



# Behavior Matters. So Start Analyzing It.

The essential guide for media and publishing content analysis with behavioral analytics.



# Move Beyond KPIs: Analyze User Behavior

## ■ Understanding audience behavior and needs is vital for digital success



In our data-obsessed digital world, collecting user data is easier than ever before. Analyzing it and sifting through it to find valuable insights, however, still presents a huge challenge for businesses.

Let's be clear: Traditional metrics that focus on KPIs such as articles pageviews, daily active users (DAU) or average time on page still matter. But these are just snapshots of the complete picture of the user journey.

In order to connect these scattered points to deeply understand how and why users act the way they do, you need to move beyond these traditional KPIs to time-series analytics.

When you start to analyze raw event data over time, you'll soon gain a clearer story and have answers to vital questions that spur business growth, such as: Why do some users have a higher LTV than others? Why did some users remain loyal after a week while others churn? What pushes guests to become registered users? How to predict the virality of certain content... and many more.

This eBook presents the way for you to leverage your data and get the complete story of your user behavior through time-series data analysis.

We'll show you why user behavior matters and how you can use it in guiding your future growth.

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The Bigger Picture



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Familiarize Yourself with User Behavior



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Acting on your Data; Behavioral Insights that Lead to Growth

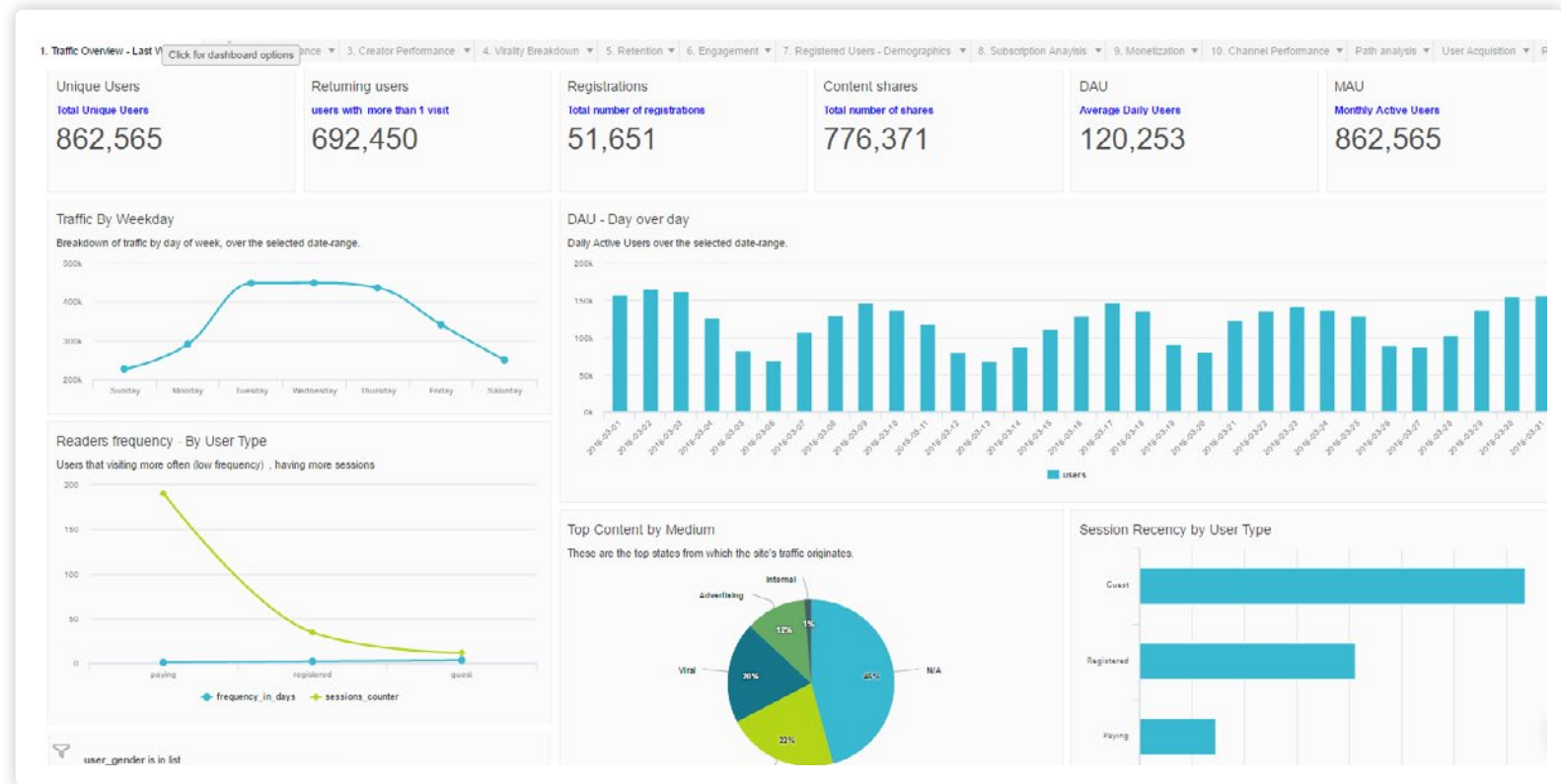
# Painting the Bigger Picture with a Tailored Dashboard

## ■ Connect siloed data to visualize the full story

Content analysis for media and publishers begins with an out-of-the-box advanced analytics solution tailored for your industry, with a range of ready-to-use dashboards that can be customized to meet individual needs and answer specific business questions.

The first dashboard provides an overview: a clear, high-level understanding of your site and users.

This includes measurements such as DAU (daily active users) and MAU (monthly active users), content shares, the number of registrations, user visit frequency, and top content by medium among other reports.



The beauty about the flexible dashboards is that you can add global slicers to filter the whole dashboard to focus on a particular segment, a specific content channel or category, or any other segment of data. From this overview you can drill down to each report to gain a much deeper understanding of user behavior.

Those are the insights you need, to make the right business decisions for your media or publishing business.



A photograph of two young women with long brown hair looking at a laptop screen. The woman on the left is wearing a black and white striped shirt and a black cardigan. The woman on the right is wearing a black leather jacket and a black hat. The background is blurred, suggesting an indoor setting like a cafe or office.

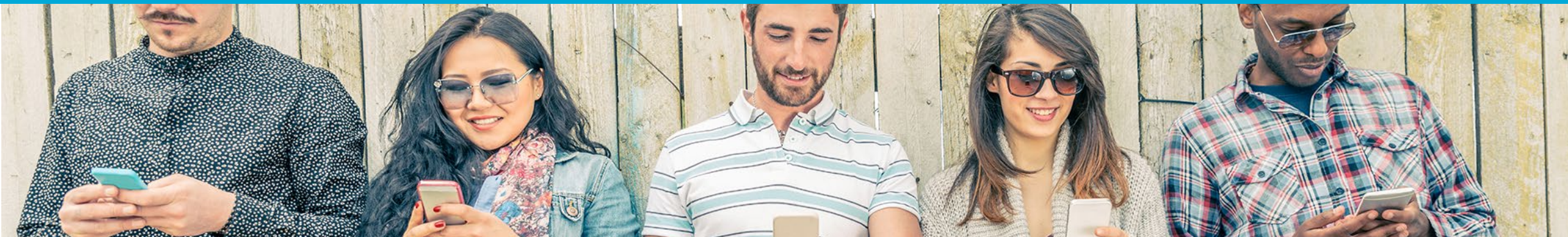
## PART 1

### Familiarize Yourself with User Behavior

## Analyze content engagement and build behavioral profiles

The first step is to identify your users, unify their multiple identities and analyze their behavior over the entire user journey to understand why they are exhibiting this behavior. This will help you develop the behavioral profiles that provide the basis for all your future data-driven acquisition and marketing activities.



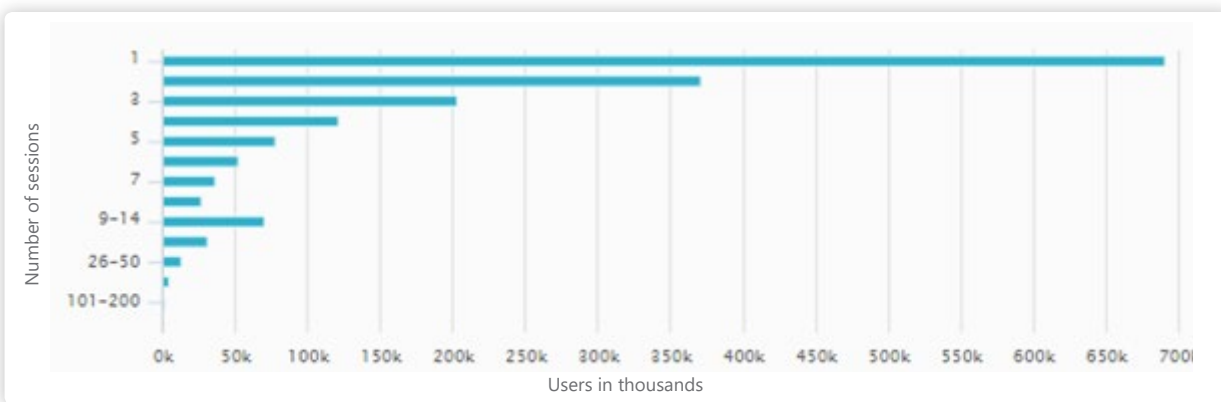


## User Engagement

- Analyzing user engagement doesn't start and end with the average time on site, pageview count or bounce rate. To truly dive deep and understand how users engage with your content and site, you need to analyze the raw data of all user actions over time.

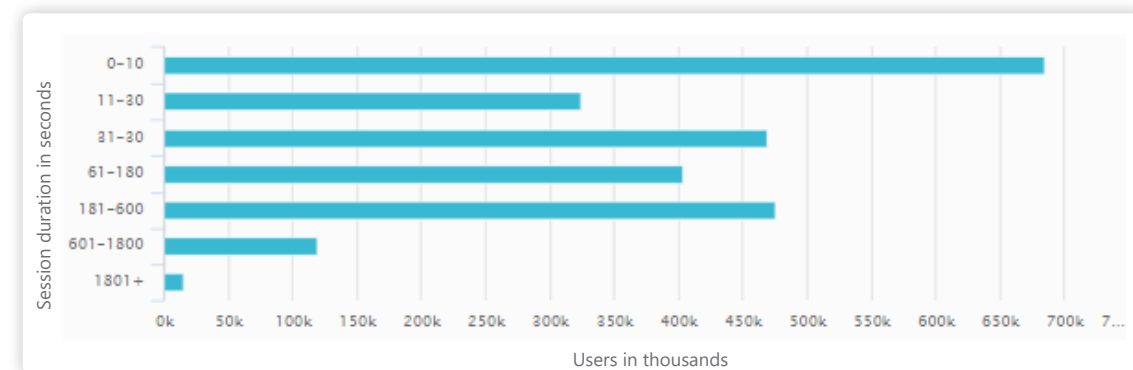
Whether users acted as a guest or a registered user, from a cookie or an email, we can unify these multiple identities to show a complete tracking of events performed by that user.

### SESSION FREQUENCY



User engagement is mostly identified by session frequency. By identifying the user level data, we are able to query that data to find how many times this user visited the site. This report identifies most users as single session readers, which is a very common user behavior familiar to most publishers: Users arrive to the site from a share or a link, read one article and don't return until they follow a new link.

### SESSION DURATION



We can also see that from the session duration report that most users have a session duration of less than 10 seconds.

Since we have access to this user level data, we understand the need for increased user sessions and durations.



## Increase User Loyalty and Retention

Analyze retention rate to understand how and where to increase it

- If you want insights into how to increase loyalty and user retention, one metric you must analyze is your retention rate over time. You'll gain insights into where you might be able to encourage users to continue reading, purchase a subscription, or convert.

### RETENTION ANALYSIS (WEEK OVER WEEK)

The ability to capture users' attention over a period of time is a type of currency no less valuable than ad dollars.

Typical retention analysis using behavioral cohorts will tell you which users are returning to visit over a period of time, as well as the percentage of loyal users. In this example, we see that after one week, around 40% of users have visited the site only once. This publisher would want to optimize this percentage and aim to increase the retention rate to 60%.

In the day of	Users	1	2	3	4	5
2015-12-28	139	96.4%	97.1%	91.4%	89.2%	64.0%
2016-01-04	8137	75.1%	62.5%	55.5%	28.0%	11.7%
2016-01-11	7953	64.1%	56.9%	28.1%	11.5%	7.9%
2016-01-18	5946	66.8%	32.6%	11.9%	8.1%	6.2%
2016-01-25	5049	35.9%	11.7%	7.9%	5.6%	13.0%
2016-02-01	11967	59.0%	50.2%	43.6%	31.3%	11.7%
2016-02-08	9156	61.3%	53.9%	36.8%	12.2%	8.3%

All of these metrics we've mentioned are helpful in developing an understanding of users and their interests in particular; however, it isn't enough to really understand why they are behaving the way they do.

By combining different metrics and unifying multiple identities, you can drill down into more valuable insights, and start to measure user engagement as a type of currency.



- User visit frequency, which calculates the time between visits, is another time-series analysis you should adopt. This type of user behavior over time is important for understanding metrics like MAUs (monthly active users), WAUs (weekly active users) and DAUs (daily active users).

Surprisingly, according to this report, both guests and registered users visit on a weekly basis.

## USER VISIT FREQUENCY

Analyzing further, we cross-segment the visit frequency with the user type. In this case it's clear that most of the guests and users visit weekly.

Segment by Frequency	Users
Monthly	219 454
Multiple Monthly	380 054
<b>Weekly</b>	<b>764 677</b>
Multiple Weekly	398 164
Daily	7 626
Multiple Daily	126 130

## USER VISITS FREQUENCY BY USER TYPE



This is the first step in beginning to understand why your users often visit at different times and what drives their visit frequency.

By having the data accessible on a user level, you can segment those guest users who visit weekly with targeted campaigns to increase their visit frequency. Since each user has its own ID, you can drill down to the behavior of specific daily users for a specific time period to better understand the "why."



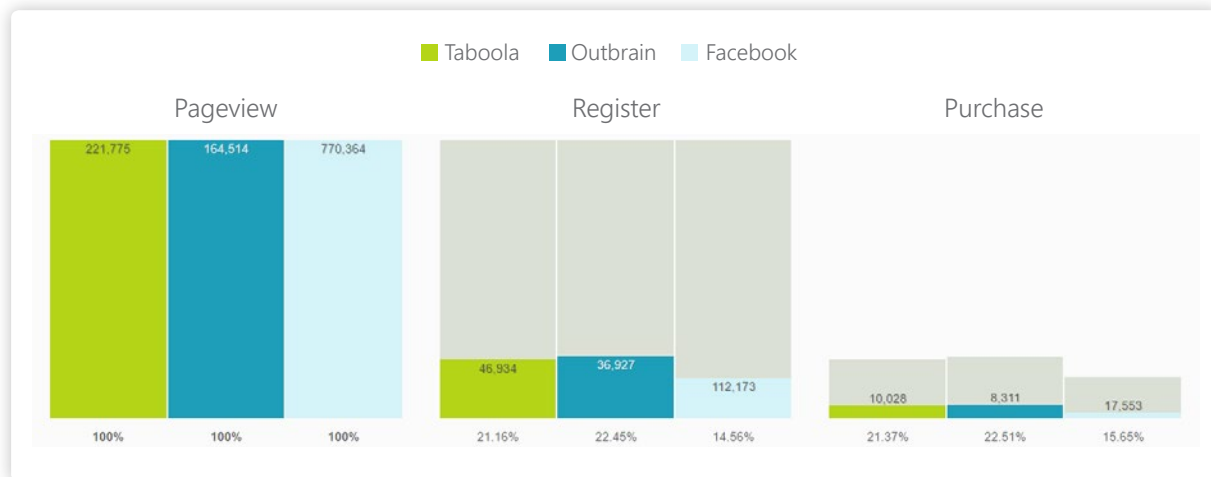
## The Behavioral Profile of Valuable Users

### Building user profiles to meet your business goals

- Subscribers are by far your most valuable users. They demonstrate the higher percentage of engagement, retention, and sharing of your content. Since one of your most important business goals includes increasing this type of behavior, you should do your best to understand the behavior of the users who do subscribe and create actions based on those insights.

#### SUBSCRIPTION FUNNEL ANALYSIS

In any conversion funnel, we must first understand the current conversion rate for the goal. In this subscription funnel analysis, the goal is for users to purchase. This conversion funnel shows the users whose path consisted of at least one pageview, then continued to register and eventually purchase.



It is important to emphasize here that there are no predefined goals or paths. Dynamic analytics allows for funnel analysis that can be defined according to your specific goals.

In this subscription funnel analysis, we add another dimension – the original referring content of the users. We can see that users who came from Facebook shares have fewer conversions towards registration and subscription.

If increasing your Yearly Unlimited subscriptions is your biggest goal as a media or publishing company, you might want to focus more of your acquisition budget on content sources that have demonstrated higher conversion rates.

As you can see, multi-dimensional funnels give you the ability to analyze more complex behavior than simple conversion funnels. You'll be able to understand not only which type of subscription is most popular, but what type of user purchases this subscription, their country of origin, visit frequency, or any other dimension you wish.





## Content Consumption Path Analysis

Identify user behavior that results in more content consumption

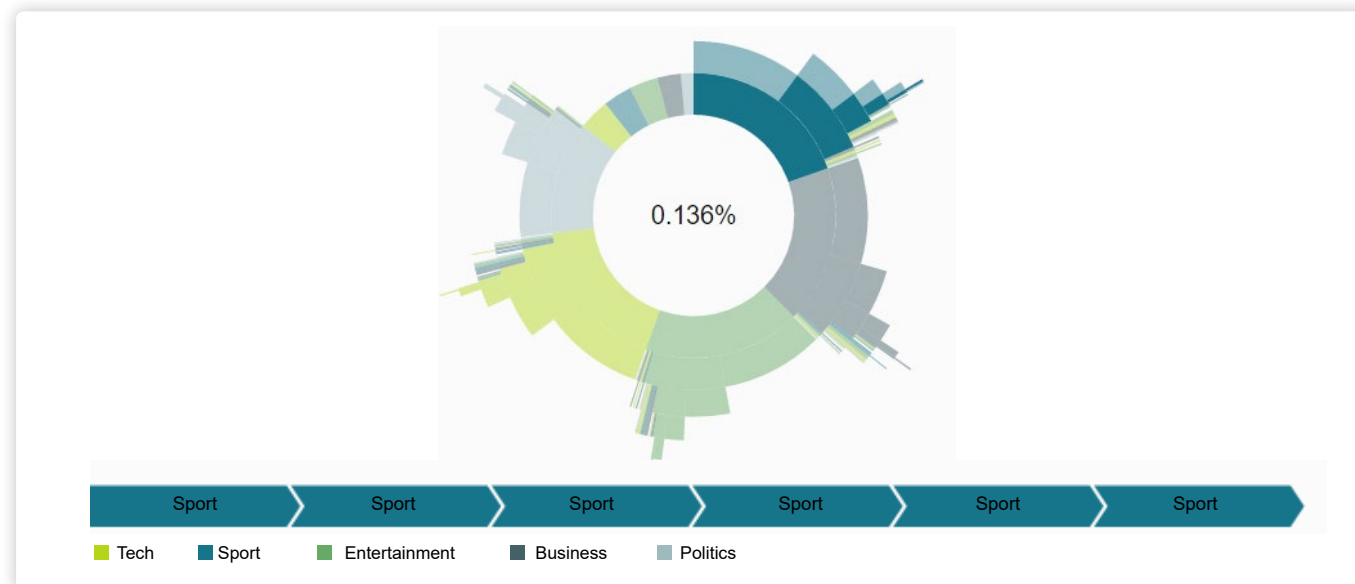
- What journey do your users take when engaging with your content? Do they continue reading items in one category, or do they drift between categories? Who are the business section readers? How is the performance of suggested content?

These types of critical business questions cannot be answered with a simple path analysis or any other analysis that relies on predefined assumptions. A behavioral path analysis that goes beyond user flow maps can help you reveal unpredictable behaviors in your content consumption.

### PATH ANALYSIS CONTENT CATEGORY STICKINESS

The sunburst visualization is the best way to display path analysis. This report analyzes the content categories, showing clearly that readers of all sections mostly continue to read more articles from the very same category they started with - they don't drift to different sections. The sports section that is highlighted here shows that a small portion of them read up to six articles in the same category.

We can encourage these sports enthusiasts to continue to consume content in categories other than the sports category. For example, we could target them with suggested content in the entertainment section related to sports stars.

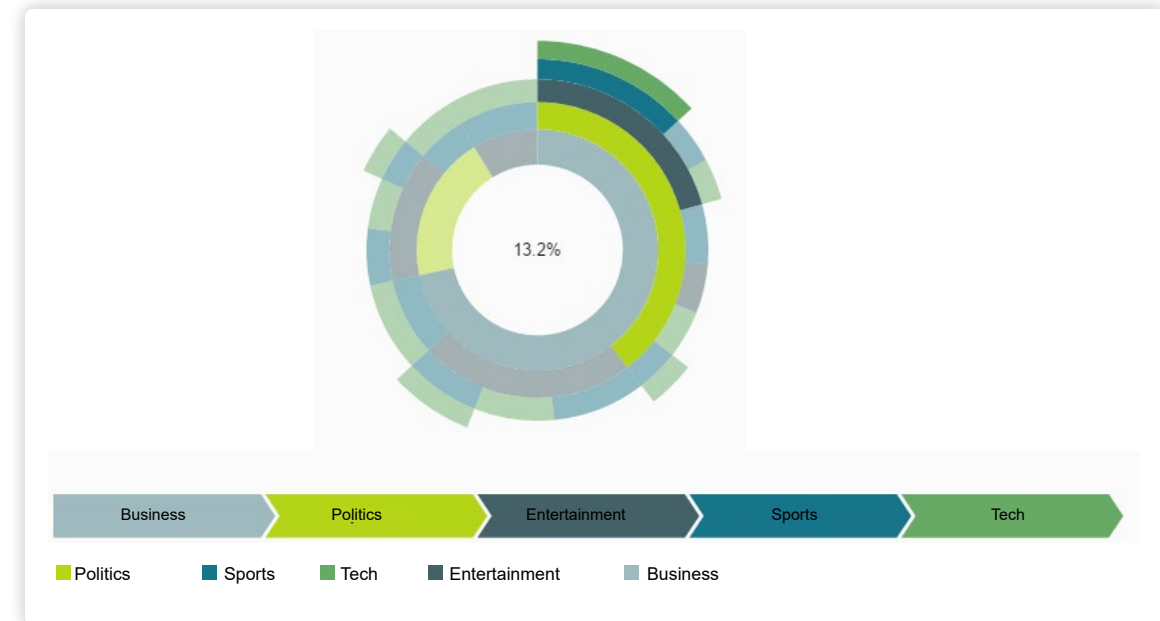
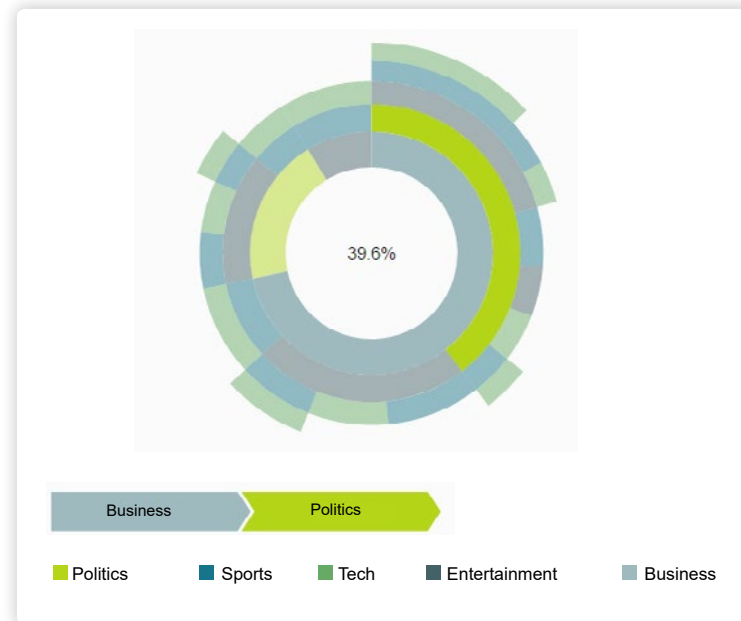


Path analysis is unique in its ability to identify those readers that “drift” from the section they started from into other sections, which can be difficult to predict. In order to analyze these readers, we just need to select the thin spikes on the path analysis and drill down to the small portion of users who demonstrate this behavior.

## PATH ANALYSIS - THE CONTENT DRIFTERS

In this report we query for users whose first content consumption category is different than others in the same session. We see that out of the 70% that read the business section, 39.6% continue to read the politics section (as they say, business is never far behind politics).

As we continue to analyze the user journey and content engagement using the interactive path analysis, we realize that 13% of those users who continued to the politics section continued to read entertainment, then sports and finally the technology sections. This is a behavioral pattern that is common to segments of that audience. The question is: What led them to take that path? Did they follow content suggestions or did they actively wander between categories? All the answers are in the raw data waiting to be queried.



This type of behavioral path analysis goes beyond user flow maps and is designed to reveal unexpected behavioral patterns in the user journey across your content. We can continue to analyze user consumption and find their visiting and reading habits. For instance, what time of the day do they visit? Is it a few times a day? Do they visit regularly? Or just at times related to major sports events? The answers could provide insights for relevant, targeted campaigns that can increase engagement.



## PART 2

# The Right Recipe for Measuring Content Performance



## Measure content metrics that lead to a greater understanding of “why”

We’ve already seen how to analyze user behavior over time using reports such as session frequency and duration, retention and visit frequency analysis, subscription or registration funnel, and content consumption path analysis. We’ve now arrived at the opposite but no less important end of the success equation - the **content performance** side.

Content performance is analyzed using metrics and reports like retention by content source, completion rate, virality potential and sharing behavior and content performance comparison between different channels. It completes the picture of how content is consumed and shared, leading to a greater understanding of the “**why**.” From there it is a quick path to optimization and capitalizing on user attention.

In order to create content that makes your audience return again and again, you need to measure more than just clicks and shares. You’ll need to analyze your audience behavior. After all, it’s your users who decide what content they wish to consume.

## Content Performance Overview

### Move beyond pageviews and other one-dimensional metrics

Here we have another deep dive into user behavior. This overview report provides a complete picture of top content performance from the point of view of user consumption; far more valuable than one-dimensional metrics such as pageviews. The best performing content performs well not just with the most pageviews, but with other dimensions as well such as completion rates, time on page, share rates and virality factors. All these dimensions can also be grouped by content category or any other segment of the data.

In this report, we check which content category is performing best and see that the sports category (90-100% completion) is the highest performing category.



### TOP CONTENT PERFORMANCE OVERVIEW

content_name	Type	Category	Creator	Create_Date	Pageviews	Section_Count	Completion_Rate	Shares	Share_Rate
Brits return Keane to number one	Article	entertainment	Tome For...	2016-01-17	16,773	5	0.46	616	3.67
Campbell returns to election team	Article	politics	SmartNews	2016-01-12	8,260	2	0.67	271	3.28
Jamelia's return to the top	Article	entertainment	Buzfeed	2016-02-23	7,527	1	1	292	3.88
Asylum children to face returns	Article	politics	Arun Sho...	2016-02-24	7,504	2	0.67	635	8.46
Sydney return for Henin-Hardenne	Article	sport	Feedly	2016-02-13	7,427	3	0.54	43	0.58
Comic Morris returns with sitcom	Article	entertainment	Feedly	2016-02-04	7,405	5	0.44	4	0.05
Solskjaer raises hopes of return	Article	sport	Chris Brou...	2016-02-05	7,400	4	0.48	673	9.09
Blair's hope for Blunkett return	Article	politics	SmartNews	2016-02-10	7,399	2	0.67	621	8.39
Wilkinson return 'unlikely'	Article	sport	Reddit	2016-02-26	7,377	5	0.44	40	0.54
Clijsters set for February return	Article	sport	Buzfeed	2016-02-09	7,361	2	0.67	1,644	22.33
Murray returns to Scotland fold	Article	sport	Michelle B...	2016-02-14	7,359	5	0.44	61	0.83

Another interesting finding is that each content category has no less than a 40% completion rate. We can use this behavioral insight to create campaigns that promote engagement around the 40% scroll reach border.

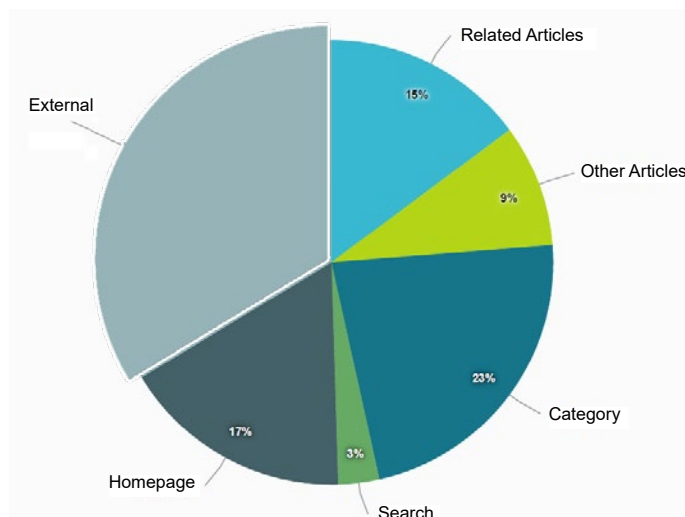


## Engagement and Retention from a Content Performance Perspective

Gain an understanding of future behavior to reach a wider audience

- Your content is out there being published, shared and advertised - all in order to expose it to a larger scale of audience. We can start to reach this wider audience by looking at the top of the funnel to check the different content origins, or where users find your content.

### SESSIONS BY CONTENT ORIGIN



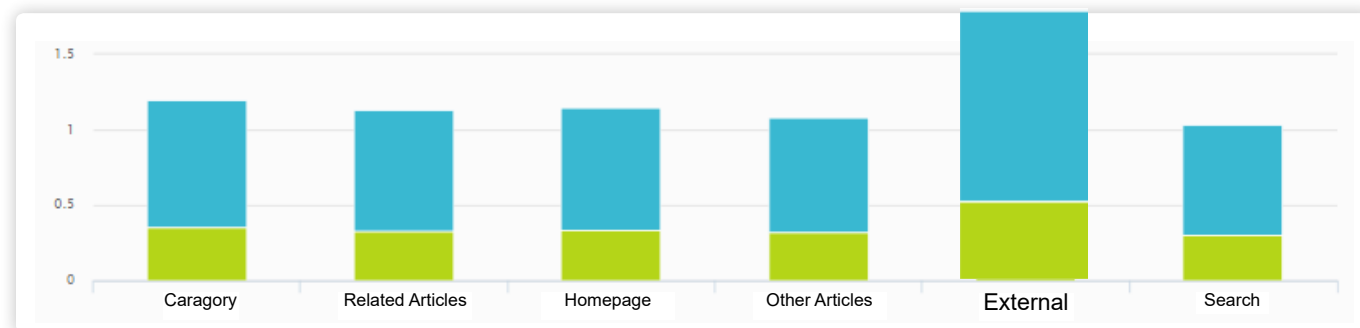
This report clearly shows that most content is reached through external links, most probably as the result of shares and social activity. Since this is the main acquisition channel, this segment of users should be drilled into and investigated further.

The next step is to check what content origin contributed the most engaged users. Engaged users are considered those who followed the link to this content on a social network and then continued reading another item afterwards.

This report checks how many content pieces, users read on average, segmented by their content origin.

Now we have additional data to add to the previous report: Users who come from external sources are the most engaged ones.

### CONTENT CONSUMPTION BY CONTENT ORIGIN



### RETENTION OVER TIME - SEGMENTED BY ORIGIN OF CONTENT

retention_slot	Homepage	Category	Other Articles	External	Related Articles	Search
01 days	16.5%	22.9%	10.5%	25.0%	16.4%	8.7%
02 to 7 days	16.4%	22.2%	10.5%	25.4%	16.7%	8.9%
08 to 14 days	16.2%	21.8%	10.7%	27.1%	16.1%	8.1%
14 to 21 days	16.2%	22.4%	10.4%	28.9%	15.4%	6.6%
21 to 28 days	16.3%	22.0%	12.2%	29.4%	15.1%	4.9%
>28	15.1%	20.1%	11.6%	33.0%	16.5%	3.7%

When we analyze retention by content origin and combine the time dimension we find a similar observation. The users from external sources return and consume more content over time; 33% of this audience segment return even 28 days after the first visit.



## Content Performance by User Retention and Completion Rate

Learn what content builds loyalty and retention

- Behavioral metrics are the new and more accurate way of measuring your content performance. User retention tells you a lot about content stickiness, and completion rate - on engagement.

### CORRELATION BETWEEN CATEGORY AND LOYALTY

This report checks the user visits over time, by the category users first visited. It analyzes the relation between the engagement period and different content categories.

* retention_slot	entertainment	politics	tech	sport	business
01 days	6.2%	6.0%	6.0%	6.4%	6.3%
02 to 7 days	32.2%	31.8%	32.0%	32.6%	33.8%
08 to 14 days	29.3%	28.4%	28.7%	27.6%	28.8%
14 to 21 days	18.6%	18.8%	18.8%	17.8%	17.3%
21 to 28 days	7.2%	8.2%	8.3%	7.5%	7.2%
>28	6.5%	6.8%	6.3%	8.1%	6.7%

In this report we can see that sports readers are the most loyal ones, with 8% of them returning 28 days after their first visit.

Tech category readers appear to be the least loyal, with only 6.3% returning after 28 days.

Based on these insights, we can drive our promotions and related content to encourage more loyal users by offering more content from each of these categories.





## User Retention by Completion Rate and Content Category

Real content engagement is measured in how much and what they consume

- We discussed previously how completion rate is the right metric to measure content quality. Completion rates give you the ability to analyze event data, since each section of the article is calculated as an event.

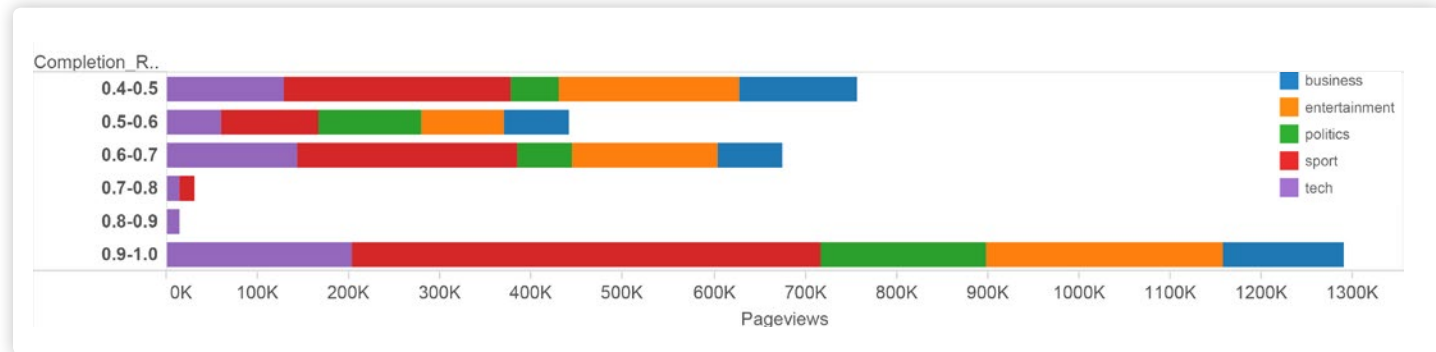
It is important to note that completion rates take into account the length of the article and/or video length. Naturally, an article that consists of only one section will have a higher completion rate while articles with four or more sections will have a lower completion rate.

Score to each piece relative to the number of sections in the article or video. This gives a more accurate KPI than more traditional metrics.

In addition, you can create a behavioral segment of readers who complete more than 50% of articles, whom we define as frequent users. To increase readership of this behavioral segment in other categories you might wish to offer promotions and subscriptions.

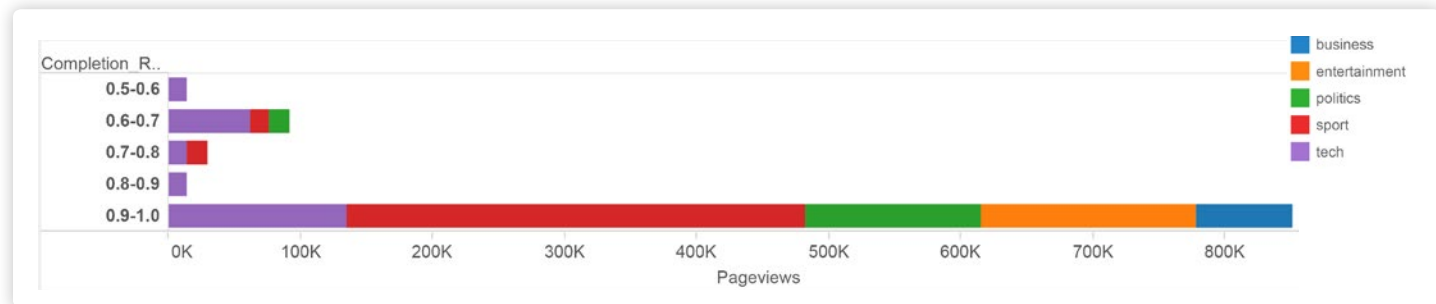
This is how you'll encourage your WAU's to become DAU's, and your daily users to return to visit your site several times a day.

### COMPLETION RATE BY CATEGORY



This report analyzes completion rate by content category. It's easy to see that the red sports category scores the highest completion rate - between 90% to 100%.

### VIDEO CONTENT COMPLETION RATE



This report shows that videos in almost all categories are watched completely. Publishers can use this data to understand that they should offer video content in addition to text to promote more user engagement in all categories. Of course, you'll want to optimize all of your user engagement in order to increase user revenue.

## The Content Virality

### Analyzing the virality potential of content

Measuring virality is different than measuring popularity or referrals. Measuring popularity simply counts the total shares of a piece of content without considering the time between the publication and sharing date, or the clicks and pageviews that were generated as a result of that shared content. Viral sharing commonly occurs in short timeframes, from one to three days after publishing. Time-series analytics enables you properly measure virality.

The K-factor is used to describe virality, a concept borrowed from the field of epidemiology. In terms of measuring content, a K-factor of 1 stands for a "steady" state, while a K-factor greater than 1 indicates exponential growth and a K-factor less than 1 indicates exponential decline.

The K-factor is calculated by the number of invites and invite conversions:

**$i$**  = number of invites sent by each customer (e.g. if each new customer invites five friends,  $i = 5$ )

**$c$**  = percent conversion of each invite (e.g. if one in five invitees convert to new users,  $c = .2$ )

**$k$**  =  $i * c$

As a publisher, it's important to see the K-factor overview of all your content that was published in a timeframe. In addition, you should check the virality score for each article, since it's important for monetization and also for setting the ad price by the best parameter.



### THE K-FACTOR

Total Shares

2,157,916

K-Factor

1.26

Unique Content Count

2,138

Using the behavioral cohort analysis, we can analyze the sharing behavior of users over time. We check how the same action is repeated over time.



## COHORT ANALYSIS OF SHARING PATTERNS

As sharing (virality) is measured in short timeframes, this cohort analysis checks the sharing of content up to 5 days after the publication date. Day 0 in this report is the day of publishing. Which segment of readers shared the most in the days after publication? The segment of users who first came to the site on February 1st, 2016.

By week	Users	0	1	2	3	4
2016-02-01	496699	33.3%	9.8%	6.6%	3.4%	0.0%
2016-02-08	452652	33.6%	11.9%	6.4%	0.1%	0.0%
2016-02-15	454660	32.9%	9.3%	0.2%	0.0%	0.0%
2016-02-22	457894	29.1%	0.4%	0.0%	0.0%	0.0%
2016-02-29	108265	14.3%	0.0%	0.0%	0.0%	0.0%

Taking this cohort analysis further, we drill down and group the cohorts by user type. This helps us understand what type of users demonstrate the best sharing patterns. We see from this analysis that paying readers share the most.

By user_type	Users	0	1	2	3	4
Guest	804162	28.9%	8.1%	5.0%	2.0%	0.0%
Paying	16076	60.1%	8.9%	3.7%	1.2%	0.0%
Registered	62831	44.9%	11.1%	5.4%	1.8%	0.0%

How can we encourage these paid users to share even more? If we continue to drill down to see paid user content preferences, we start to understand which types of content to generate (and deliver as relevant suggested content) for paid readers after they complete articles.



## Identify Users Sharing Behavior

Understand how and which types of users share to promote increased sharing

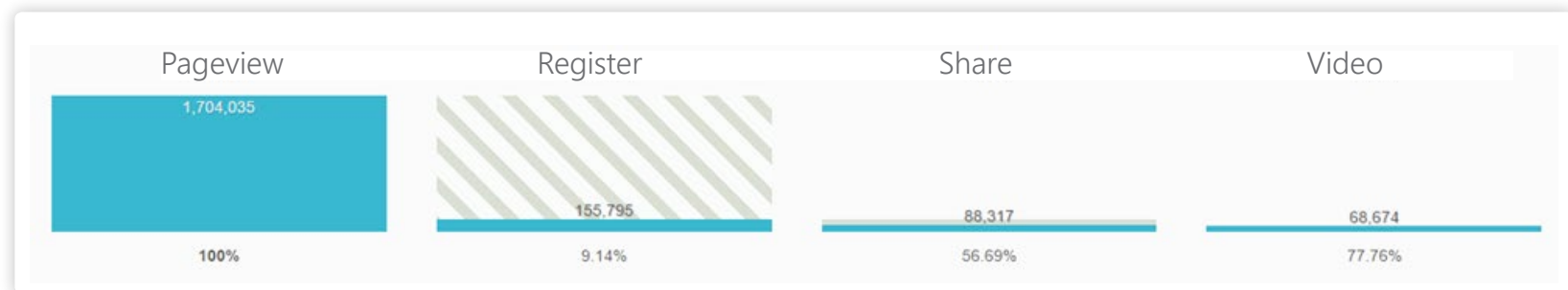
- Behavioral funnel analysis works similarly to any other funnel analysis, but relying on raw data enables a multi-dimensional funnel analysis to check any micro and macro conversions of any action users take towards a specific goal.

### MACRO-CONVERSION AND MICRO-CONVERSION FUNNEL ANALYSIS

This conversion funnel checks the conversion between micro-conversions, from pageview to registration to share and additional video view. Not a trivial funnel, and obviously, the percentage of users who completed it is small. And yet we can identify that segment of users who registered (marked in stripes) and actually act on the user level in various ways.

One such action would be to present the right ad at the right time of engagement, such as the sharing moment, to those specific users, and encourage them to register to get bonus video content.

This is a straightforward method of acting on your data.



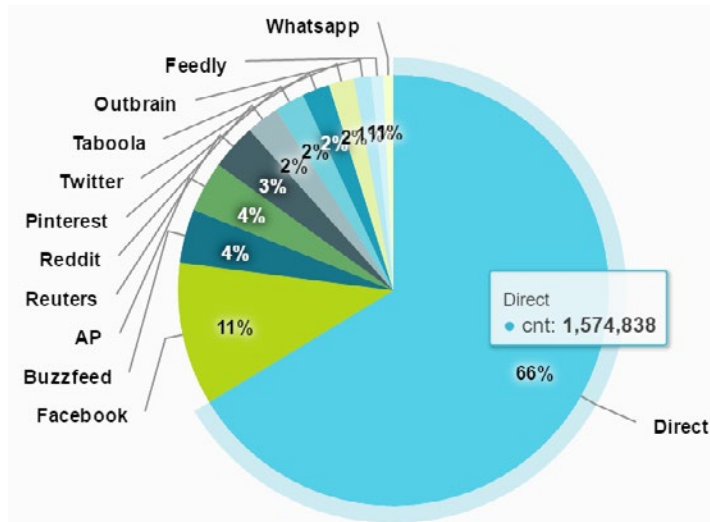


## Which Content Assets are Catching?

Identify where users consume content in addition to where they share it

- Social sharing is a powerful indicator of the value of your content. Viral content attracts traffic, awareness and engagement without incurring added cost. This dashboard provides insights into which types of content are most viral, who is sharing and with whom.

### SHARES BY USER ORIGIN

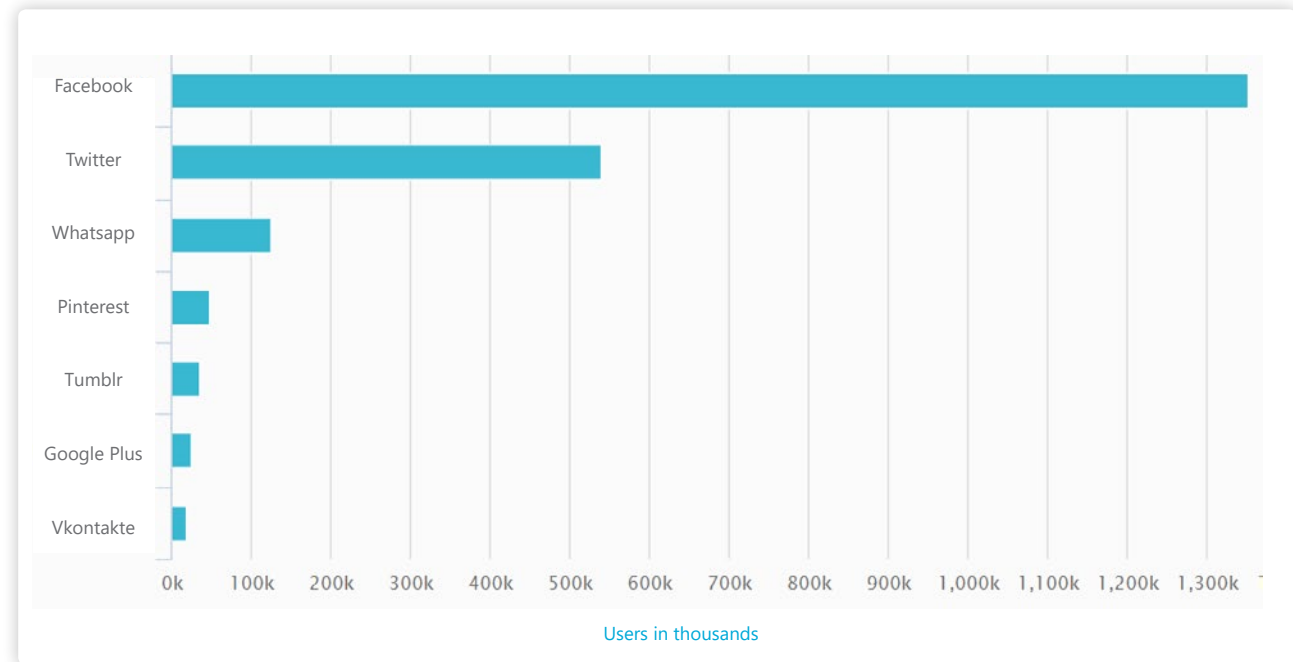


This report shows us sharing percentages by their referral source, revealing the origins of the most of the virally active users. We see that 66% come from direct traffic, and 11% from Facebook, indicating that we should intensify promotions for this type of traffic. This investment in promotions is paid back in return with more shares.

Users originate from multiple sources – both within and outside the site. Each user source displays a different type of viral engagement.

### WHERE DO READERS SHARE?

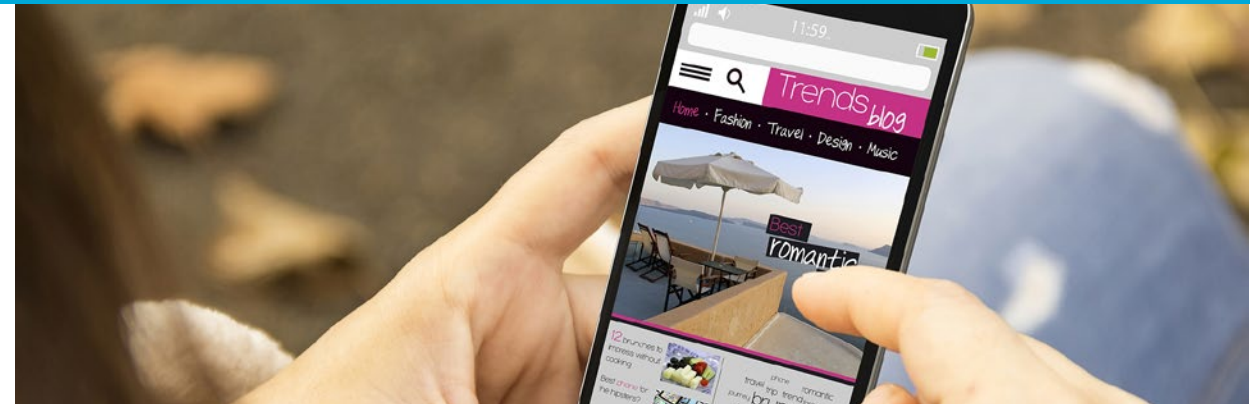
Other virality reports that you should analyze are the shares by destination. Naturally, Facebook is the most popular sharing platform in some regions, while Twitter surpasses it in other places in the US. This is important to understand in order to encourage sharing in the right platform for each region.



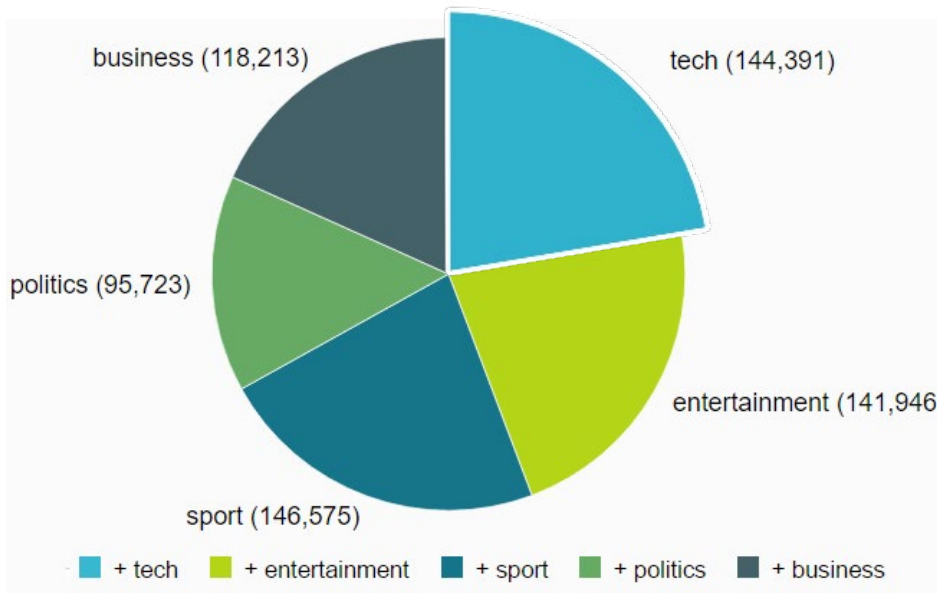
# Identify Trends by Virality

Generate categories and types of content that increase sharing

We can identify trends by measuring virality. If we see that articles on a certain subject are more viral than others, we can generate more content on that trending subject.

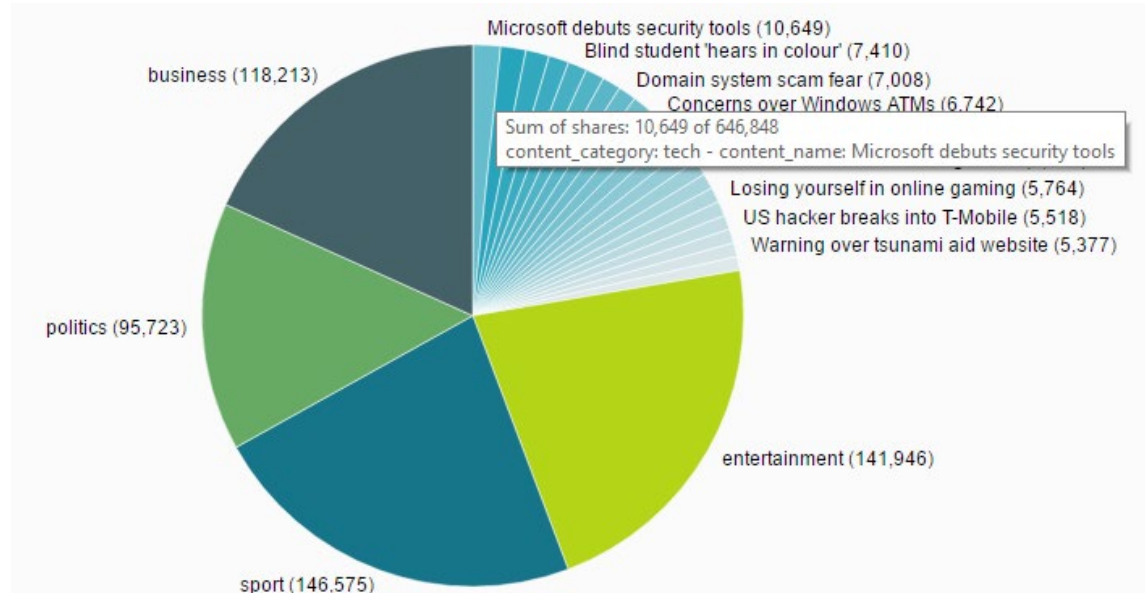


## WHICH CATEGORY DO READERS SHARE?



This report shows that the technology section proves to be the most viral (in this particular timeframe). The beauty of these raw data reports is that you can drill down on any slice of users to analyze further.

## WHICH ARTICLES DO READERS SHARE?



This report explores the virality of the tech content. It shows which articles have the highest virality within that section.



## PART 3

### Acting On Your Data; Behavioral Insights That Lead to Growth

## Capitalize on user behavior with insights on monetization and ROI

While analysts focus on understanding user behavior and content performance, the marketing and business executives focus on capitalization. Content monetization largely depends on bringing in the right data and analyzing it in the right way to highlight the important monetization metrics. By using the right tools that handle raw data from all your sources and analyzing them over time we are able to provide a flexible and scalable way of supporting the dynamic changing needs of the digital media and publishing site.

Remember, it's not traffic sources or pageviews that we are monetizing. It's the audience.

From there, it's a short path to optimization and monetization.

## THE MONETIZATION DASHBOARD

This dashboard reveals the complete picture on content monetization. It combines aggregated data from Google's DFP with user event data and analyzed as a whole. The acquisition costs coming from DFP are calculated by user type, resulting in important breakdowns such as the ARPU (Average Revenue Per User), and unique ARPPU (Average Revenue Per Paying User), which segments the paying users who generate revenue from both subscriptions and ads.

Such valuable metrics might lead to targeted campaigns towards a specific segment of users in order to reach a goal increased revenue.

Ideally, you would combine this with behavioral insights of your users from your advertising campaigns to ensure greater ROI.

### Unique Users

Total Unique Users over the selected date-range.

**1,706,168**

### Total Revenue

Total Revenues from Subscription & Advertising

**\$ 2,877,206.08**

### ARPPU

Average Revenue Per Paying User

**\$ 76.62**

### User Breakdown

Breakdown of users by user type.

Paying	Registered	Guests
31,813	136,751	1,700,107

### Revenue Stream Breakdown

Breakdown of revenue stream contribution to total revenue.

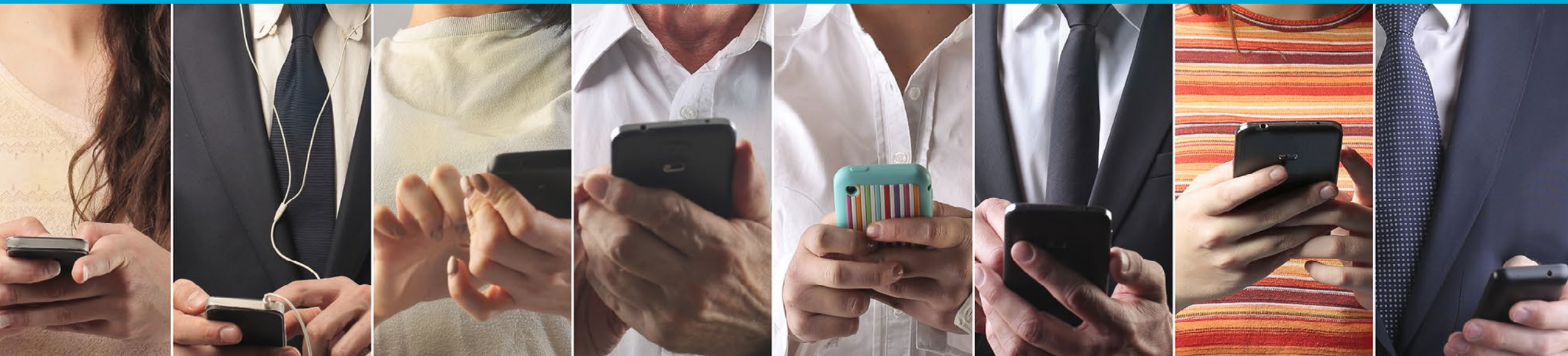
Subscription_Revenue	Advertising_Revenue
2,603,379.5	273,826.58

### ARPPU Breakdown

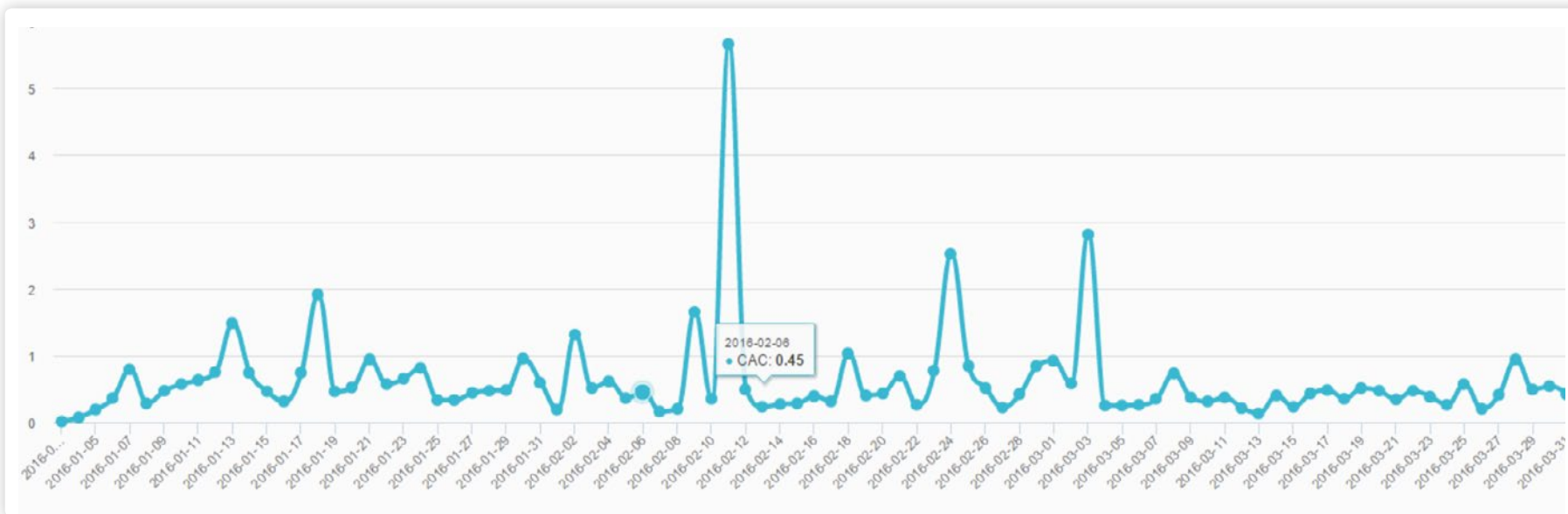
Breakdown of revenue stream contribution to ARPPU

Subscription_Contribution	Advertising_Contribution
76.46	0.16





## CUSTOMER ACQUISITION COST (CAC) OVER TIME



The Customer Acquisition Cost (or CAC) shows the total level spent on acquiring new customers, over a period of time. CAC analysis is enabled with the integration of Facebook Ads, GoogleAds, and mobile attribution providers such as AppsFlyer and Kochava.

Creating such reports is quick and easy with a solution that includes built-in integrations for importing data from the most popular acquisition channels and can be easily queried over time.



## Calculated ROI Per User - Fusing CAC and ARPU reports

Fuse data between reports for a consolidated view of your user ROI

- Fusing reports entails combining two reports with different datasets. For instance, an ARPU (average revenue per user) report that queries data sent from the DFP fuses with the CAC report taken from the mobile attribution suppliers. This fusion results in a calculated ROI column.

### ROI BY STATE

The ability to calculate ROI per user, whether segmented by state, medium, or content channel, is a valuable metric in capitalizing on user behavior. Here we have the ROI per user state which allows us to gain insights on which regions to target for different advertising campaigns.

Region	CAC	ARPU	ROI
Delaware	0.03	1.81	1.78
North Dakota	0.02	1.76	1.74
New Hampshire	0.05	1.66	1.61
Idaho	0.07	1.64	1.57
Hawaii	0.03	1.59	1.56
Wyoming	0.02	1.57	1.55
New Mexico	0.08	1.63	1.55
South Carolina	0.08	1.61	1.53
Arkansas	0.07	1.57	1.5
Nevada	0.08	1.58	1.5
Maryland	0.12	1.56	1.44
Mississippi	0.05	1.49	1.44
Nebraska	0.06	1.49	1.43
District of Columbia	0.03	1.44	1.4
Connecticut	0.15	1.52	1.38



## Channel Content Performance

Digital content comes from many sources and channels. You'll want to identify which channel yields the best results in terms of user engagement followed by bigger revenue.

In addition, you'll want to optimize your performance by analyzing the results from each source. According to the insights from this report, publishers might focus on Facebook advertising campaigns and BuzzFeed content for best performance.

### CHANNEL CONTENT VOLUME

Having a goal of sharing insights and not siloing them off in the analytics system serves both interests of the publisher and the content channel or partner. Both sides strive to create the most engaging content to gain maximum popularity and virality volume.

Publishers can embed performance reports, which include advanced performance metrics, making them available for each partner in the portal.


The partner can then slice the data according to a specific timeframe or filter by category or type of content. In doing so, they get a fuller picture of their contents' performance on the publisher site.

utm_source	utm_medium	Count
Buzzfeed	Content Embedding	640,627
AP	Content Embedding	594,734
Reuters	Content Embedding	549,348
Reddit	Content Embedding	388,130
Twitter	Viral	326,321
Pinterest	Viral	310,104
Feedly	Content Embedding	137,053
Whatsapp	Viral	118,891
Facebook	Advertising	107,434
Facebook	Advertising	107,060
Facebook	Advertising	87,367
Facebook	Advertising	86,356
Facebook	Advertising	80,370
Taboola	Advertising	58,401

One of the types of reports you may want to share with partners is the partner performance, which shows the performance of each contributing partner in terms of traffic.

Here's an example of how such a performance report shows in the publisher portal. This report helps to provide the full metrics on content performance -- beyond that of just pageviews.

### PARTNERS PORTAL - CHANNEL CONTENT PERFORMANCE



#### The Mega-Publisher Channel Portal

Welcome Goldy, BuzzFeed | [Sign Out](#)

Date Range: ● Last 7 Days ▼ ● From: 13/1/2016 📅 To: 31/1/2016 📅 Get Insights

content_name	Type	Category	Creator	Create_Date	Pageviews	Section_Count	Completion_Rate	Shares	Share_Rate
Brando 'rejected Godfather role'	Article	entertainment	Buzfeed	2016-01-17	8,635	2	0.67	183	2.12
Keegan hails comeback king Fowler	Article	sport	Buzfeed	2016-01-14	8,563	2	0.67	3,366	39.31
WorldCom bosses' \$54m payout	Article	business	Buzfeed	2016-01-06	8,555	2	0.67	78	0.91
Top stars join US tsunami TV show	Article	entertainment	Buzfeed	2016-01-31	8,484	4	0.48	265	3.12
US consumer confidence up	Article	business	Buzfeed	2016-01-30	8,433	4	0.48	250	2.96
UK TV channel rapped for CSI ad	Article	entertainment	Buzfeed	2016-01-27	8,428	1	1	8,204	97.34
Enron bosses in \$168m payout	Article	business	Buzfeed	2016-01-10	8,418	2	0.67	2,599	30.87
IAAF will contest Greek decision	Article	sport	Buzfeed	2016-01-13	8,418	5	0.44	73	0.87
Top gig award for Scissor Sisters	Article	entertainment	Buzfeed	2016-01-12	8,413	1	1	2,313	27.49
Ronaldo considering new contract	Article	sport	Buzfeed	2016-01-21	8,405	4	0.48	59	0.7
Parmalat to return to stockmarket	Video	business	Buzfeed	2016-01-15	8,388	1	1	179	2.13
Roddick in talks over new coach	Article	sport	Buzfeed	2016-01-13	8,377	5	0.44	143	1.71

## Delivering the Next of Generation of BI: Behavioral Analytics

■ Only after understanding your loyal visitor profile will you be able to act on your data to promote similar behavior from other types of users or encourage occasional visitors to become more frequent. Combining identification of audience behavior with how they consume the content leads to an understanding of how content is consumed. From there you can create an action plan to drive business growth. The methods we've presented here are based on the experience we've gained in working with publishers. By meeting their needs for simple, real-time data analysis and actionable insights, we guide and improve future decisions.

Recognizing the media and publishing industry's two-fold need for easy-to-implement technology and advanced analytical capabilities, CoolaData developed a specialized toolbox for online media customers. However, our complete behavioral analytics is ideal for any online company that finds analyzing online user behavior valuable for business growth.

### About CoolaData

CoolaData's cloud-based solution includes an open data service that is unlimited to proprietary tools, and covers all big data infrastructure components from data tracking, warehousing, ETL, data enrichment – all the way to the visualization layer.

Our out-of-the-box advanced analytical reports include time-series path analysis, cohort analysis and multi-dimensional funnel analysis and allows easy querying using behavioral functions - by any marketer, business or analyst. You'll be able to ask the most complex business questions that matter the most, while at the same time obtaining a clear picture of where you are succeeding along with which areas you need to improve.

It's time to see how CoolaData can boost your BI agility and speed up time-to-insight.

#### CoolaData Behavioral Analytics for Media and Publishing

Get it now

Call 1.646.581.9334 | [info@cooladata.com](mailto:info@cooladata.com) | [www.cooladata.com](http://www.cooladata.com)