



“Why is the Tower of God Show So Popular?”

Engagement Trend Analysis

Insights:

- Majority (75%) of the users are new users and the rest (25%) are repeat users. It suggests that the content is reaching to a broad audience but may not be retaining them.
- Users find the content not much engaging as only 30% of total page views get further interaction, which is considered as very low. Longer page loading time is also a potential cause for high bounce rate.
- The average time spent on the page is quite low. Its content does not engage users to spend more time on the page.

Strategy Recommendations:

Structured Content and Improved UI:

- The contents should be structured by dividing into sections. Use of headings, bullet points are must for a better layout.
- Improving the UI by placing the right sections at the right place is must for user satisfaction.

This way it will be easier for user to go through and understand the content. This will help retaining the user on the page for longer time.

Interactive Elements:

- Adding interactive elements like surprise pop-up questions on the content, credit score for going through and finishing content will ensure user engagement on the page.