

User Segmentation Report on [11 Best Solo Leveling Arcs in the Manhwa to Read Now](#)

Introduction:

The purpose of this report is to segment users and suggest ways to tailor content for each segment to improve engagement and retention.

Demographic Segmentation:

- **Age Groups:**
 - 13-17
 - 18-24
 - 25-34
 - 35-44
 - 45+
- **Gender:**
 - Male
 - Female
 - Other (as specified by user)
- **Geography:**
 - Understanding from which country the article is getting maximum views is important to cater to a wider audience. Users from different countries will likely have different preference.

Behavioural Segmentation:

- **New Visitors vs Returning Visitors**
 - New visitors are visiting for the first time, so making a great first impression matters a lot.
 - Returning visitors have visited many times, so focus should be on maintaining their interest.

Recommendations:

Young Users:

- High-quality images, GIFs, or short video trailers to grab attention.
- Polls and quizzes at the end of article to boost engagement.
- Headlines for each arc should be catchy, to-the-point, and appealing.

Older Users:

- Providing detailed breakdowns of each arc's significance, plot twists, and character growth to engage older readers.

New Visitors:

- These users are visiting for the first time, so content quality should be top-notch. Ensure the page layout is visually appealing and easy to navigate to encourage them to spend more time on the site.
- Display recommendations for related articles or popular arcs to help new users discover more content.

Returning Visitors:

- Use their previous behaviour to recommend similar articles or new updates to keep them engaged.
- Implement email or push notifications alerting users about new chapters or updates so that they visit the site regularly.

[Prepared by: Shruti Rout]