



Finding the formula for Popularity

POPULARITY PREDICTION USING MASHABLE ARTICLES FROM 2011-2012

Early success - Growth - 52/1

- ▶ Mashable reached 2 million readers in its first 18 months.
- ▶ Today Mashable has over 20 million visitors.
- ▶ Part of its success is because Mashable has gone beyond the 80/20 rule to reach the 52/1 rule, where 1% of its posts drives 52% of the traffic. In this scenario, know what is the recipe of the 1% is critical to Mashable's business objectives.

Data

- ▶ It has 61 variables
- ▶ It has about 40,000 articles published in 2011-2012
- ▶ Variables:
- ▶ Channels
 - ▶ Day of the week
 - ▶ Number of words in the title
 - ▶ Number of words in the content
 - ▶ Links
 - ▶ Videos
 - ▶ Photos

Target

- ▶ Shares: Number of time the article was shared on social media (facebook, twitter, google+, youtube)
- ▶ Other possible metrics:
 - ▶ Number of comments
 - ▶ Number of pageviews