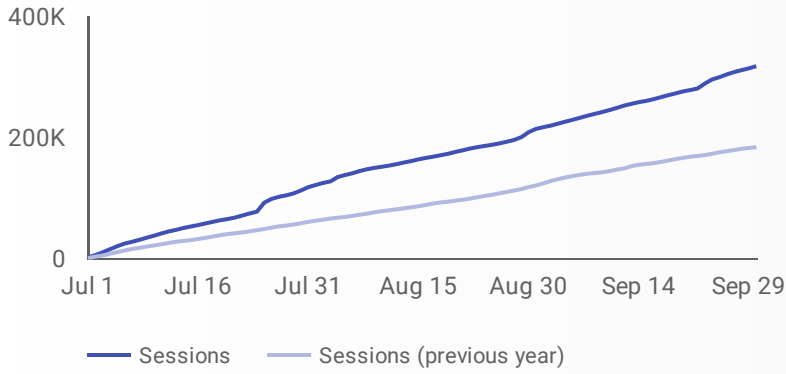


| | | | | | |
|----------|---------|-----------|-----------------------|-------------|------------------|
| Sessions | Users | Pageviews | Avg. Session Duration | Bounce Rate | Goal Completions |
| 318,758 | 283,790 | 387,801 | 00:00:39 | 91.4% | 18,797 |
| ↑ 14.1% | ↑ 18.1% | ↑ 9.3% | ↓ -22.1% | ↑ 1.2% | ↓ -3.2% |

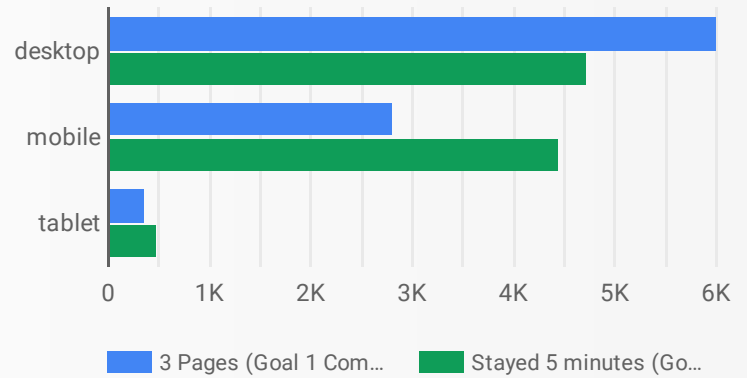
How do sessions compare to last year?

This period vs. same period last year



Goal Completion by Device Type

Users who are completing goal 1 or 2 broken down by device type.



Top Performing by Device Type

Average time on page, pageviews, and bounce rate during broken down by device.

| Device Category | Pageviews | Avg. Session Duration | Pages / Session | Bounce Rate |
|-----------------|-----------|-----------------------|-----------------|-------------|
| 1. mobile | 206,103 | 00:00:24 | 1.1 | 93.08% |
| 2. desktop | 157,443 | 00:01:08 | 1.44 | 87.95% |
| 3. tablet | 24,255 | 00:00:22 | 1.1 | 93.62% |

1 - 3 / 3 < >

Top Performing Content by Pageviews

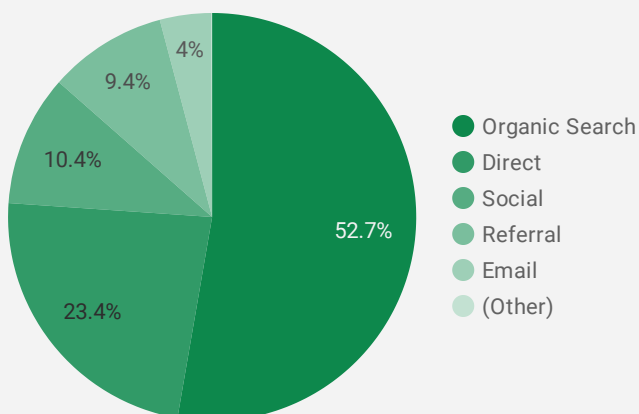
Campaign performing by clicks

| Page | Pageviews | Avg. Time on Page | Entrances | Bounce Rate |
|---|-----------|-------------------|-----------|-------------|
| 1. / | 18,755 | 00:01:52 | 11,504 | 48.2% |
| 2. /category/sport/ | 9,575 | 00:02:38 | 239 | 41.77% |
| 3. /2019/09/23/monday-severe-storms/ | 8,207 | 00:05:29 | 7,428 | 91.51% |
| 4. /2015/06/19/conviction-death-sentence-upheld-in-2001... | 7,440 | 00:03:51 | 6,901 | 94.94% |
| 5. /2019/08/29/arizona-joins-other-states-calling-on-supre... | 7,098 | 00:03:53 | 6,866 | 96.45% |

1 - 100 / 18258 < >

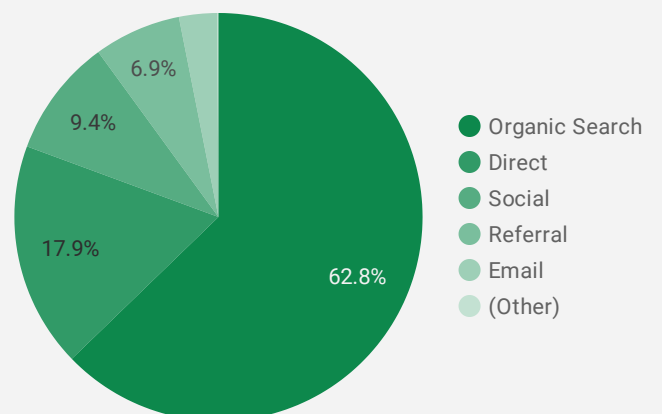
What channels drive goal 1 completion?

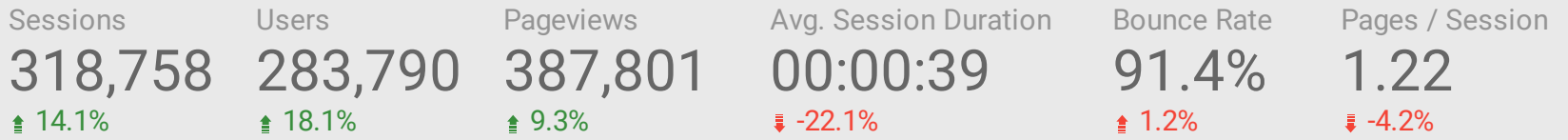
Sessions this month by acquisition channel



What channels drive goal 2 completion?

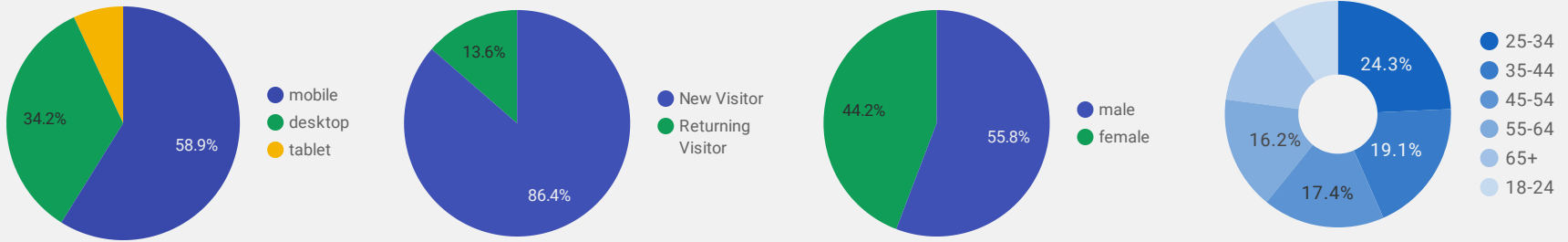
Sessions this month by acquisition channel





Who are our users?

User demographics by sessions

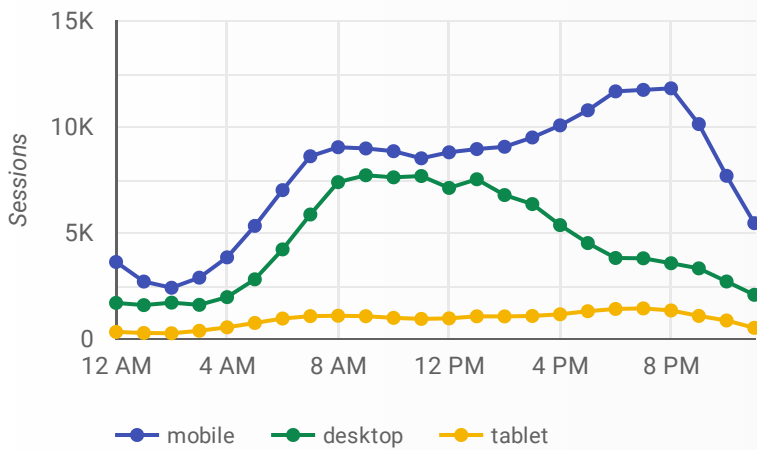


When and where do the users visit us?

Time of day VS. top states by sessions

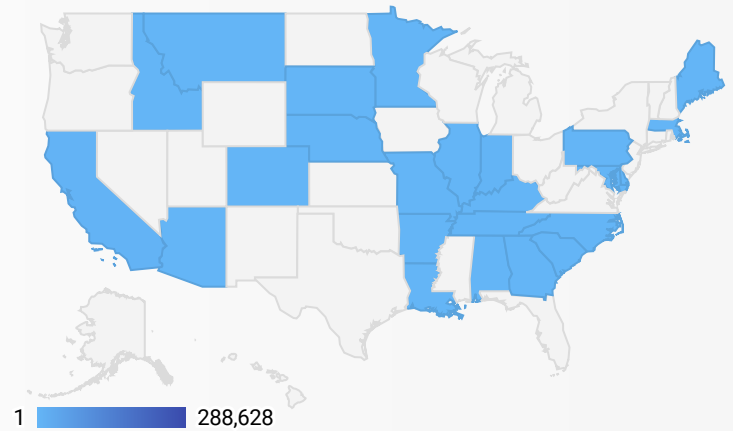
When do users visit us?

Avg. mobile, desktop & tablet sessions by hour of day



What are the top states?

Sessions this quarter by state



User Behavior

New versus Returning Visitor

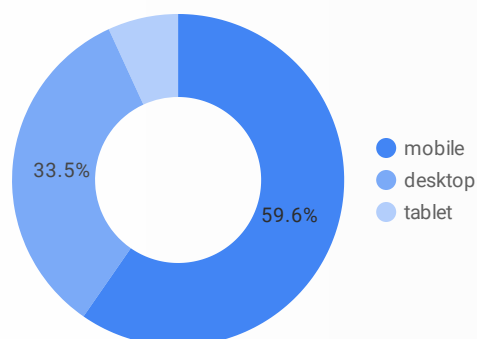
| | User Type | Pages / Session | Bounce Rate | Avg. Session Duration |
|----|-------------------|-----------------|-------------|-----------------------|
| 1. | Returning Visitor | 1.85 | 80.69% | 00:02:13 |
| 2. | New Visitor | 1.12 | 93.05% | 00:00:24 |

User Acquisition

Breakdown of acquired users and new vs returning

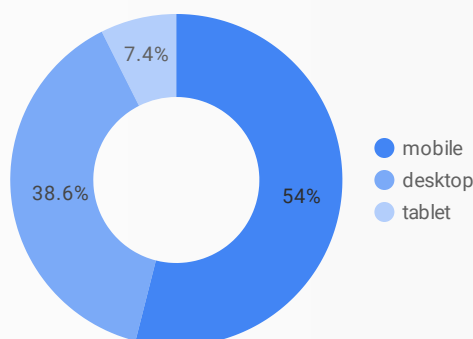
How do new users visit us?

Sessions acquired by device category.



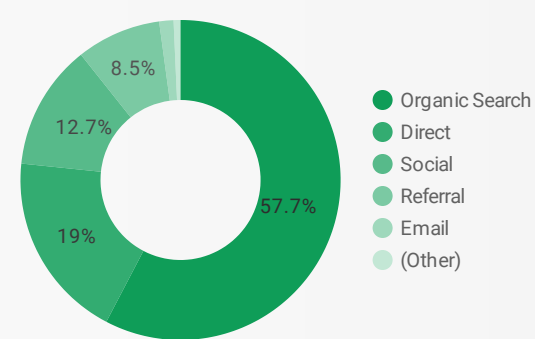
How do returning users visit us?

Sessions acquired by device category.



How do they find us?

Sessions by acquisition channel



Social Platform Data

User data for Facebook and Twitter

Facebook

Facebook audience and content performance

1. The Facebook data shows that more links are posted than other post types. Links receive a high level of engagement, however videos and images prove to have a higher overall engagement rate.
2. Most of the posts are made in the evening. Posts with high engagement levels correlate with peak times, as shown on Google Analytics, for website visits.
3. While the total reach is high for each posts, there is a low percentage of users who interact with each post, including a low percentage of the target audience.
4. The Facebook data shows that 84% of the users who are connected to the Cronkite News Facebook page are at least 25 years or older.
5. Only 7% of those connected to the Facebook page are students.

Twitter

Twitter audience and content performance

1. Posts with more links clicks are related to sports posts.
2. There is no consistency on time of day or day of week as far as when the content is posted.
3. There is no consistency on how many posts are made (ranging from 0-15)
4. Most posts do not have a clear call to action, even with the direct link posted.
5. Posts from Twitter do not correlate with Facebook posts (one does not promote the other, similar posts are not made on the same day).
6. Hashtags are not used, making it harder for new audience members to find the posts.

Insights & Recommendations

Recommendations to increase completion of goal 1 & 2, based on insights.

1. The bounce rate is very high for pages which are articles. Most users are accessing this page as their landing page, reading the article, and exiting the page. A clear call to action needs to be added to the website to persuade the audience to stay on the website longer and interact with more pages through a/b testing, to understand how the audience responds.

2. The channels which drives the most goal completions are organic search and direct traffic (making up 75-80%). Social media only accounts for about 10% of acquisitions that drive goal completions. Social media marketing should be a primary focus, driving more users to the website. A/B testing should be performed, testing different calls of action to help increase click through rates or have a better understanding of how the audience responds to different calls to action.

3. More users are visiting the website through mobile than any other device type (over 50%). However, the average session duration for mobile and pages per session are down, along with a higher bounce rate. On desktop, average session duration is 5x higher than mobile, with more goal completions (especially page views), and a lower bounce rate. However, from new users to returning users, there is a decrease seen in mobile traffic (by almost 6%) and in increase in desktop traffic. This suggests that more users are turning to desktop to return to the website, although mobile is still preferred. Focus on optimizing the mobile website will help to increase goal completions and lower bounce rates because it will encourage users to continue to use the mobile site.

Insights & Recommendations Continued

Recommendations to increase completion of goal 1 & 2, based on insights.

4. Mobile users account for over 50% of all users, however less than 15% of users are being directed from social media which is primarily used on mobile devices. This is a big indicator that the ideal target audience is not being reached. As shown in the Facebook data, the total reach is high for each post but there is a low interaction rate with those who are considered the target audience. Data from ASU shows that 75.6% of their students are ages 18-24. Only 16% of those interacting with the Cronkite Facebook are within that age range and only 7% of them are students. Different audience segments should be tested, targeting the age range of 18-24, the primary age of students who go to ASU. With Cronkite News being a product of ASU, it is likely that students will take a strong interest in the website, especially those within the Walker Cronkite School of Journalism.

5. Google Analytics suggests that users are more active on the website from 9am-12pm and 4pm-8pm. Currently, there no consistency on how many posts are made on social platforms and there is also no consistency on when the posts are made throughout the day. Posts on both social platforms, show a higher engagement rate when posted in correlation with the peaks in website traffic. A/B testing should be performed to further understand optimal times to post, days of the week, and how many times per day. Postings should be planned out for time of day, times per day, and day of week to keep the posting consistent for the audience. To start the testing, posts to social media should be made just prior to the peak time periods to see if it helps drive more traffic to the website to reach goal completion.

6. Top performing pages of the website, including those more likely to reach goal completion, include categories in sports and weather. However, most of the posts made on social media relate to politics. Social media posts need to include a wider range of subjects, including weather, sports, and environment, to reach a larger target audience.

7. Each post made on Twitter and Facebook need to follow basic guidelines of social media platforms to help them reach more of the audience and optimize engagement. This includes, correlating posts on Facebook and Twitter to see how the audience on each platform responds to similar posts. Both Facebook and Twitter should keep within the suggested length (40 characters for Facebook and 100 for Twitter) to help boost engagement rates. Posts should include a clear call to action, driving the audience to the website. Relevant hashtags should be used on Twitter, to boost awareness of the website and Twitter page.

8. Facebook data shows that links are posted far more frequently than any other type of post. Links do receive a high level of engagement, however videos and images prove to have a higher engagement rate. Content on social platforms should vary, using A/B testing to see how the audience responds to it. Don't limit posts to include only links as this is currently not driving enough of the audience to the website.