



# Traffic, Engagement, and Loyalty Trends from 2023

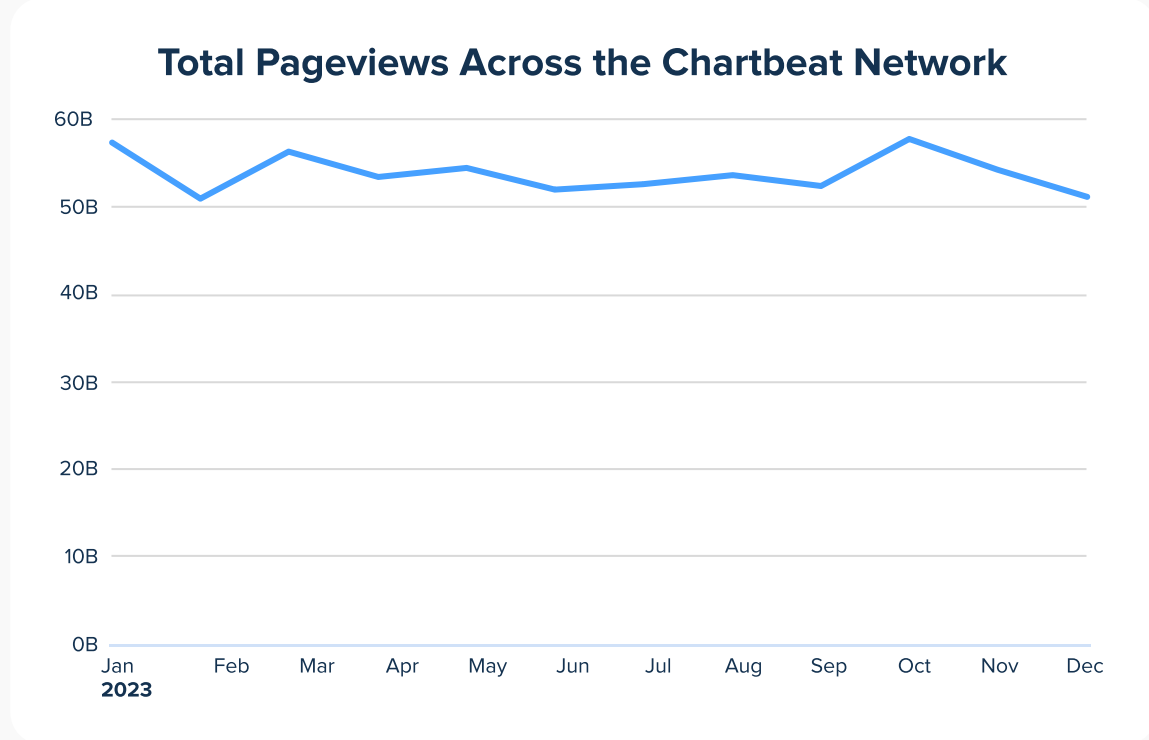
## 5 takeaways to help you plan for 2024

We analyzed traffic, engagement, loyalty, device types, and referral sources across our network of global publishers to uncover five major trends that will inform audience engagement strategies this year.

1

### Traffic is on the rise.

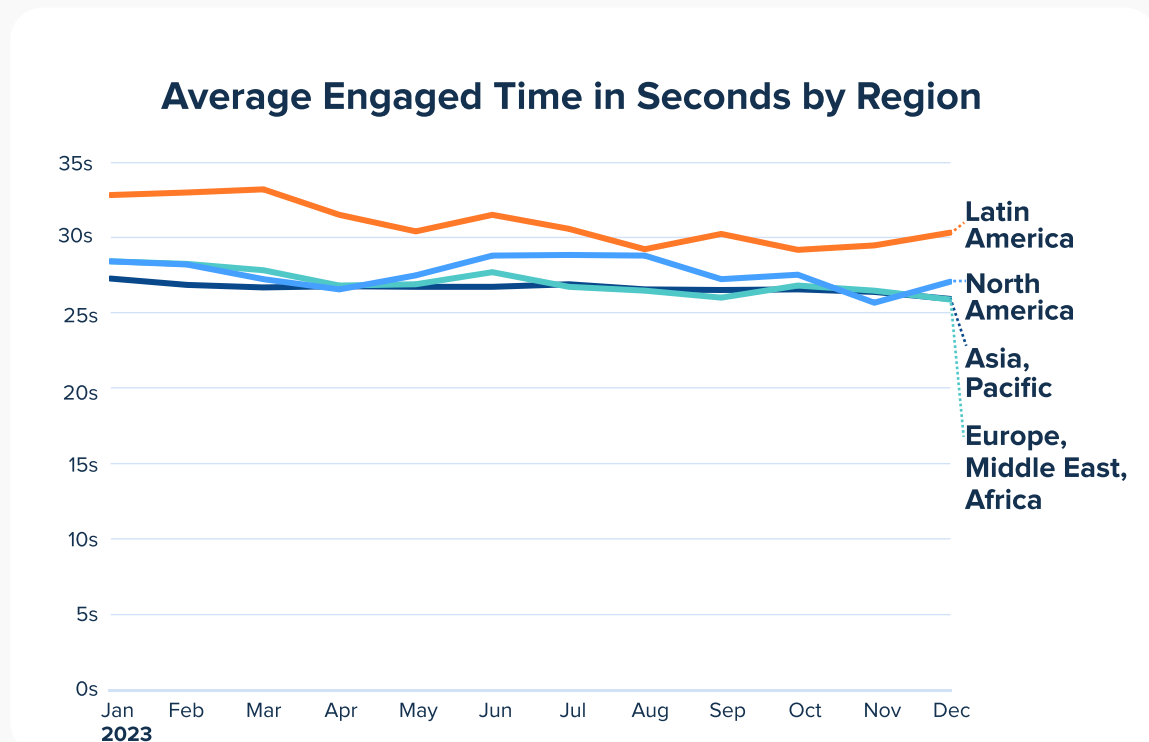
Total pageviews across our network **grew 12.7%** in 2023 compared to the year before. In 2022, we saw an average of 48 billion pageviews per month and in 2023, that mark increased to **54 billion**. With elections in more than 50 countries as well as the Paris Olympics this year, there will be plenty of opportunities to continue capturing global readership.



2

### Audience engagement poised for increase in first half.

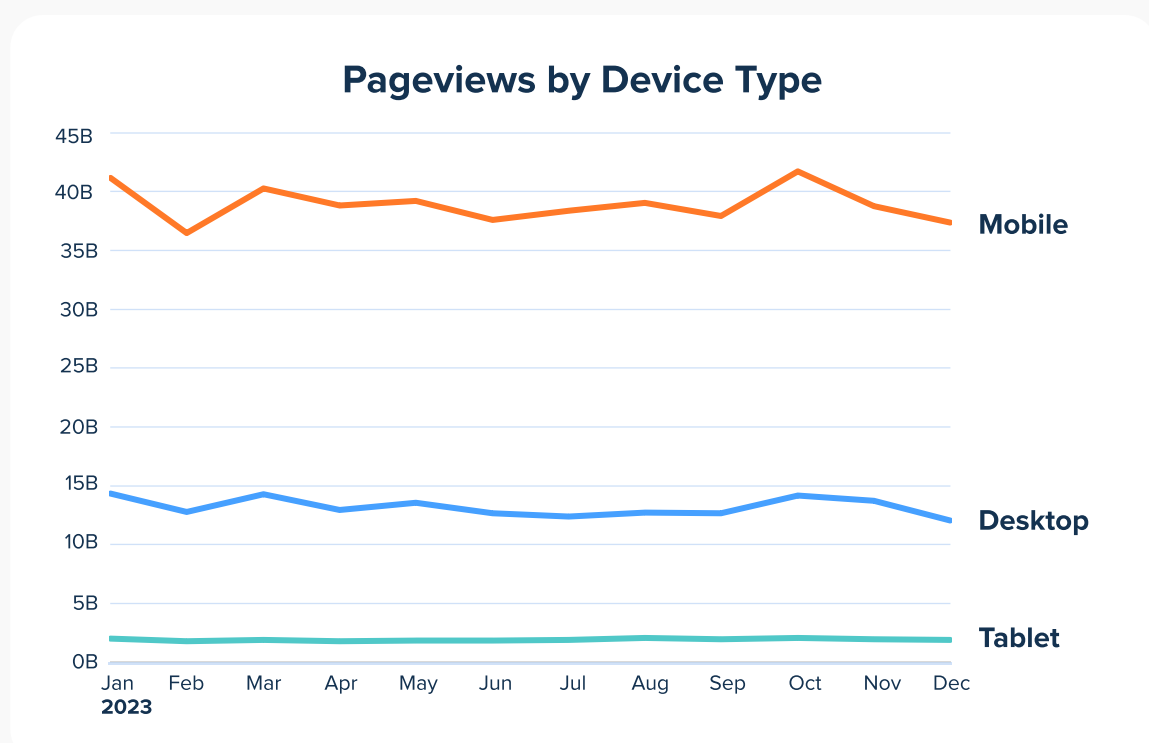
Across our network, Average Engaged Time fell from 31.5 seconds in 2022 to **28.1 seconds last year**. Latin America had the highest engagement at 30.9 seconds, followed by Europe, the Middle East, and Africa (27), North America (27.6), and Asia / Pacific (26.6). Despite the recent downward trend, past research has shown stronger engagement in the first half of the year, and we expect the same in 2024.



3

### Mobile continues to dominate.

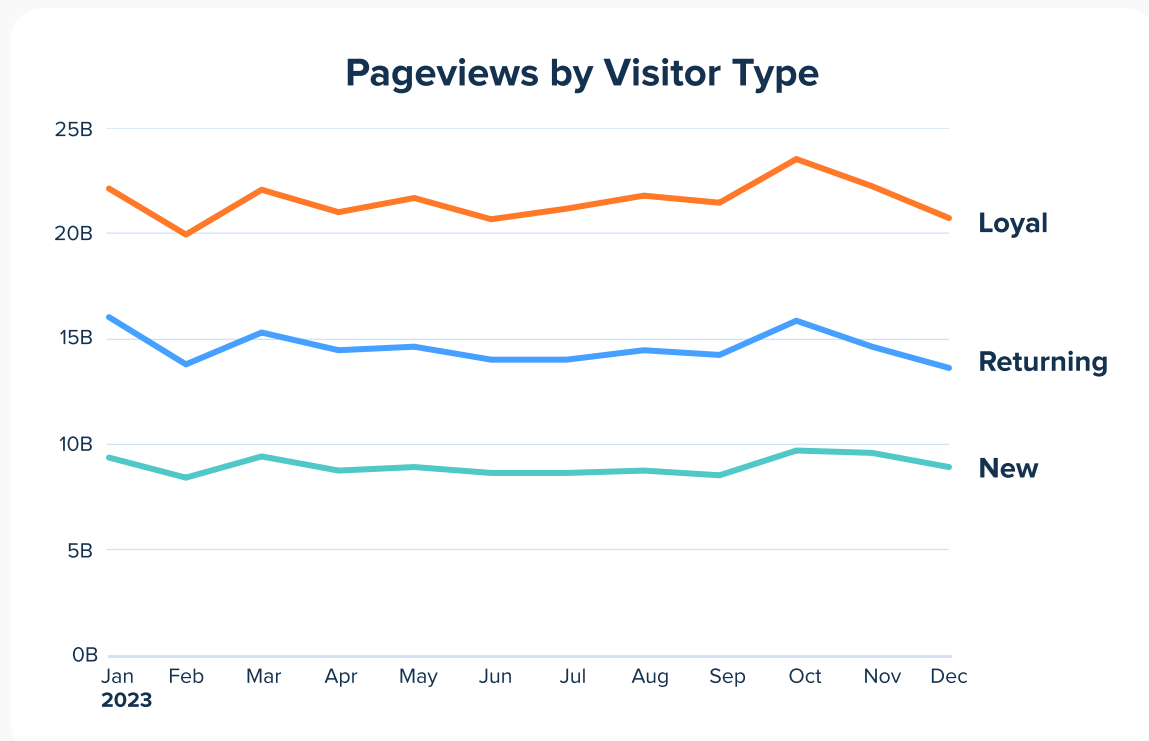
In 2023, **72% of pageviews occurred on mobile devices**. In some regions, this number exceeds 80%, leaving no doubt about the preferred device across the world. Though traffic from Mobile outpaces Desktop and Tablet, it's worth noting that Recirculation is much higher on the latter two, presenting an opportunity to optimize user experience on the smaller device and increase engagement.



4

### Loyal visitors consume more content.

Loyal visitors, though smaller in number, contribute the highest percentage of traffic to sites in our network. In 2023, this group averaged **21.6 billion pageviews** per month while Returning visitors averaged **16.1 billion** and New visitors averaged **9 billion**. One tactic for increasing the loyalty of less frequent visitors is placing personalized recommendations at strategic scroll depths on site.



5

### Shifting traffic presents opportunities on Social.

Among External traffic sources, **Search was the largest referrer at 22%** of pageviews, followed by **Direct at 15%** and **Social at 12%**. Although Social traffic declined throughout the year due to falling Facebook referrals, **Tubular Labs** data shows that views and engagement on the platform actually increased. From Q1 to Q4, video views for media properties had an average increase of 11% and engagement increased 7%, indicating an opportunity to recoup and engage audiences through social video.

