# Analytics of News Apps



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  - Still important.
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  - Becoming more and more important.
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- Comscore
  - Long-time analytics, clicks.
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- In-app tools
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## Event tracking: 3 show cases

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

### 3, three, $/\theta rix/$

### Case #1: CandiDate

- Election machine for the Finnish parlamentary 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.

- 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