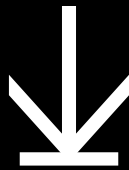


AT INTERNET

WINNING THE DATA GAME

Digital analytics tactics for media groups



MEDIA

GUIDE

WITH PARTICIPATION FROM

AB TASTY - BATCH - L'ÉQUIPE - POOL



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fore word



Media and data, wedded together for better or for worse

Media organisations have always had a passionate relationship with data, in every sense of the word. While passion originally referred to a kind of suffering to be endured, in modern language it has come to mean an all-consuming love. Digital media endures and suffers in this new attention economy founded on data, under the crushing weight of the Facebook/Google duopoly. More than ever, digital media groups need to understand and draw value from their own audiences. The challenge is therefore twofold: how to draw value from audience data, all while avoiding head-on combat with platforms on their territories – privacy minefields lacking in journalistic ethics.

For media groups, digital data is essential to creating value for three reasons: it guarantees/ensures the power of your reach, it makes it possible to qualify your audience (and to target your ads), and finally, it provides a greater understanding of your audience and how to better serve them.

If data is to serve these three purposes, it requires one often problematic element: **trust**.

→ First of all, to use data, you must earn the **trust of Internet users**. Data must be collected for transparent and proportional purposes. It's fundamental to not share this precious data with shady players (even if that means passing up short-term profits), and even more so if they are competitors. In this regard, even if Facebook, Google and company are technically unavoidable as audience sources, they're far from being highly recommendable, because of their nearly unlimited capacity to combine data, and because of their business model. The GDPR has now

set a framework (even if that framework still must be clarified). Media groups must be wary of surveillance capitalism which would relegate them to a position of servitude and break the trusting relationship they have built with their audiences.

→ You must also ensure that you can **trust the data itself**, if you wish to extract solid and lasting value. Digital device analytics and measurement are far from having a binary reliability. Today's complex and ever-evolving environment, along with the multiplication of devices, requires thoroughness and rigour that are often neglected. It's therefore crucial to have strict quality processes to ensure uniform measurement of audiences and accurate visibility into ad space. It's a complex, dull and thankless task at times – it's not very exciting to verify the reliability of tagging plans or to scrub bot traffic, but this meticulousness is non-negotiable if you want the credible measurements that the market expects. While independent reference organisations are sometimes criticised, their position as trusted third-parties is as complex as it is essential to prevent the dominant players from imposing groundless, unverifiable measurements which lead to repeated scandals (the most recent examples being video measurement on YouTube and Facebook).

→ Finally, you must ensure **internal trust in the data, amongst your teams**. You must educate people and democratise access to data in order to establish robust and impartial data governance. Your analytics tools will only truly be accepted and used to inform strategic choices if the data offers a level of reliability and consistency that's accepted by everyone, from top management to operations teams to journalists and other content creators.

Data is a precious and sensitive raw material, essential to creating value for media groups, but also a Faustian temptation. In a ferociously competitive environment where two dominant players absorb nearly 70% of revenues and 95% of growth, it could be tempting to copy their business model via hyper-personalisation of content, by selling personal data and highly intimate information to the highest bidder. But it's also possible to choose a bolder route by using data in an ethical way, by favouring transparency, by improving the user experience, and by not biasing the (necessary) information hierarchy.

It's important to re-establish the logical (and democratic) relationship of power between media groups and ad platforms. Before they produce data, media groups first and foremost produce and publish content. Data must serve content – and not the other way around.

introduction ↓

Data is the lifeblood of so many companies today, and nowhere is this truer than in the media sector. With diversifying audience acquisition channels, complex content consumption habits from users, and ever-evolving business models, your digital analytics data is the key to understanding how people interact with the information you provide, and ensuring your business remains profitable in this fast-changing landscape.

In this guide, we'll show you why a quality digital analytics tool is a core necessity for all media organisations, and how data can help your media organisation survive and thrive in 4 key areas: audience, content, monetisation and retention.

Whether you're a newspaper, a publisher site, a radio or TV broadcaster, an OTT streaming service, or any other type of media group, this guide is for you.

Discover practical applications and use cases, best practices for measuring and analysing performance, and new ideas for transforming your analytics data into impactful actions. Learn why data quality and data democratisation are particularly critical for the media sector, and get our tips for using both to empower your organisation.

We hope this guide will inspire new ways of using data to propel your organisation, and illustrate why the world's leading media groups have chosen to partner with us for their digital analytics projects.

MORE THAN 100 MAJOR MEDIA CLIENTS WORLDWIDE
USE AT INTERNET'S SOLUTION, INCLUDING:



Le Monde



RTÉ

arte



HUFFPOST

L'ÉQUIPE

radiofrance



Les Echos
Le Quotidien de l'Économie

Lagardère

Europe 1

See all our media clients



key figures

7hrs 56min

Time UK adults spend consuming media each day¹

44%

Publishers who are "more worried" about platforms' power⁴

11+hrs

Time US adults spend consuming media each day²

50M

Number of cable TV "cord-cutters"* expected by 2021⁵

1hr 26min

Time US adults spend watching video each day³

<5%

Share of publishers' total digital revenue from Google and Facebook⁶

580M

Estimated number of digital-only subscriptions worldwide⁷

20M

news

150M

streaming music

375M

video on demand

35M

games

* "Cord-cutters" refers to people who have cancelled their cable TV subscriptions, typically in favour of an "over-the-top" (OTT) service (video and TV content delivered over the Internet)

Audience

Measure diverse channels accurately and consistently to understand your audience



Content

Analyse content performance to optimise topics, platforms, formats and recommendations

DATA



Monetisation

No matter your business model, analytics data is critical to making it work

Retention

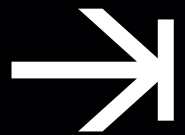
Use data to retain audiences, boost loyalty and grow long-term value



1. Audience



Measure
diverse channels
accurately and
consistently
to understand
your audience





If you've been in the digital media industry for a while, you'll remember a time when things were simpler: a pre-mobile, pre-social network era, where audiences read content on your website after arriving either directly or (later) via search engines. Either way, to see your content, they had to come to you, and usually did so with a computer.

Then mobile platforms arrived on the scene, and things began to quickly change with the popularisation of smartphones and tablets. Due to people's increasingly mobile habits when it came to content consumption and sharing, social networks continued to rise: Facebook, Twitter, Instagram, Snapchat, and many others... And on these platforms, content could be shared and accessed with a single click: audiences no longer needed to seek out a media brand's site to find content.

In recent years, new means and practices of publishing content externally, beyond media brands' own sites, began to take hold. Google introduced its Accelerated Mobile Pages (AMP) project, and Facebook's Instant Articles offered publishers a new way to reach audiences. Today, voice assistants are becoming more common, representing yet another type of device and platform through which audiences can reach your content.

These developments have created new business challenges and opportunities for media groups. They've also made it difficult to understand how content is consumed, who is consuming it, and how to acquire a larger audience.

Fortunately, high-quality digital analytics data goes a long way in addressing these challenges. By measuring and analysing these diverse channels accurately and consistently, media organisations can understand their audiences, their habits, and their tastes. Backed by trustworthy data, they can adapt their content and optimise platforms for greater visibility and audience acquisition.

A CONSOLIDATED VIEW OF AUDIENCE SOURCES

While opinions may differ about media groups' dependence on external distribution channels today, everyone agrees that platforms such as AMP and Facebook Instant Articles are black boxes – it's impossible to know how or why content is distributed to users, and brands therefore have their hands tied when it comes to optimisation.

Though it is difficult to have a deep and accurate understanding of how your audience interacts with content distributed on these platforms (AMP and Facebook Instant Articles make it complicated for publishers to measure interactions such as scrolls or time spent, for example), these external platforms often drive a large portion of traffic for media brands (sometimes even

more than the brand's own mobile app).⁸ Nonetheless, it's therefore essential to measure that which can be tracked, such as traffic volumes on each platform, the proportion of readers that click through to your own site, and their behaviours once on your site.

AT Internet's *Analytics Suite* provides a seamless and consolidated view of these audiences, aggregated from all sources, including audiences that viewed content on AMP and Facebook Instant Articles platforms (even if they did not click all the way through to your site). Having this unified view of all audience sources and a true single point of truth not only saves analysts time, it ensures an accurate and reliable basis for decision-making.

DARK SOCIAL

Though it may sound evil, dark social traffic is more of a nuisance than anything truly sinister. First, an explanation: “dark social” refers to traffic generated via sharing outside the social media platforms we all know and love (or hate). A common example is a link that’s been shared via copy-and-paste in an email or chat. This traffic will show up in your analytics reports as “direct traffic” even though it clearly has a different origin than real direct traffic coming from bookmarked pages or a directly typed URL.

And since dark social accounts for an estimated 84% of shares on publisher and marketer sites,⁹ it’s essential to understand and measure it. With your digital analytics data, your dark social traffic doesn’t have to remain in the shadows.

Measuring dark social traffic in 3 steps:

1. Segment your traffic based on “external” direct traffic sources (those that do not have a referrer) and emails.
2. Look for long URLs. Realistically, these long URLs are unlikely to have been typed letter by letter into the browser address bar – these were most likely shared as links.
3. Finally, analyse this portion of traffic, focusing on one article in particular, or a group of articles. One thing to note: You should only look at entry pages, otherwise the source could be linked to another area.

You’ll then be able to measure the share of dark social traffic compared to your total site traffic by applying the following ratio:

% of “Dark Social” visits (for one or several articles)

Total visits (for one or several articles)

Keep in mind that there may be a margin of error due to recurring traffic from bookmarked pages, which is why analysing dark social traffic often works best with news sites, where in theory, articles are read just once. Another important thing to remember is that your marketing campaigns must be perfectly tracked to avoid having resulting visits show up as direct traffic, thereby distorting your results.

 [Learn more about dark social traffic in this blog article.](#)

UNDERSTANDING YOUR AUDIENCE WITH ANALYTICS & CRM

Not only is it critical to understand where your audience comes from, you need to know who your audience really is. Your CRM is a goldmine whose value is exponentially multiplied when enriched with your digital analytics data. By streaming complete and reliable digital analytics data into your CRM (via AT Internet's powerful *Data Flow* API, for instance), you can understand and construct your different audience profiles:

- **Know your audience:** It may sound basic, but knowing something as simple as "women aged 45 to 54 make up the largest portion of my audience" (for example) can be useful in numerous ways when it comes to tailoring your content and communications.
- **Implement attribution campaigns:** By combining CRM data and digital analytics data, you can identify which audiences consume which types of content on your site. Acquiring new audiences can be very costly, so having a clear idea of who they are

and being able to target them with precision will help you optimise your acquisition investments.

- **Data science strategy:** Having a detailed picture of your audience can lend lots of value when building data science models.
- **Track your at-risk visitors:** If your CRM has a churn risk indicator, this information can be imported into your digital analytics tool so that you can study the behaviours of at-risk audiences. Or conversely, your analytics solution might show that these at-risk audiences continue to consume content regularly on your site, in which case you might consider simply re-engaging them in a more intense and direct fashion to cement their loyalty.

These are just a few examples of how a media group could benefit from combining analytics data with CRM data, but many more applications are possible depending on your specific objectives and challenges.

MEASURING YOUR AUDIENCE'S HABITS

Your audience is actually made up of many different audience groups with varying habits, interests and affinities. For example, if you are a radio station, your morning and afternoon audiences might not be similar to each other. If you are a broadcaster, your weekend and weekday audiences are likely to be different as well. If you are a news site, your regular sport readers may not have the same habits as your food and recipe readers.

So how can digital analytics data help you identify these different audiences and understand how they interact with your brand?

By clustering users based on their behaviours and content consumption habits, you can establish different

audience segments, and even detect new opportunities for tailored content offerings. Take the example of a daily newspaper who observes that a certain group of people visit the site's "Global News" section via mobile device every day between 7:00am and 9:00am.

(We might imagine that these are commuters catching up on the world's current events during their morning routine.)

After detecting that this audience segment is loyal and hungry for a certain type of content, the newspaper might decide to launch a separate mobile app which targets morning commuters who wish to catch up on global headlines in an easy-to-digest format.

ESSENTIAL ANALYTICS KPIs: **AUDIENCE**

For people responsible for audience analysis, audience development or acquisition

Top traffic sources



%
new visits



Top entry pages



Pageviews
per device



Bounce rate

28%

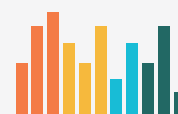
Device breakdown



Visit duration



Top articles on
social media



Data

must serve

content

and not the

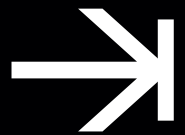
other way

around

2. Content



Analyse content performance to optimise topics, platforms, formats and recommendations





In Q1 2018, the average American adult spent over 11 hours each day consuming media content, with 34% of that content consumption occurring on digital devices (this figure jumps to 43% for the 18-34 age bracket).¹⁰ Digital content consumption continues to grow at a rapid pace, and at a time when content is overflowing from all corners of the web, your quality content is the crux of your connection with audiences.

Whether the majority of your content is made up of articles or audiovisual content (or a mix of the two), real-time digital analytics data is a necessary ally in ensuring that your content is in peak form at all times, delivered in the optimal format, and promoted effectively. By regularly analysing your content's performance, you can understand what types of content offerings work best (or not at all) to continuously improve platforms, adapt formats, and optimise your content recommendations.

CONTENT CONSUMPTION: TOPS & FLOPS

Evidently you want to know which content on your site or mobile app performs best, and which content needs improvement. Not only will this help you create a better site or app that attracts and retains a larger audience over time – it will also permit you to better understand your audience, their habits and their preferences. And with instantaneous content performance data (like the real-time, unsampled data available in the *Analytics Suite*), you can maximise your content's impact at the most crucial moment:

- detect which content is trending and amplify promotion in realtime on social media
- monitor audience response to coverage of breaking news
- identify audience appetite for certain subjects to determine if they warrant live coverage
- tweak and optimise content in real time (headlines, visuals, placement...) and measure the immediate impact

So where should you begin when identifying your content tops and flops? First and foremost, you must determine which metrics you'll consistently use as a performance measuring stick for all categories, articles or videos, or even authors. Remember to keep things simple: opt for KPIs that can be easily grasped and understood by all your colleagues. A few classic examples:

- **Number of visitors:** The most traditional measurement which often acts as a framework, number of visitors indicates the number of people who have seen a certain piece of content or a category. This metric will give you a good idea about your content's quantitative success.
> *Variations based on content format: Visits, Loads*

- **Scroll:** For an idea of your content's qualitative performance, measuring the scroll on an article will tell you if the reader has truly engaged with and/or read the content. Scroll analysis can help you understand if readers truly viewed the content, or if they left the page right away. Of course, it's possible to go even further and measure the percentage of an article that was scrolled, or even combine scroll measurements with the "time spent" metric for a fuller picture of user engagement with the article/content.

> *Variations to measure engagement: Time spent on page, number of comments*

- **Time spent on audio or video content:** For media groups providing audio or video content, time spent is extremely important, especially if your videos feature adverts at the end (post-roll) or during the video (mid-roll). To understand ad exposure, you need a clear view of how audiences interact with your videos or audio files, from start to finish.
> *Variations: Full playbacks*

- **Number of pageviews per entering visit on the article (also known as "recirculation depth"):** While this metric is slightly more complex, it can reveal some very useful insights, as it identifies which articles generate visits that "recirculate" and continue onwards to consume other pieces of content (in other words, number of pageviews for visits that consulted more than just one page). By examining this metric, you can see which categories and topics incite users to remain on your site longer – it's also a good source of insights for determining which content to push via recommendations.

AUDIOVISUAL CONTENT

Over the past few years, audiovisual content has steadily gained in popularity, with people spending more time than ever consuming audio and video – adults in the US watch nearly 1.5 hours of video each day, and on-demand streaming (including video) accounts for a whopping 75% of all non-radio music consumption in the US.¹¹ As people devote more of their daily time to watching and listening to content, it's important to understand how and where they're doing so. Your digital analytics data provides key insights to keeping your audience engaged in today's highly competitive attention economy.

Some of the most useful metrics to study when analysing engagement with your audiovisual content include:

- Playcount (number of views or listens)
- Playback time (the average length of time your content is played)
- Time spent buffering (to detect any problems affecting video plays)
- Full playbacks (completed views or listens) and full playback rate
- Playbacks with displacement (views/listens where the user moved the cursor at least once, to detect where users might be skipping or replaying entire sections of your content)

During your analysis, try combining the above metrics with the following dimensions to uncover valuable information about which audience segments are most engaged with your audiovisual content:

- By source (paid vs. organic)
- By platform
- By category or genre
- By campaign
- By geographic location
- By device type

By doing this, you'll be able to observe where and how people most often watch your videos or listen to your content. For example, are your videos more often viewed on your own sites or on social media platforms? And amongst the social platforms, which ones drive the most playbacks?

Additionally, when visitors log in to your site, it allows you to gain an even richer view of how they interact with all the content you offer (see page 43 to read more about user sign-in). You can then use this information to feed your recommendation engine, or take action such as creating segments of users who consumed specific content, and then retargeting them with messaging enticing them to watch additional content (such as the next episode).





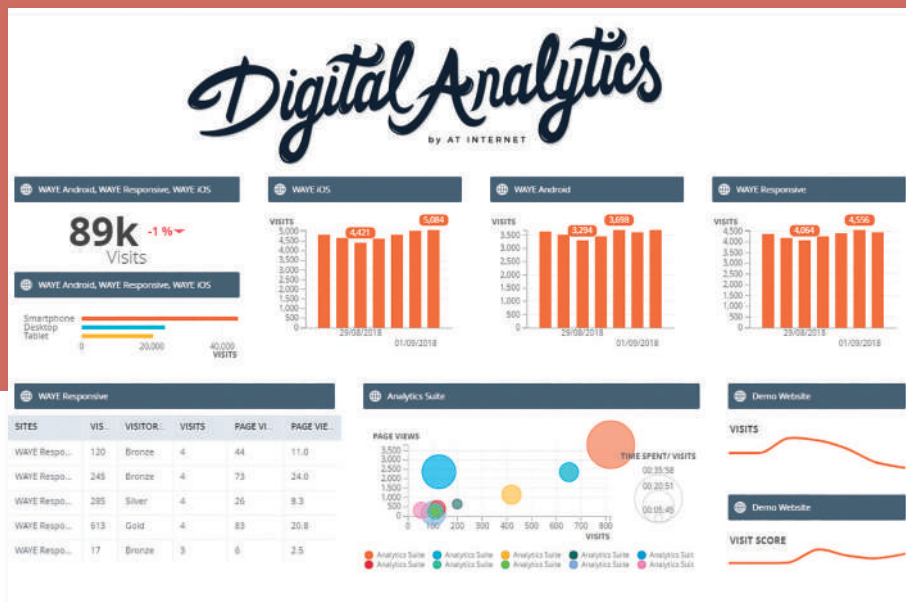
DASHBOARDS

Once you've identified your KPIs for measuring content performance, you'll need the right tools to continuously track them and share up-to-date performance data with all teams.

Create clear and powerful dashboards with AT Internet's *Dashboards* tool to keep teams informed on real-time performance. Build your own fully customised analytics dashboards complete with imported third-party data, or use one of our ready-made templates to display KPIs from several of your sites and/or mobile apps. Real-time data is automatically refreshed and complete (no sampling!).

Then, invite others to collaborate, share dashboards via email or PDF, or display them on monitors in your newsroom or open-plan office to give everyone a current view of content performance. Displaying this automatically refreshed data can create a gamification effect and stimulate friendly competition amongst teams.

With AT Internet's API, it's simple to import external data (social media KPIs, weather information, etc.) into your analytics dashboards for consolidated reporting and a more complete view of performance.





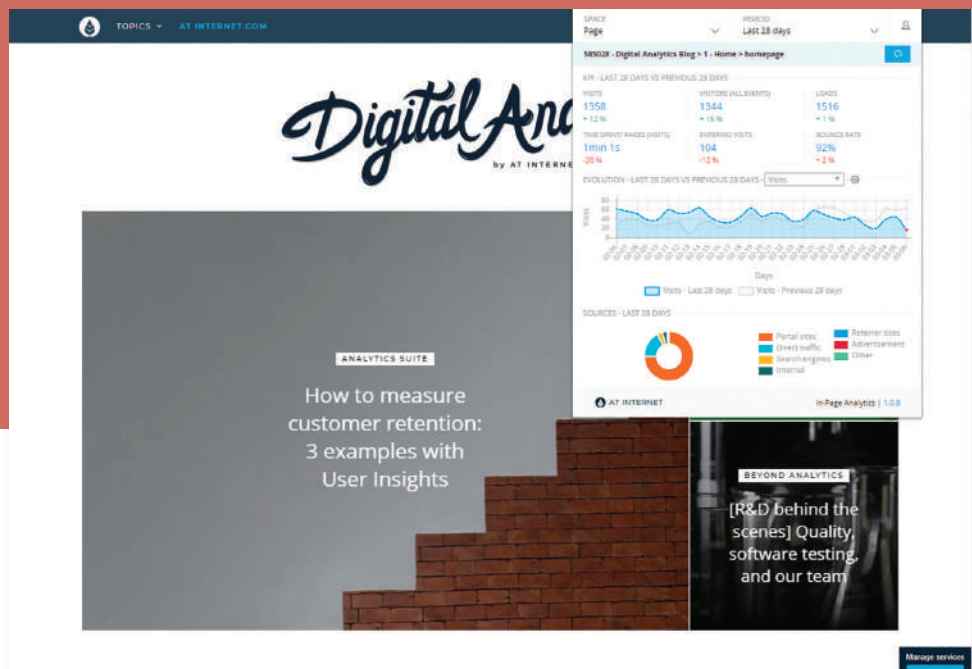
IN-PAGE ANALYTICS

While everyone in your media organisation can certainly benefit from analytics data, not everyone needs (or wants) to work with and analyse data in the *Analytics Suite* interfaces.

Our *In-Page Analytics* is the ultimate tool for putting digital analytics data right into the hands of editors and content creators: it shows essential, real-time performance data for the page you're currently viewing in your browser, making it quick and easy to see exactly how well a certain article or page is working.

Simply open the URL in your browser and let *In-Page Analytics* show you key metrics like visits, visitors, time spent on page, bounce rate, and breakdown of sources.

By placing the right data into the hands of non-analysts (whether they're journalists, editors, marketers, media planners, sales people, or executives), you not only help them understand and improve the results that matter to them personally – you also support a successful digital transformation within your organisation by creating interest and buy-in from all teams.



RECOMMENDATION & PERSONALISATION STRATEGY

Using your carefully selected KPIs and your digital analytics data, you've identified which content performs best. **Now what? How can you improve your results?**

There are different approaches to this question. While certain companies might focus on acquisition in order to draw in a larger audience, others may focus more on optimising the user experience on-site to increase reader engagement and retention. At AT Internet, we firmly believe in prioritising the latter approach: using rich analytics data to optimise retention of current audiences, before pouring money into costly acquisition campaigns. After all, you invest major resources in creating quality content, **so why wouldn't you focus on optimising its consumption?**

You must therefore find a way to both engage your audience and maximise the ROI on content created. An effective solution is content recommendations. By recommending content to your readers, you keep them engaged while increasing the likelihood they will find more interesting content on your site.

So how do content recommendations work?

A simple but highly effective approach to recommendations involves promoting content that is currently popular with other visitors (especially using real-time analytics data) – common examples include “most read articles”, “most viewed videos”, “most shared” and “most commented”. Your trending content is trending for a reason: it's likely to pique the interest of other visitors and compel them to keep consuming your content.

Going a step further, personalised content recommendations are more tailored but require an understanding of your users. Depending on their behaviours and habits, you suggest a piece of content they are likely to find interesting. For example, if I regularly visit a sports news site and the football and basketball sections in particular, the site might recommend content to me related to football and basketball, increasing the chances that I stay on the site to learn more about my two favourite topics. The more content I consume on the site, the more likely I am to become a regular, frequent reader.

The concept sounds simple enough. But implementing a robust recommendation system requires some time and a well-thought-out strategy, for which your digital analytics data is an essential component.



EXPERT'S VIEW

How data strategy shapes content at L'Équipe daily paper

→ Taking a user-centric approach to content analysis

In the past, web analysts in our organisation paid special attention to the number of page views on articles. It was enough to have site-centric data as close as possible to ad impression data.

Today, notably due to the change in our business model that has made our paid offering fundamental, we can no longer just look at page views. Indeed, if we want to retain our subscribers, it's necessary to understand reader usage and their preferred themes.

That's why we try to track our readers' interest in articles. With this in mind, we ran several tests over the last few months which took into account time spent on the article and number of characters. The results were not conclusive due to the multiplicity of content types and article lengths, edits made to the articles by journalists, differences in load time, different devices used, etc...

We're currently running tests to measure the scroll rate of our subscribers via AT Internet's self-promotion tag.

→ Using analytics data to inform content recommendations

One of the main axes of our data strategy in 2019 is content recommendations. We're currently using AT Internet's *Data Flow* tool to retrieve all events occurring on L'Équipe's sites, every 30 minutes. This very rich data is a foundation enabling us to calculate interest and affinity by sport or by theme, and to thus offer the best service to our users. We also want to use this data to better understand which behaviours lead to subscription or churn, so that we can push the messaging or pathway that best matches the reader profile.

All personalisation elements only apply to users who have an account with L'Équipe. Since our users are multi-device, taking a cookie-based approach does not seem relevant to us.



Romain Lhote
Marketing Manager



→ About L'Équipe

A leading French media group specialised in sport, Groupe L'Équipe is a subsidiary of Amaury Groupe. Groupe L'Équipe is the publisher of: newspapers and magazines starting with L'Équipe, the leading daily sports newspaper in France created in 1946, the magazine L'Équipe, France Football, Vélo Magazine and Sport & Style; a leading website, www.lequipe.fr, and the L'Équipe TV channel.





DATA FLOW

Feed and inform your recommendation engine with your rich digital analytics data! *Data Flow*, our ultra-powerful API, lets you export massive volumes of enriched, granular analytics data into your warehouse, including all details of all visits and all content consumption on your site.

Detect cross-consumption patterns to know which pieces of related content to cluster together in your recommendations. Go even further to determine the sequences of content consumption to understand which content to promote and when (for example, when determining autoplay algorithms).

TESTING & VALIDATING HYPOTHESES

Another fundamental practice when it comes to content optimisation is testing. When tackling your testing strategy, the first step is to identify what you want to address with your A/B testing.

Perhaps you want to increase the shares of your articles or video content on social networks, or see what types of thumbnail images elicit the most clicks on social networks. Maybe you're looking to increase the time users spend interacting with your content, or to lift the click rate on recommended content.

No matter what you wish to accomplish, chances are high that it can be achieved with A/B testing (or multivariate testing, which involves testing multiple variants at the same time, rather than A/B testing's 2 variants).

Today, A/B testing is very simple to implement, but what's even more valuable is that it enables you to statistically validate your hypotheses by studying your own variables.

If we take the example above of content recommendations on a sports news site: imagine we want to improve the efficiency of our recommendations and think the articles should be moved to a different spot for greater visibility. How should we go about approaching this change? A few years ago, we would have just simply implemented the changes and hoped for the best. But with A/B testing, it's another story. In just a few clicks, we can implement different versions of the page to test different article placements, and then study each version to confirm (or deny) that changes had a positive impact on visibility and content consumption.



EXPERT'S VIEW

Optimise your media site with A/B testing and personalisation

A/B testing and personalisation are often perceived as solutions dedicated to optimising e-commerce conversions. However, as digital players have gained in maturity, optimising conversions has become an objective for an increasing number of industries, including media.

→ Why should media groups adopt a testing and personalisation approach?

Faced with the numerous challenges of digital transformation and the resulting new usages, the media industry has not ceased to evolve. Content types have become increasingly varied: print, web, mobile, video, articles, etc. And add to that the circulation of this content (notably via social networks) which is revolutionising how information is consumed: immediately, with little hierarchisation, and in an unlimited manner. Media organisations must constantly be thinking about the attractiveness of their content and their website.

The challenge for media groups lies not only in attracting traffic to their site, but in retaining their audiences, qualifying them, engaging them with content, creating loyalty, and growing this community. To tackle this challenge, A/B testing and personalisation offer solutions:

- Testing enables you to optimise the user's web and mobile interface to simplify navigation and the user experience
- Personalisation involves addressing the most relevant message or content depending on visitors' status, origin (traffic source), or consumption habits.

→ How should this approach be implemented?

Identify points of friction

Improving the user experience requires first understanding user behaviours. By simply observing these behaviours (via a heatmap or session recording) or by analysing your digital analytics data (bounce rate, subscription funnel abandons, etc.), you can identify points of friction.

Develop hypotheses for improvement

These points of friction will therefore become your hypotheses for improvement which can potentially impact conversion rate. These hypotheses might be a change in wording on a CTA, fewer steps in the sign-up funnel, a simplified navigation menu, the addition of a new pop-in, etc.

Test and validate the best scenario

A/B testing enables you to test all these hypotheses, identify conversion bottlenecks and new conversion opportunities, and validate the most conclusive scenario. In other words, validating ideas with numbers, rather than trusting one's intuitions.

Make the most of your tests to personalise the user experience

Based on a "test and learn" approach, personalisation can be viewed as an extension of testing centred around incentivising users to engage. The user experience is therefore orientated around personalised messages that target defined visitor segments. In other words, identifying the best message or content to push to each audience segment.

A/B testing and personalising the user experience are two key levers for optimising conversions, whether it's to generate leads or grow user engagement with content on your media site.

→ How Bayard Presse implemented an A/B testing and personalisation approach

Our customer (and AT Internet customer) Bayard Presse realised that it could reach a new population with its website and numerous mobile apps. The digital teams at Bayard Presse therefore developed an A/B testing and personalisation approach with our solution AB Tasty.

Bayard Presse began by identifying the different segments composing its audience by creating categories of prospects (cold vs. hot) and subscribers (new vs. old). Once its audience was qualified, Bayard Presse was able to address a personalised message to each Internet user depending on his or her “customer cycle”:

- For prospects, the message aimed to help by suggesting beneficial offers during their navigation, with the goal of inciting them to consume more content, sign up for the newsletter, etc.
- Once the prospect displayed active interest (a hot prospect), it was time to highlight sales offers to transform them into subscribers.
- And even for subscribers, personalised messages were used to encourage them to use all features and aspects of their subscription to grow loyalty.

For Bayard Presse, converting users into subscribers is the main and final goal. This is why the digital teams carry out a continuous A/B testing approach in parallel to personalisation campaigns.



Sophie Ianiro

Content Marketing Manager, AB Tasty



→ About AB Tasty

Founded in 2012, AB Tasty is an all-in-one conversion optimisation platform specialised in insights, testing, personalisation and user experience. AB Tasty is part of an ecosystem including France's most innovative web companies. Capitalising on innovation, and with a solid

R&D team, AB Tasty's solutions have already won over major customers in France and worldwide such as oui.SNCF, Bouygues Telecom, Etam and Carrefour.

We help brands to improve user experience, grow customer satisfaction, and increase their ROI. When facing users who are increasingly demanding and volatile, personalisation has become an essential step to better serve, engage and retain an audience.

Implementing a testing approach is an excellent way to imagine new experiences around content and measure their effectiveness. And in order to be virtuous, this approach must also be user-data-centric and able to reconcile the user journey across all devices.



QUALITY MATTERS

In recent years, video platforms have come under fire for brand safety blunders, calculation errors, and lack of transparency in the metrics they report. Facebook in particular has been marred by a series of mistakes in measurement¹², a lack of consistency in video viewability rates¹³, and the revelation that it overreported the average time spent watching videos for more than a year, inflating figures by 150% to 900%¹⁴. These failures, ranging from repeatedly frustrating mishaps to grave inaccuracies and abuse of advertiser trust, have resulted in the growing scepticism that brands feel today.

In this climate of mistrust, the need for reliable, quality data from independent sources is more evident than ever. Especially when we consider the increasingly sophisticated usages of data today, the role of data quality becomes even more critical within the framework of data science and AI projects. To put it simply, you must use reliable data if you want reliable results.

What do we mean by “data quality” when it comes to digital analytics?

For us, data quality in digital analytics depends on six key dimensions:

- Accuracy
- Completeness
- Cleanliness
- Timeliness
- Consistency
- Respect of privacy

Your digital analytics data must be robust in each of these aspects in order to be a trustworthy source of information to guide decision-making. We're such ardent believers in data quality that it's one of our core principles for *Analytics Suite* developments, and it's why our solution features numerous tools for verifying and improving quality.

NEED A BOOST IN QUALITY?



Read the guide to Data Quality in Digital Analytics

to learn which common errors to avoid, tips and tools for improving your data quality, and best practices for internal processes to ensure quality.

ESSENTIAL ANALYTICS KPIs: **CONTENT**

For journalists, editors, content creators, or audio/video producers

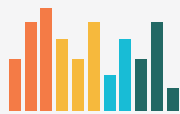
Visitors

28K

Overall time spent
on all content



Time spent (or play
time) per category



Pageviews (or video
views) per visit

4.3

Recirculation
rate

72%

Top regions



Top articles



Scroll depth
(or completion)

85%

Reliable

results

require

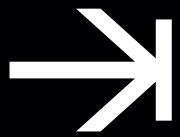
reliable

data

3. Monetisation



No matter your
business model,
analytics data
is critical to
making it work



3 →

Content consumption and user interactions with digital media have certainly evolved over the past several years, and media organisations have had to rethink their business models. When evaluating your current model and considering new monetisation efforts, digital analytics data is critical to helping you understand your business, refine your model and optimise revenue.

Amongst media groups, business models are predominantly centred on advertisements or subscriptions and paywalls, and most often, organisations use a combination of models to avoid being overly dependent on one particular revenue stream.

Looking to generate direct revenue from audiences in new ways, many media groups are also diversifying their revenue streams thanks to e-commerce sales of co-branded merchandise and publications, as well as event organisation, job and dating boards, and even cafés and pop-up stores. And not to be forgotten are public broadcasters, some of which are amongst the world's most well-known media groups – while they may not need to rely on ads or paid subscriptions to fund their operations, digital analytics data is still critical to ensuring their relevance to tax- or license-paying audiences.

No matter how you monetise your content, digital analytics data is essential to refining your business model and optimising revenue.

ADVERTISING

In spite of all the transformation the industry has seen, one thing still holds true for media groups decades later: advertising remains the most widely used means of monetising content. Of course, the ways in which adverts are bought, sold, placed, displayed and measured are all very different today, and the digital ad landscape continues to evolve year to year. In 2018, programmatic was responsible for 83% of all digital ad buys in the US and 76% of ad buys in the UK. It's estimated that by next year, 68% of the entire world's digital ads will be bought and sold programmatically.¹⁵

Despite its prevalence, programmatic advertising is riddled with critical challenges and risks for both publishers and advertisers involving brand safety, lack of transparency and accuracy, and ad fraud – only 7% of UK marketing managers are confident that 80% or more of their ads are seen by real humans (not bots).¹⁶ When we also factor in the user consent and targeting challenges presented by the GDPR, one thing is clear: advertisers and publishers alike must be vigilant about partnering with trustworthy service providers who fully comply with the GDPR.

AD BLOCKERS

Another major challenge for media groups with an ad-based business model is the increasing pervasiveness of ad blockers: it's estimated that 22% of UK Internet users and 25% of US users have an ad blocker installed.¹⁷ A plague for both advertisers and publishers, ad blocker usage results in two major problems: lost revenue and missing traffic.

As ad blockers prevent ad banners from being displayed, the volume of impressions – and therefore ad revenue for publisher sites – decreases. The second issue publishers face is the collateral damage involving loss of analytics data, as ad blockers also prevent analytics tracking scripts from running.

(As Google owns the world's largest ad network and a commonly used tracking tool, all other analytics tools have unfortunately been lumped together in the eyes of ad blockers. Even independent analytics solutions like AT Internet's, which have no gains from or relationship with advertising and serve strictly to help brands measure and optimise the user experience, have ended up the unlucky victims of ad blockers.)

Data quality is therefore heavily impeded due to having an incomplete view of site activity. With no visitor or visit data for users with ad blockers, your quantitative metrics (such as sales and pageviews) will also be underreported and hence inaccurate.

Certain methods exist to work around the problem of ad blockers, notably when implementing your digital analytics solution (renaming your Javascript files, electing to not use a CDN or content delivery network, or using neutral names instead of your brand's name, for example). And certain digital analytics providers even offer turnkey solutions for working around ad blockers, such as AT Internet's *Custom Domain Data Collection* (CDDC) feature.



CDDC

No, it's not an ACDC cover band... it's *Custom Domain Data Collection*, or CDDC for short. So how does this adblocker workaround, well, work? CDDC collects and sends data directly via your own domain name (instead of AT Internet's domain) so that tracking scripts are not disabled, making it possible to retrieve the majority of traffic lost due to ad blocker usage.

Some of our customers have recovered as much as 20% of their traffic using CDDC! No need to worry about technical infrastructure on your end – AT Internet teams will put everything in place.

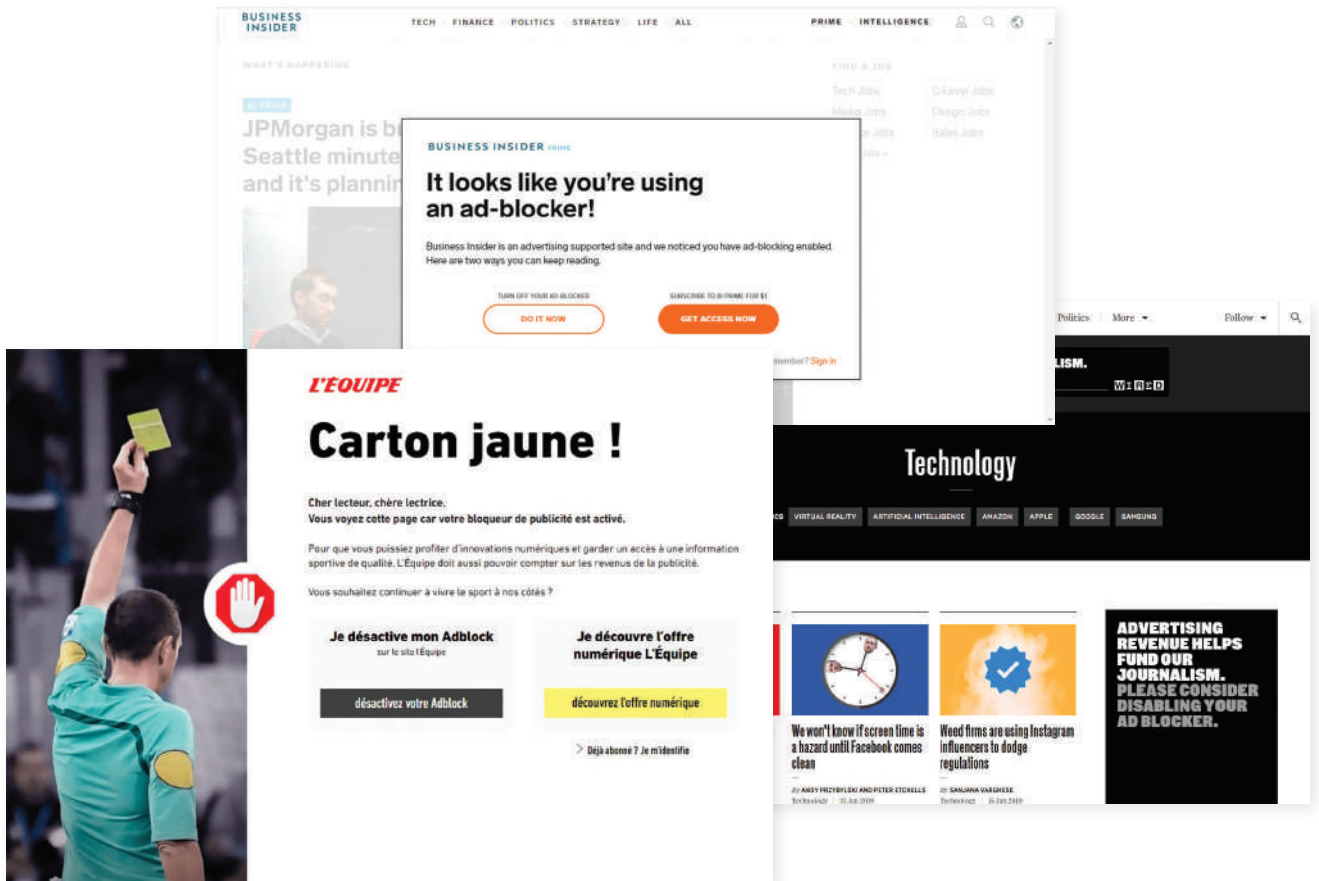
Consider also running an anti-adblocker campaign that prevents visitors with an ad blocker enabled from accessing (some or all of) your content, instead displaying a message intended to create awareness of how ads fund your original and quality content, and incite them to disable their ad blockers. You might even tailor this

on-site campaign to block content based on the visitor segment – new visitors with an ad blocker installed might have access to all content but with a warning message about disabling the blocker, whereas returning visitors who still haven't disabled their ad blocker will be refused all content.



Ad blockers are a real problem for media sites because they generate a non-negligible loss in revenue. That's why for the last 3 years, L'Équipe has taken a stricter position with ad-blocker-enabled users: we explain that it's impossible to have totally 'free' information on a digital platform.

–
Romain Lhote, L'Équipe



Publishers use different tactics to incite users to disable their ad blockers, ranging from informative messages to fully blocking access to site content.

Putting forth transparent anti-adblocker messaging is just one possible approach; only by measuring, testing and optimising your actions with a comprehensive digital analytics solution can you determine the most effective means of discouraging ad blockers amongst your audience.

AT Internet's *Analytics Suite* makes it easy to measure the rate of ad blocker usage (by simply creating a variable containing the information) and observe how it changes over time as a result of your on-site campaign, and to compare the effectiveness of different types of campaigns and messaging.

GESTE, a French group of online content and service providers, ran a major month-long anti-adblocker campaign in fall 2016 with participation from 90% of

France's media websites who fully or partially blocked visitors using an ad blocker.¹⁸

When site content was fully unavailable to these users, 33% disabled their ad blockers, whereas only 6% disabled their ad blockers when the site was only partially available. But the effects were not long-lived: 53% users re-enabled their ad blockers afterwards (half of those within just 24 hours).¹⁹

Educating your visitors on why ads are vital to financing the creation of exclusive content and quality journalism (or offering them the alternative of an ad-free experience if they become a subscriber or member) is an important step in convincing people to ditch the ad blockers.

➔ Learn more about ad blockers and how they affect digital analytics data **in this article**.

VIDEO ADS

While ads represent a significant source of revenue for media groups, when used excessively, they can drive visitors away from your site, and this is especially true when it comes to video content. How can you find the right balance between effectively delivering video ads and keeping your visitors engaged and tuned in?

The answers lie in your digital analytics data, and in studying the behaviours of people exposed to video ads. To understand how video ads are impacting your visitors and their experience on your site or app, you can measure the following:

→ Percentage of visitors who were exposed to ads, such as a pre-roll video ad, but who left the site without watching the actual video content. If the

number is significant, your pre-roll ad might be too long to capture and keep visitors' attention.

- Amongst this group of visitors, study the breakdown according to video ad length: this can help you identify the ideal length of pre-roll ads for optimal ROI, without causing users to leave.

→ Visitor exit rate per ad: this will help you understand if certain ads are having negative effects on visitors. (For example, even if people do watch the entire pre-roll ad and subsequent video, do they leave your site after that?) On the flipside, you'll also be able to identify which ads succeed most often at keeping people on your site.

INDUSTRY-STANDARD CERTIFICATIONS: WHY DO THEY MATTER?

Measurement and reporting errors, as well as brand safety scandals, have become an alarmingly regular occurrence for major platforms like Facebook and Google. Time and again, these platforms have been shown to provide inaccurate performance data (usually inflated): recent examples include allegations that **Facebook knew about its inaccurate video viewership metrics** for more than a year²⁰, and reports that that **fake video views can still easily be bought on YouTube**²¹ (with "fake view" services even being promoted in Google search ads).

As advertiser trust continues to erode, there are major advantages to certifying your site's data via a trusted third-party, such as independent industry regulatory bodies like ABC in the UK and ACPM/OJD in France.

What are the advantages?

While certifications themselves do not provide direct revenue, they can be highly beneficial to your monetisation strategy for several reasons:

- By having circulation of your title or the traffic to your site certified, you gain independent validation of your trustworthiness and reliability
- You demonstrate your commitment to transparency and quality, and your willingness to be compared to others in the industry
- Certified traffic figures are often published for free or for a reasonable fee on the organisation's site
- Certified traffic data can be integrated into marketing tools, enabling ad prices to be set authentically according to their distribution (this is the case with ACPM/OJD, for example)

Having certification from an industry standards organisation is therefore essential for media groups to draw the most value from their data.

AT Internet can help you obtain certification of your web and mobile traffic data with the organisations mentioned above, simply **contact us** to learn more.

SUBSCRIPTION & PAYWALL

Subscription models allow media groups to directly monetise their content to finance high-quality productions. Today's audiences are increasingly accustomed to consuming paid content via subscription models on platforms like Netflix, Amazon Prime and Spotify, to name a few popular examples.

And as "fake news" scandals have become more commonplace, people are more inclined to pay for quality reporting from trustworthy sources.

This growing willingness to pay for original content and/or reliable information means that subscription models are more viable today, with Deloitte even predicting a 50:50 ratio between subscription revenue and ad revenue for digital publishers by 2020.²²

The New York Times is perhaps one of the most commonly cited examples when studying successful digital subscription models: in the first quarter of 2018 alone, the paper saw 25.5% year-over-year growth in digital subscribers, bringing the company's total digital subscriber base to 2.8 million.²³

In a bid to encourage higher subscription rates and counter the immense pressure of Netflix and Amazon Prime, broadcasters (even rivals in some cases) are banding together to create joint venture platforms giving subscribers access to common content.

For example, French broadcasters France Télévisions, M6 and TF1 have collaborated to launch the Salto platform in France²⁴, BBC and ITV joined forces to launch the BritBox platform in North America and more recently in the UK²⁵, and Germany's 7TV (a joint venture between ProSiebenSat.1 and Discovery) is expected to expand its offering with additional broadcasters in the next few months.²⁶

No matter the subscription model you employ, from freemium to tiered to metered, digital analytics data is key to evaluating its effectiveness and identifying new levers for subscription growth. We recommend focusing your analysis on two main areas:

1. Performance of your subscription product page(s) (the pages outlining subscription features and details), especially if you offer different subscription types or levels. For each product page, examine the:

- **Source:** Do paid or organic sources generate the most subscriptions? Which channels in particular?
- **Referring page:** What did the visitor view right before deciding to subscribe?
- **Conversion rate:** Which subscription type converts most often?
- **Revenue:** Which subscription type generates the most revenue?
- **Time to conversion:** For how long has a person visited your site before deciding to subscribe?

2. Performance of the sales funnel, to ensure a smooth sign-up process and to detect any potential errors or obstacles:

- **Conversion rate** at each step of your sign-up funnel: Where are subscribers dropping off?
- **Devices:** Which devices are most often used to subscribe? Which devices have the lowest conversion rate in the funnel? You might discover a need to optimise your funnel for mobile, for example.
- **Payment:** What are the most popular payment methods? Which payment methods generate the most errors?
- **Form completion:** What is the form completion rate when filling out personal details?

PAYWALL

When implementing a paywall, which content, and how much content, should go behind it?

Your digital analytics data holds the answers: Understanding your audience's behaviour and what drives them to purchase an article or subscribe will help you identify where and how to implement paywalls. A notable example is the Wall Street Journal's approach, years in the making, in which it assigns all non-subscribing visitors a "propensity score" calculated from more than

60 elements, and then applies a dynamic, individualised paywall designed to convince the non-subscriber to convert.²⁷

Luckily, there are simpler and quicker ways to effectively tailor your paywall strategy. Using digital analytics data, you can group your non-subscribers into different segments and offer them dynamic paywall options customised to their context and behaviours. Take the following examples:

| Reader type | Description | Analytics segment criteria | Paywall strategy |
|-------------------|--|---|--|
| Fly-by | One-off visitors. They don't usually engage with your brand. | New visitors who have viewed fewer than 3 pages | Giving them the opportunity to explore your content for free could convert them into occasionals or regulars. Try a metered approach with free articles (ex: 3 free articles). |
| Occasional | Occasional visitors. They know your brand, but don't regularly consume your content. | Returning visitors who have visited once a week, or once every 2 weeks (depending on your site) | Take things to the next level and deepen their engagement with your brand: Ask them to sign up for a free account to continue consuming your content. |
| Regular | Your frequent and faithful visitors. They consume your content on a regular basis. | Returning visitors with daily frequency | They've likely already signed up for an account with you, so their data is key to determining the next step in the paywall scenario. Which content (and how much) do they consume? Use this data to inform your "pay per article" approach, or to personalise a paid subscription offer. |

EXPERT'S VIEW

There's no magic formula for monetising readers with a paywall, so let's embrace test and learn logic!

In the era of digital subscriptions, you don't need to spend much time on different media sites to see that paywalls are everywhere*. But these monetisation walls, which block or protect content, depending on where you stand, have a major problem: most of the time, they're static.

To start, they're static for readers, who are all subjected to a similar (often frustrating) experience, no matter their profile. In other words, independently of their situation or reading context, they receive the same message: "Subscribe or leave". And, in a less obvious way, paywalls are static for publishers. It's often the media groups' technical teams who control the development of a paywall system. But this kind of organisation, even if logical, makes it very long and complex to optimise acquisition and monetisation strategies on the fly.

Paradoxically, paywalls are at the heart of publishers' business models! It's therefore critical to re-enable teams to rapidly test and optimise their strategies, whether it's for acquisition, engagement or monetisation. It's in accordance with this idea that dynamic paywalls are breaking with tradition.

Our customers can now embrace a test & learn logic, particularly adapted to the digital sector. By being able to control content access rules, marketing teams can take back control of their paywall strategies. And by offering audiences more relevant experiences and by working on each lever, average revenue per user can be optimised, whether that's revenue linked to subscriptions, ad impressions, one-off payments, data collection, etc.

Working on each lever. There you have it: there's no magic formula for defining the best monetisation strategy. From experience we've learned that you must dare to jump right in, test hypotheses, learn from your errors and optimise incessantly to find the best mix.

With the right data tools, decision-making during the testing phase is easier. That's why as content access experts, Pool has chosen to join up with other specialists, notably in audience segmentation and analytics domains (like AT Internet), to offer brands an ecosystem that's as open and efficient as possible... to implement, together, the best monetisation strategies!



Maxime Moné

Co-founder of Pool.tech dynamic paywall

→ About Pool

Created in 2016 with a view to facilitate content access and financing, the startup Pool already counts more than 50 customers, including France's major publishers. — Learn more at pool.tech

* ... or nearly everywhere. Already in 2016, 78% of American newspapers with circulation of more than 50,000 copies offered a digital subscription model, according to the American Press Institute

CHECKLIST

ORIENTATING YOUR PAYWALL STRATEGY: ASK THE RIGHT QUESTIONS

1 - State of my audience and understanding them

- In which ways am I dissatisfied by the paywall current implemented on my site?
- What are the key segments within my audience?
- Do I have a reliable source of digital analytics data to measure my audience's behaviours?
- In which ways do each of my segments serve each of my business models?
- Which key steps do my audience take before reaching my goal, such as subscription?
- Is there a link between user engagement and conversion?

2 - Defining my strategy

- What are my business models, and which ones do I wish to develop?
- For each segment, which business goal do I wish to achieve?
- Which KPI will determine whether I've reached this goal?
- Which hypothesis will I test to reach this goal?
- On which observed statistic is my test hypothesis founded?

3 - Managing and directing my strategy

- Who will own this subject internally? Does this person have a 360-degree view of the company's challenges and its different business models?
- Considering my goals and my segments, which reader scenarios should be implemented?
- Have I planned to implement a reference pathway?
- Are the various tests and their conclusions documented somewhere?

AT Internet's digital analytics data can be combined with Poool's dynamic paywall solution to help you understand audience behaviour, identify key segments, determine the most effective paywall scenarios, and measure KPIs.



DIVERSIFICATION

In a bid to multiply and diversify revenue streams, publishers and broadcasters have turned to an array of activities and offerings (some of which are rather creative) to supplement the revenue earned via ads and/or subscriptions.

Some notable examples include event and conference organisation (such as Les Echos Events from the French financial daily, and Hearst Live, the centralised events business of Hearst Magazines), job and dating boards (such as the dating site created by Nous Deux maga-

zine in France, and ProSiebenSat.1's recent acquisition of eharmony dating site in the US), book publishing, and even pop-up stores and cafes (Café NEON in Paris, a creation of NEON magazine, and Holiday Café in Paris from the American travel magazine of the same name).

Nonetheless, diversification can be a touchy subject for certain titles and brands (like France's Libération newspaper, below) who ardently resist anything other than purely journalistic activities.



WE ARE A NEWSPAPER

not a restaurant,
not a social network,
not a cultural centre,
not a TV studio,
not a bar,
not a startup incubator...

Libération staff reply to shareholders' proposals

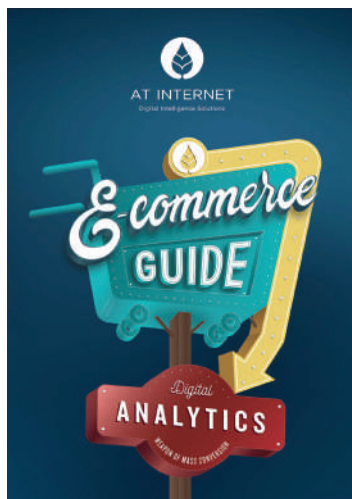
Indisputably, the most common means of diversification for media groups is through e-commerce: selling branded merchandise, special edition publications, apparel and accessories, and more. Many publishers and broadcasters have already dabbled in e-commerce with varying success (and some attempts have failed).

- 1. Optimising your product catalogue:**
Present your products in the most relevant and enticing way
- 2. Engaging users with your product pages:**
Convince visitors to put your products in their carts and move down the funnel

When launching an online store or optimising your existing e-commerce activity, it's important to stack all the odds in your favour – and that's where your digital analytics data is unparalleled. It represents a treasure trove of information enabling you to draw the most value at each step of the on-site purchase process:

- 3. Building an efficient purchase funnel:**
Drive potential buyers all the way through to conversion while limiting distractions
- 4. Encouraging repeat purchases:**
Understand customer behaviour to create loyalty and trigger repeat purchases

THINKING ABOUT **DIVERSIFYING?**



Get the ultimate (and free) guide to Digital Analytics & E-Commerce

for more best practices, expert advice and recommended analyses to optimise your e-commerce activity.

ESSENTIAL ANALYTICS KPIs: MONETISATION

For people responsible for digital subscriptions, digital revenue, or monetisation strategy

Top 5 articles leading to subscription
(referring page)



Ad-enabled pageviews

36K

Reach across titles



Ad-enabled pageviews per device



Conversion rate

- Per subscription type
- per paywall model

72%

Conversion rate

- Per source
- Per platform or combo of platform

18%

Top 5 funnels (paths) leading to subscription



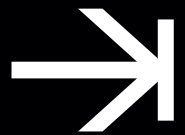
Average time to conversion
(number of visits or days)

9.4

4. Retention



Use data to
retain audiences,
boost loyalty
and grow
long-term value



4 →

Acquiring new audiences is always an important objective, but retaining those audiences and transforming them into loyal readers, watchers or listeners is where you are likely to reap more value over time. And with customer acquisition costing nearly 50% more today than 5 years ago²⁸, focusing on retaining your current audience base (and growing their lifetime value) is likely a more cost-effective approach. In fact, it's estimated that reducing churn by just 5% can result in profit increases of 15% to a staggering 95%.²⁹

- So who are your most loyal users, and where do they come from?
- How do they behave on your sites and apps?
- What value do you get from them?

How can you reduce user churn?

And how can these insights help you increase retention of other less loyal visitors?

Your digital analytics data holds the answers.

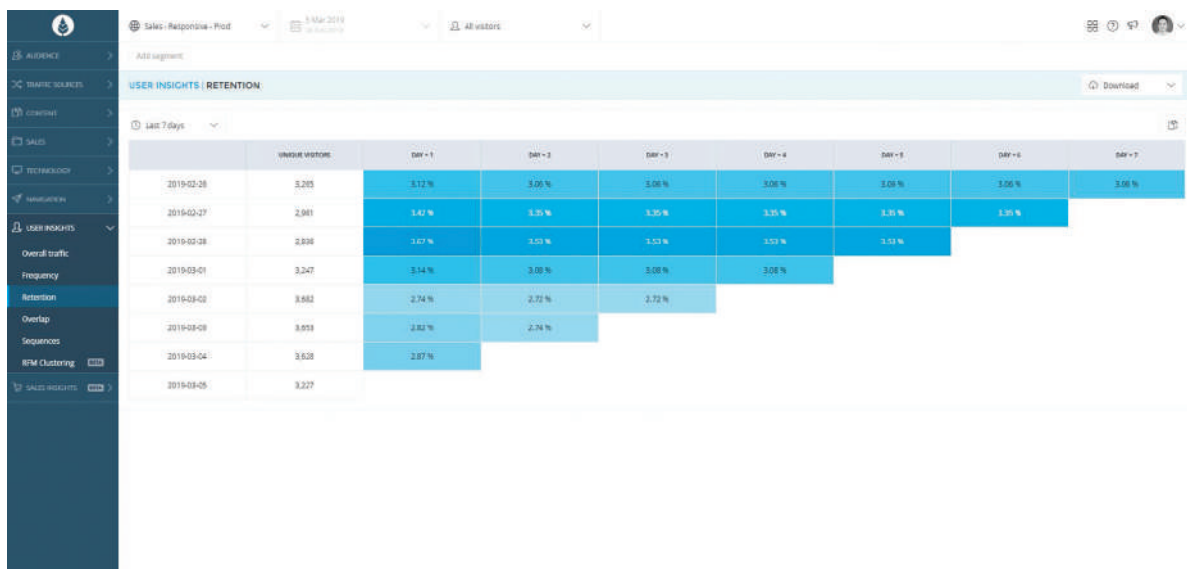
As we saw in the first chapter, your visitors come from a wide range of platforms (in all likelihood, Facebook, Twitter, Google AMP, AdWords ads, etc.). But even if these sources generate high volumes of traffic, there's no guarantee of this traffic's quality in terms of loyal users. A good example is visitors coming from AMP as a source; media brands are less visible on AMP pages, and we observe that AMP visitors tend to be much more volatile compared to users coming from other sources.

It's therefore crucial to look beyond visit volumes and simple traffic data to identify which platforms truly work best in bringing engaged and valuable audiences in the long-term. You are likely to be surprised by what you see!

REPEAT VISITORS & VISIT FREQUENCY

When studying user retention, the most common and popular analysis is the retention graph, which shows the proportion of users who came back to your site or

mobile app on a given day, with data displayed over a certain time period. In this case, we see user retention on a daily basis over a 7-day period:



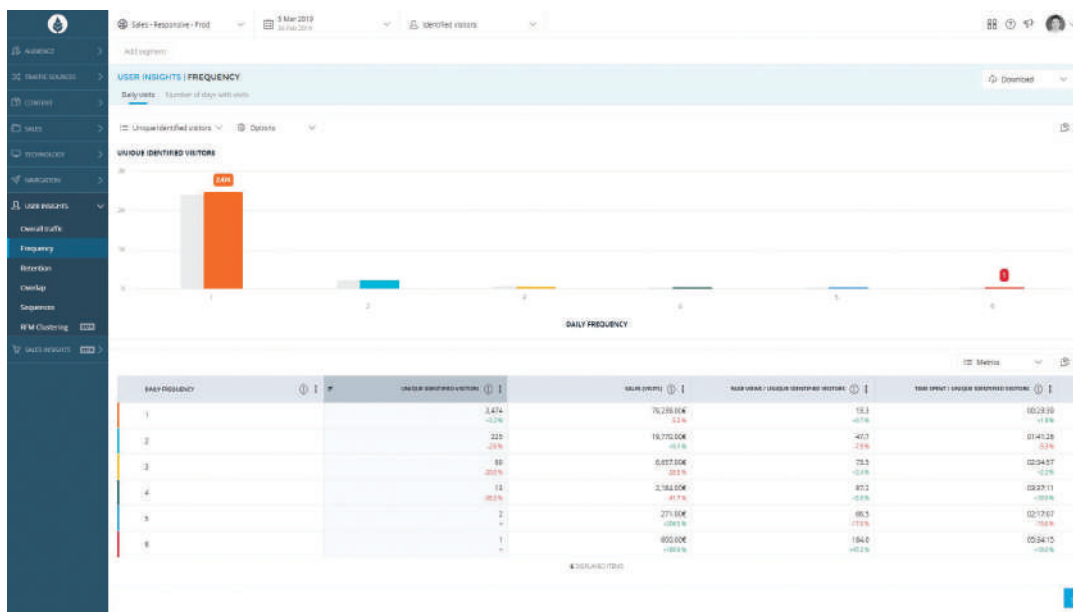
Retention analyses (like the one above from AT Internet's *User Insights* tool) are valuable as they can tell you:

- which sources bring in your most engaged users over the long term
- if your paid marketing investments are resulting in greater user stickiness
- which specific version of your mobile app retains the most users
- the impact of a specific factor (like a campaign, an event, exposure to certain content) on user retention

Depending on your content's engagement cycle, you can analyse visitor retention over fixed periods ranging from the last 7 days (for shorter engagement cycles) to the last 6 months (for longer ones).

- Learn more about reading retention graphs **in this article**.

It is also useful to study visit frequency, as it shows how often unique visitors come back to your platforms within a given day. The *User Insights* Frequency analysis below, for example, shows that most visitors visit the site 1 time in a single day, but there are also 225 visitors who came twice in the same day, 60 who came three times, etc.



While the frequency analysis is a practical way of judging the “stickiness” of your site and content, you must also take your site and content type into account: while a news or a streaming video site may see visitors coming back multiple times per day, a weekly podcast or a weekend programme may have lower visitor frequency, for example.



USER INSIGHTS

User Insights, fully integrated in the *Analytics Suite*, is AT Internet's tool for an accurate, visitor-centric and seamless view of the user journey across all your brand's digital touchpoints.

Featuring Retention, Frequency, Overlap and Sequences reports, *User Insights* enables you to understand the holistic customer journey across devices, sources and platforms, so you can optimise your customer loyalty strategies and churn prevention efforts.

Once you have identified your most loyal users, you can create segments and take action to further develop their engagement with your brand, increase their spend, and turn them into true ambassadors. You might, for example, export the user IDs from this segment into your CRM and email campaign tools, then

contact your most loyal users with special offers, early bird access to new content, an invitation to join a rewards programme, etc. And keep in mind that your digital analytics data is an essential source of information when calculating customer lifetime value (CLV) and building predictive models.

IDENTIFY & REDUCE POTENTIAL CHURN

Now that you've identified your most loyal audiences, it's time to move to the other end of the user spectrum: determining your churn risks is an absolute must in order to take preventative action. Churn rates can be frustratingly high, especially when dealing with mobile apps (one study showed that more than two-thirds of all app users churn within 90 days³⁰). It's therefore critical to dig into your data to identify these churn risks, create segments, and then export them to a CRM, emailing, or push notification tool to:

- send a special email campaign to at-risk users with a special offer or promotion
- run retargeting ad campaigns to re-engage them
- offer a free trial subscription
- implement a push notification campaign with targeted messaging or offers



EXPERT'S VIEW

Use analytics data for successful mobile engagement campaigns

Push notifications are a particularly effective communication channel on mobile, with opt-in rates of nearly 70%.³¹ More instantaneous than email and cheaper than text messages, push notifications are natively displayed on smartphone screens and can generate up to 40% of repeat visits weekly for mobile apps that use them effectively. While push notifications encourage greater engagement from your users, your digital analytics data can show you how these users are reacting and interacting with your brand. Thanks to the bridge between AT Internet and push notification provider Batch, you can easily generate user segments and target them with automated mobile and web push notifications. Then, automatically track the effectiveness of your push notification campaigns directly in your *Analytics Suite* dashboards.

By integrating analytics and push notifications, you can:

- **Customise your audiences:** Generate segments using analytics data and send personalised notifications to these custom audiences. AT Internet segments are integrated into Batch's segmentation matrix, which estimates the reach of each push notification campaign.
- **Retarget to re-engage:** Optimise campaign performance by making the most of your push campaigns' history and results to adapt messaging and boost conversions. By using AT Internet segments in Batch, you can retarget certain groups according to conversion data from previous campaigns (such as notification opens, purchases, clicks, etc.).
- **Monitor daily results with a 360-degree view:** Analyse your mobile engagement KPIs by importing Batch data (notifications sent, open rate, re-engagement rate...) into your AT Internet dashboards. Batch data can be viewed with just a few clicks in the marketing traffic sources, giving you a high-level yet granular view of all campaigns.
- **Analyse campaign impact:** Align your push notification campaign data with your digital analytics data (visits, pageviews, purchases, sign-ups, etc.) to see the true impact of your mobile engagement campaigns on your digital performance and sales. By analysing this data together, you'll be able to make more informed decisions.



Simon Dawlat

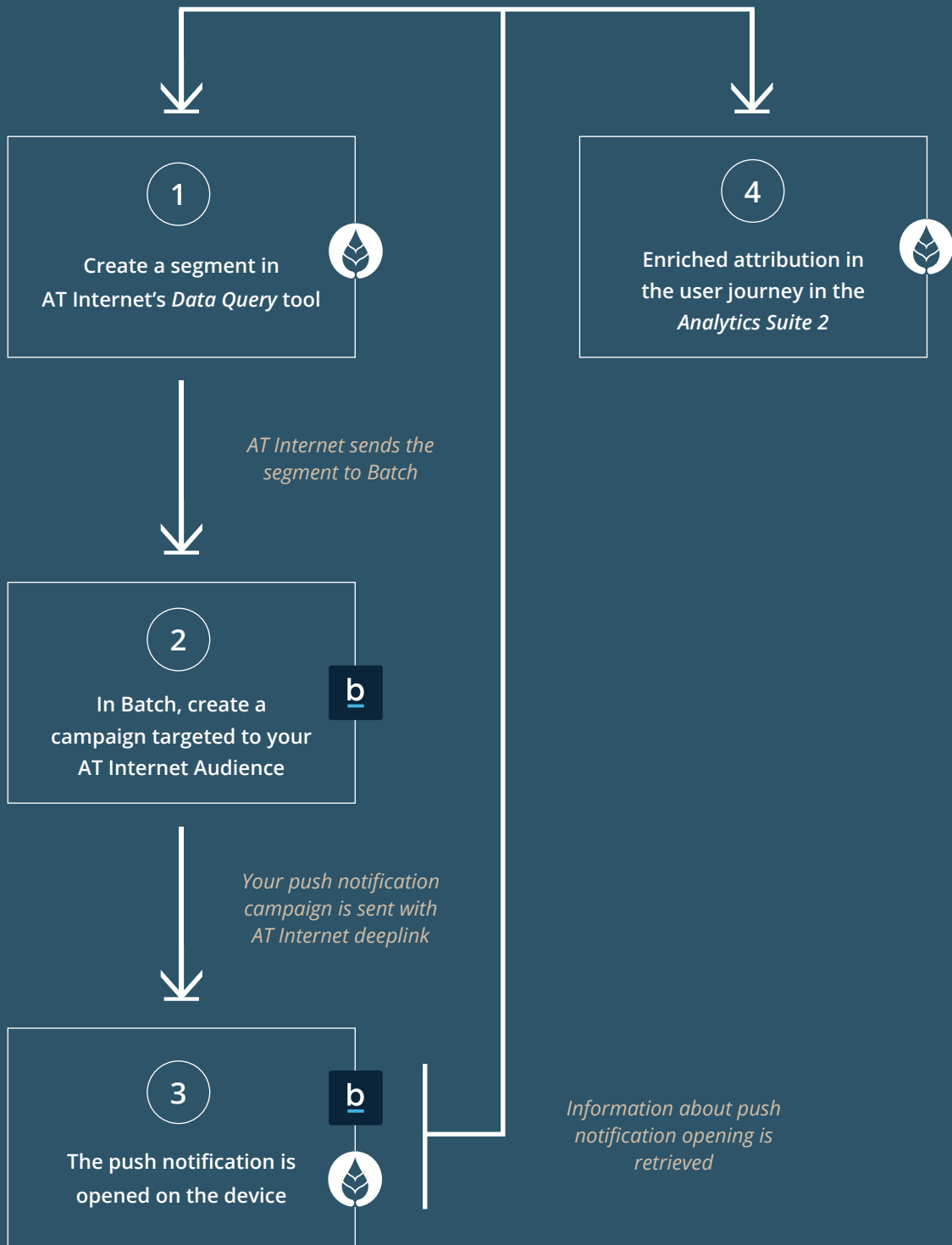
CEO of Batch



→ [About Batch](#)

Batch.com powers push notifications for 5,000+ leading apps in the world, sending north of 50 billion mobile messages each year. Combined with our advanced user targeting platform and marketing automation tools we're a CRM suite for the mobile era.

AT Internet & Batch integration: how it works



CROSS-DEVICE & CROSS-PLATFORM USAGE

You likely use more than one type of device throughout the day to browse online, read news, enjoy streaming music or video, and stay connected. Your audiences are no different!

A user might consume content on an app from his mobile phone while in transit, use his laptop computer at work to browse, and then watch media from a tablet or a smart TV at home in the evening. Cross-device and cross-platform content consumption is an irrefutable reality – and cross-device analytics data is therefore fundamental for a “full picture” view of how users interact with your content and media brand across screens.

While you can easily obtain this “full picture” view thanks to your digital analytics solution, there’s one factor which is necessary to making it work: user login. Users must be signed in to your websites and mobile apps in order for your digital analytics provider to recognise them as authenticated users and collect and reconcile their behavioural data seamlessly across devices and platforms. It’s therefore recommended to offer a persistent login option (like “remember me”) to facilitate and encourage your users to remain logged in. You may also choose to partially or fully restrict access to

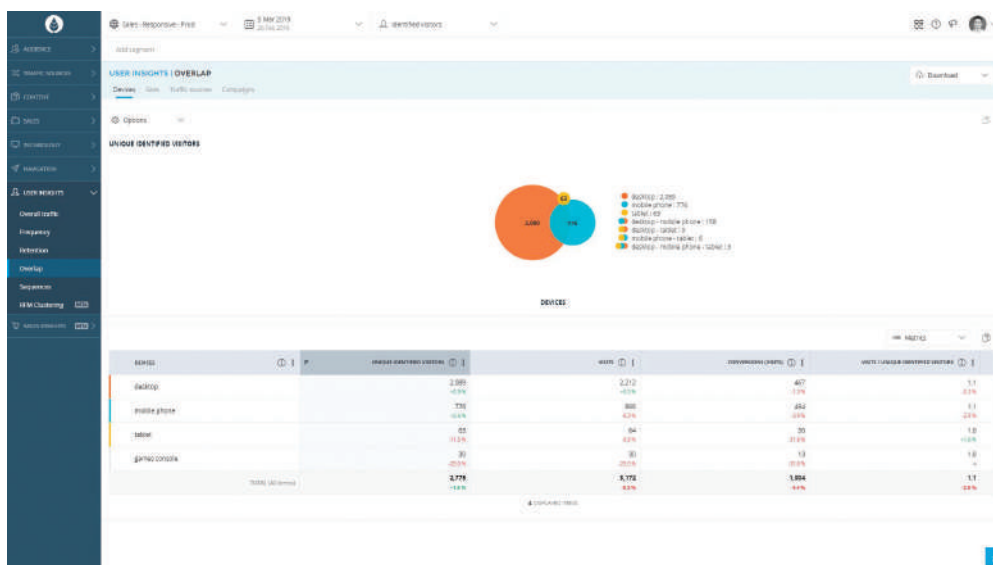
your content until users log in, or incentivise them to remain signed in by offering exclusive content or special features in their “my account” area.

One recent and large-scale initiative to encourage permanent login has been launched in France, where 10 major media groups will implement a single sign-on system across 80 media sites this fall. Readers will simply need to log in with one account to be automatically recognised across the network of sites belonging to L’Equipe, Le Figaro, Les Echos-Le Parisien, Lagardère Active, Radio France (all AT Internet customers!), amongst others. Incentives for readers to adopt this single sign-on system include being able to continue an article on another device exactly where they left off (in the case of Le Figaro) and having the option of setting up certain mobile alerts (for L’Equipe)³². Publishers hope this initiative will result in a greater portion of readers remaining signed in across devices and platforms, ultimately leading to more accurate and richer cross-device analysis.

With identified (logged-in) users, you can answer questions like:

→ How many and which devices do people use?

These insights will enable you to optimise your ecosystem of digital platforms – improving each platform individually, as well as improving consistency and UX when moving between platforms. For example, we see here that the large majority of our audience visits our properties using a computer:



→ **What is the overlapping usage between devices? Which combinations of device are used by our most loyal customers?**

With this information, we can determine which device combinations and sequences most often lead to conversion, and therefore identify new ideas for packages and bundles to sell. For example, if we observe that the combination of desktop and mobile generates the most conversions, we might create a segment of our desktop-only users, and then target them with a message about the “desktop & mobile app” bundle.

| DEVICE | UNIQUE IDENTIFIED VISITORS | VISITS | CONVERSIONS (PCT) | UNIQUE LIFETIME REVENUE (PCT) |
|-------------------------------------|----------------------------|--------|-------------------|-------------------------------|
| Desktop | 1,217 | 1,202 | 422 | 1.8 |
| Mobile phone | 688 | 669 | 382 | 1.1 |
| Mobile phone, Desktop | 71 | 183 | 81 | 2.3 |
| Desktop, Mobile phone | 81 | 138 | 48 | 2.3 |
| Tablet | 45 | 56 | 23 | 1.8 |
| Generic device | 26 | 28 | 10 | 1.8 |
| Desktop, Mobile phone, Desktop | 12 | 29 | 9 | 2.3 |
| Mobile phone, Desktop, Mobile phone | 10 | 25 | 12 | 2.3 |
| Tablet, Desktop | 5 | 11 | 4 | 2.3 |
| Mobile phone, Tablet | 4 | 8 | 3 | 2.3 |
| Desktop, Tablet | 5 | 8 | 1 | 2.3 |

Likewise, you can study the retention (using the retention analysis shown above) of a user segment including users who subscribe to a multi-platform bundle.

When examining the cross-device data for this segment, if you see that only one device is really being used amongst this segment, you’ll know that there’s a risk of churn or package downgrade.

Additionally, should loyal visitors change their device or platform habits, you’ll still be able to measure usage and retention, no matter the device or platform used. For example, if a person ceases to use the mobile site and begins to use the mobile app instead, he or she will still be counted amongst your loyal audience (and not as a “lost” mobile site user), ensuring a reliable view of user retention over time.

DON'T FORGET THE GDPR

While it is perfectly legal to track and measure user behaviour across devices and platforms using AT Internet's GDPR-compliant digital analytics solution, the *Analytics Suite*, you must remember to be fully transparent with your audiences about how their data is being collected, processed and stored. Always verify current legislation to ensure your activities and new initiatives are compliant.

Here's a quick refresher on what the GDPR says regarding **purpose** of data collection:

Personal data must only be "collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes".

In the case of digital analytics, the purpose of data collection is to improve users' experience on your site, and/or provide them with tailored content. Your visitors' data should NOT be used in other ways for which they have not given consent, with "**consent**" being defined in the GDPR as:

"... any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her"

You must be clear and transparent in how you collect consent from users and in how you explain your personal data processing, and you must offer users a real, genuine choice in giving their consent – avoid pre-ticked boxes and any other type of "default" consent.

(For an example of what not to do, look to Google, who was recently handed a fine of 50 million euros by France's data protection authority, the CNIL, for "lack of transparency, inadequate information and lack of valid consent regarding ad personalisation."³³)

AT Internet offers all its customers a Data Processing Agreement which transparently defines responsibilities and conditions for processing personal data, thereby enabling our clients to fulfil their obligation of clearly informing their own end users.





And when it comes to **profiling**, the GDPR defines it as:

“Any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person’s [...] behaviour, location or movements.”

If you use analytics data for profiling activities, you must carry out a Data Protection Impact Assessment (DPIA) to ensure and demonstrate accountability and compliance.

If you perform any other data processing activities that potentially put the rights and freedoms of users at risk, you must also carry out a DPIA to evaluate these risks. Should the results of your DPIA indicate high residual risk, you must consult your local supervisory authority, who can advise you appropriately.

*AT Internet customers have access to practical guides and a set of privacy features designed to help them define how personal data is processed and strengthen protection of their users' privacy. Learn more about these features and resources in the **AT Internet Help Centre**.*

BRUSH UP ON YOUR DATA PRIVACY OBLIGATIONS!



**Catch the replay of our webinar,
“GDPR & Digital Analytics: Are You Ready?”**

to review the GDPR's requirements regarding digital analytics activities and to understand what pitfalls to avoid with your analytics.

ESSENTIAL ANALYTICS KPIs:

RETENTION

For people responsible for retention, engagement or customer experience

Frequency
of visits



% of
repeat visits

65%

Reach
across titles



Churn rate

Drilldown:

- Per offer/promo
- Per device or combo of device
- Per platform or combo of platform

23%

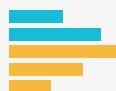
New revenue from
existing customers

100K €

Top content viewed
after subscription



Sources of loyal visitors
(paid vs. organic)



Subscribers who visit
less than 2x/month

(churn predictor)

5%

conclu- sion ↓

Throughout this guide, we've demonstrated why quality digital analytics data is vital for your audience, content, monetisation and retention strategies, and the value it can add when used effectively across an organisation.

We believe data is the magic ingredient to help your business survive and thrive in today's challenging and fast-changing context.

But we also believe in the important role that human expertise and judgment must play when facing the complex and sensitive situations that often arise in the media sector today. Providing audiences with information, whether news or entertainment, is both an art and a science. With such rich and extensive data readily available, it can be tempting to let numbers and popularity dictate content choices. Nonetheless we must not neglect democratic responsibility in pure favour of "what sells".

Being a data-driven organisation does not mean just letting the numbers decide. It's about finding the right balance between letting your data lead you in the right direction, and embracing editorial responsibilities and ethics that no algorithm can replace.



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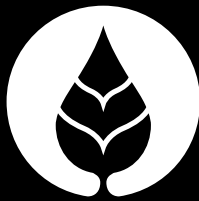
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AT INTERNET

Digital Intelligence Solutions

About AT Internet

One of the world's major players in digital analytics since 1996, AT Internet helps companies measure their audience and optimise their digital performance across all marketing channels. From data collection to exploration, activation and the sharing of insights, AT Internet's *Analytics Suite* provides fully reliable data for optimal decision-making company-wide. The quality of AT Internet's solution and service has recently been recognised by leading independent industry studies. AT Internet's digital analytics solution is used on more than 20,000 sites and mobile applications around the world, across all industries. With more than 200 employees, the company is present globally via its customers, subsidiaries and partners.

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