




NYU JOURNALISM

ARTHUR L. CARTER JOURNALISM INSTITUTE

20 STUDIO

RESULTS FROM USER
RESEARCH & TESTING: AXIOS

May 13, 2019



“How do we understand
different cohorts of our
audience and what actions
should we take with them?”



How to understand your audience

a. Useful segments

b. Actions we recommend



How to understand your audience

a. Useful segments

Know Your Audience

- Divide the audience into manageable groups
- Learn about their wants and needs
- Tailor messaging to the group that you want to target
- Reach them where they are



Know **AXIOS**

Don't know **AXIOS**

**Care
About
content**

- Read Axios websites and newsletters regularly

A

- Read Axios competitors
- Lookalike audience
- **Biggest growth potential**

B

Don't care

- Know Axios but don't consume news products

C

- Haven't heard of Axios
- Not interested in news products

D

Biggest Potential: **Group B**

- Young finance professionals
- Women in tech
- Current students and recent graduates

“Easy to read because of the bolds. I love how it touches on so many topics.” - Aryn Lee, tourism and hospitality

“I think there’s a lot of younger people that should be reading Pro Rata.” - Mitchell, tech

Acquire New Audience From **Group B**

- To go beyond Axios' current network of user touchpoints to raise the brand's profile

Ad campaign online
LinkedIn
Events



How to understand your audience

a. Useful segments

b. Actions we recommend

Ad campaign - A shift in messaging

- **“It just looks like an ad that would give me a virus. Too many words. Who is this guy?”**
 - Jet Cafuli, 25, video editor
- **“If a stranger tells me it’s going to make me smarter, thinner, I’m very skeptical.”**
 - Johnathan Fuentes, 23, current student



Two messages we recommend

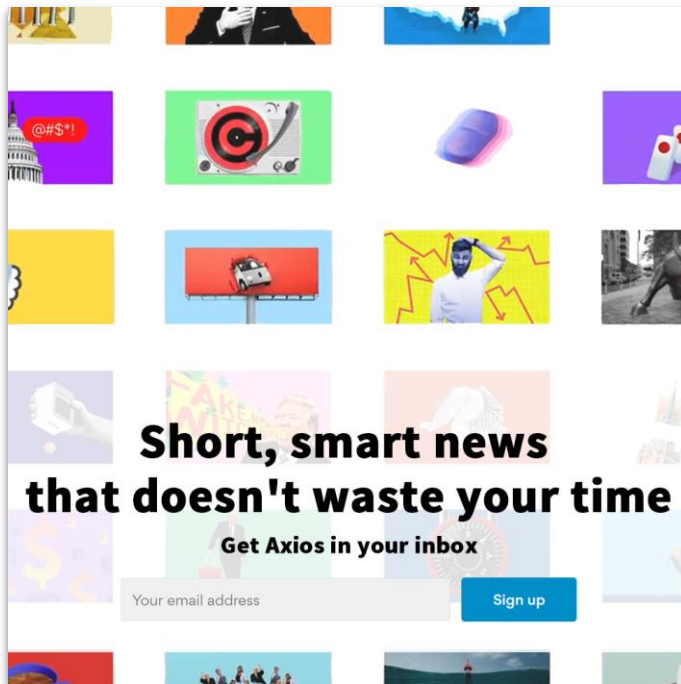
Smart. Brief. Delivered daily.

Short, smart news that doesn't waste your time.

Sign up for the AXIOS daily newsletters.



↑
go
deeper
↓



Ad Campaign - 15s Pre-roll on Youtube

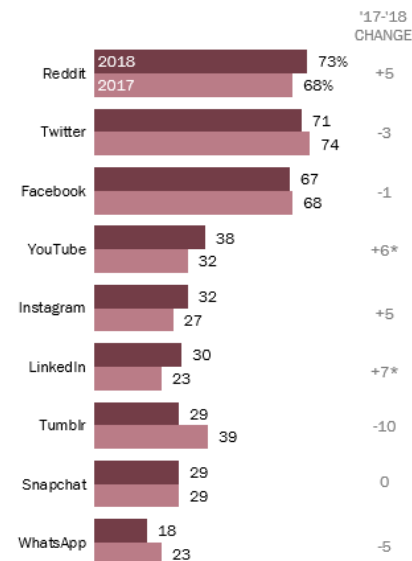
- “Half of my online time was spent on Youtube.”
- “I spend significant time on Youtube everyday.”

78% users say so.

- A market of around 52,000,000 people
- 8/10 people are 18-49 years old
- TrueView vs. NonSkippable

Reddit, Twitter, Facebook stand out as sites with the most news-focused users

% of each social media site's users who get news there



*Change from 2017 to 2018 is statistically significant.

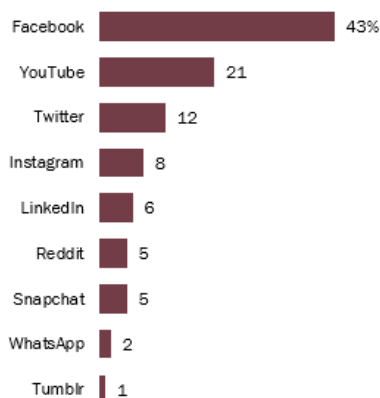
Source: Survey conducted July 30-Aug. 12, 2018.

"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER

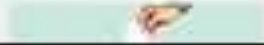
Social media sites as pathways to news

% of U.S. adults who get news on each social media site



Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"

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Why LinkedIn?

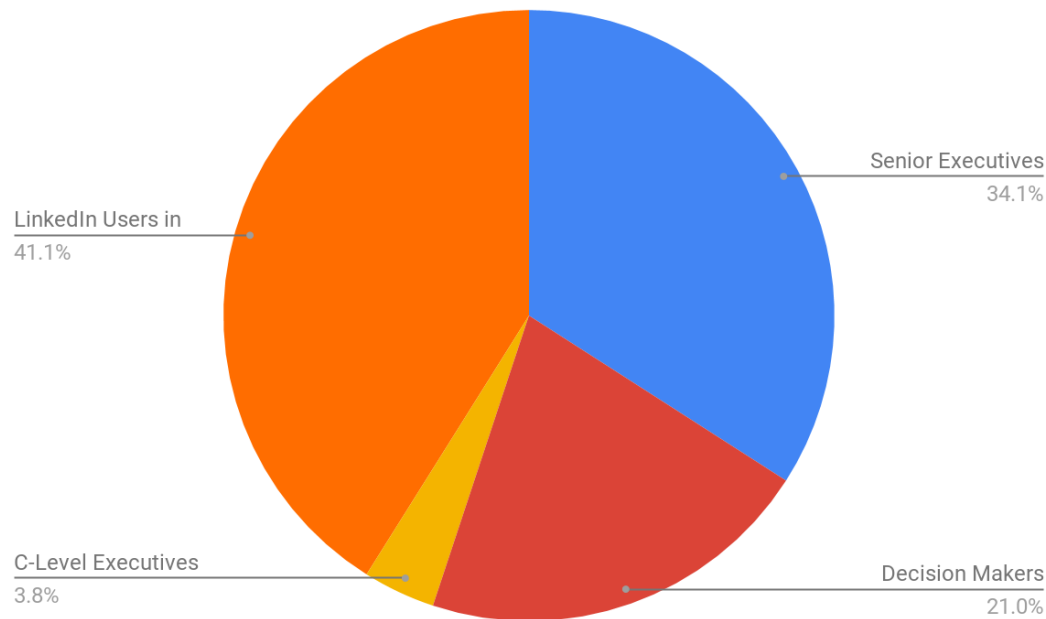
Axios' audience lives on LinkedIn

User-testing found that **LinkedIn is the most used** platform compared to others

Content specific to LinkedIn-**Millennials, jobs, technology** work for Axios

Emerging news platform

Target for Axios: 30% increase from the current page followers over a year



LinkedIn: Go where the users are

“LinkedIn is useful in so many ways. The news feed is a lot like FB.”

- Mike Phillips, 31, tech industry.

“I would go to LinkedIn as most of the people in my network are there.”

-Kailey, 22, recent graduate.

“LinkedIn is getting better, I follow companies and people and on the top right they have three or four top stories.”

-Asten, 32, Financial Analyst

LinkedIn workflow for Axios

Pitch stories to LinkedIn editors

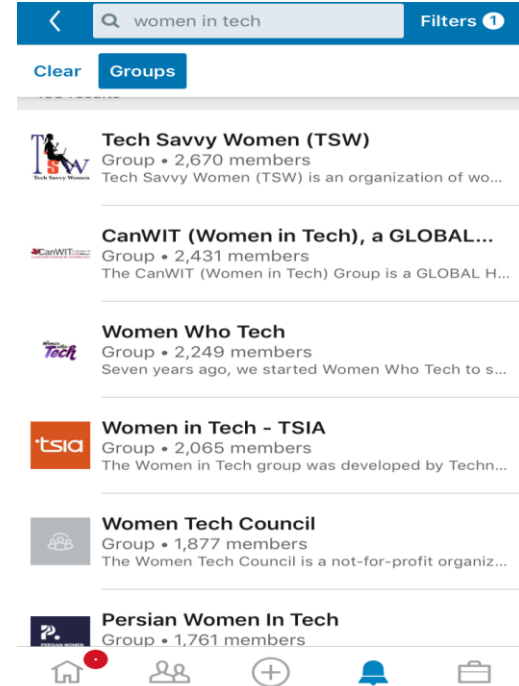
Reporters penetrate existing groups

Engaging conversations about stories they write

Use and follow existing LinkedIn hashtags for Axios' stories

LinkedIn target employees of companies that Axios writes about

Enable subscription via LinkedIn login



Re-thinking Events



- **“I’m very into female empowerment events, like women in finance events.”** Rachel, 38, New York, market researcher
- **“There is definitely opportunity in the conference circuit, do a conference attached to Pro Rata.”** Emily, 36, works in Private Equity

Re-thinking Events - to reach specific audiences

Small Targeted events

- Collaboration between authors and relevant organizations

Eg: Have an event with Ina Fried and NYC FinTech Women (2500 women in NYC), these women get to know Ina and Axios. Axios can build and engage a community through Slack.

Interweave Slack into events


- Create a Slack group with attendees and writers/panelists





**Ad campaign
Events**

LinkedIn



“How do we understand
different cohorts of our
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- Segment your audience following 4 quadrants.
- Acquire new audience using ads, LinkedIn and events.



Thanks!

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