Today's agenda: Behind The Numbers

- Traffic trends across the TownNews.com network
- The impact of social and mobile traffic
- The "time to interact" metric and what we're doing to optimize it
- Content strategies to improve engagement
- Overview of Content Exchange statistics
- Advertising industry trends

About TownNews.com

28

The number of years we've been in business helping our customers succeed.

50

The number of states in the US where TownNews.com has media partners.
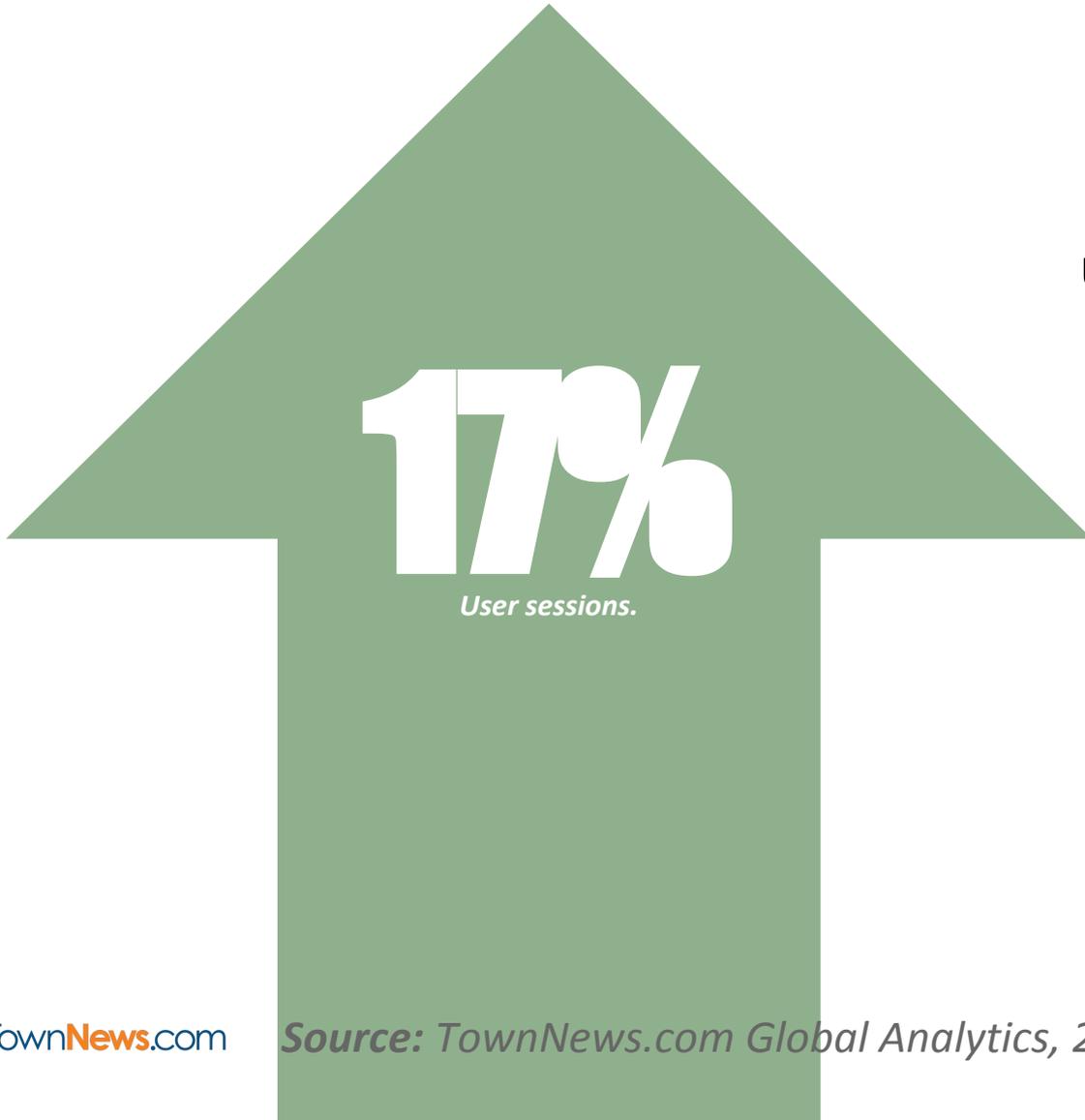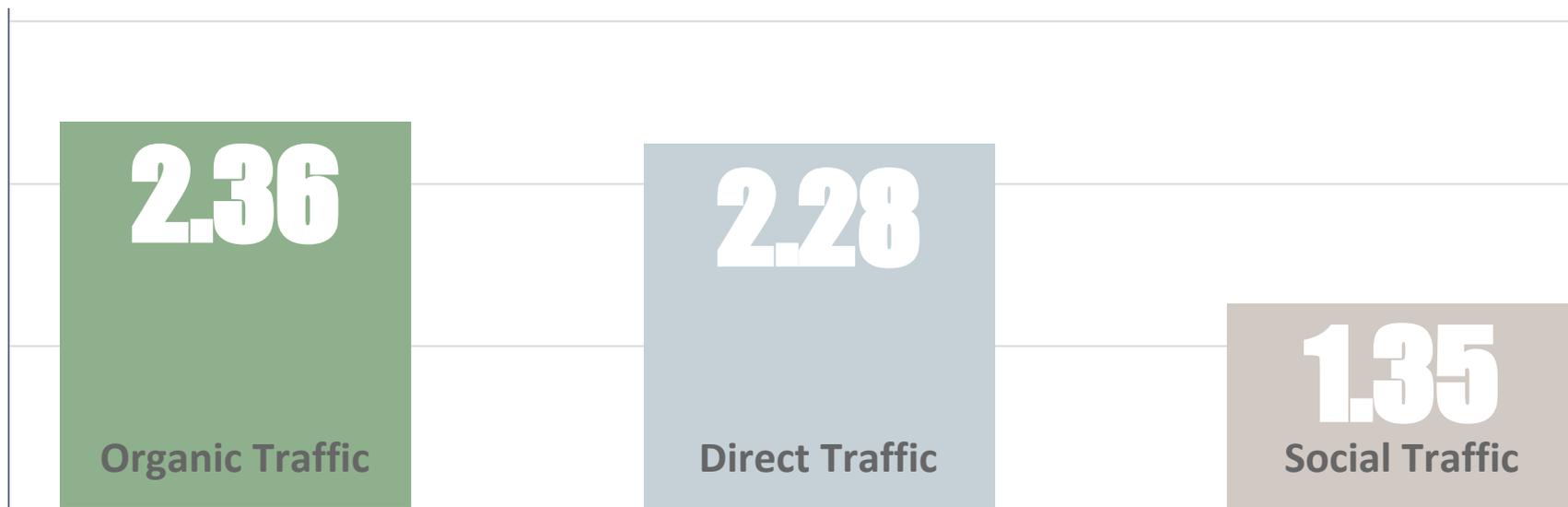
Traffic Trends

Increase in user sessions

17%

User sessions.

Year over year growth of overall user sessions across all TownNews.com network.

Source: TownNews.com Global Analytics, 2017

TownNews.com

Across the entire TownNews.com network:

2.03

Overall Average Pages / Session

2.36	**2.28**	**1.35**
Organic Traffic	Direct Traffic	Social Traffic

Source: TownNews.com Global Analytics, July 2017

Across the entire TownNews.com network:

1:45

Overall Average Session Duration in Minutes

2:07

1:57

0:47

Organic Traffic

Direct Traffic

Social Traffic

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Source: TownNews.com Global Analytics, July 2017
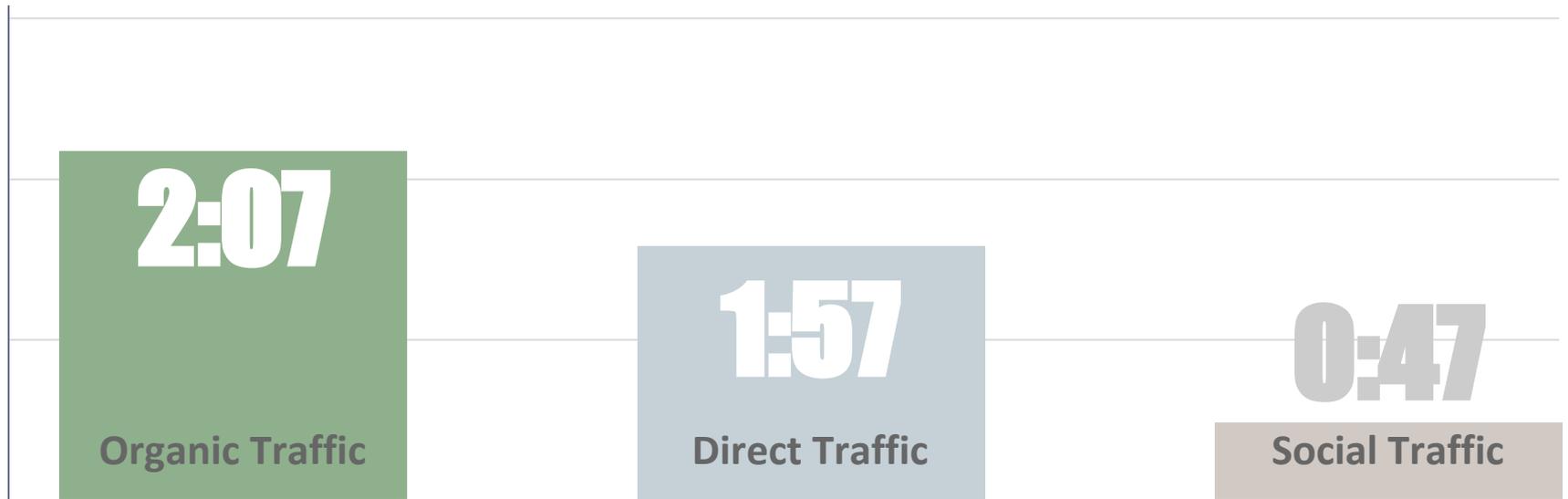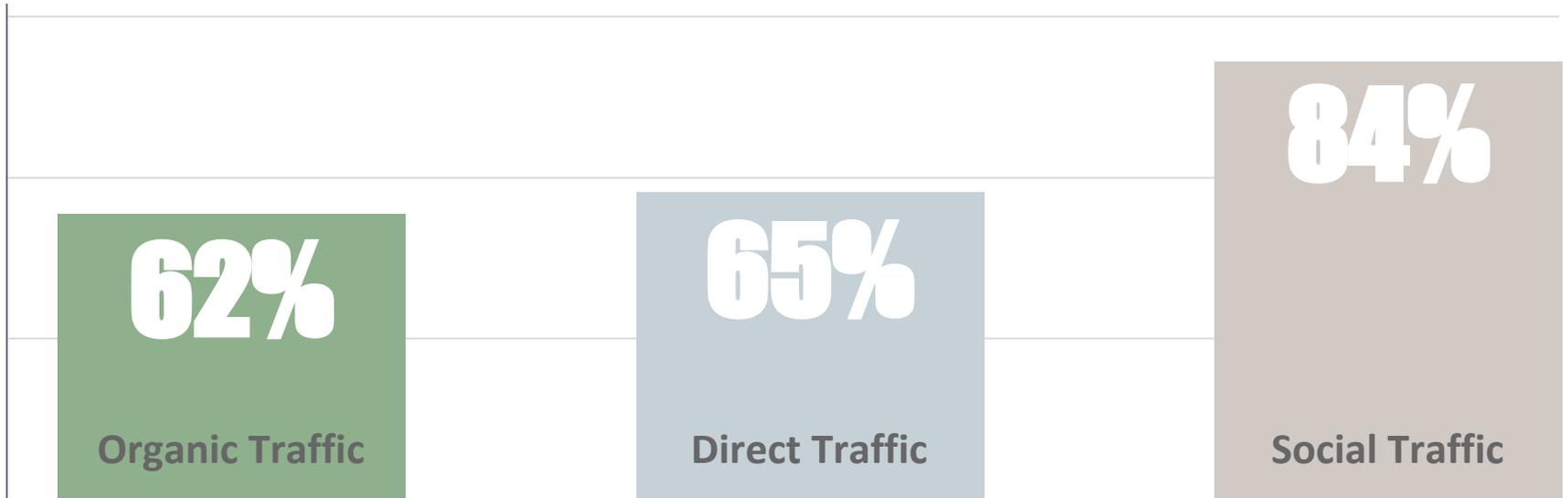
Social on the rise

- As social traffic increases, pages per session and session duration go down.
- Sites that have very little social traffic, like subscription sites, have high user sessions and long session duration.
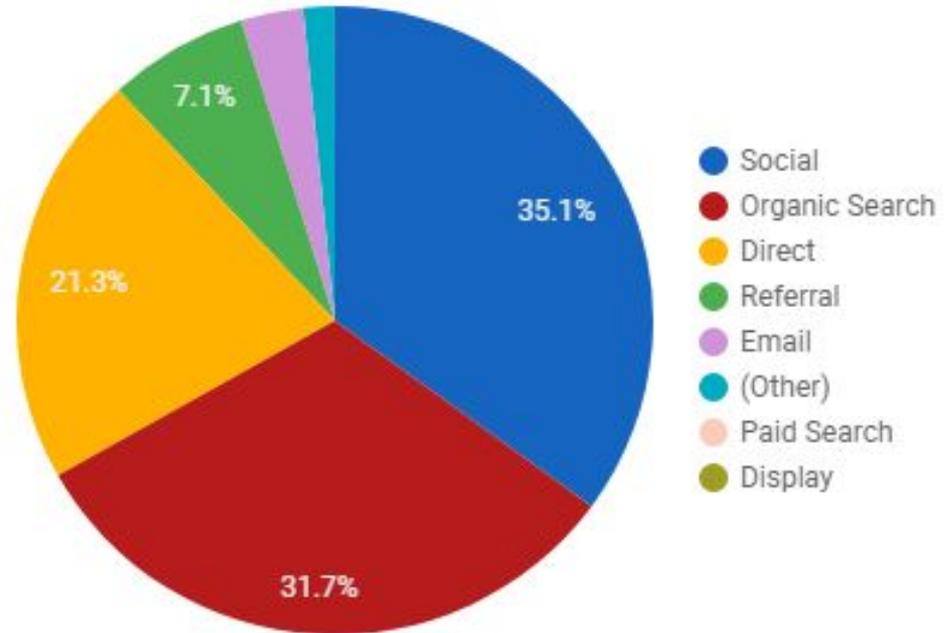
11%
User sessions.

Social referral traffic has increased dramatically since this time last year.

Traffic Sources

- "Referral Channel Grouping"
  a great metric to help
  you understand the source
  of your traffic.
- "Organic" comes from
  search.
- "Direct" means they
  bookmarked your site
  or typed it in the browser.
- User stories emerging -
  browsing, searching and social.

Pie chart:
- Social — 35.1%
- Organic Search — 31.7%
- Direct — 21.3%
- Referral — 7.1%
- Email
- (Other)
- Paid Search
- Display

Facebook domination

- Facebook is far and away the dominant social network.
- The number of sessions coming from Facebook has increased since last year.
- The percentage versus the other networks, however, hasn't changed.
- Twitter is 6.5%.

Of all Social Referral Traffic, Facebook makes up

92%

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TN TownNews.com   *Source: TownNews.com Global Analytics, July 2017*

Facebook best practices

- Optimize your OG tags per section for best performance.
- Use the BLOX Broadcast tool to send Facebook posts to multiple accounts and pages.
- Experiment with Facebook Instant Articles.

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Target content to user group

- Using TownNews.com iQ Engage, you can customize content based on user group.
- Show more content and fewer ads to "loyal" local users.
- Behavioral targeting of content recommendations have improved pages per session within this group by 300%.

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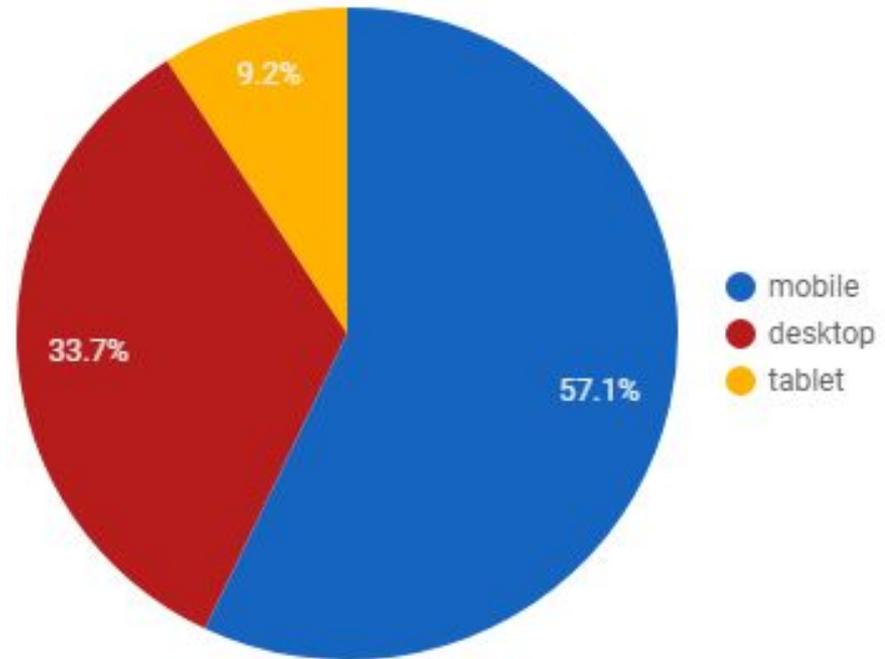BEST PRACTICE

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Mobile Traffic

Mobile is winning

- Mobile traffic has grown 5% since last year.
- Mobile has the highest bounce rate versus desktop and tablet.
- More social referrals come in on mobile devices.

9.2%

33.7%

57.1%

- mobile
- desktop
- tablet

Source: *TownNews.com Global Analytics, July 2017*

Mobile in the evening

- Consider dayparting to promote content to mobile users in the evening.
- Analyze what those users are doing on your site and strategize.
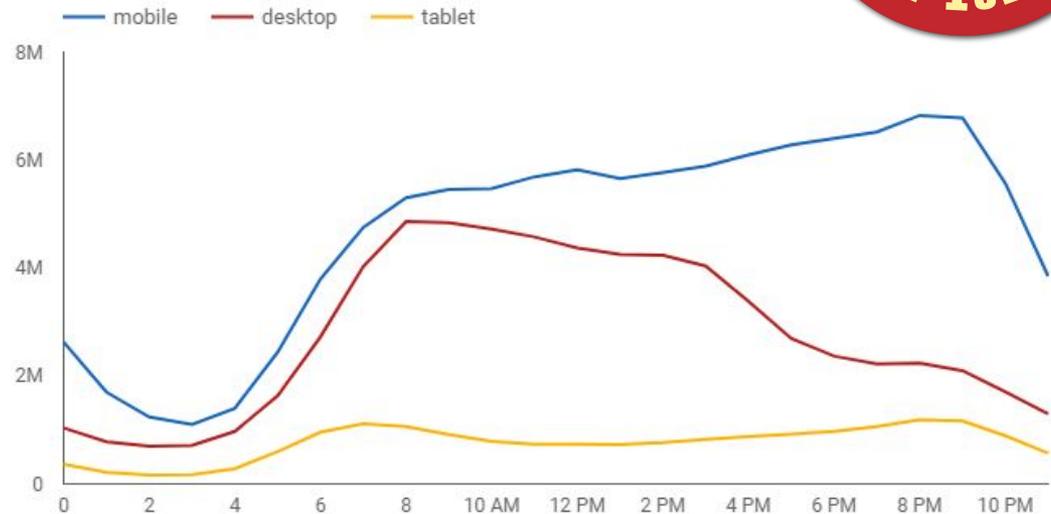
Mobile best practices

- Consider the new Mobile Pattern grid - built for mobile first.
- Include mobile banner (320x50) below masthead.
- Build an ad position every 2 - 3 viewports.
- Don't let ads stack up at the end of the page.
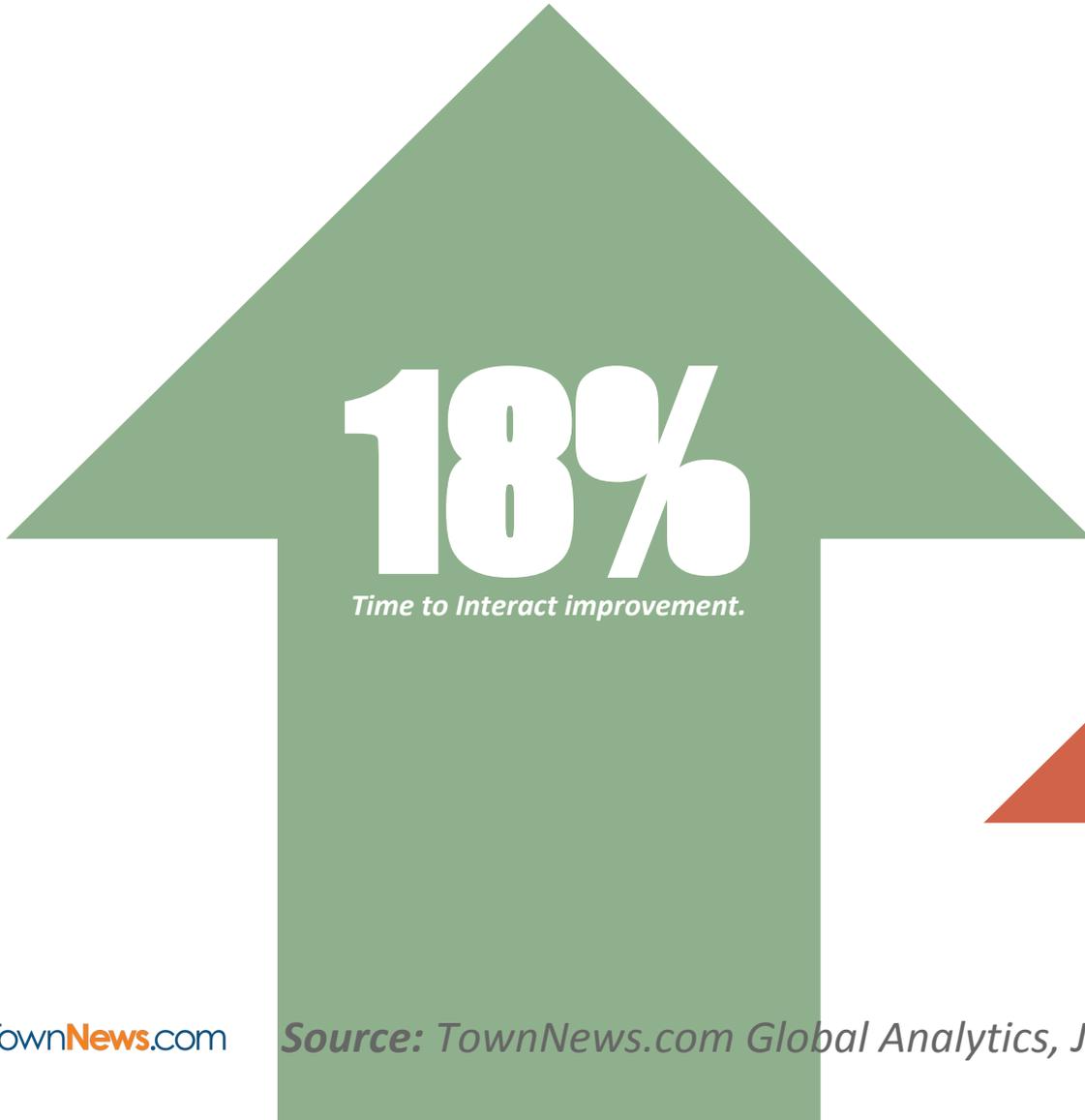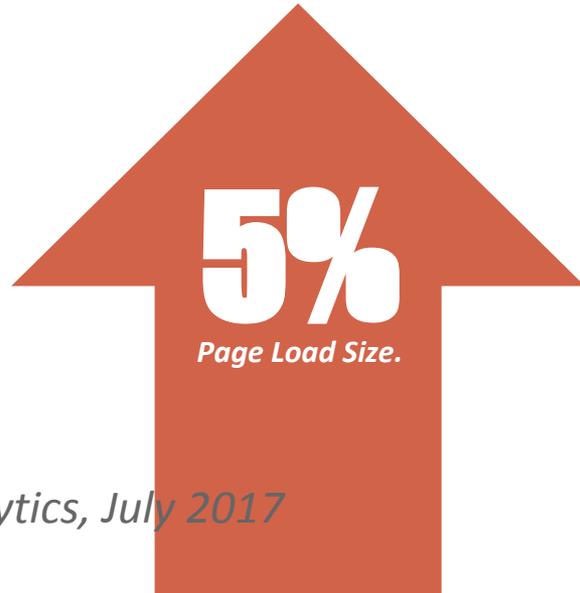- Make sure to look at your site with your phone!

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Page Speed

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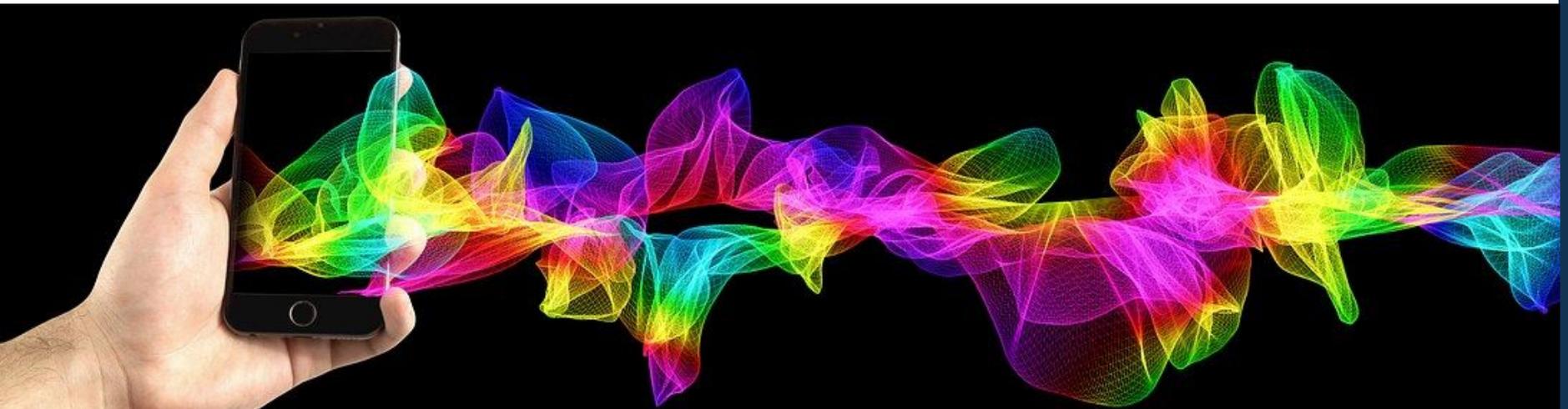
Time to interact has improved

Pages are getting "bigger" but technology is getting faster.

18%

Time to Interact improvement.

5%

Page Load Size.

Source: TownNews.com Global Analytics, July 2017

Page speed optimizations

- Focusing on "time
  to interact" metric.
  - HTTP/2
  - Multiplexing
  - Header compression
  - Async JS
  - Preload optimization
  - Preconnect
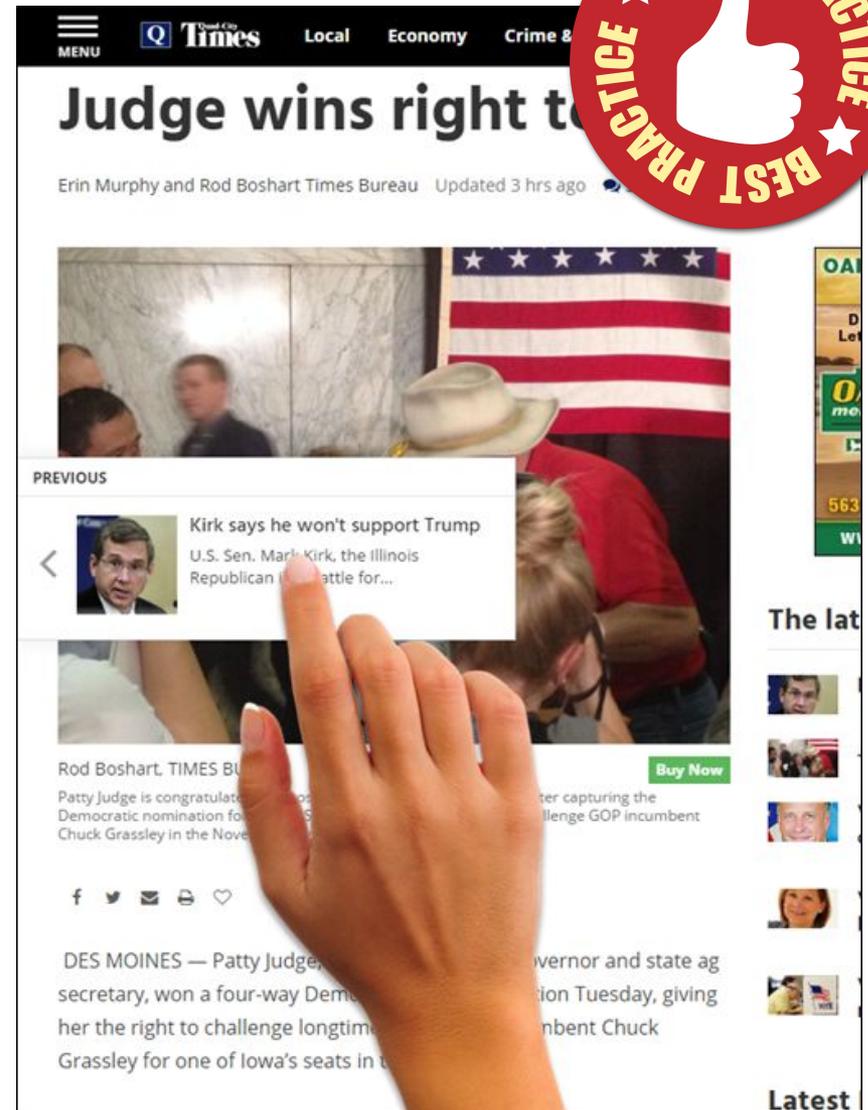   & DNS prefetch
  - Image placeholders

Content Strategies

Content Discovery

27,000,000+

additional pageviews created from the "Next / Previous" arrows on articles since last year!

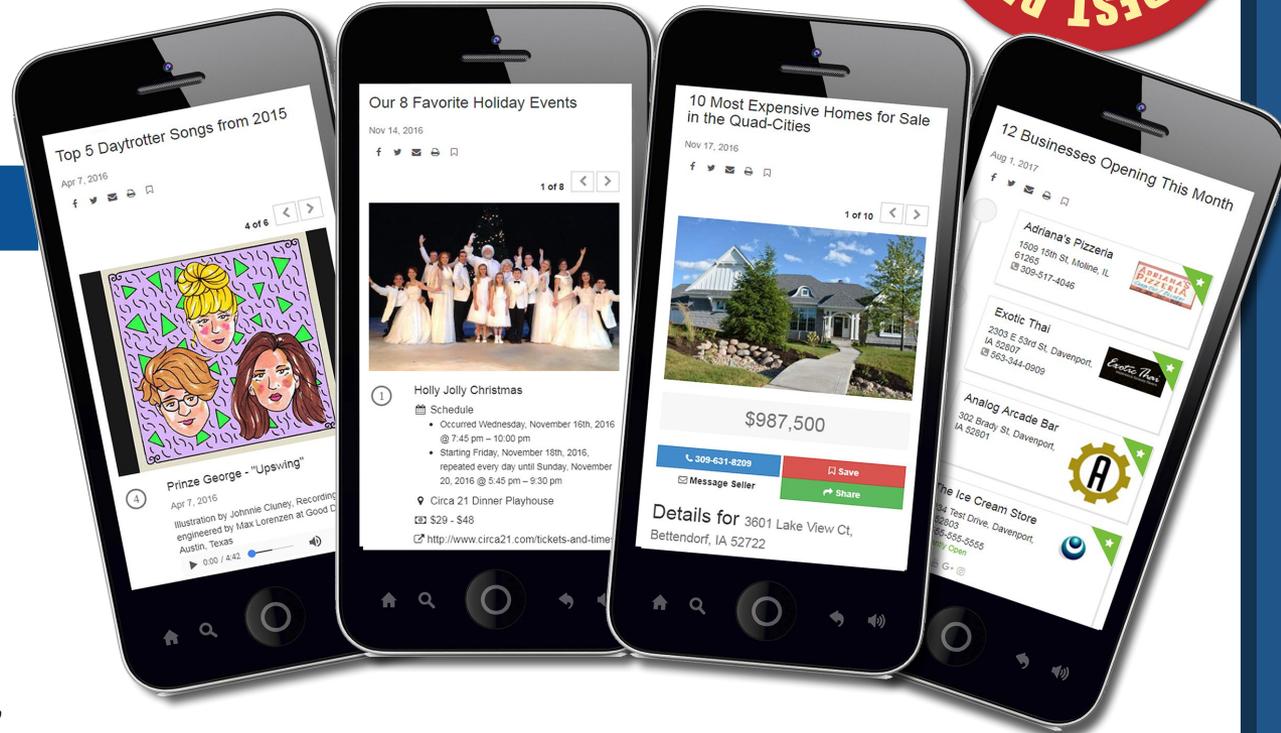**TN** TownNews.com   *Source: TownNews.com Content Exchange Analytics, 2017*
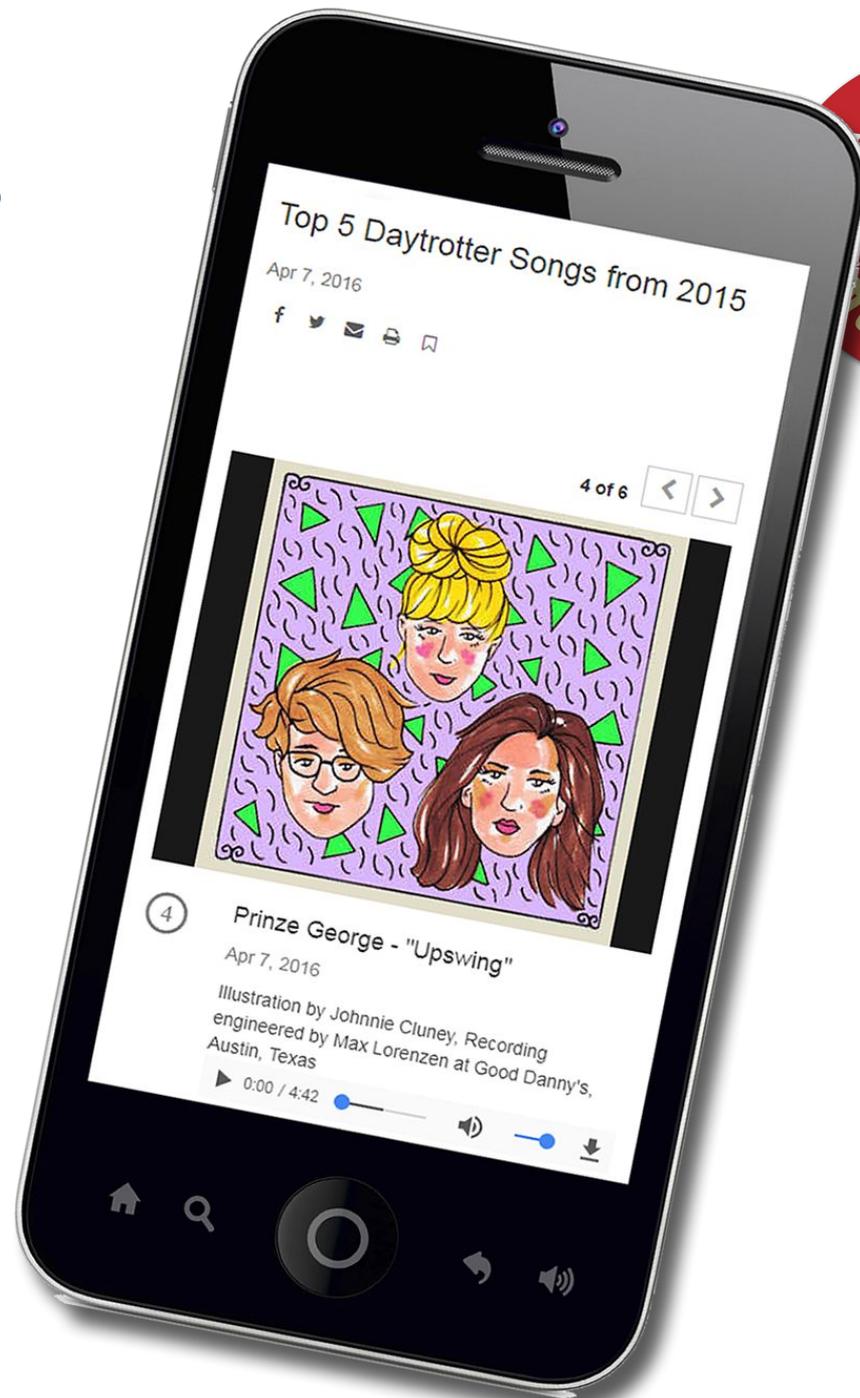
Collection Options

6+

specialty collection types! Simply create a new collection of a specific asset type, and get a new, special presentation.

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BEST PRACTICE

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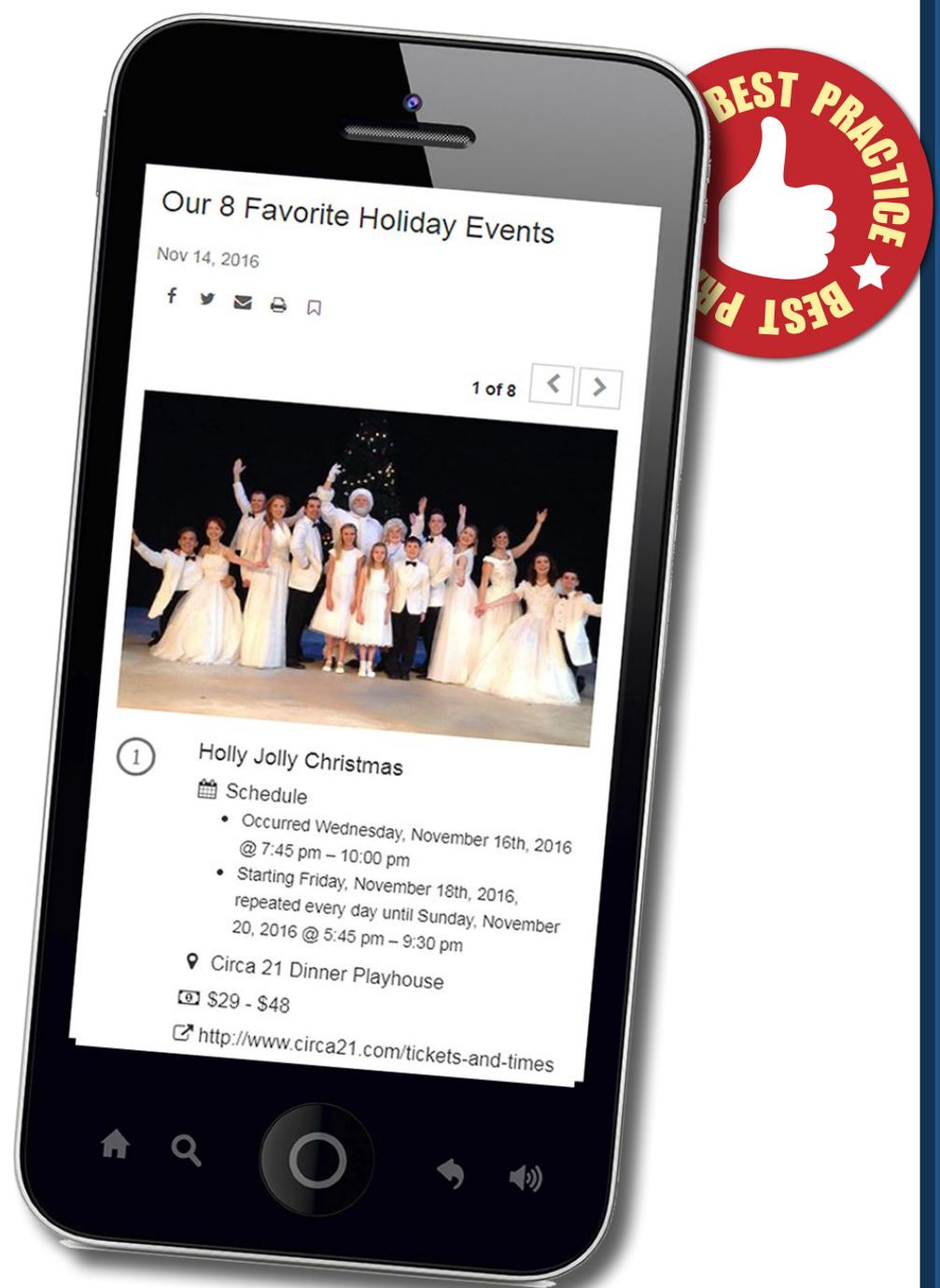# Collection Ideas

- A collection of audio assets from local bands look great as a paging gallery or a series.
- The audio can play inline on the "slideshow" cards.
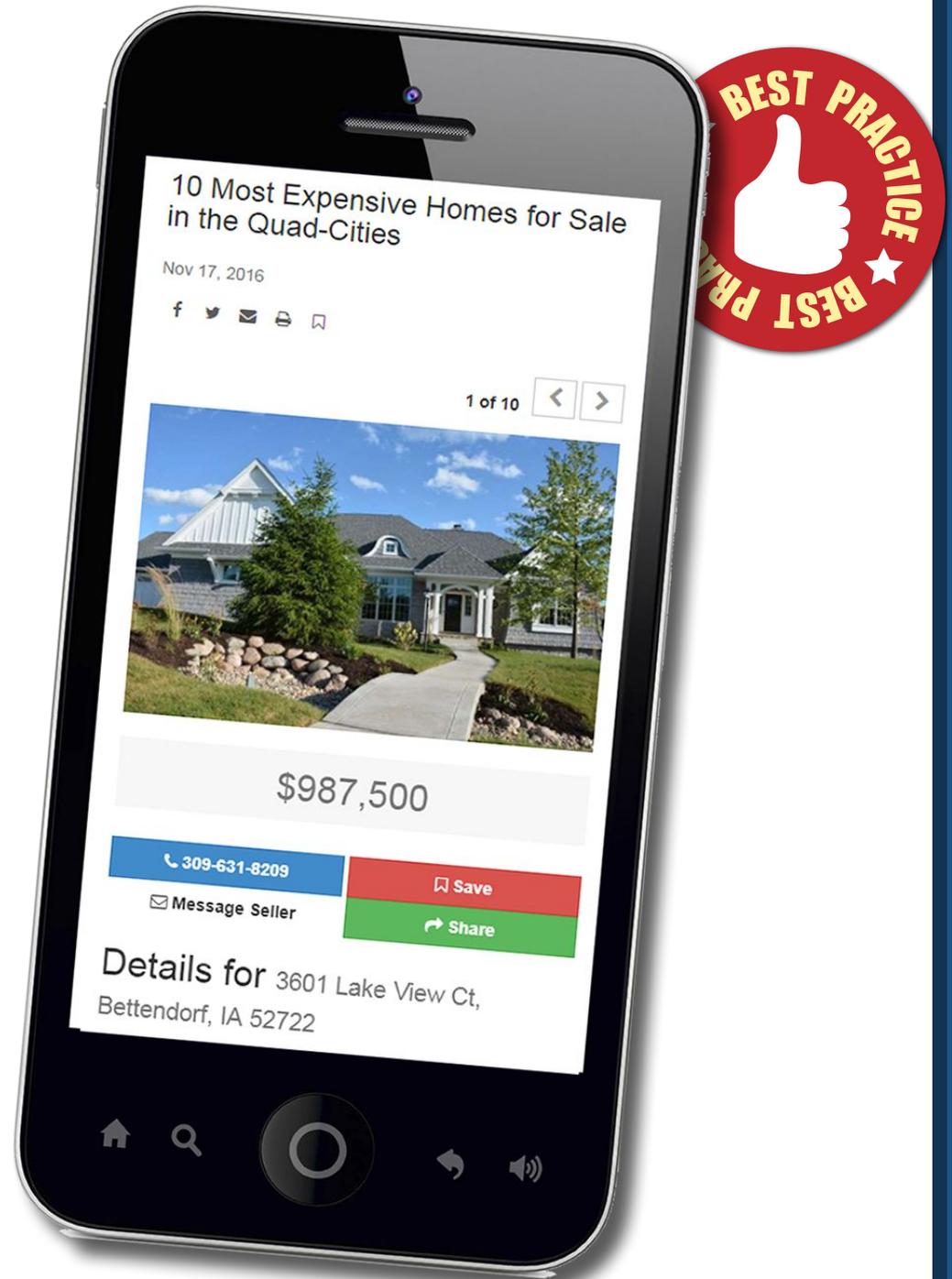

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Collection Ideas

- Promote local events by creating a specialty paging collection using event assets.
- This collection can then be promoted in a block, or along with a specific article as a related child item.

Collection Ideas

- Our BLOX Real Estate product offers a special asset type for Real Estate and Apartments.

- Using the Real Estate asset type in a collection creates a detailed info card for that listing.

- Great to build content items from your MLS listings!

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10 Most Expensive Homes for Sale in the Quad-Cities

Nov 17, 2016

1 of 10

$987,500

309-631-8209
Message Seller
Save
Share

Details for 3601 Lake View Ct, Bettendorf, IA 52722

Collection Ideas

- Using BLOX Business Directory assets in a collection can create a great "business card"-style presentation.

- Business assets in a "series" presentation work well as a "Best of the Region" promotion.

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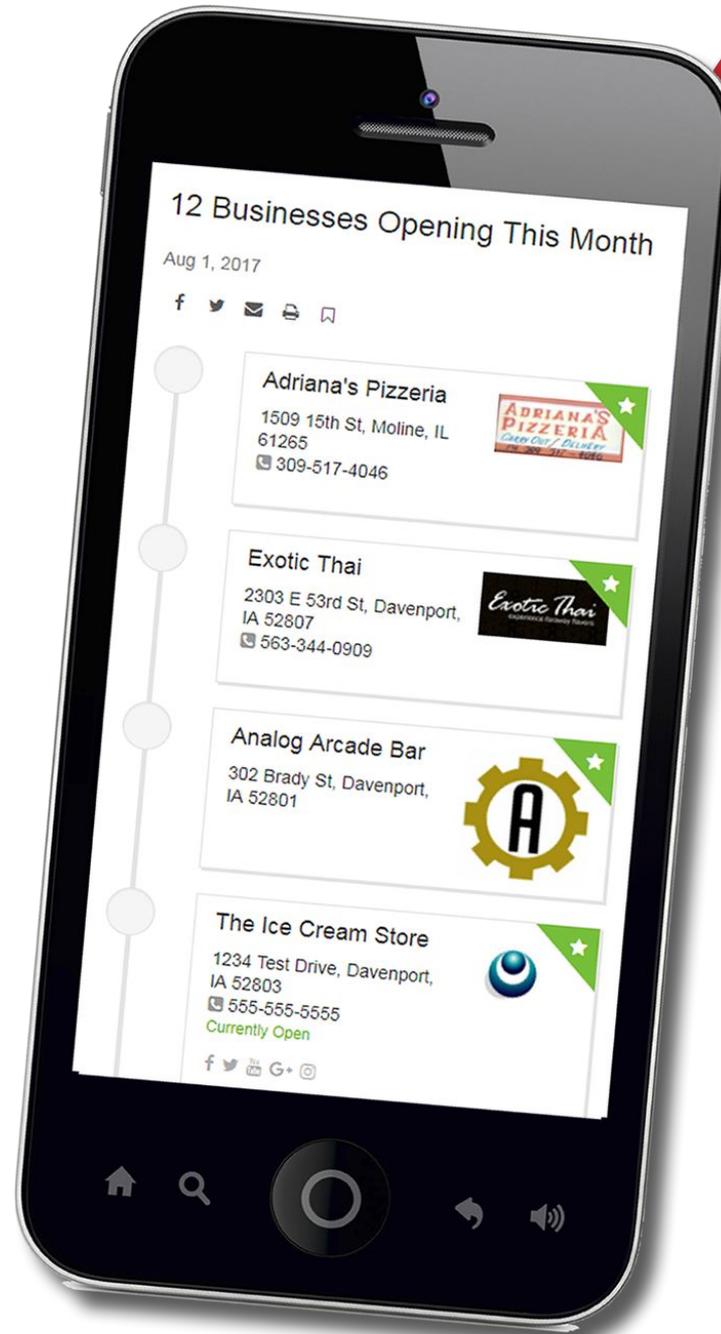
Google AMP

100+

BLOX CMS sites using Google AMP generating more than 7+ million page views per month! We are working closely with Google to add new functionality.

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AMP

Content Exchange

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457

Content Exchange partners created

22,000

curated articles last month!

TN TownNews.com   *Source: TownNews.com, July 2017*

3,000,000+

additional pageviews created by the Content Exchange in the last 6 months!

Source: TownNews.com Content Exchange Analytics, Feb - July 2017

5

Professional

syndicated content providers

included for no additional charge!

moneytips

newsy

Pro Football WEEKLY

BANG SHOWBIZ

CNN NEWSOURCE

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Targeted ads increase CPMs

28%

increase in CPM rates.

Using our TownNews.com iQ program for targeted programmatic ads increases CPM rates by 28%.

Source: TownNews.com Google DFP statistics, Feb. 2017 - July 2017.
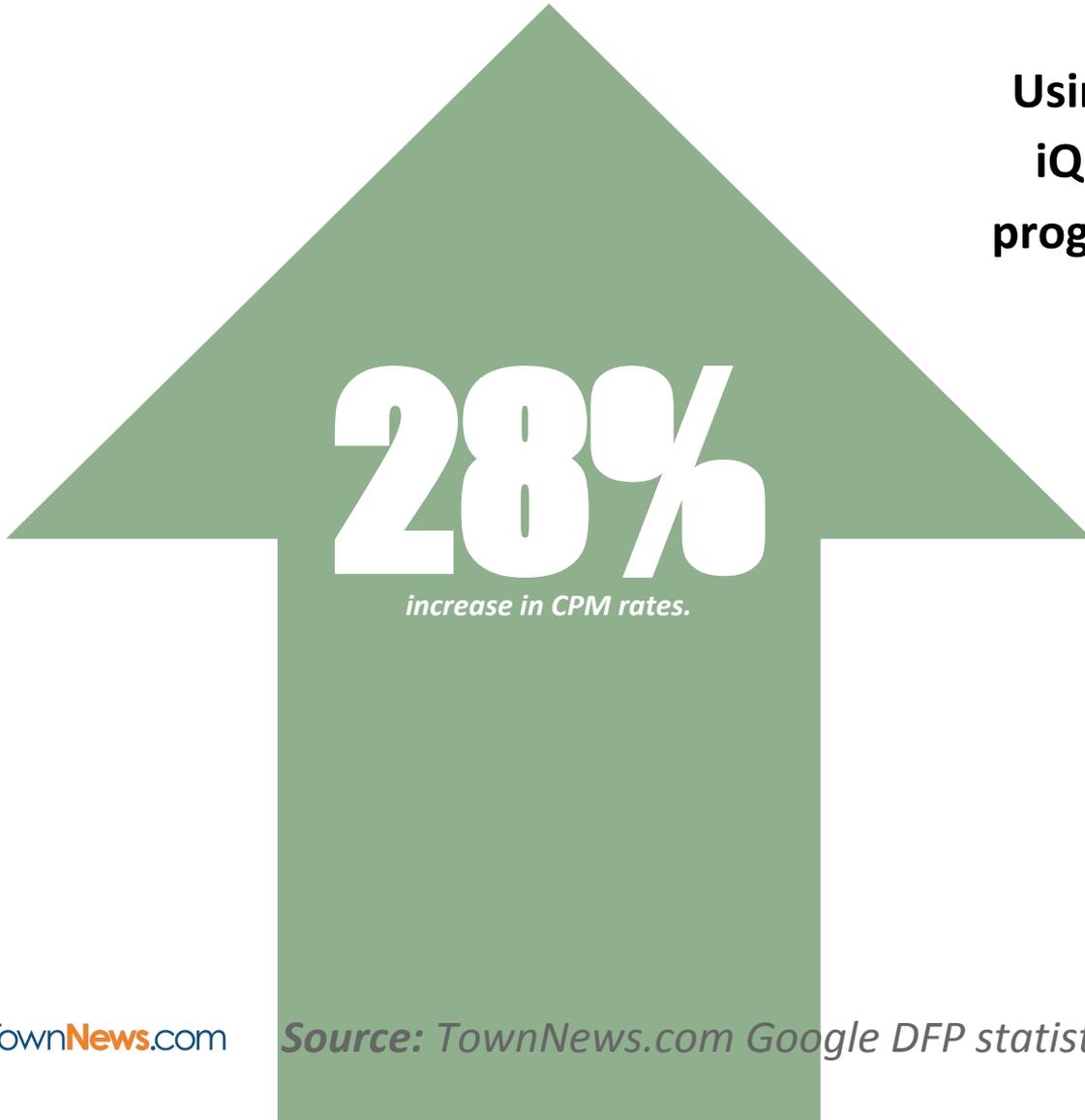
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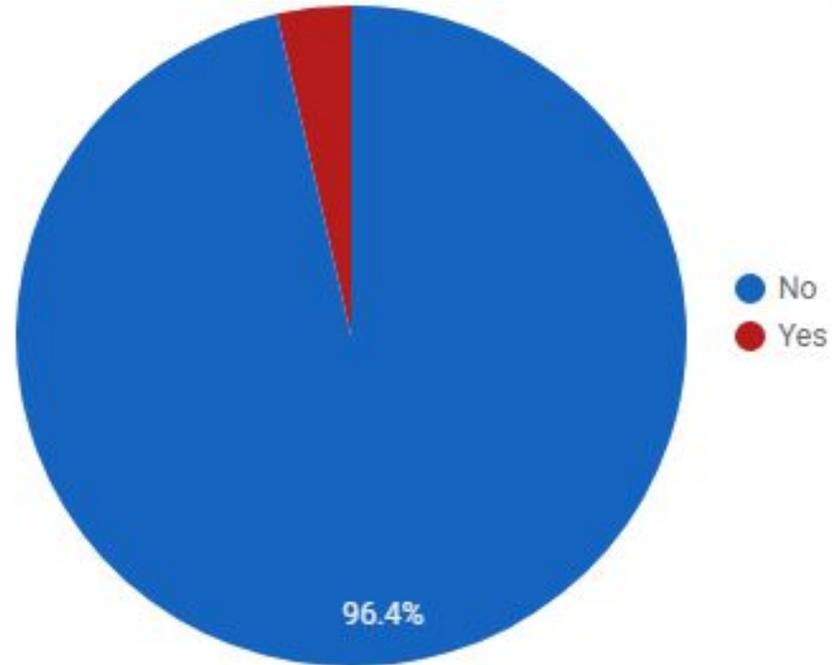
Ad blocking still low

- Only 3.6% of users are employing an Ad Blocker on TownNews.com sites.
  - Desktop is 7%
  - Mobile is 0.3%
- This percentage has been relatively unchanged over the last year.

No
Yes

96.4%

Source: TownNews.com Global Analytics, July 2017

Chrome ad "filter" is on the way

- Google has announced a new capability in a future version of Chrome which will filter out annoying ads.
- Chrome Canary in Android Play store has a test version you can try.
- Check Google Webmaster Tools "Ad Experience" report.
- Follow "Better Ads" standards.

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Ad blocking best practices

- Know your own numbers and keep track of them over time.
- BLOX CMS has options to show subscription or special messaging to users employing ad block plugins.

Ad viewability is here

- Ad "viewability" is a new industry standard which tracks whether or not an ad has actually shown on the web page.
- The recommended viewability goal is 70%.
- Bidding networks use viewability percentage as a factor.

42%

Average ad viewability rate for TownNews.com DFP ads.

Source: TownNews.com Google DFP statistics, July 2017

Ad viewability best practices

- Consider ad positions that are lazy-loaded, or which "follow" the user down the page.
- Implement "anchor" ad positions on both desktop and mobile.
- Opt for 320x50 ads on mobile pages, which have a high viewability rate.
- Avoid a leaderboard ad at the very top the page - put under masthead instead.
- Page speed also improves how quickly ads load, which improves viewability.
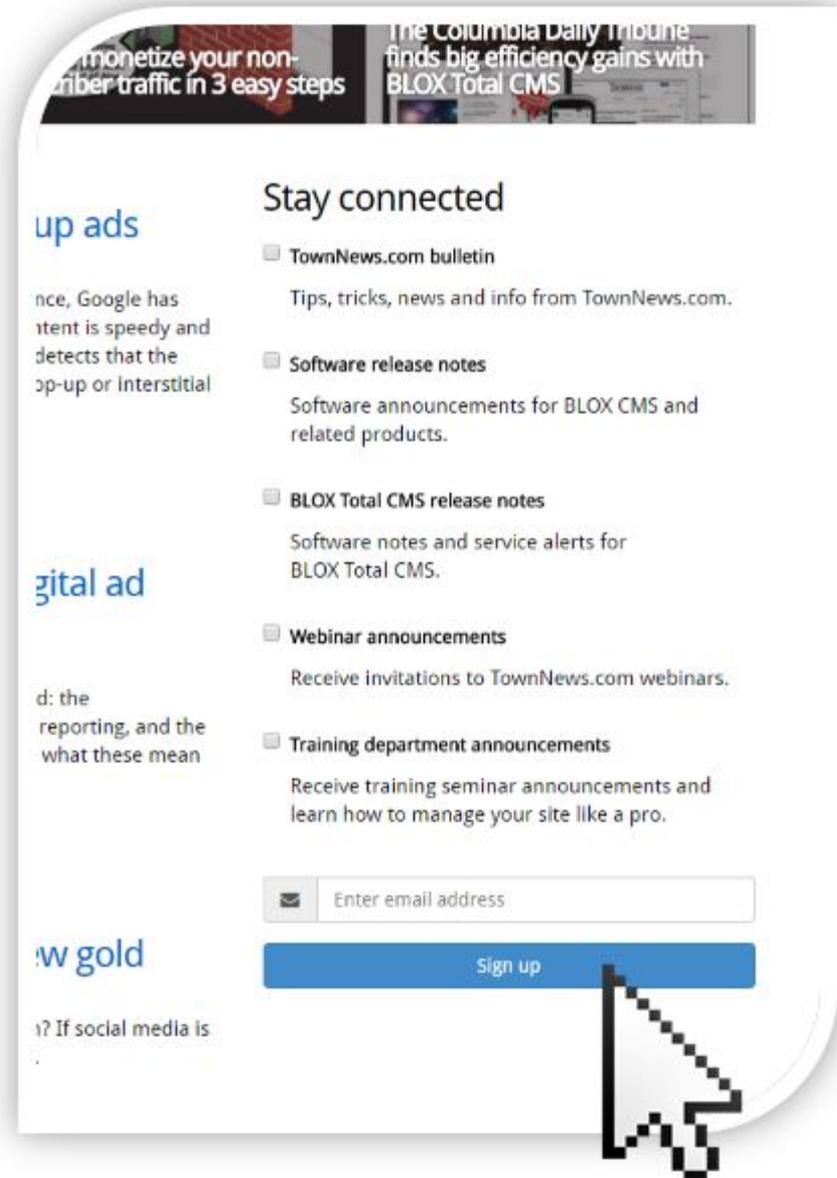
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