Viocom Case

Few general highlights

* Correlation most often is great
* Some notes were mention for each site – device
* Since traffic sources and instances are different, we advise out clients to create a report with “Channel per entries” which is the same as SW traffic sources.

In- App traffic:

Some sites (News websites for examples) rely heavily on traffic that comes from social networks such as Facebook and Twitter. While this traffic on Desktop devices is no different than any other traffic. Using the Facebook App on mobile leaves the user within the application disabling SimilarWeb to count these visits.

Currently we advise our customers to create a report with nothing but in App traffic, making them and us understand better the sources for the discrepancies.

Measuring In-App traffic in Adobe or GoogleAnalytics is not trivial but it is not a difficult task either.

Guideline for measuring In App traffic in

GoogleAnalytics: http://oko.uk/blog/tracking-inapp-browsers

Adobe Omniture: https://blogs.adobe.com/digitalmarketing/analytics/shedding-light-dark-social-adobe-analytics/

MTV

|  |  |
| --- | --- |
| Mobile: |  |
|  |  |
| * Good correlation * Big delta * News makes in-app traffic a possible candidate * It might also explain the differences in PP * Discuss here but it’s also relevant for all traffic sources, how to create variants of “one-instance per visit” * In general, Channels should be defined as channel per Entries in Omniture to match for SimilarWeb Traffic Sources. | C:\Users\yaakov.tayeb\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Mtv.mobile.png |
|  |  |
| Desktop |  |
| * R: .95 (Perfect!) * Delta: 10% (Amazing) | C:\Users\yaakov.tayeb\AppData\Local\Microsoft\Windows\INetCache\Content.Word\newplot (2).png |

TVLand

|  |  |
| --- | --- |
| Mobile: |  |
|  |  |
| * Traffic on TVLand according to their Adobe says it went from 30k to 300k in one month * I would claim that something went wrong there and they got only part of their data. * R of march to Aug: 0.78 * R of Sep to March17: 0.83 |  |
|  |  |
| Desktop |  |
| * R. 0.76 * Delta: 25% * Huge traffic on October. We also see it in SW but not to the same magnitude.   Further checkout:   * Traffic sources for October * In app data * Google AMP * Unique users |  |

Comedy Central

|  |  |
| --- | --- |
| Mobile: |  |
|  |  |
| * R: 0.6 * Delta: 20% * Big problems at May16 and Dec16   Further checkout for this time period should include :   * Social referrals * In-app * Client answer of what generated traffic on their end * Unique users | C:\Users\yaakov.tayeb\AppData\Local\Microsoft\Windows\INetCache\Content.Word\newplot (5).png |
|  |  |
| Desktop |  |
| * R: .92 (Amazing) * Delta: +66% * Since the trends align so well, I would like the client to help us here a bit trying to understand if its numbers are for sure accurate.   Here we can do visits by states in the USA.  In addition, Can they double check that omniture is implemented properly on every part of the site? | C:\Users\yaakov.tayeb\AppData\Local\Microsoft\Windows\INetCache\Content.Word\newplot (6).png |