QuinStreet

Content Performance Database

November 9, 2010

Overview

The Content Performance Database (PerfDB) is an internal system which will allow editors, producers and GMs track the performance of editorial content and make decisions to improve site performance and efficiency
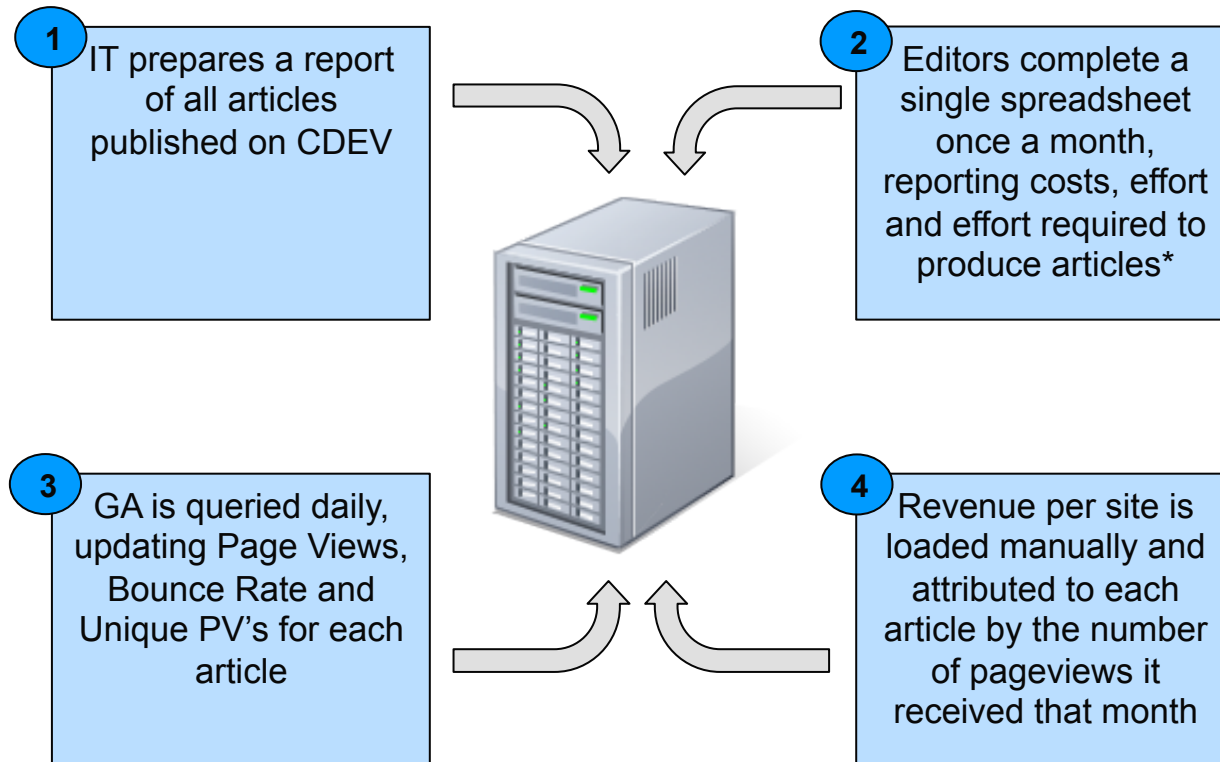
- **What it tracks**
  - Types of content
  - Cost of content
  - Source of content (house, freelancer, news, etc)
  - Net Revenue content generates (based on display revenue)

- **Advantages**
  - Articles compared at the same point in their publication history
  - Thousands of articles can be queried in a few seconds
  - Snapshot of site, vertical and network level views generated in one system, not pieced together

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Workflow

Process for updating PerfDB

| 1 | IT prepares a report of all articles published on CDEV |

| 2 | Editors complete a single spreadsheet once a month, reporting costs, effort and effort required to produce articles* |

| 3 | GA is queried daily, updating Page Views, Bounce Rate and Unique PV's for each article |

| 4 | Revenue per site is loaded manually and attributed to each article by the number of pageviews it received that month |

* Will move to web-based system later for ease and data accuracy

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What PerfDB Tracks

Content Types	**Content Sources**	**Metrics**
• Tutorial/Howto • Trends • Product Review • Top 10 • Tips and Tricks • News • Blog Entry • Opinion • Buyer's Guide	• Contributed • InternetNews • Editor-Written • Freelance • Repurp • Aggregated Content	• Effort • Freelance Cost • Monthly Site Revenue • Monthly Site Traffic (Overall)

Sample Reports

Overview

DUMMYSITE.COM
112 new articles for 8/2010

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	Total	Average Per Article
Cost of New Content	$12,440	$105
Revenue from New Content	$20,913	$187
Page Views from New Content	285,785	2,421
Page Views from Previous Content	552,215	-
Revenue from Previous Content	$40,409	-

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Sample Reports

Article Detail

Article Performance

Top 10 Articles by Page Views
1. 50 Open Source Replacements for Really Expensive Software (67,994)
2. 75 Awesome Android Apps (23,756)
3. Don't Hire That Developer! (22,738)
4. 58 Open Source Replacements for Small Business Software (14,740)
5. 50 iPad Apps for Getting Stuff Done (10,168)
6. Top 20 Apps for GNOME Fans (9,000)
7. Ubuntu 10.10 Alpha: Slouching Toward Ubuntu GNOME (8,799)
8. Are these Developer and IT Salaries Believable? (8,696)
9. Tech Comics: \"Have You Fixed the Bug?\" (8,609)
10. Why is Ubuntu Succeeding Where Linspire Failed? (7,135)

Bottom 10 Articles by Page Views
1. Data Center Errors to Avoid (58)
2. Michael Tejedor on Business Intelligence Software (236)
3. Mark Hurd’s Termination a Warning to Other Executives (444)
4. Top 8 Funny IT Helpdesk Requests (469)
5. Business Intelligence Software: Key Applications (637)
6. The Web is Dead? Gimme a Break! (640)
7. HP's New CEO Needs to Be a Warrior with a Heart and a Sidekick (657)
8. 5 Reasons Your Business Needs Augmented Reality...Today (921)
9. How 'Facebook Places' Will Make Location Services Boring (936)
10. Best Smartphones for Microsoft Exchange (1,000)

Top 10 Articles by Net Revenue
1. 50 Open Source Replacements for Really Expensive Software ($4,396)
2. 75 Awesome Android Apps ($1,358)
3. Don't Hire That Developer! ($1,084)
4. Are these Developer and IT Salaries Believable? ($556)
5. Tech Comics: \"Have You Fixed the Bug?\" ($550)
6. 58 Open Source Replacements for Small Business Software ($499)
7. 50 iPad Apps for Getting Stuff Done ($424)
8. Tech Comics: \"Bought by Online Gamer\" ($316)
9. Top 20 Apps for GNOME Fans ($279)
10. Why is Ubuntu Succeeding Where Linspire Failed? ($142)

Bottom 10 Articles by Net Revenue
1. 5 Reasons Your Business Needs Augmented Reality...Today ($-513)
2. Best Smartphones for Microsoft Exchange ($-507)
3. The Web is Dead? Gimme a Break! ($-393)
4. How 'Facebook Places' Will Make Location Services Boring ($-372)
5. Business Intelligence Software: Key Applications ($-333)
6. How Google Plans to Beat Facebook ($-243)
7. Does Ubuntu Contribute its Share to Free Software Projects? ($-229)
8. Why Facebook Should Be Fired ($-167)
9. OpenOffice 3.3 Beta: The Shape of Things to Come? ($-144)
10. KDE 4.5 Trades Revolution for Evolution ($-121)

Sample Reports

Author Report

| Author	Total Page Views	Average Page Views	Total Cost	Average Effort	Cost/View	Net Revenue/View
Oliver Widder (4)	17,405	4,351	$280	1.75	$0.02	$0.06
Rob Enderle (2)	1,101	550	$160	2.00	$0.15	$-0.07
SysAid Technologies (1)	469	469	$40	1.00	$0.09	$-0.01
James Maguire (1)	236	236	$80	2.00	$0.34	$-0.27
Bruce Byfield (4)	25,823	6,455	$2,280	1.75	$0.09	$-0.02
Kenneth Hess (4)	695	173	$80	0.50	$0.12	$-0.04
Thor Olavsrud (4)	25,030	6,257	$440	0.88	$0.02	$0.06
Cynthia Harvey (2)	82,734	41,367	$1,160	2.00	$0.01	$0.06
Jeff Vance (2)	7,330	3,665	$1,160	2.00	$0.16	$-0.09
Jonathan Hassell (1)	637	637	$380	2.00	$0.60	$-0.52
Mike Elgan (4)	7,729	1,932	$1,740	0.88	$0.23	$-0.15
Eric Spiegel (1)	22,738	22,738	$580	2.00	$0.03	$0.05
Matt Hartley (3)	20,124	6,708	$1,140	2.00	$0.06	$0.02
David Strom (1)	1,000	1,000	$580	2.00	$0.58	$-0.51
Troy Dreier (1)	10,168	10,168	$320	0.50	$0.03	$0.04

Other Available Metrics:

- Bounce Rate
- Unique Page Views
- Gross Revenue

Sample Reports

Content Type Report

	Average Page Views	Average Cost	Average Effort	Cost/View	Net Revenue	Revenue Per View
Tutorial/Howto (1)	58	$20	0.50	$0.34	$-16	$-0.06
Trends (2)	3,253	$330	2.00	$0.10	$-184	$-0.03
Product Review (3)	5,253	$567	1.67	$0.11	$-547	$-0.04
Top 10 (6)	22,011	$470	1.75	$0.02	$6,844	$0.05
Tips and Tricks (5)	2,153	$420	1.50	$0.20	$-1,312	$-0.08
Opinion (11)	5,046	$238	1.64	$0.05	$1,442	$0.02
Buyer Guide (1)	637	$380	2.00	$0.60	$-333	$-0.52

Total Spent

Gross Revenue
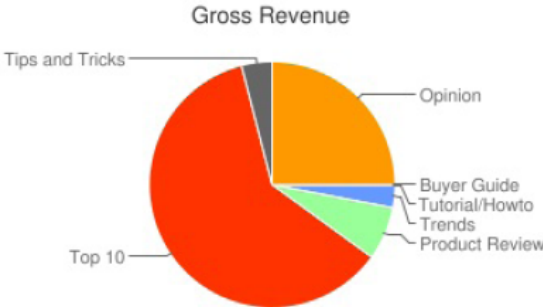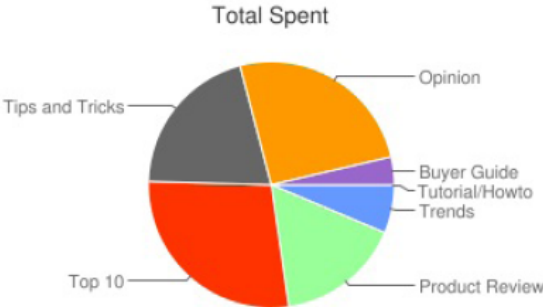
Sample Reports

Content Source Report

	Average Page Views	Average Cost	Average Effort	Cost/View	Net Revenue	Revenue Per View
Contributed (7)	2,710	$69	1.71	$0.03	$909	$0.05
Editor-Written (1)	236	$80	2.00	$0.34	$-63	$-0.27
Freelance (21)	9,623	$464	1.60	$0.05	$5,049	$0.02
Repurp (24)	385	$32	0.79	$0.08	$0	$-0.01

Possible Report Formats

- Plain Text
- HTML
- PDF
- Excel
- Web Interface (Rails)
- Brio or ODBC(exploring)

Limitations, Next Steps and Timing

Limitation/Issue	Action Item	Timing
CMS Platform: PerfDB works best with CDEV articles currently (40 sites being reported on)	Sites moving into Content Engine Working on being able to query Content Engine	End of Dec
Editorial Reporting: Need more consistent and accurate data in editor reporting; Spreadsheet reporting leaves room for error	Design a web interface for editors to enter article data such as costs and effort	End of Dec
Editorial Concerns: "Aggregated Content" is poorly represented	DBA's need to revise incoming report on "Aggregated Content" container or drop reporting on it	End of Dec
Traffic Reporting: Some sites not in Google Analytics	Add missing sites to GA or build reporting through WT. WT doesn't have API, making working with it difficult	TBD
Ad-Hoc Reporting: Need to move past ad-hoc reporting	• Get list of "Must-Haves" from Producers and GM's and automatically generate some reports on monthly basis • Give Editors, GM's and Producers the ability to query the database in an easy-to-use web interface	End of Nov Feb - Mar (requires QS IT resources like Server space, moving inside the QS network)
Revenue Reporting: As revenue/site gets less and less display based, it will be harder to tell how much revenue articles generate.	Need to devise a new strategy for tracking revenue/article	Nov-Dec

Reporting Examples

Web Interface
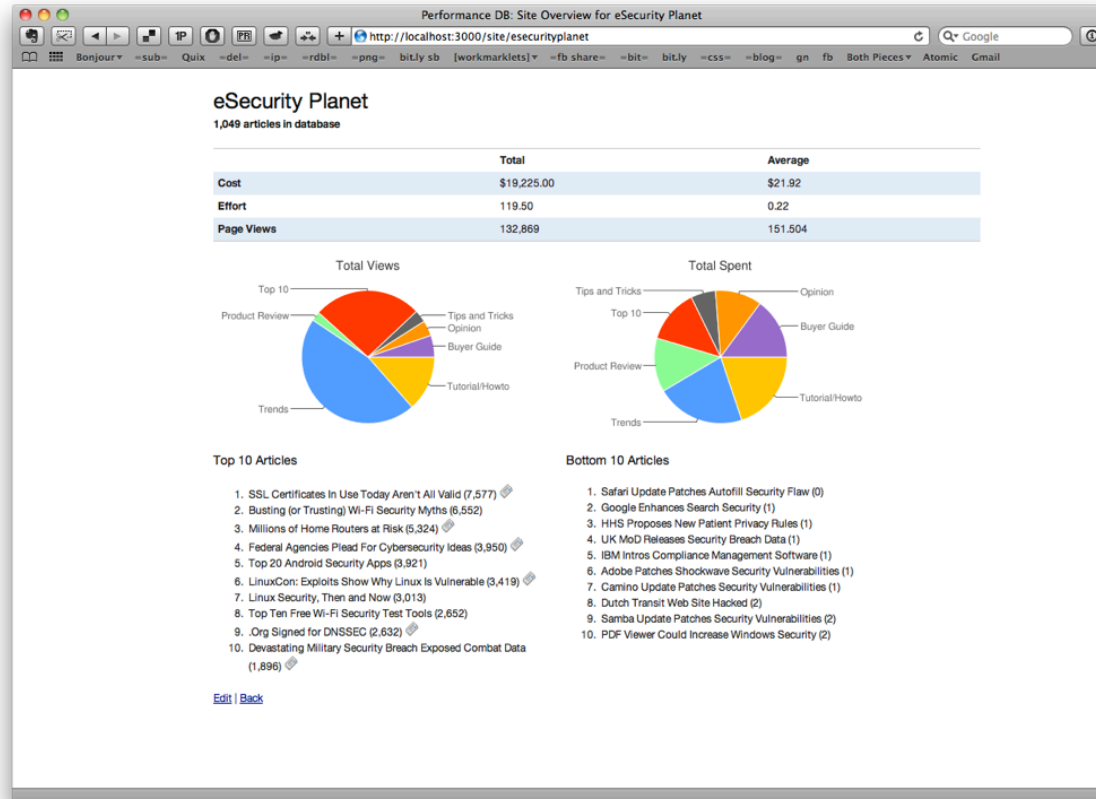
Spreadsheets

inetnews_authors.xls

	Sheets	Charts	SmartArt Graphics	WordArt	

	A	B	C	D	E	F	G	H	I	J	K	L
1	**Author**	**Total**	**Total PV**	**Avg PV**		**Pub'd on INN**	**Total PV**	**Avg PV**		**Pub'd Elsewhere**	**Total PV**	**Avg PV**
2	Kenneth Corbin	54	15438	285.89		26	5349	205.73		28	10089	360.32
3	Stuart J. Johnston	78	29237	374.83		40	10957	273.93		38	18280	481.05
4	David Needle	47	37212	791.74		23	16238	706		24	20974	873.92
5	Sean Michael Kerner	86	68126	792.16		44	13816	314		42	54310	1293.1
6	Larry Barrett	52	15496	298		26	6925	266.35		26	8571	329.65
7	Andy Patrizio	130	82681	636.01		64	35333	552.08		66	47348	717.39

05-2010 06-2010 07-2...

Normal View   Ready   Sum=0   SCRL CAPS NUM

Plain Text

By Author:

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Sean Michael Kerner (86) (2010-05-01)
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    Average 30-Day Pageviews on all articles: 792.16
    Average effort on all articles: 0.66
    Average total cost on all articles: $103.44

    Articles on Internet News (44)
        Average 30-Day Pageviews: 314.00

    Articles from InternetNews (42)
        Average 30-Day Pageviews: 1,293.10
```

By Site:

```
eSecurity Planet
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Article type: Trends (8)
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    Total Freelance Spent: $1450.00
    Total Full Cost: $1718.00
    Average Full Cost: $214.75
    Average Effort: 0.84
        Average 30-Day Views: 1067.00
        Total 30-Day Page Views: 8541 (Cost/view: $0.20)
        Average 60-Day Views: 1171.00
        Total 60-Day Page Views: 9368 (Cost/view: $0.18)
```