
Optimizing content for device-based audiences

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AGENDA

Today we'll be discussing:

- The differences between desktop and mobile landscapes
- Where visitors are coming from on these devices
- How visitor behaviors differ by device



WHO WE ARE

We enable meaningful stories to thrive — wherever they live

700 enterprise publishers

65 billion pageviews tracked per month

70 Countries

6 Continents



The Washington Post

CNN

Clarín

The Atlantic

Le Monde

The Telegraph

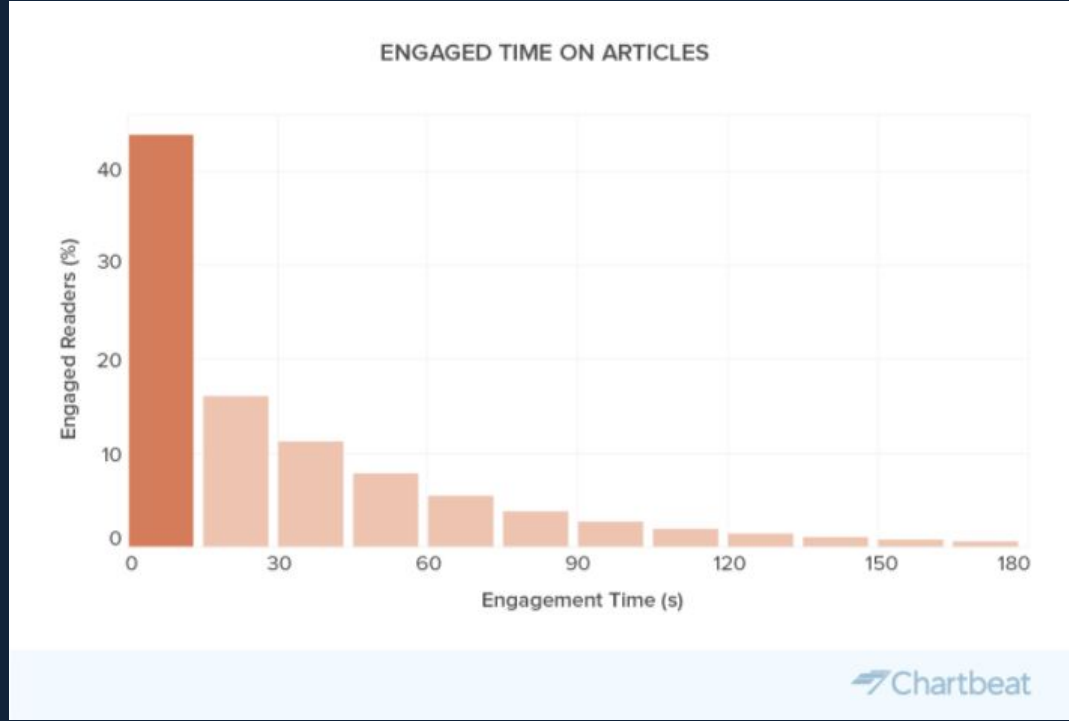
 **UOL**

The New York Times

**Engagement =
Opportunity**

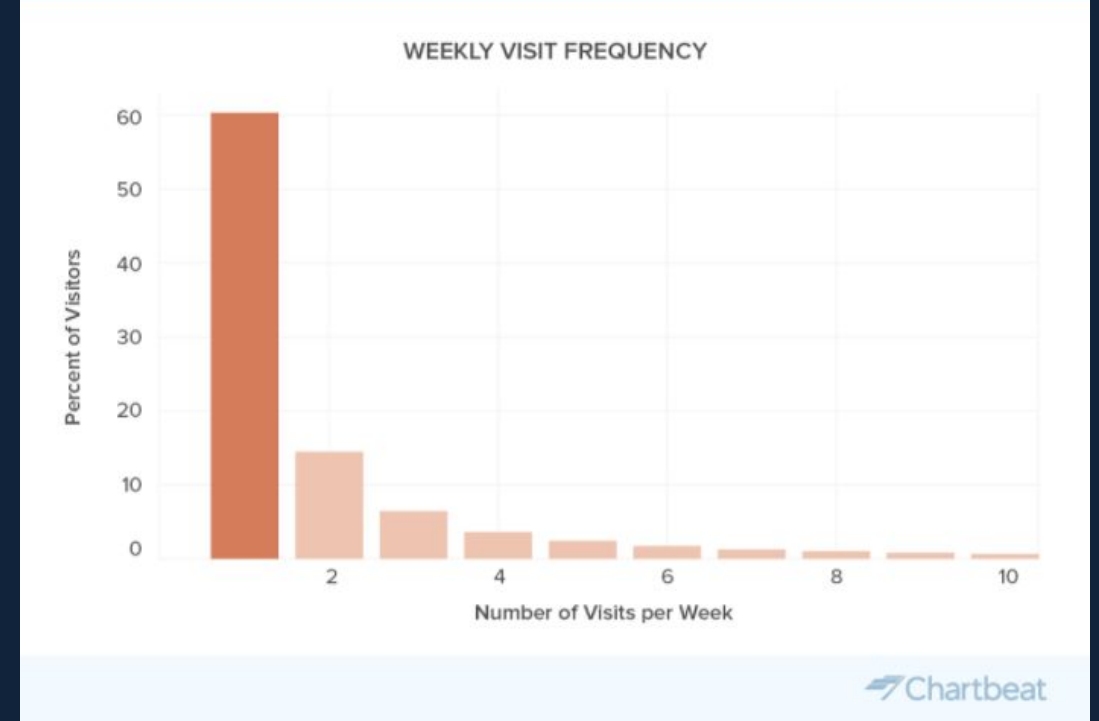
45%

of visitors who land on an article
don't go on to read it



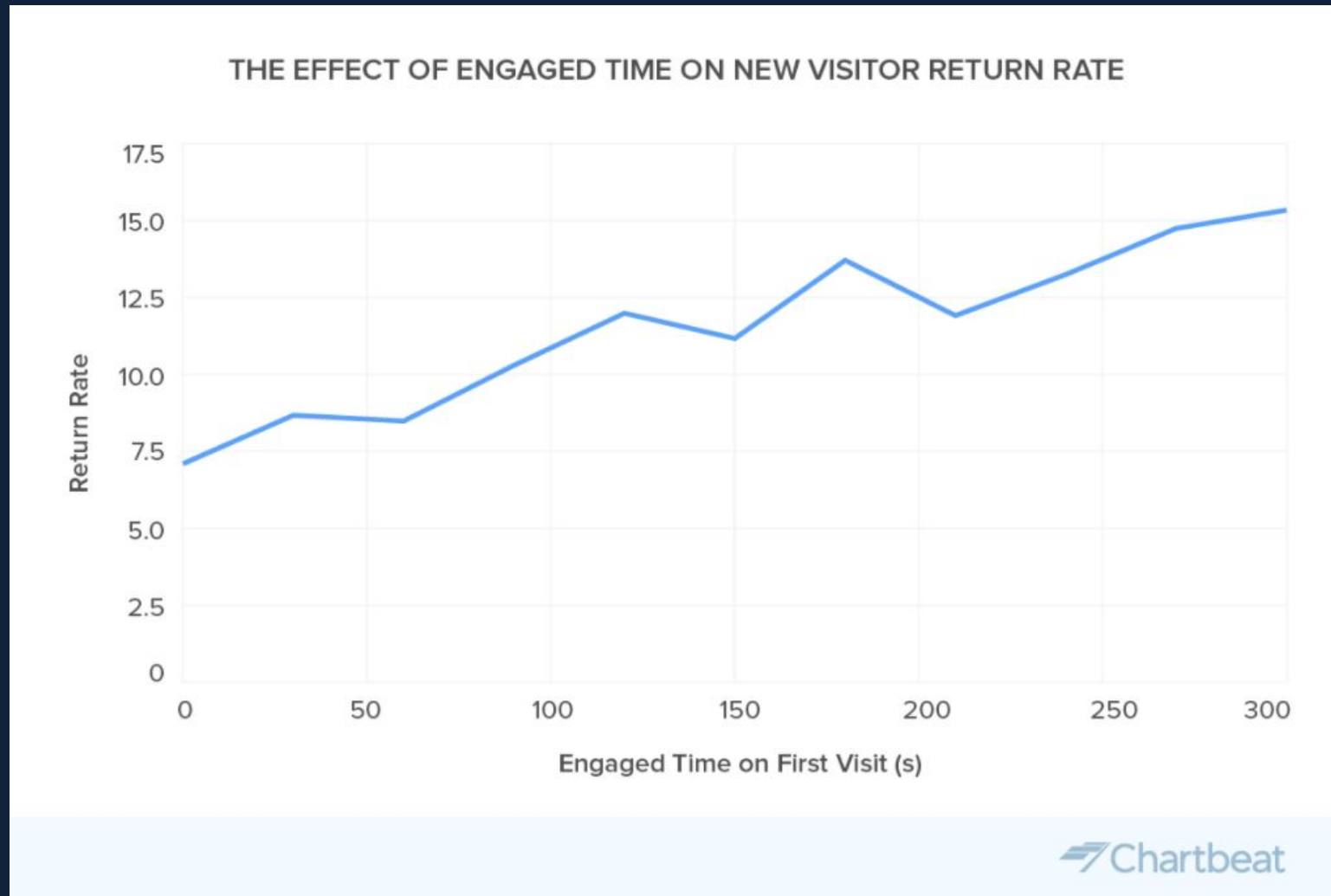
60%

of visitors **don't** return
in the next week



Engagement matters

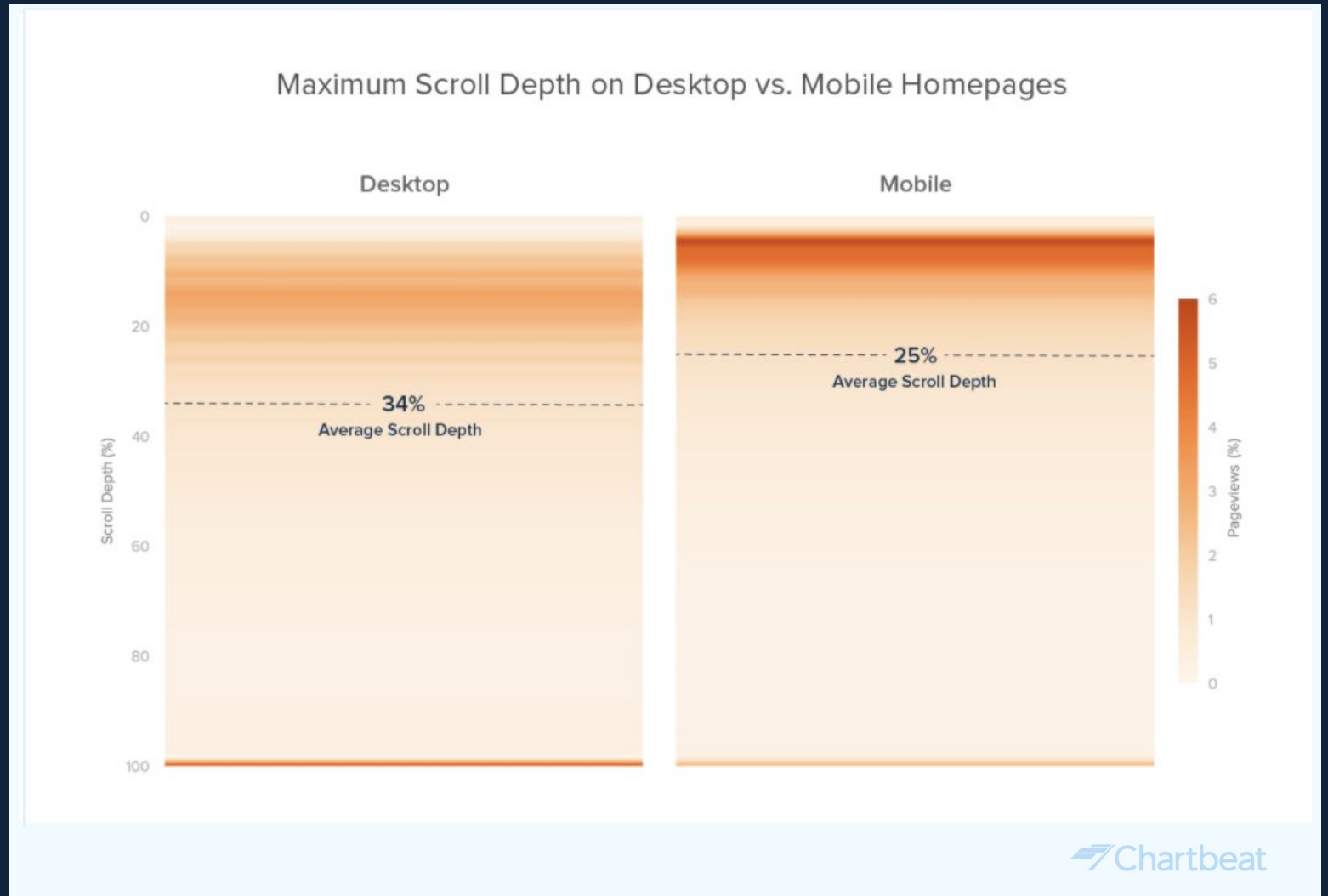
A new reader who engages longer is more likely to return



**How is your mobile
audience different
than desktop?**

MOBILE FIRST HOMEPAGE

Mobile homepage visitors scroll to view 25% of the page, compared to 34% for desktop.



MOBILE FIRST HOMEPAGE


... but, they engage for 40% longer and are 20% more likely to click.

	Desktop	Mobile
Average scroll depth	34%	25%
Average Engaged Time	16s	22s
Average CTR	56%	67%




BinnenlandBuitenlandEconomieCultuurSportOpinieWetenschapTech & MediaMeer

Vandaag



Brexit-speech
May wil 'creatieve' Brexit, zegt ze tien keer

Premier May deed enkele toezeggingen aan de EU over Brexit, maar concrete blauwdruk had ze niet.



Stationswinkels
NS ziet af van verkoop AH to go en Julia's op stations

NS wil zich concentreren op zijn kerntaken en zette daarom zijn stationswinkels in de etalage. Maar nu worden AH to go en Julia's toch niet verkocht - tot eenheid van de vakbond en het personeel.

Advertentie

Inspireren als leider in 5 stappen

In de hectiek van de dag bestuemen medewerkers vaak alleen nog uitwisseling van instructies en volgende 5 stappen zetten je op de weg.

baak

Quality 31%

Mobile
Desktop
Tablet

Headline Test Results
Real-Time Dashboard

Meer nieuws

21:26 **13 doden door Maria op Puerto Rico, dam begeeft het**

20:26 **EK VOLLEYBAL**
Volleybaldames beginnen EK met zege op België

15:30 **TOESPRAAK**
May wil na Brexit overgangperiode van twee jaar

15:30 **LUCHTKWALITEIT**
Staat in hoger beroep in zaak luchtvervuiling

15:25 **MISLUKTE AANSLAG**
Verdachte Londen aangeklaagd voor poging tot moord

Article Overview

PerformanceHeadline Test

A May wil 'creatieve' Brexit, zegt ze tien keer

B May wil 'creatieve' Brexit, zegt ze tien keer

C Add a headline

Start

VISITOR FREQUENCY

Optimizing pages with high levels of app traffic for mobile is a good way to make sure the experience for these loyal readers keeps them coming back for more.

Traffic Source	Desktop Weekly Visits	Mobile Weekly Visits
Direct, app	N/A	9.2
Deep link & push, app	N/A	6.6
Direct, web	5.4	6.1
Facebook	1.4	1.9
Google Search	1.6	1.6
Chrome Suggestions	N/A	1.6
Twitter	1.4	1.6



Likelihood to subscribe

- Loyal visitors coming directly from your native app and mobile site are likely to convert to loyal subscribers.
- Content that is not optimized for a seamless mobile experience is less likely to retain subscribers.



THE MOBILE LANDSCAPE

Why focus on mobile?

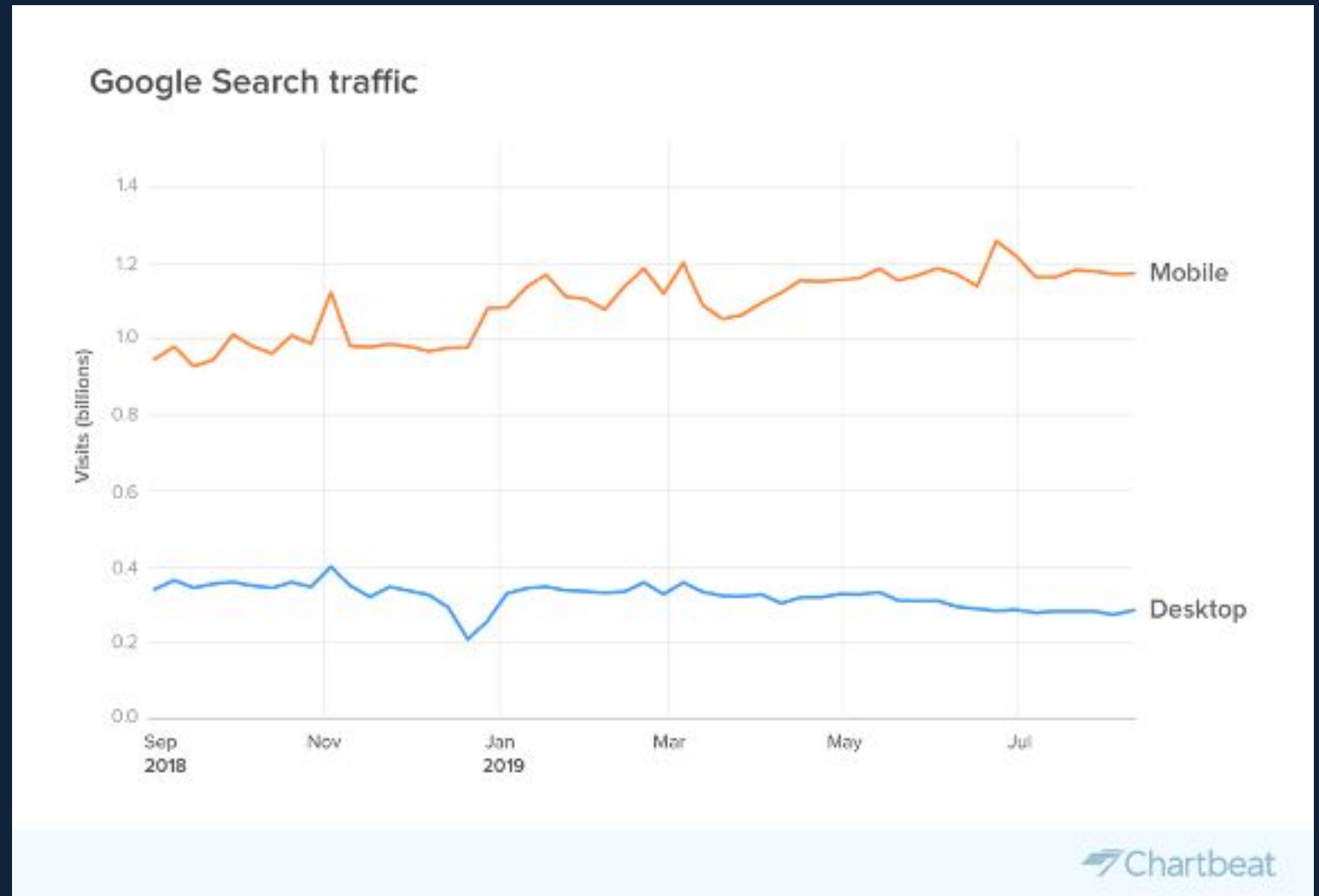


**Where are these
visitors coming
from?**

GOOGLE SEARCH

Google, long the dominant referrer on desktop, is now the top source of traffic on mobile.

More than 80% of Google Search traffic occurs on a mobile device.



MOBILE AGGREGATORS

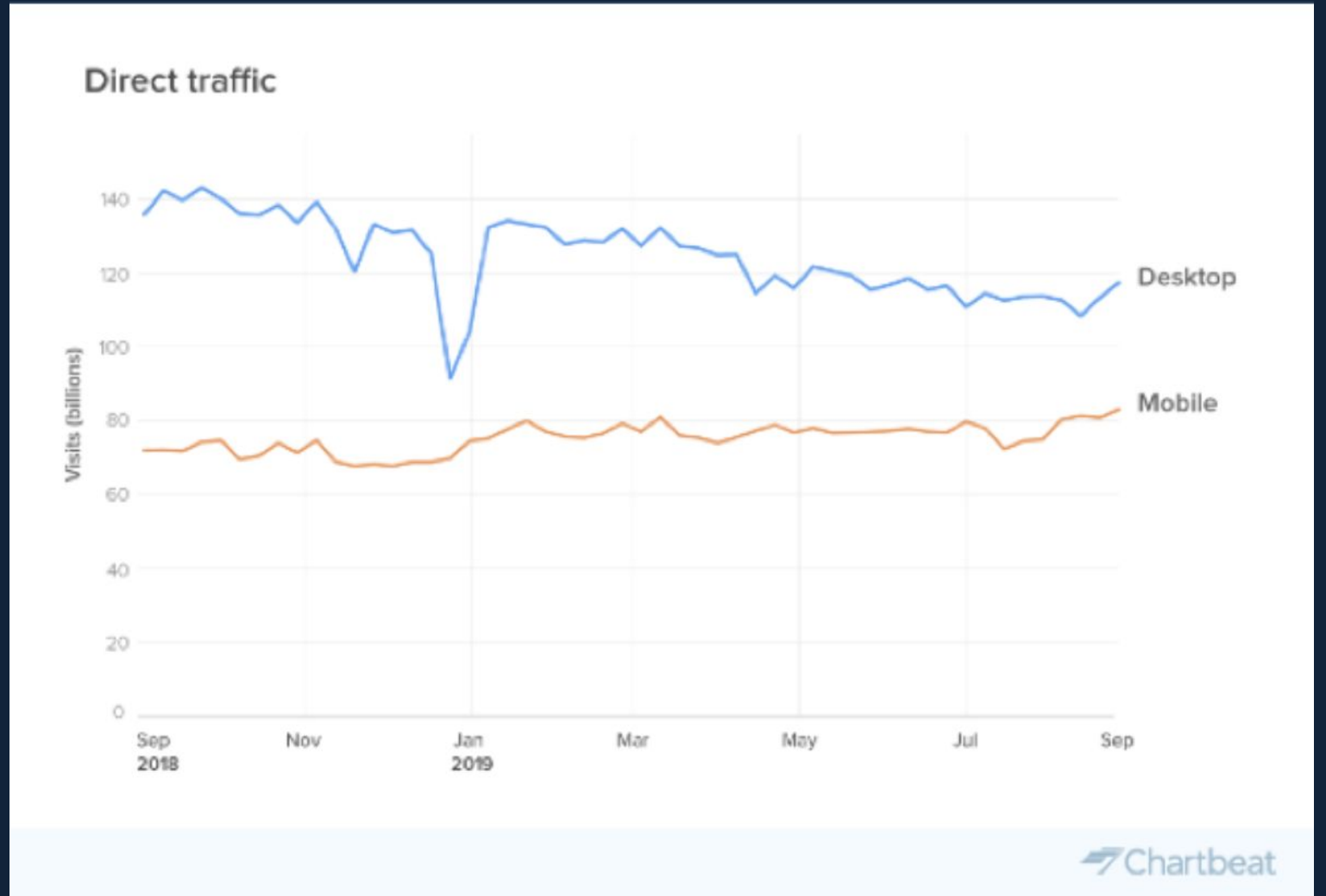
Mobile-first aggregators were the fastest-growing type of traffic source in 2018-19, and in 2020 they continue to surge.

Referrer	YoY growth
TopBuzz	158%
SmartNews	129%
Google Chrome Suggestions	91%
Google News	50%
Flipboard	-3%



DIRECT TRAFFIC

About 40% of direct traffic is now on mobile devices, which means that readers are increasingly accessing your homepage on a mobile device.

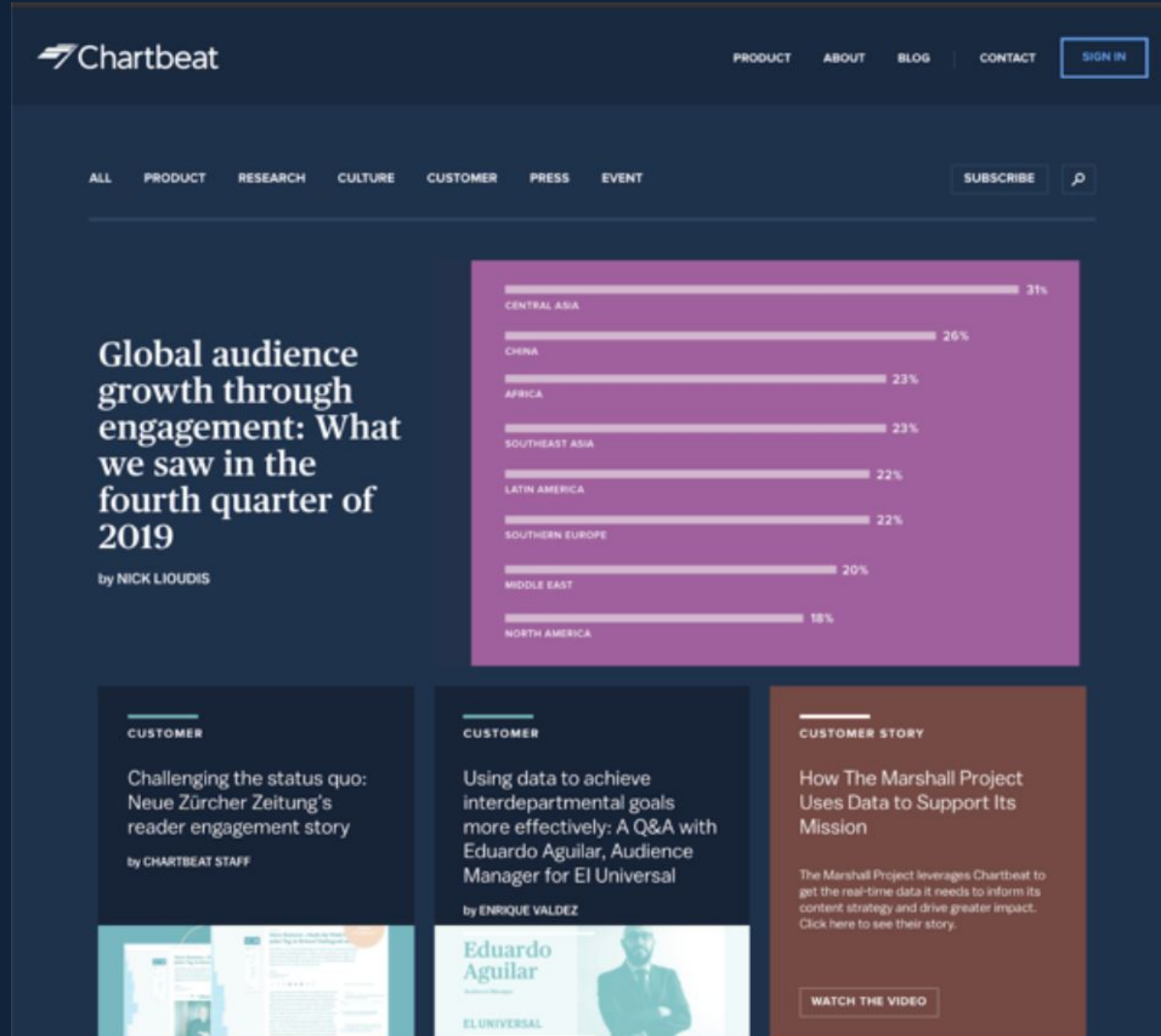


RESOURCES

Where to get more info:

- Email us at support@chartbeat.com
- [Decoding Mobile Data](#)
- [Improve Subscriber Revenue](#)
- [Mobile User Experience](#)
- [Mobile Homepage Optimization](#)

Stay up to date with Chartbeat's research on our blog: blog.chartbeat.com



The screenshot shows the Chartbeat website homepage. The top navigation bar includes the Chartbeat logo, links for PRODUCT, ABOUT, BLOG, CONTACT, and a SIGN IN button. Below this is a secondary navigation bar with links for ALL, PRODUCT, RESEARCH, CULTURE, CUSTOMER, PRESS, and EVENT, along with a SUBSCRIBE button and a search icon. The main content area features a large article titled "Global audience growth through engagement: What we saw in the fourth quarter of 2019" by NICK LIODIS. To the right of the article is a horizontal bar chart showing audience growth percentages for various regions. Below the article are three featured content blocks: "Challenging the status quo: Neue Zürcher Zeitung's reader engagement story" by CHARTBEAT STAFF, "Using data to achieve interdepartmental goals more effectively: A Q&A with Eduardo Aguilar, Audience Manager for El Universal" by ENRIQUE VALDEZ, and "How The Marshall Project Uses Data to Support Its Mission" with a "WATCH THE VIDEO" button.

Region	Growth Percentage
CENTRAL ASIA	31%
CHINA	26%
AFRICA	23%
SOUTHEAST ASIA	23%
LATIN AMERICA	22%
SOUTHERN EUROPE	22%
MIDDLE EAST	20%
NORTH AMERICA	18%

Thank you.

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