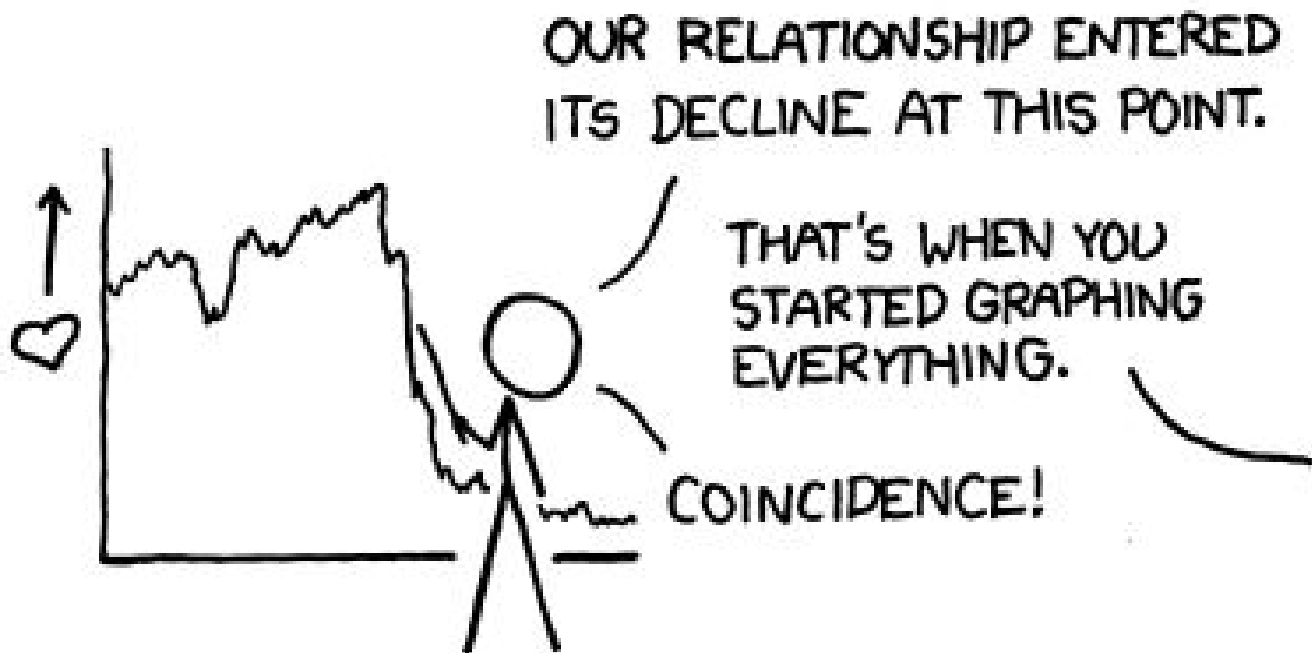


Analytics of News Apps





Teemo Tebest

- Teemo Tebest, Yle
- Working at PlusDesk, Datajournalist

Internet me

- **Homepage** teelmo.info
- **Blog** datajournalismi.blogspot.com
- **GitHub** github.com/teelmo
- **Twitter** [@teelmo](https://twitter.com/teelmo)

Why should we care about analytics?

- Why is analytics important?

Why should we care about analytics?

- Why is analytics important?
- **To whom is analytics important?**

Why should we care about analytics?

- Why is analytics important?
- To whom is analytics important?
- **What can be monitored?**

Why should we care about analytics?

- Why is analytics important?
- To whom is analytics important?
- What can be monitored?
- **What should not be monitored?**

Indicators we follow

- Engagement
 - Our main indicator.
- Clicks
 - Still important.
- Social media
 - Becoming more and more important.
- Events
 - How people use our content.
- Conversion
 - How people interact with our content.

Indicators we follow

- Engagement
 - Our main indicator.
- Clicks
 - Still important.
- Social media
 - Becoming more and more important.
- Events
 - How people use our content.
- Conversion
 - How people interact with our content.

Indicators we follow

- Engagement
 - Our main indicator.
- Clicks
 - Still important.
- Social media
 - Becoming more and more important.
- Events
 - How people use our content.
- Conversion
 - How people interact with our content.

Indicators we follow

- Engagement
 - Our main indicator.
- Clicks
 - Still important.
- Social media
 - Becoming more and more important.
- Events
 - How people use our content.
- Conversion
 - How people interact with our content.

Indicators we follow

- Engagement
 - Our main indicator.
- Clicks
 - Still important.
- Social media
 - Becoming more and more important.
- Events
 - How people use our content.
- Conversion
 - How people interact with our content.

Tools we use

- Chartbeat
 - Real-time analytics, engagement and clicks.
- Comscore
 - Long-time analytics, clicks.
- Google Analytics
 - Event tracking and conversion tracking.
- In-app tools
 - Analytics data in Facebook and Twitter.
- Yle tools
 - Important for engaging our journalist with the analytics.

Tools we use

- Chartbeat
 - Real-time analytics, engagement and clicks
- Comscore
 - Long-time analytics, clicks.
- Google Analytics
 - Event tracking and conversion tracking.
- In-app tools
 - Analytics data in Facebook and Twitter.
- Yle tools
 - Important for engaging our journalist with the analytics.

Tools we use

- Chartbeat
 - Real-time analytics, engagement and clicks
- Comscore
 - Long-time analytics, clicks.
- Google Analytics
 - Event tracking and conversion tracking.
- In-app tools
 - Analytics data in Facebook and Twitter.
- Yle tools
 - Important for engaging our journalist with the analytics.

Tools we use

- Chartbeat
 - Real-time analytics, engagement and clicks
- Comscore
 - Long-time analytics, clicks.
- Google Analytics
 - Event tracking and conversion tracking.
- In-app tools
 - Analytics data in Facebook and Twitter.
- Yle tools
 - Important for engaging our journalist with the analytics.

Tools we use

- Chartbeat
 - Real-time analytics, engagement and clicks
- Comscore
 - Long-time analytics, clicks.
- Google Analytics
 - Event tracking and conversion tracking.
- In-app tools
 - Analytics data in Facebook and Twitter.
- Yle tools
 - Important for engaging our journalist with the analytics.

Event tracking: 3 show cases

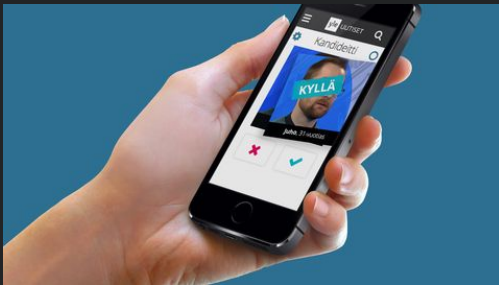
- CandiDate
- The Story of a Village
- Finns are getting older

3, three, /θriː/

Case #1: CandiDate

- Election machine for the Finnish parliamentary election.
- Build specially to work on mobile and to be, quick and fun to use.
- Targeted for the younger audience. *Gate theory to politics*

Our goal was to get **100,000 page views**.



Case #1: CandiDate

- According to Google Analytics we got about 50,000 page views. Far less than the goal 100,000.
- In addition to page views we monitored events, likes swipes, matches, use of filters.
- Swipes were made over 2,000,000 times.

→ One indicator stated a failure, but another shows it was a success.

```
app.on('swipe', function () {  
  if (typeof _gaq !== 'undefined') {  
    _gaq.push(['_trackEvent', '7869067 - Candidate', 'Event', 'Swipe']);  
  }  
});
```

Case #2: The Story of a Village

- Visual multimedia story with videos, photos, graphics and text.
- Long news article
 - 30,730 characters.
- Content had 7 different chapters.
 - Should we publish 7 different articles with different urls.
 - Or should we divide the story in different pages.

Case #2: The Story of a Village

According to analytics a scrollable layout has proven to be the best way to provide this kind of long content.

- 82% scrolled to ingress
- 66% scrolled to chapter 1
- 53% scrolled to chapter 2
- 46% ...
- 42%
- 40%
- 39%
- 37% scrolled to chapter 7

Case #3 Finns are getting older

- Dataset of people under 19 and over 65 years.
- Data for every district from 1975 to 2013.
- We built a tool to visualize this data.

Case #3 Finns are getting older

But you don't always get it right :(

- We noticed one feature was barely utilized at all.
- We made an immitiate yet simple change.

Conversion rate got up.

Why should we care about analytics

Why should we care about analytics

- We want to **make data-driven decisions!!!**
 - Improve usability
 - Increase engagement
 - Increase conversion
 - Improve internal goals
- We want to understand our audiences better.
- What solutions work, which don't.

Circumstances are always different.
But we should have an "educated guess" ...
...based on data.

Without analytics we are blind!



Questions?

Thank you!



@teelmo