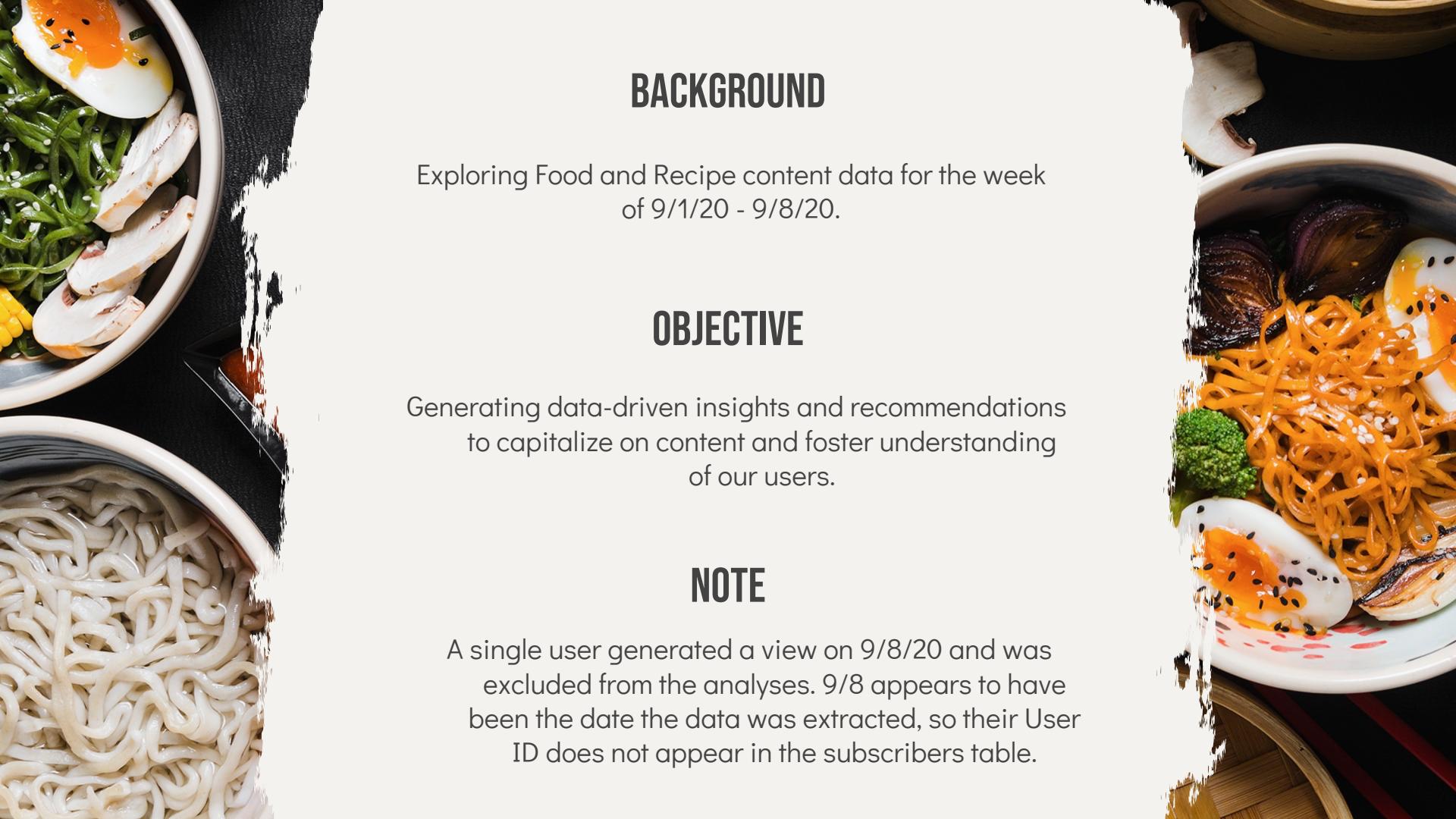




DIG-IN!

Understanding How Users Interact with
Food and Recipe Content

By Jonathan Ayala



BACKGROUND

Exploring Food and Recipe content data for the week of 9/1/20 - 9/8/20.

OBJECTIVE

Generating data-driven insights and recommendations to capitalize on content and foster understanding of our users.

NOTE

A single user generated a view on 9/8/20 and was excluded from the analyses. 9/8 appears to have been the date the data was extracted, so their User ID does not appear in the subscribers table.

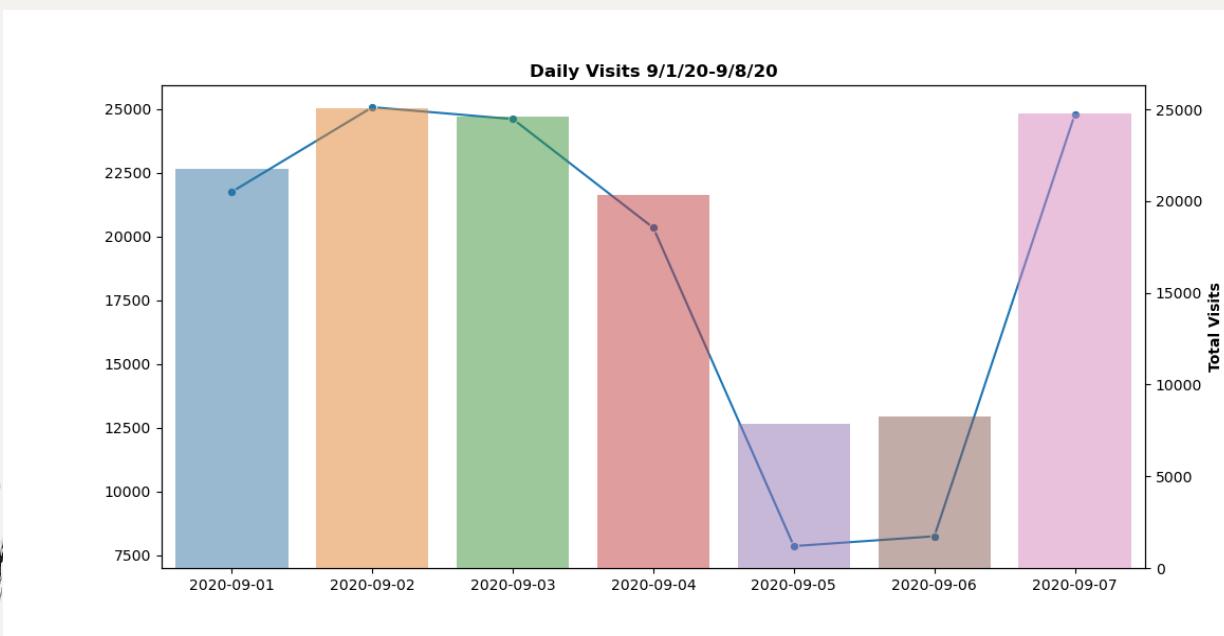
01.

EXPLORING THE VIEWS

Food and Recipe content for 9/1/2020 – 9/8/2020



BREAKING DOWN THE WEEK



01.

132,662 total visits, with 18,952 daily views on average.

02.

Thursday (9/2), Friday (9/3), and Labor Day (9/7) were the most viewed days of the week, accounting for 74,460 (or 56%) of total views.

02.

ANALYZING TRACTION

Viewership by Campaign and Format



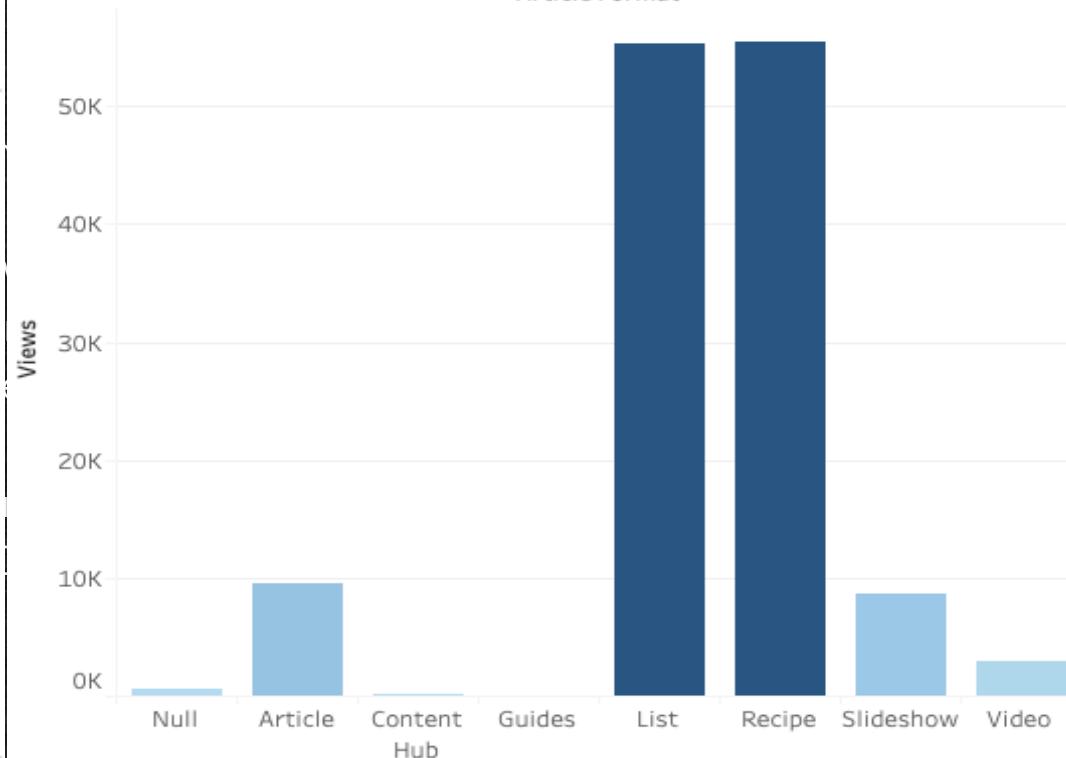
EXPLORING CONTENT TRACTION

Views by Campaign

Campaign	Views
email	79,282
Null	52,267
syndication	485
social	407
cpc	116
10today.ad3li.20200903...	73
sms	14
10today.ad3li.20200903...	7
10today.ad3li.20200903...	4
foodandwine	3
ASKDRNANDI	3
yummly	1

Views by Format

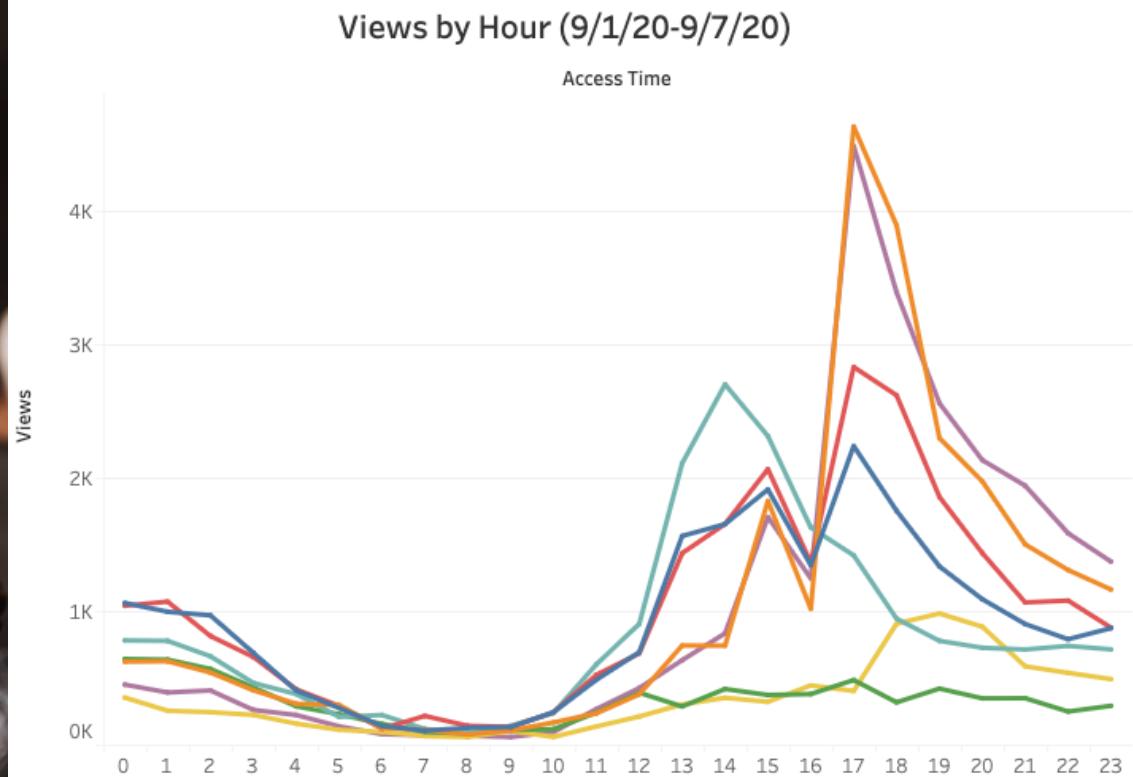
Article Format





03.

OPTIMIZING EMAILS



- 4 AM - 9 AM have little views.
- Noon - 3 PM, 4 PM - 6 PM optimal email marketing hours (high engagement).
- Labor Day third-highest views. (Holidays are busy).
- Improve weekend views via lazy Sunday/brunch and weekly meal prep recipes.

RECOMMENDATIONS TO MARKETING

- Seasonality is key to content relevancy.
- Email marketing is especially effective during lunch and post-work/dinner hours but lacking in the early morning. Email also generates the most views.
- The content formats with the highest traction are Recipe and List. The more direct this content is (the more time it saves our users), the better it will perform.

SUGGESTION/NEXT STEPS

- Further segment the audience using demographic info (age, location, device, browser, search query, session duration)
- In this way, market the *right* content to the right users
- Analyze social channel data, there's so much opportunity for growth!

THANKS!

Do you have any questions?

ayala.jonalex@gmail.com

(718) 354-7609

linkedin.com/in/jonayala



Follow my code!

github.com/jon-ayala

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik

Please keep this slide for attribution

