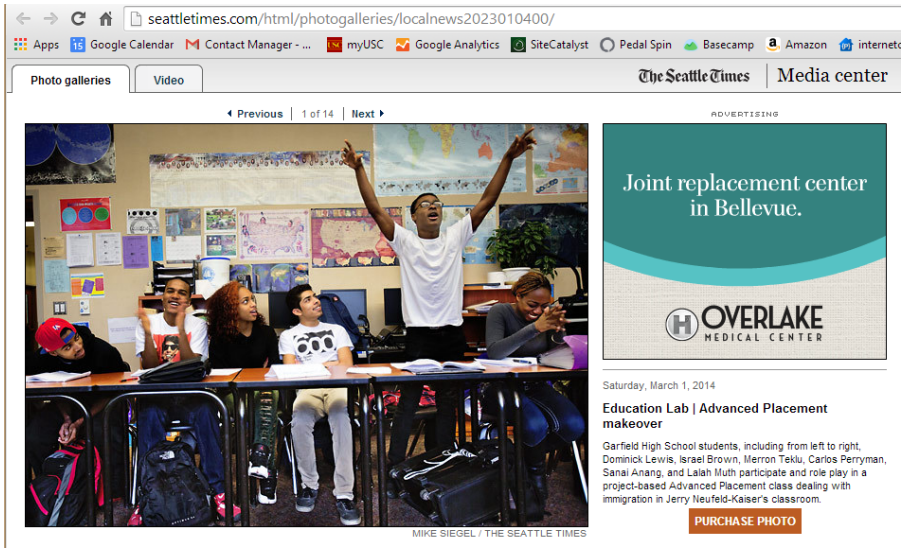
Video completes **Consume ++**

Consume+++

1. Find the photo gallery link at the bottom of the page
2. Sit through the auto-play video ad (:30)
3. Click on all 14 photos

More from the story

- Photo gallery: Advanced Placement makeover
- In their own words: High-school students share their experiences with A.P.
- Quiz: Try some sample A.P. exam questions
- Guest opinion: Garfield teacher talks benefits, drawbacks of project-based A.P. instruction
- Guest opinion: UW admissions director on why more students should take A.P.



~~How can we get more people to our site?~~

How can we reach the audiences that will support us?

Put your resources where your audiences *really* are

Feature phones

Smartphones

iPhone
Android
BlackBerry

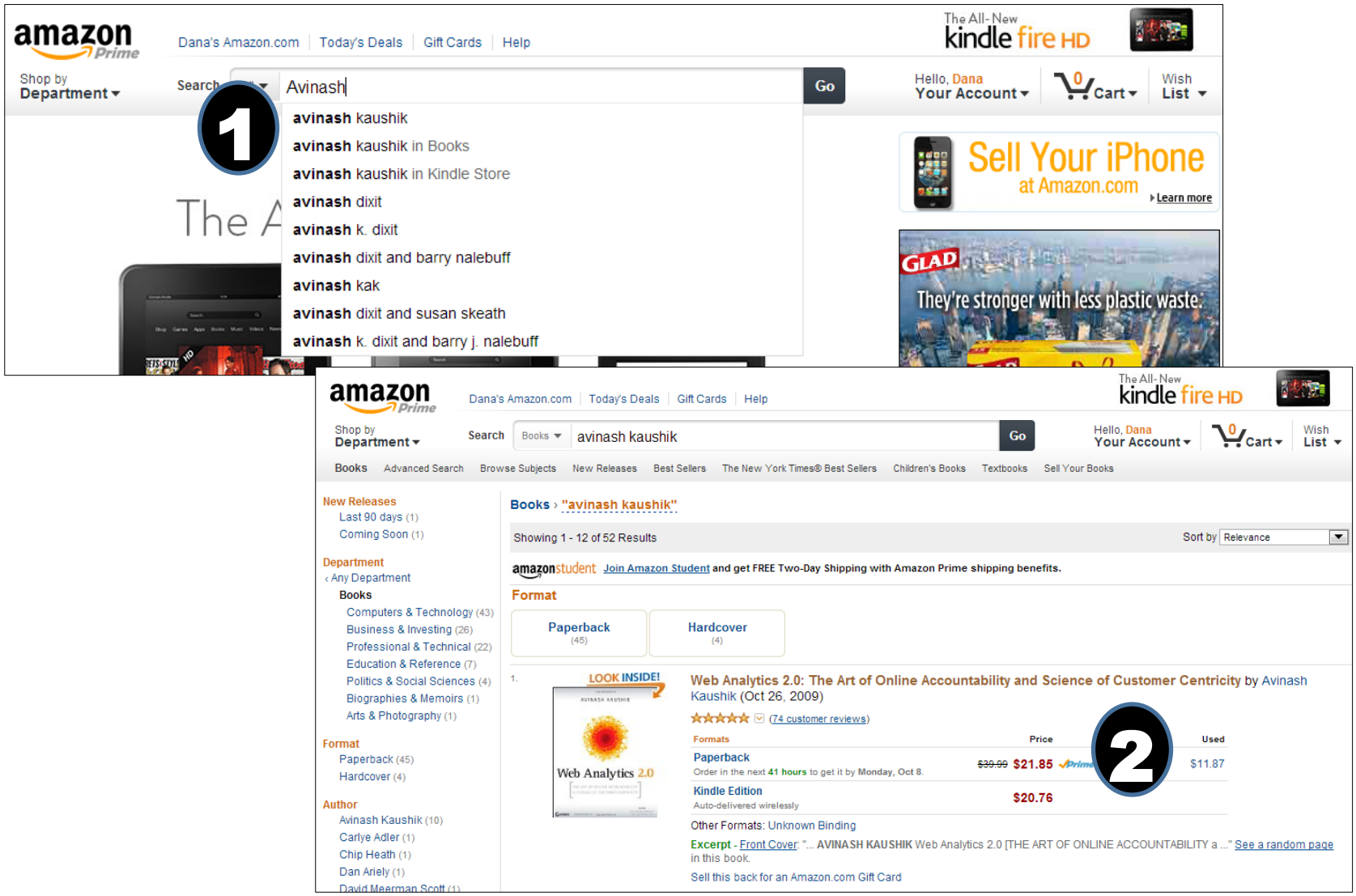
SMS/ Text	E-mail	Web/ mobile
●	●	
●	●	●
●	●	●
●	●	●

Apps

iPhone Android ?

USC Annenberg

Identify what the *outcome* of a site visit should be



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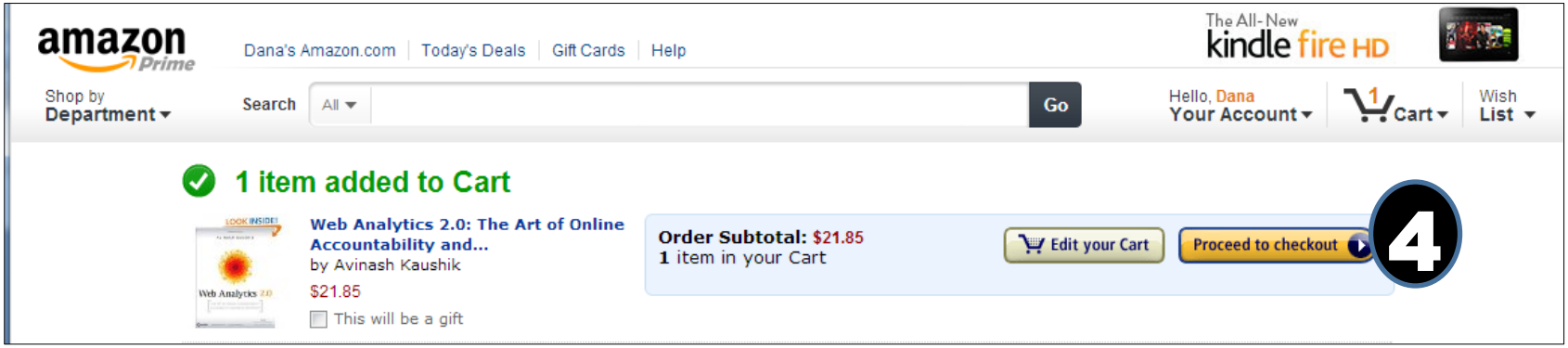
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Search All Go
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1 item added to Cart
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This will be a gift
Order Subtotal: $21.85
1 item in your Cart
Edit your Cart
Proceed to checkout
4

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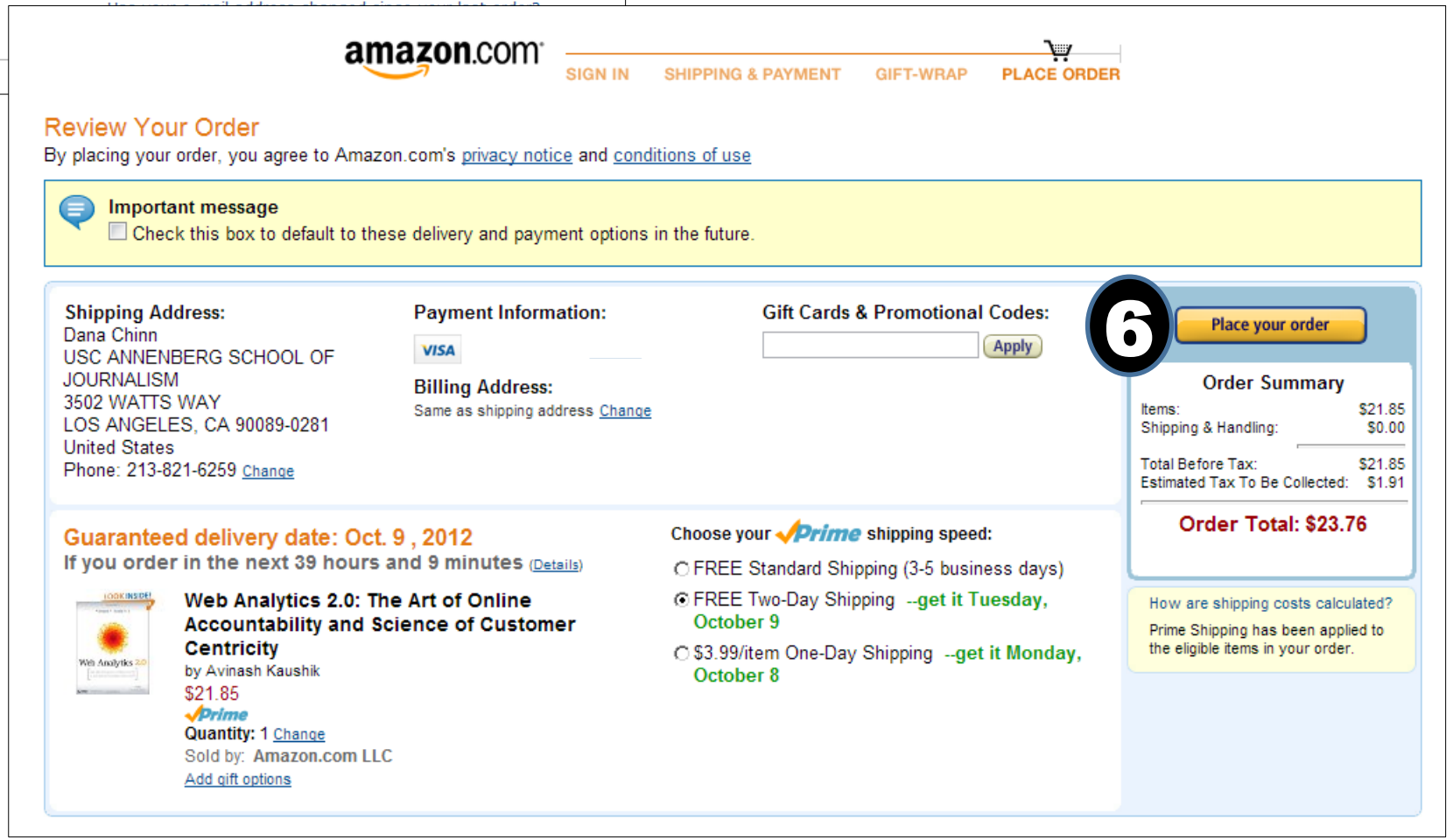
I am a new customer.
(You'll create a password later)
I am a returning customer, and my password is:
Sign in using our secure server
Forgot your password? Click here
5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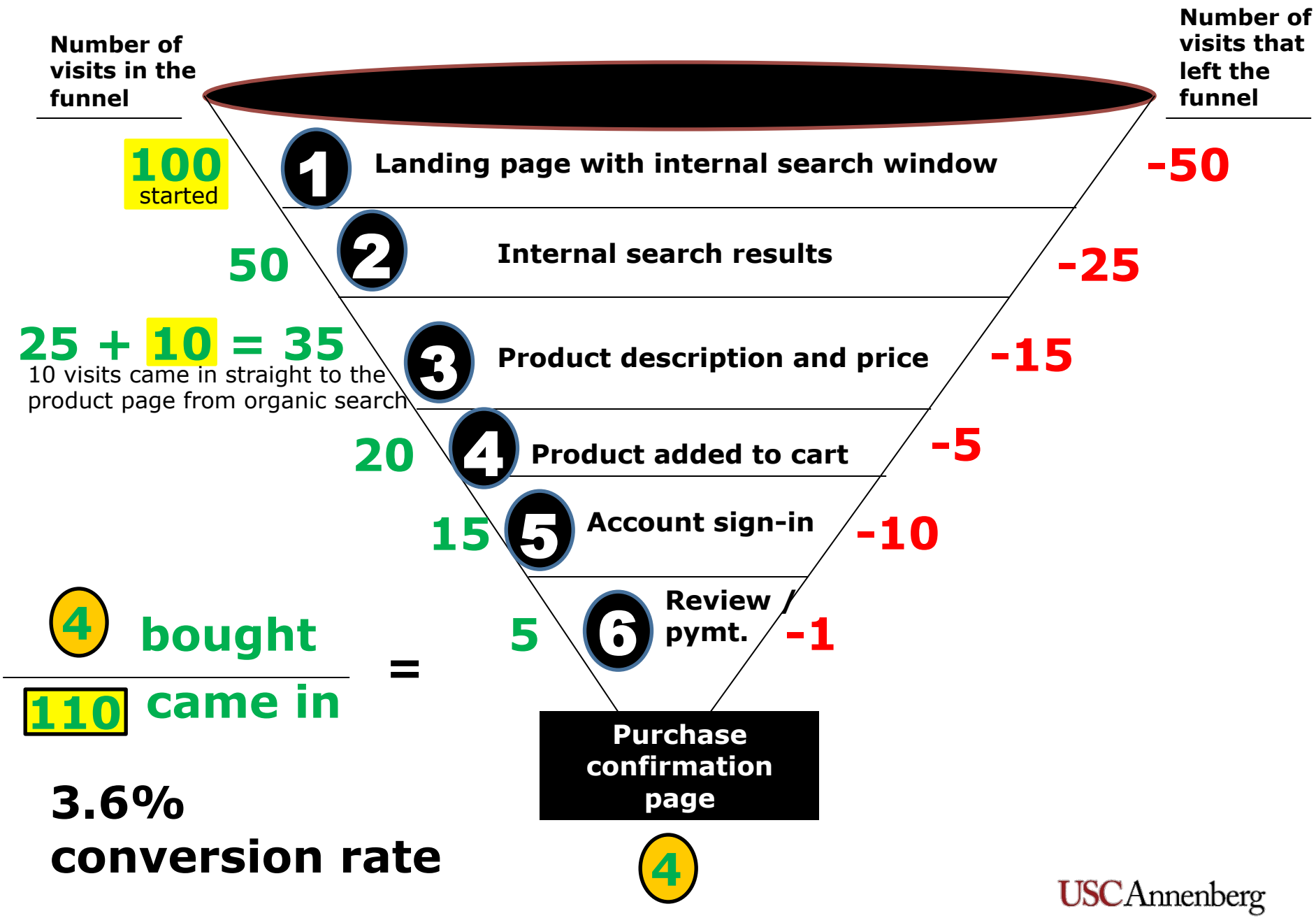
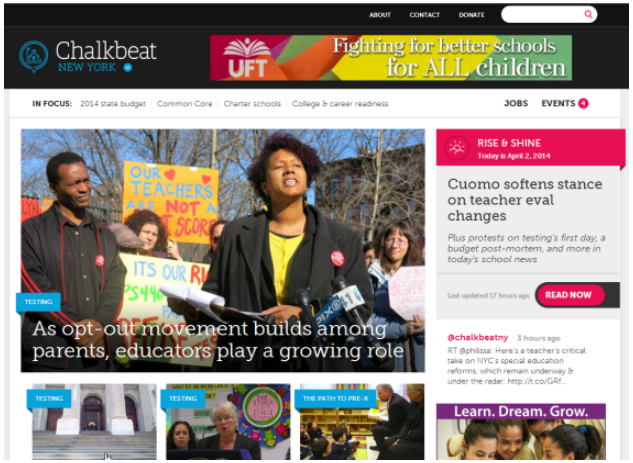
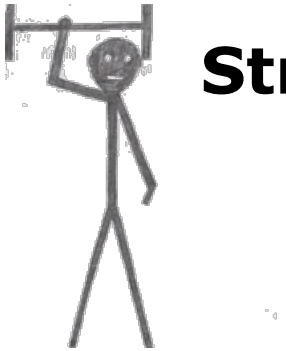

Number of visits in the funnel
Number of visits that left the funnel
100 started
1 Landing page with internal search window
-50
50
2 Internal search results
-25
25 + 10 = 35
10 visits came in straight to the product page from organic search
3 Product description and price
-15
20
4 Product added to cart
-5
15
5 Account sign-in
-10
5
6 Review / pymt.
-1
4 bought
110 came in
=
Purchase confirmation page
4
3.6% conversion rate

1. Who is the *primary* target audience?
-- Geography
-- Demographics – which ones *really* matter?
-- Interests, behaviors and attitudes
-- Other factor(s) that would define a target audience?

2. What would be one specific outcome unique to the org? Outline a funnel with at least three steps.



Strong vs. **weak** metrics



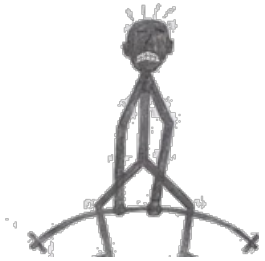
c. Kyle Taylor

Strong metrics are useful tools
that give clear indications
of what's successful or not

Weak metrics…

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

-- are **technically flawed**
due to the way Google Analytics collects the data



c. Kyle Taylor

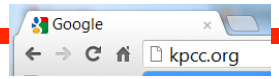
…give mixed signals
and can lead to bad decisions

A person visiting a web site is

just one computer asking another to send them a page

Rebekah

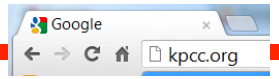
Rebekah's PC



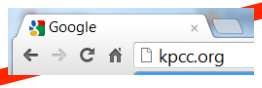
KPCC
web server

1 actual person with 5 devices…

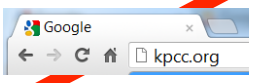
Rebekah's work PC



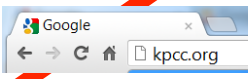
KPCC
web server



Rebekah's tablet



Rebekah's personal phone

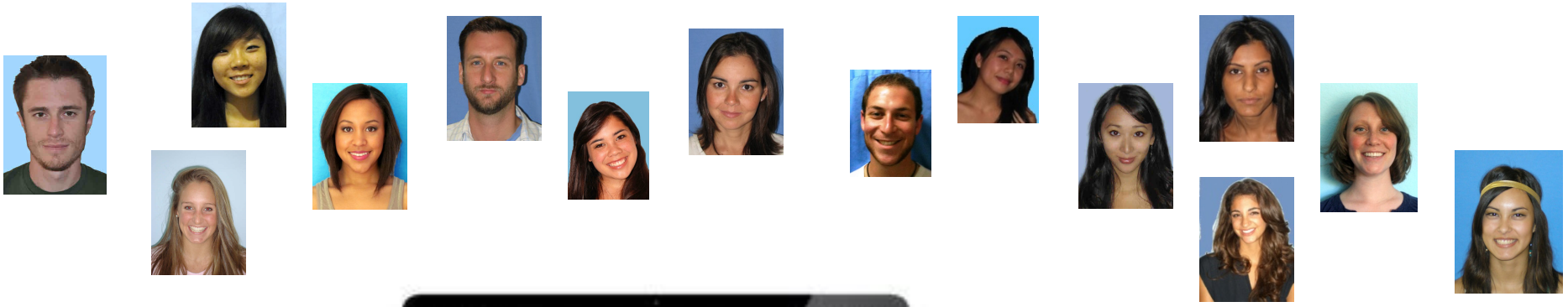


Rebekah's work phone

Rebekah's home computer

…is counted as 5 unique visitors

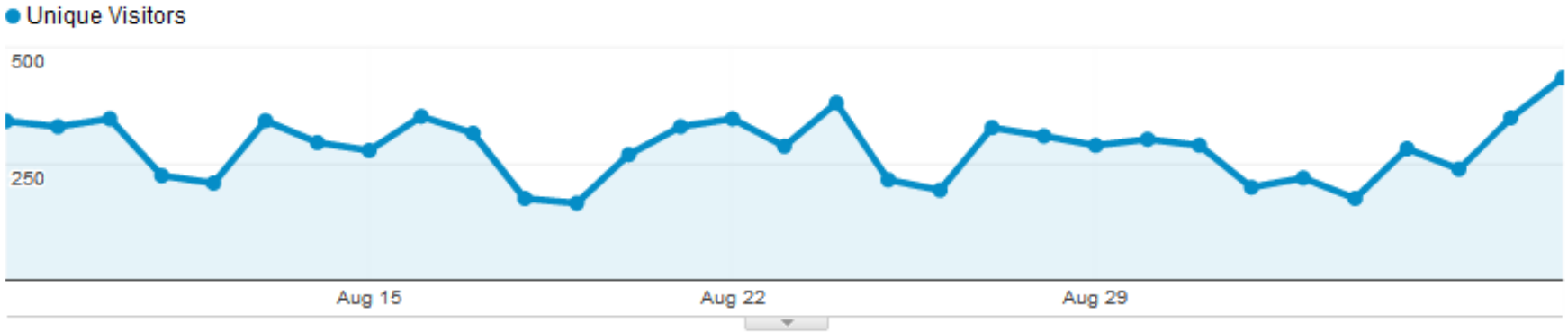
14 actual people using 1 computer…



…is counted as

1 unique visitor

Schools
Libraries
Stores
Public Internet access spots



Over-counted?

Under-counted?

You will never know!

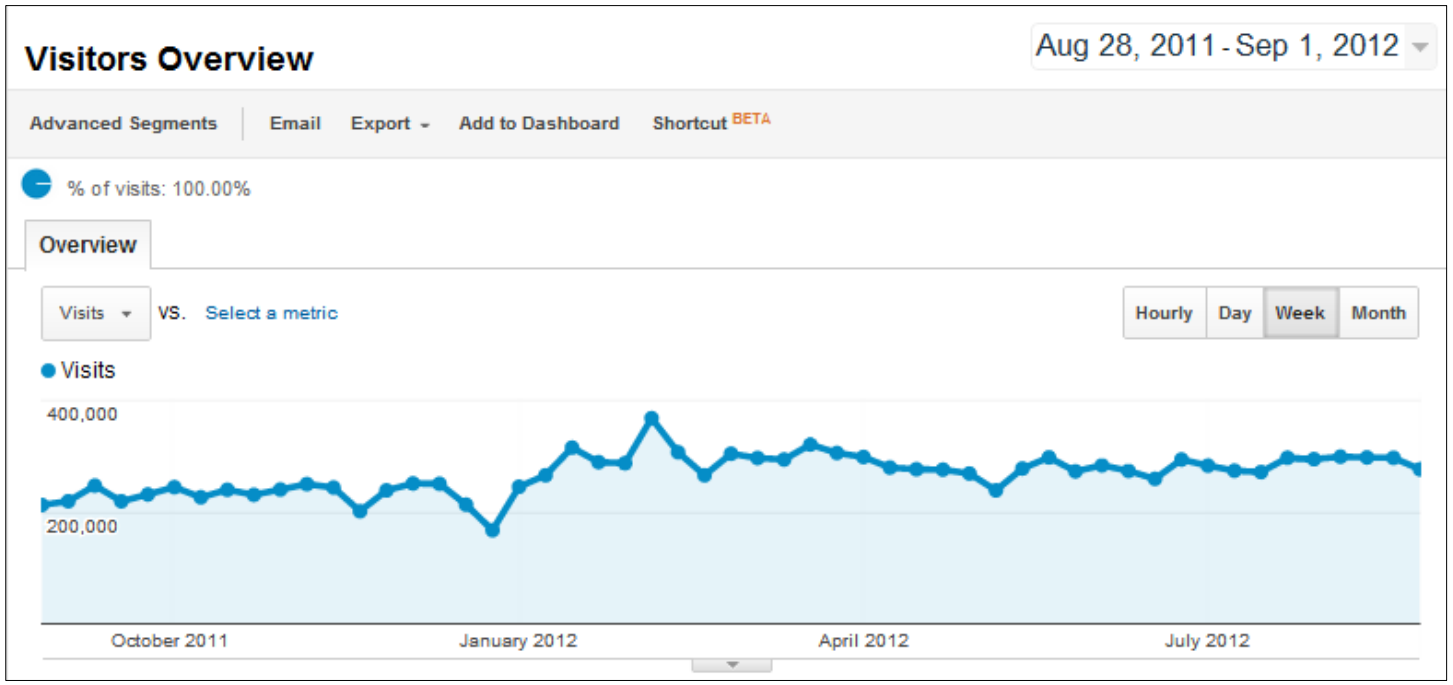
Are more page views good?

- They must like our content.
- They don't find what they want.

Are fewer page views bad?

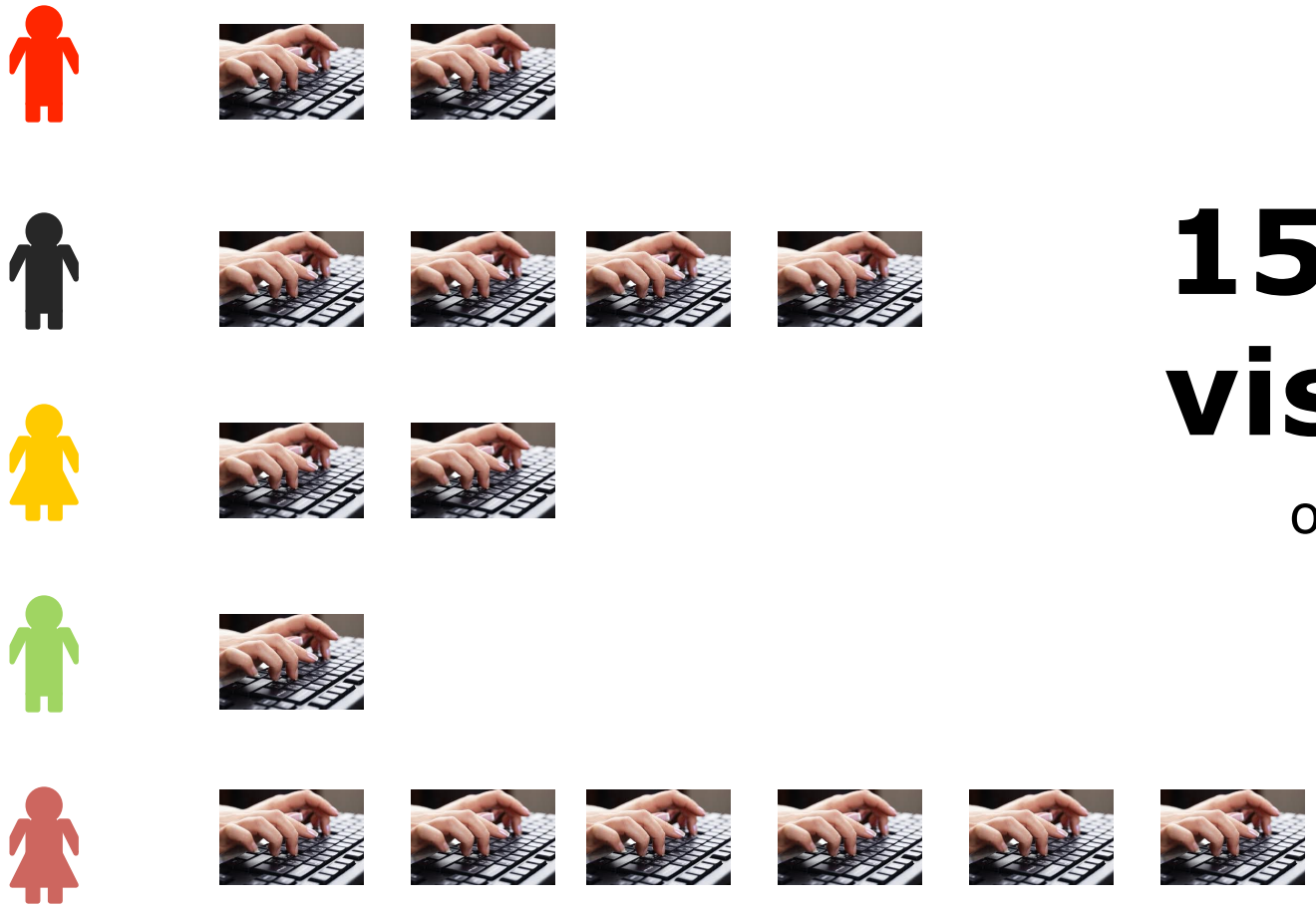
- They don't find what they want.
- After we added dynamic content, page views dropped.
- After our redesign, they found what they wanted *more* quickly.

Start with an overall view of visits by week



Google "Analytics measures both visits and visitors in your account.

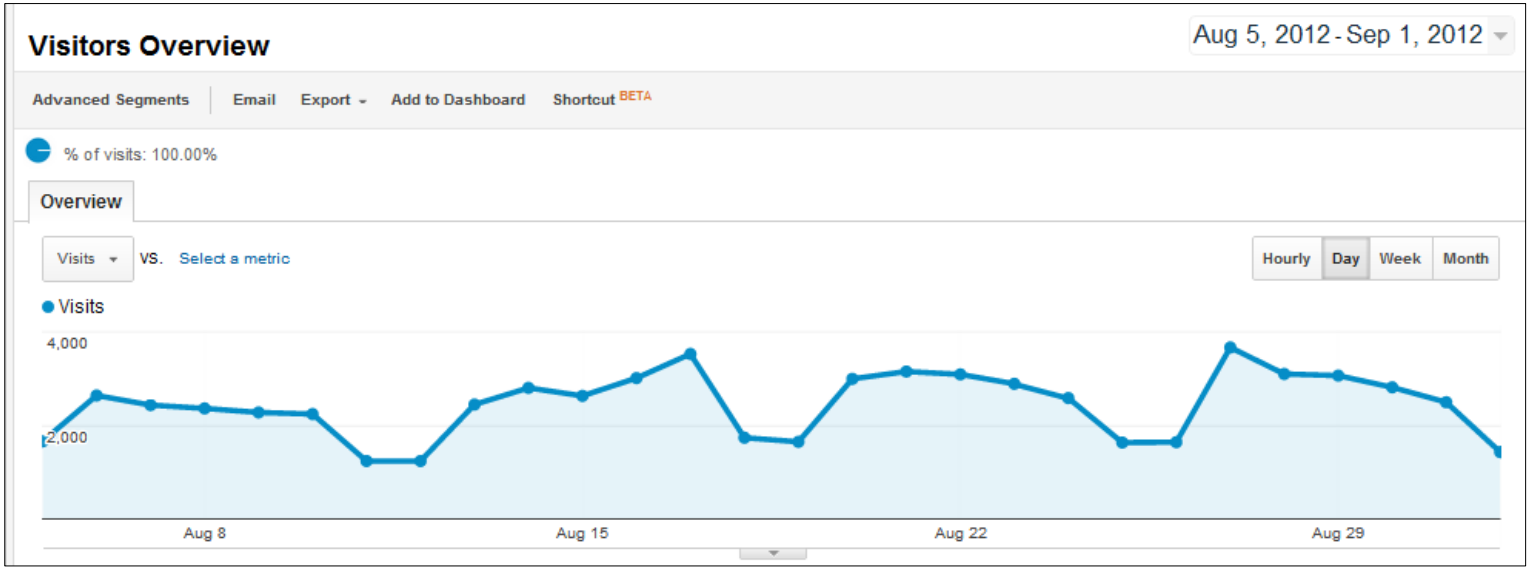
"Visits represent **the number of individual sessions initiated by all the visitors** to your site."



15 visits

or sessions

Google Analytics: The Difference Between Clicks, Visits, Visitors, Pageviews, and Unique Pageviews



Are more visits good? *Always.*

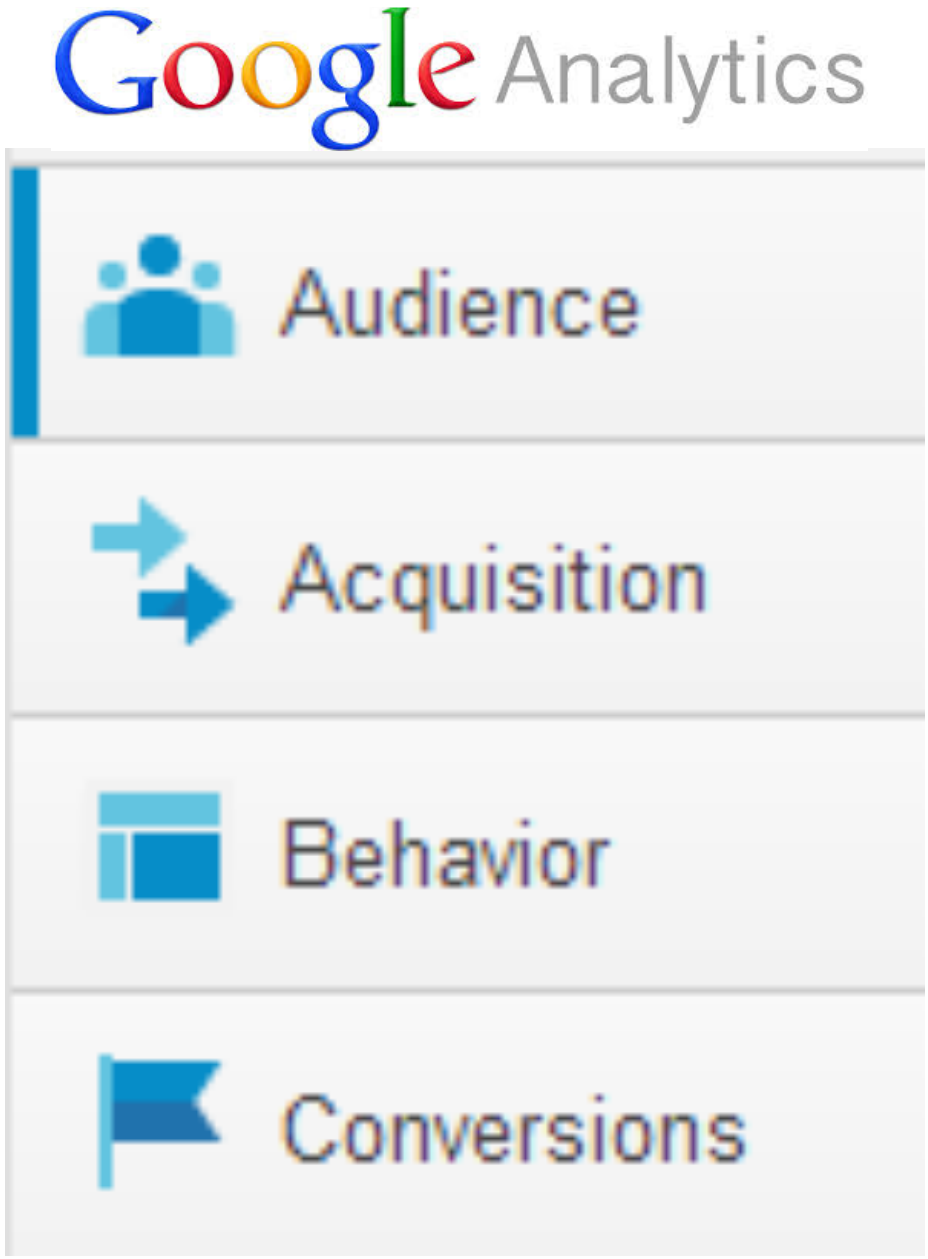
The same number of people are visiting our site, but some of them are **visiting more often**.

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

Are fewer visits bad? *Always.*

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**.



Who is coming to your site?

Where are they coming from? Search? Direct? E-mail?

Where did they go? From where did they *leave*?

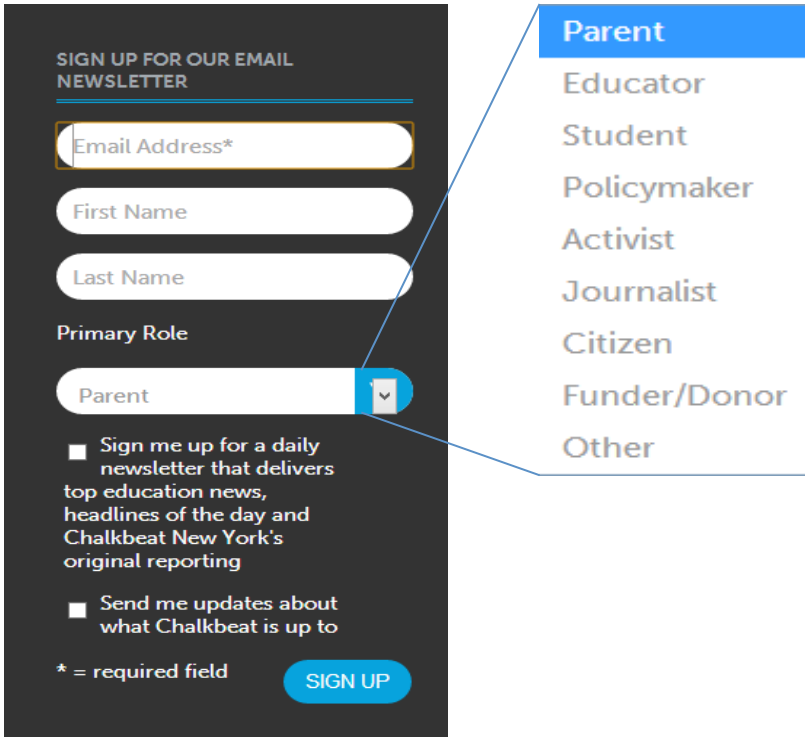
Did they do what you wanted them to do?

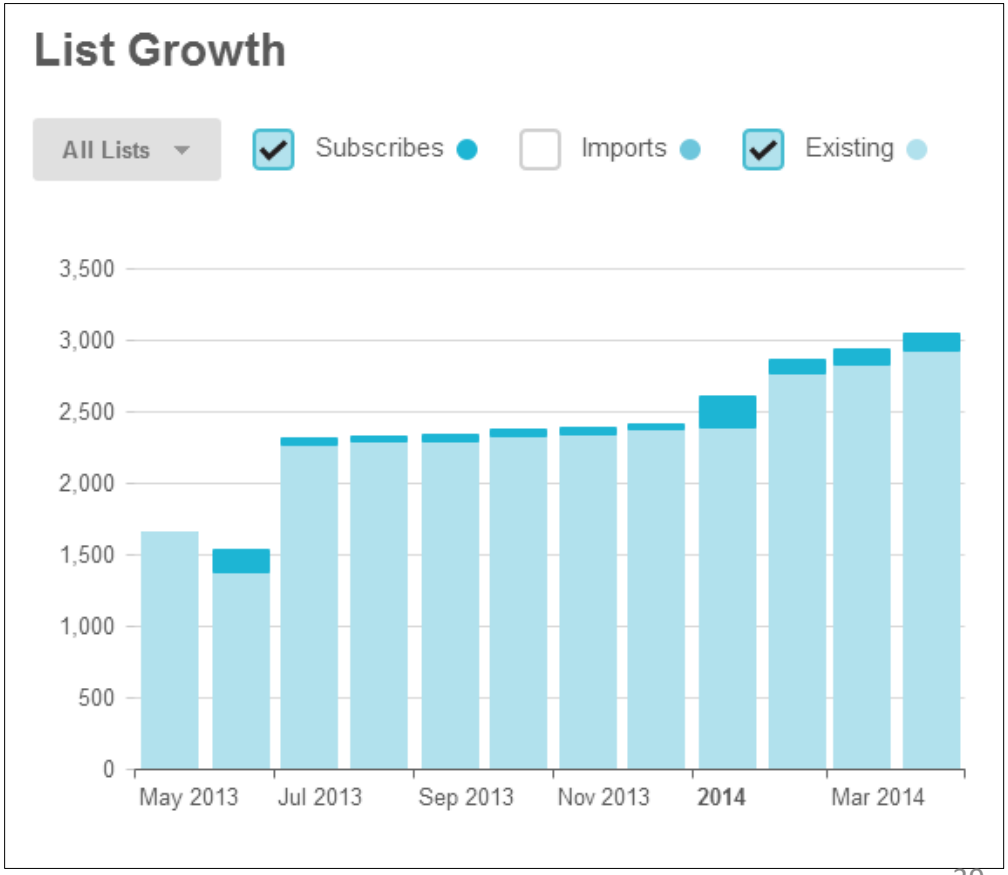
Audiences and actions differ by channel -

each channel has completely different metrics

	SITES	SOCIAL MEDIA		MOBILE			
		facebook	twitter				~~Totals~~
1. **Who?** How many? In target audience?	?	?	?	?	?	?	
2. No. of **visits**? How often?	?	?	?	?	?	?	
3. **What** did they see? Did they get want they wanted?	?	?	?	?	?	?	
4. Did they **interact**? *What did they do? How much?*	?	?	?	?	?	?	

E-mail: An underappreciated digital workhorse





2,921 Recipients

Open rate 889/2,919 = **30.5%**

List avg	**34.1%**
Industry avg (Media and Publishing)	**22.8%**

Click rate **12.7%**

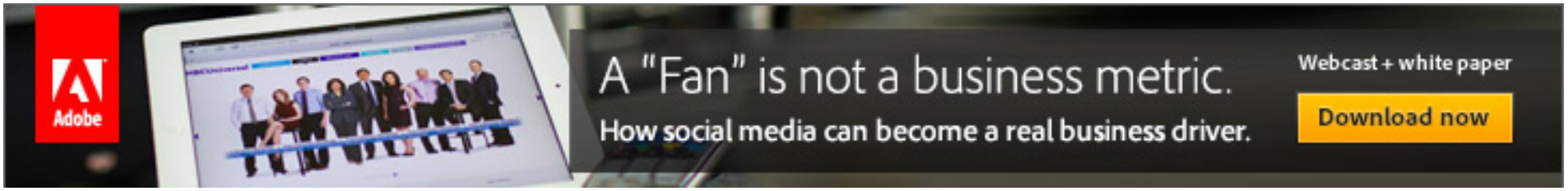
List avg	**15.6%**
Industry avg (Media and Publishing)	**5.3%**

People who **889** **Opened**	People who **371** **Clicked**	**2** **Bounced**	**1** **Unsubscribed**

Click-to-delivery rate: 371/2,919 = 12.7%

Successful deliveries	**2,919** 99.9%	Clicks per unique opens	**371/889 = 41.7%**
Total opens	**1,343**	Total clicks	**904**
Last opened	4/30/14 12:13PM	Last clicked	4/30/14 12:14PM
Forwarded	**1**	Abuse reports	**0**
Forward opens	**1**		

Avg. total clicks per unique opens:
904/889 = 1.02



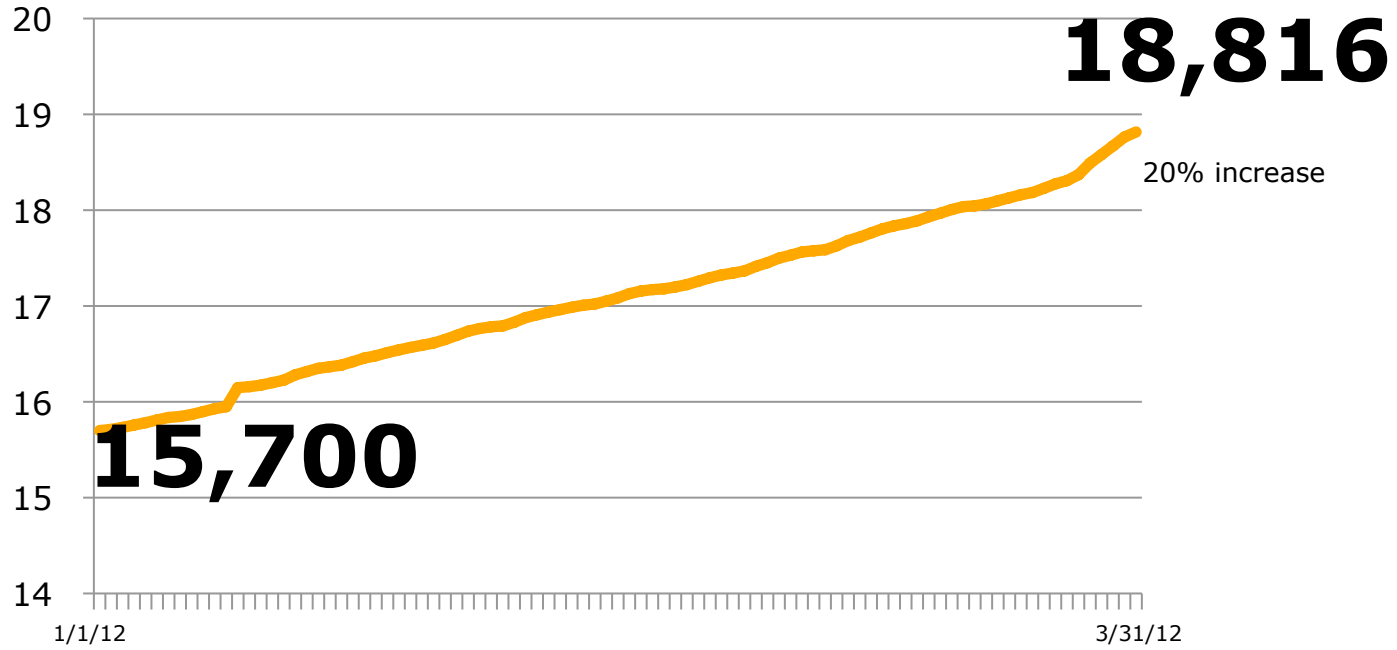
"There are a lot of stupid ways to get lots of likes and more followers.

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

-Avinash Kaushik

A Page "Like" is just an *invitation* to engage

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



facebook

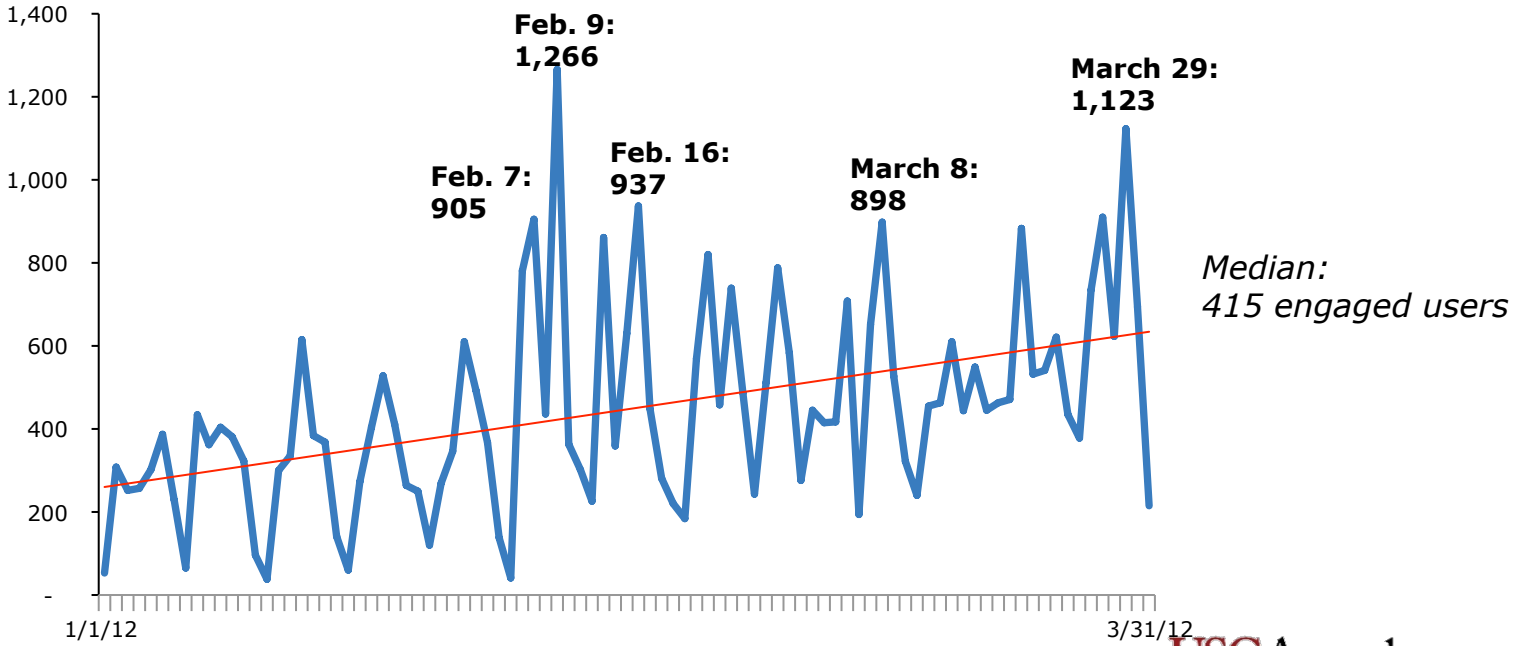
What **actions** indicate an engaged user?

-- 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

facebook *Example*

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



Measurable tweets have…

RT - retweet
MT – modified tweet
Via or HT – heard through
Favorite
Lists

1. **A call to action**
   Go here…look…tell me

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

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

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

…120 or fewer characters, not 140!

Metrics drive actions.

When you use the wrong ones, you take the wrong actions.

Find out

What an org wants to do

Who the target audiences are

What metrics will define success

Gather the data

Google Analytics

SMS/Text system

MailChimp

Facebook Insights

Tell the story

Excel

PowerPoint