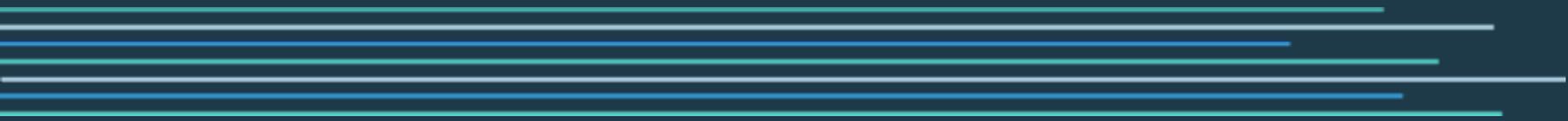




Audience Building in the Age of Platforms

A series of approximately seven horizontal lines of varying lengths and colors (white and light blue) extending from the left edge of the slide towards the right.

November 2016

Chartbeat believes meaningful stories matter—wherever they live.



That's why we provide **analytics and content intelligence tools** that help media organizations build and grow a loyal audience.

We are the **only** company focused on the needs of leading media companies—serving over 50,000 sites worldwide in 60+ countries.



Media Everywhere

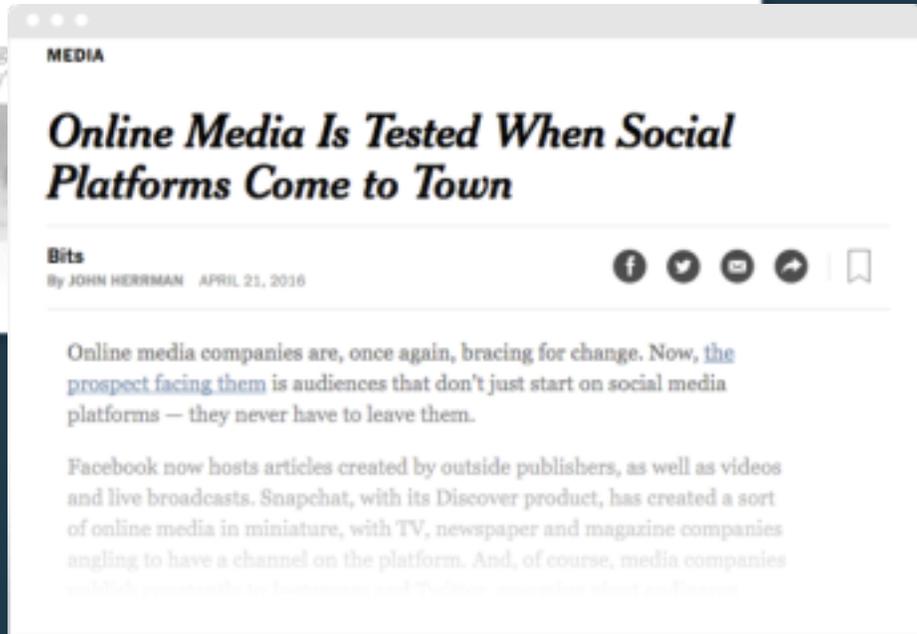


home > tech election 2016 US world opinion sports soccer arts all

Facebook

Mark Zuckerberg accused of abusing power after Facebook deletes 'napalm girl' post

Norway's largest company



MEDIA

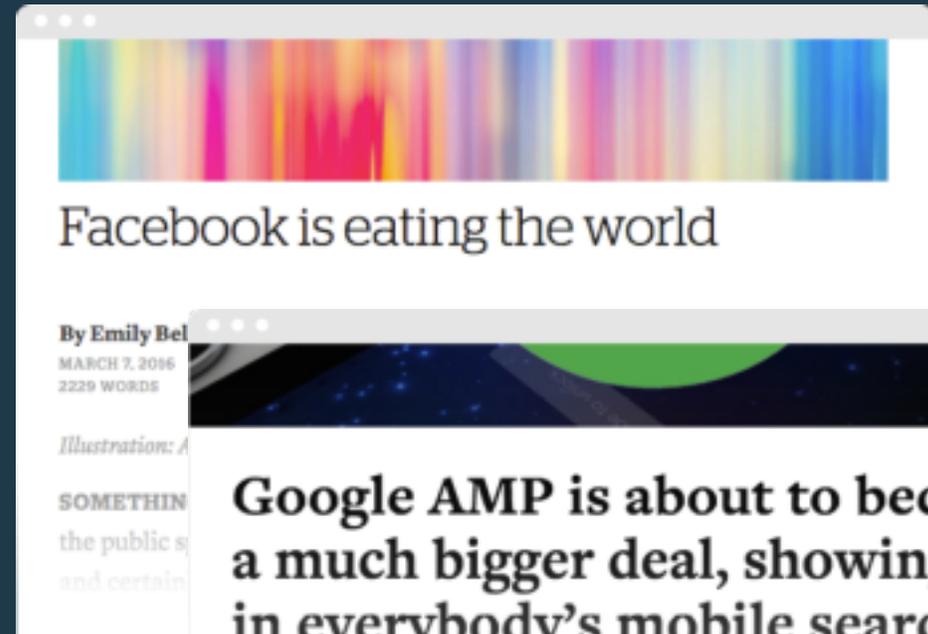
Online Media Is Tested When Social Platforms Come to Town

Bits

By JOHN HERRMAN APRIL 21, 2016

Online media companies are, once again, bracing for change. Now, [the prospect facing them](#) is audiences that don't just start on social media platforms — they never have to leave them.

Facebook now hosts articles created by outside publishers, as well as videos and live broadcasts. Snapchat, with its Discover product, has created a sort of online media in miniature, with TV, newspaper and magazine companies angling to have a channel on the platform. And, of course, media companies



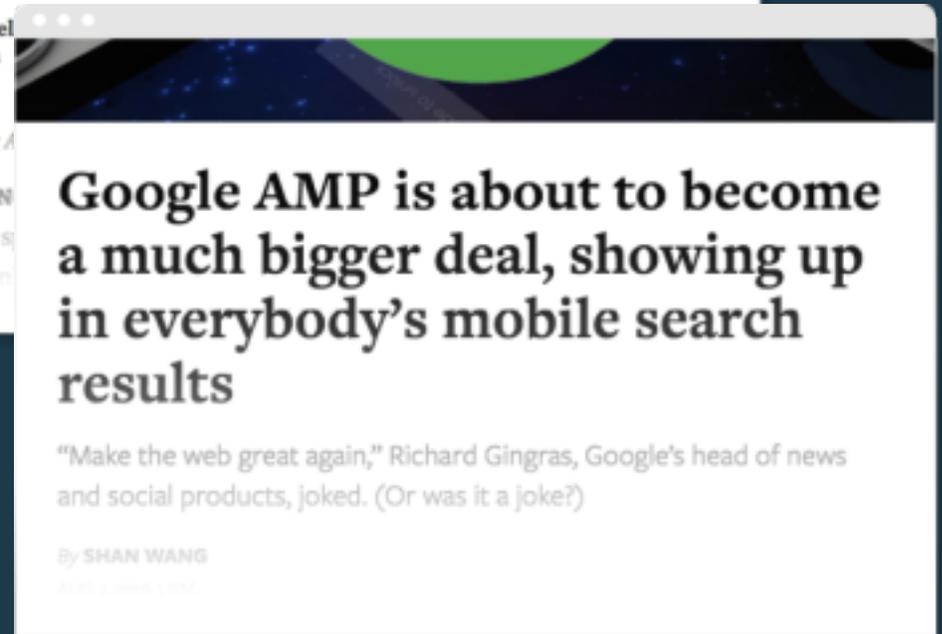
Facebook is eating the world

By Emily Bell

MARCH 7, 2016
2229 WORDS

Illustration: A

SOMETHING
the public s
and certain



Google AMP is about to become a much bigger deal, showing up in everybody's mobile search results

"Make the web great again," Richard Gingras, Google's head of news and social products, joked. (Or was it a joke?)

By SHAN WANG



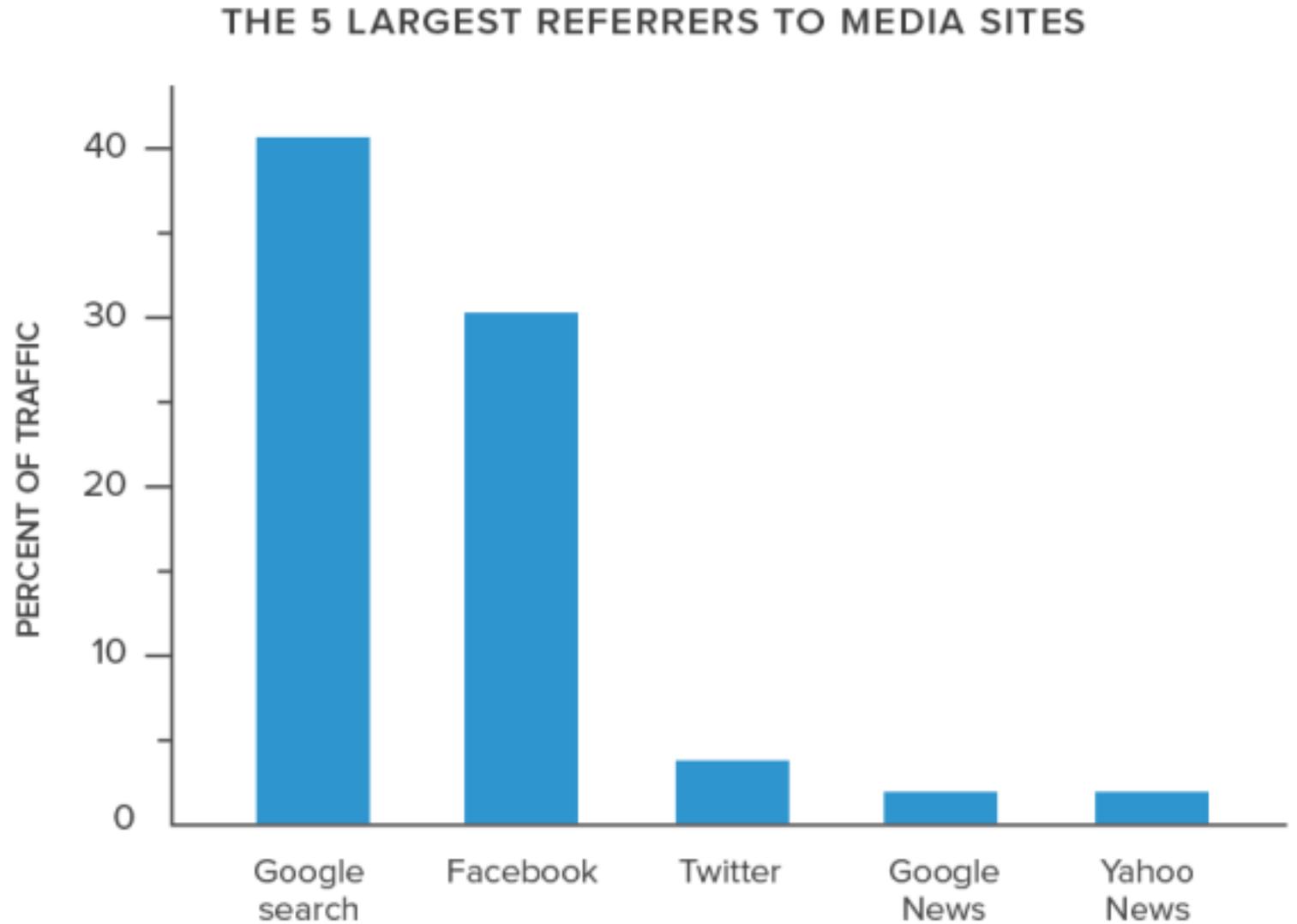
Why are platforms so important?



75%

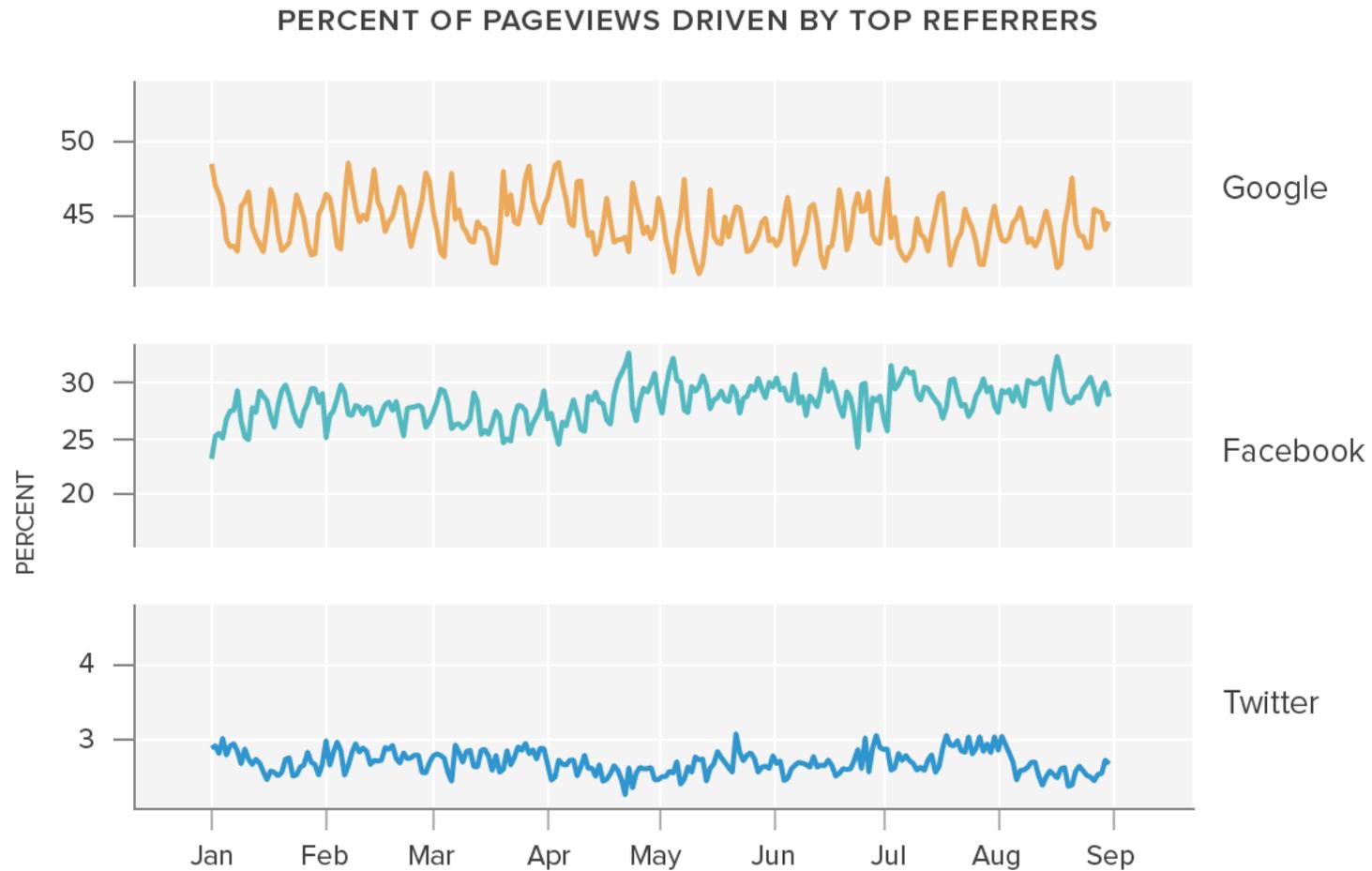


Of the top 5 largest referrers, Google drives 40%, Facebook 30%



Source: Chartbeat

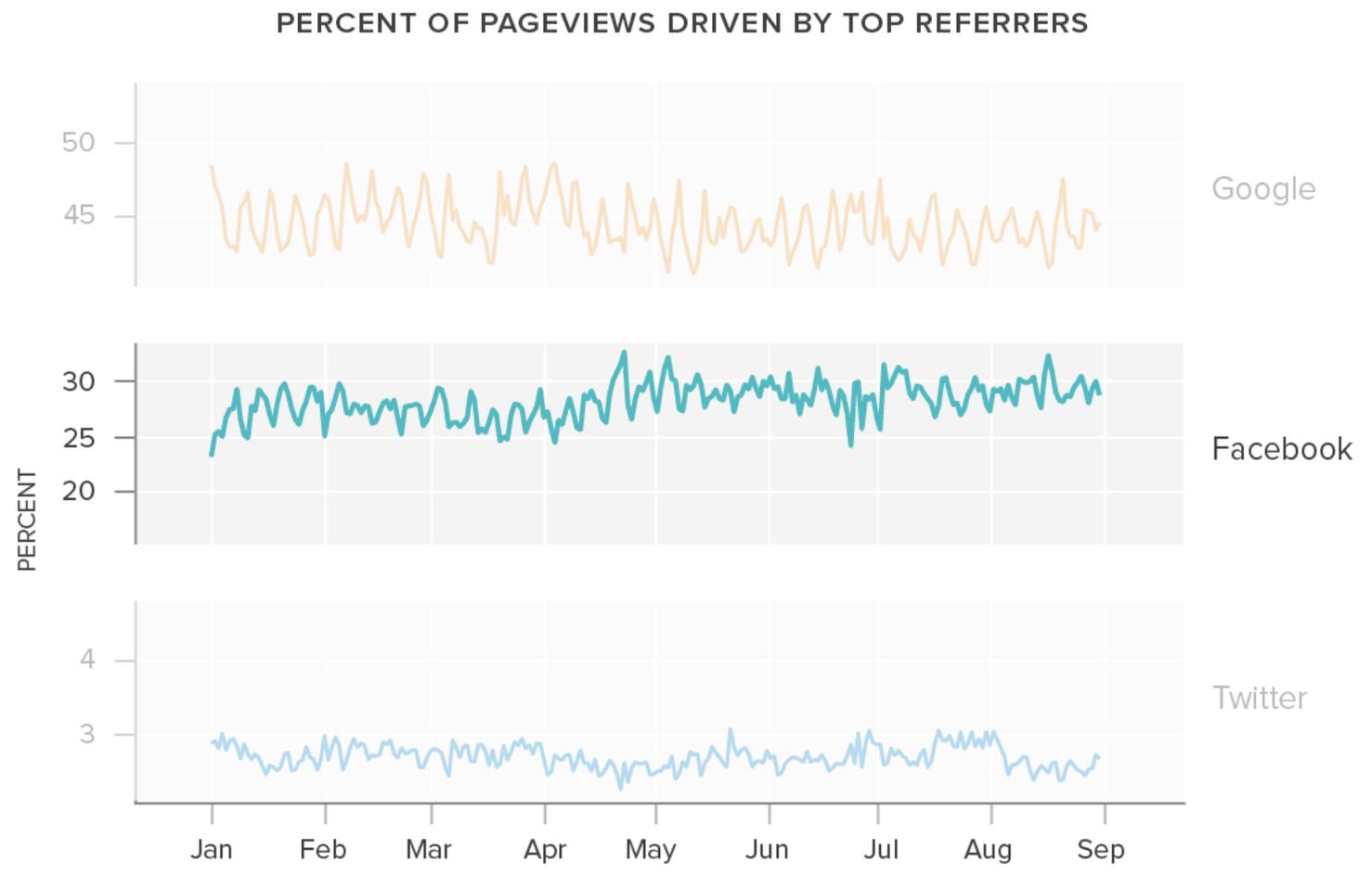
Platform traffic has been constant over the last year



Source: Chartbeat

2016

Except top 20, there is a wide variation on Facebook each month



Source: Chartbeat

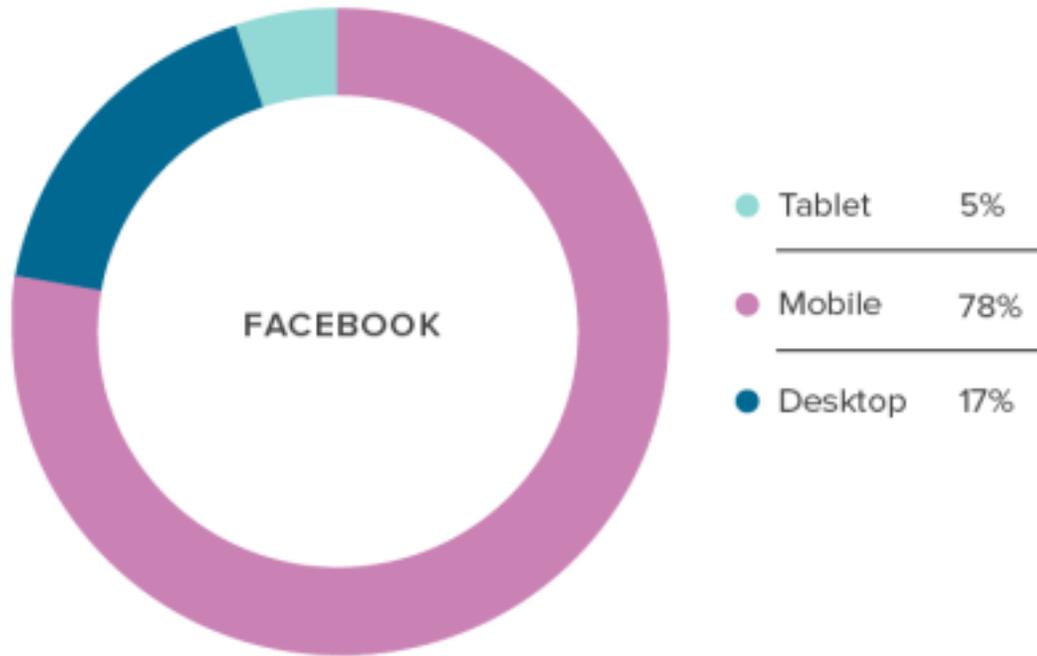
2016

62%
is mobile

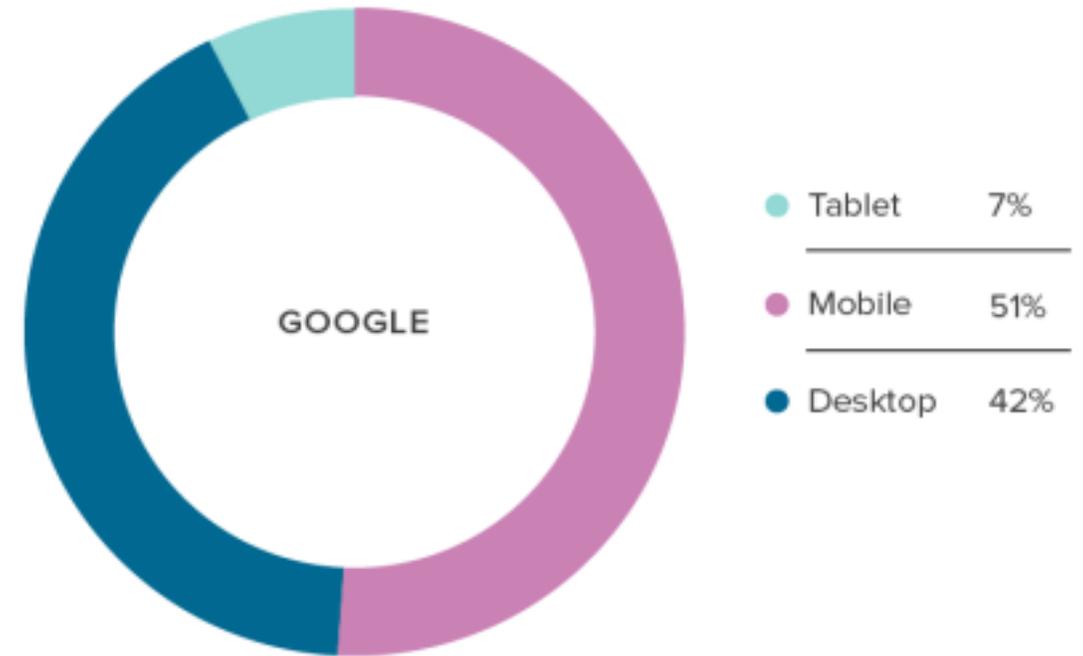


Referred traffic is predominantly mobile

Facebook-referred traffic is nearly all mobile. Google is roughly an even split.



Source: Chartbeat

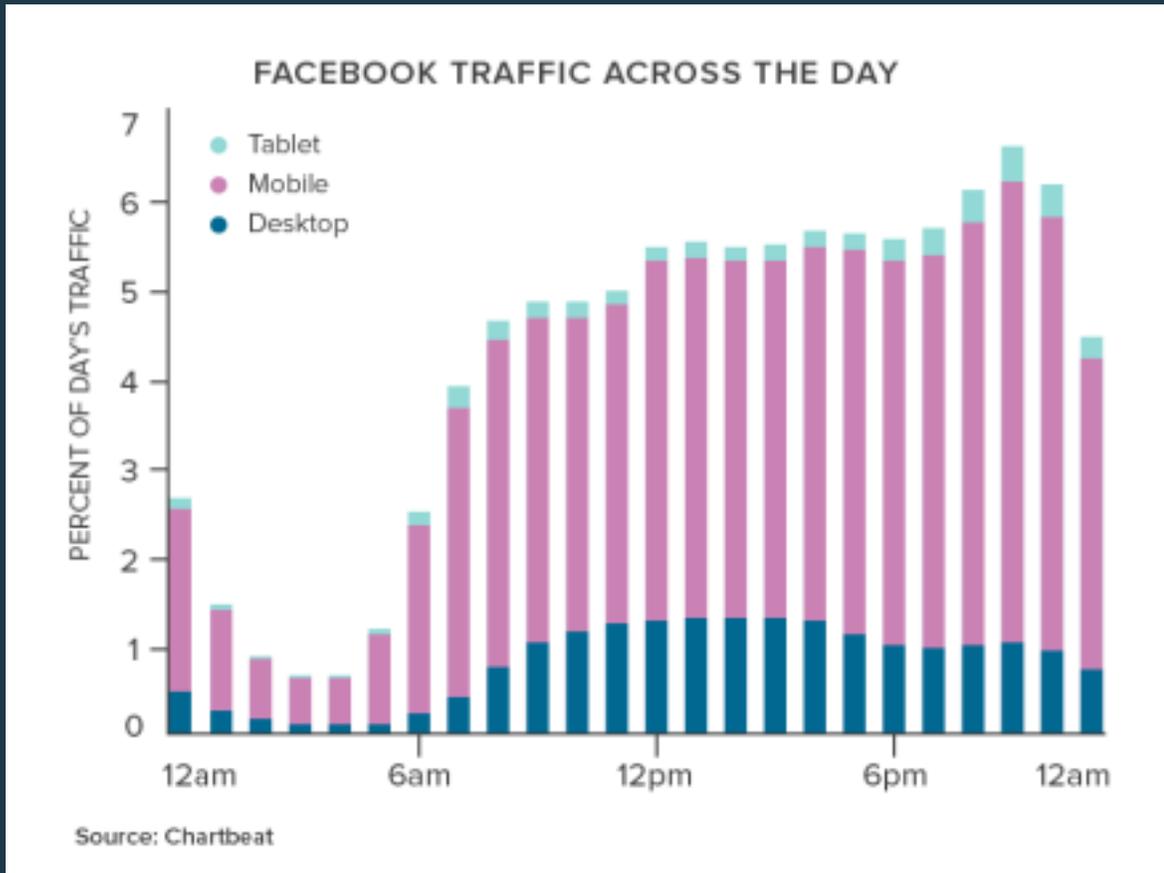


Source: Chartbeat

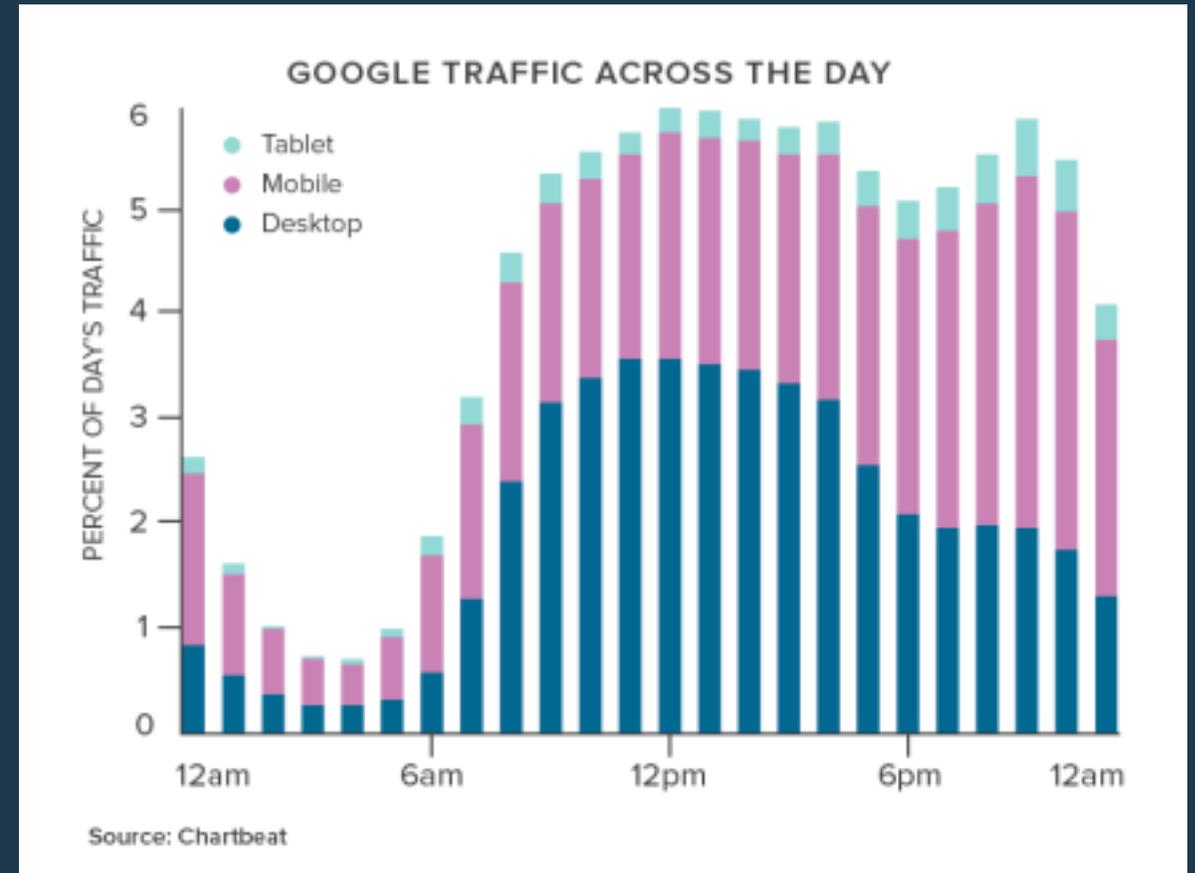
Each platform has a different role



Facebook and Google are night and day, literally



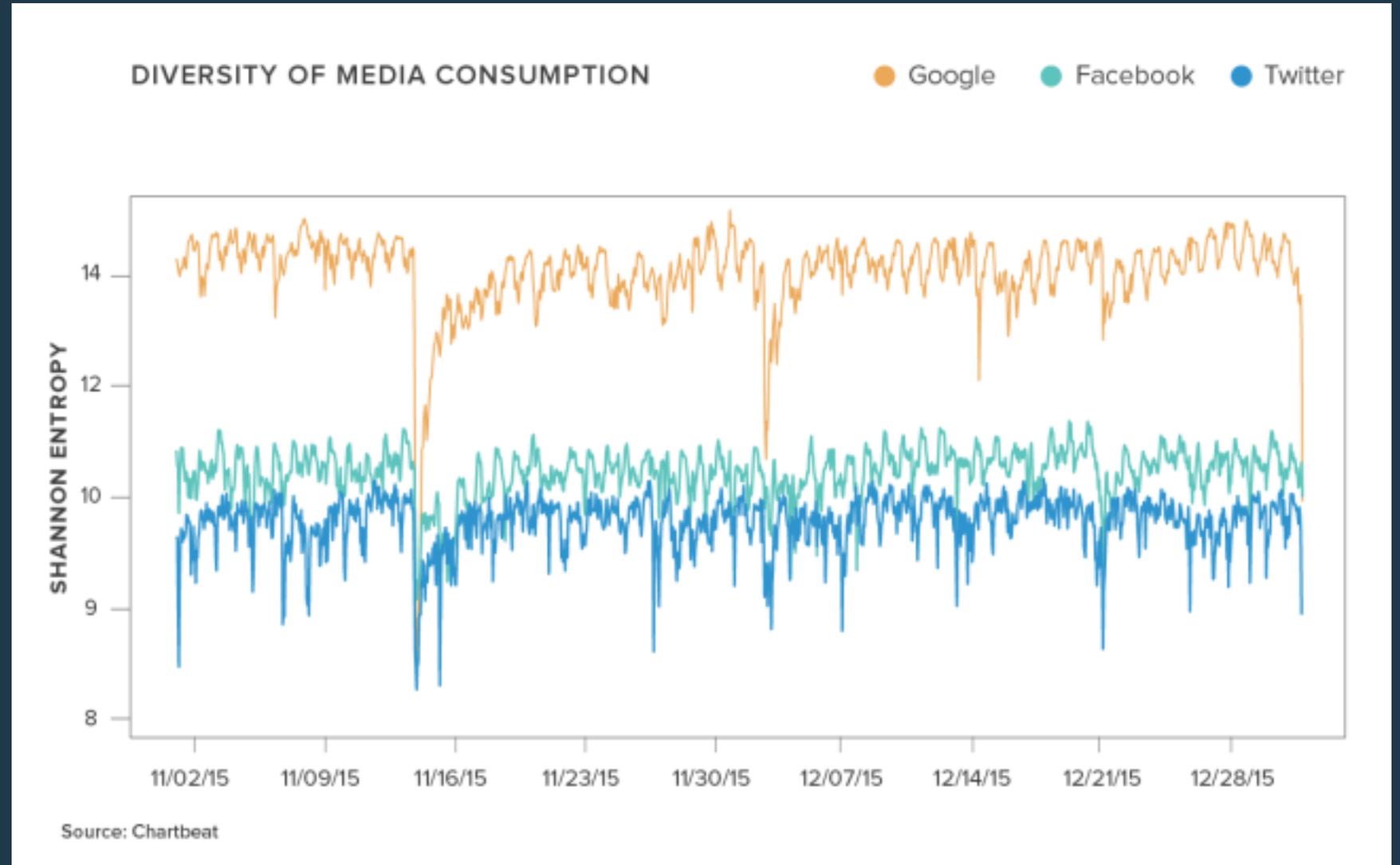
Facebook peaks at night.



Google is steady throughout the day.

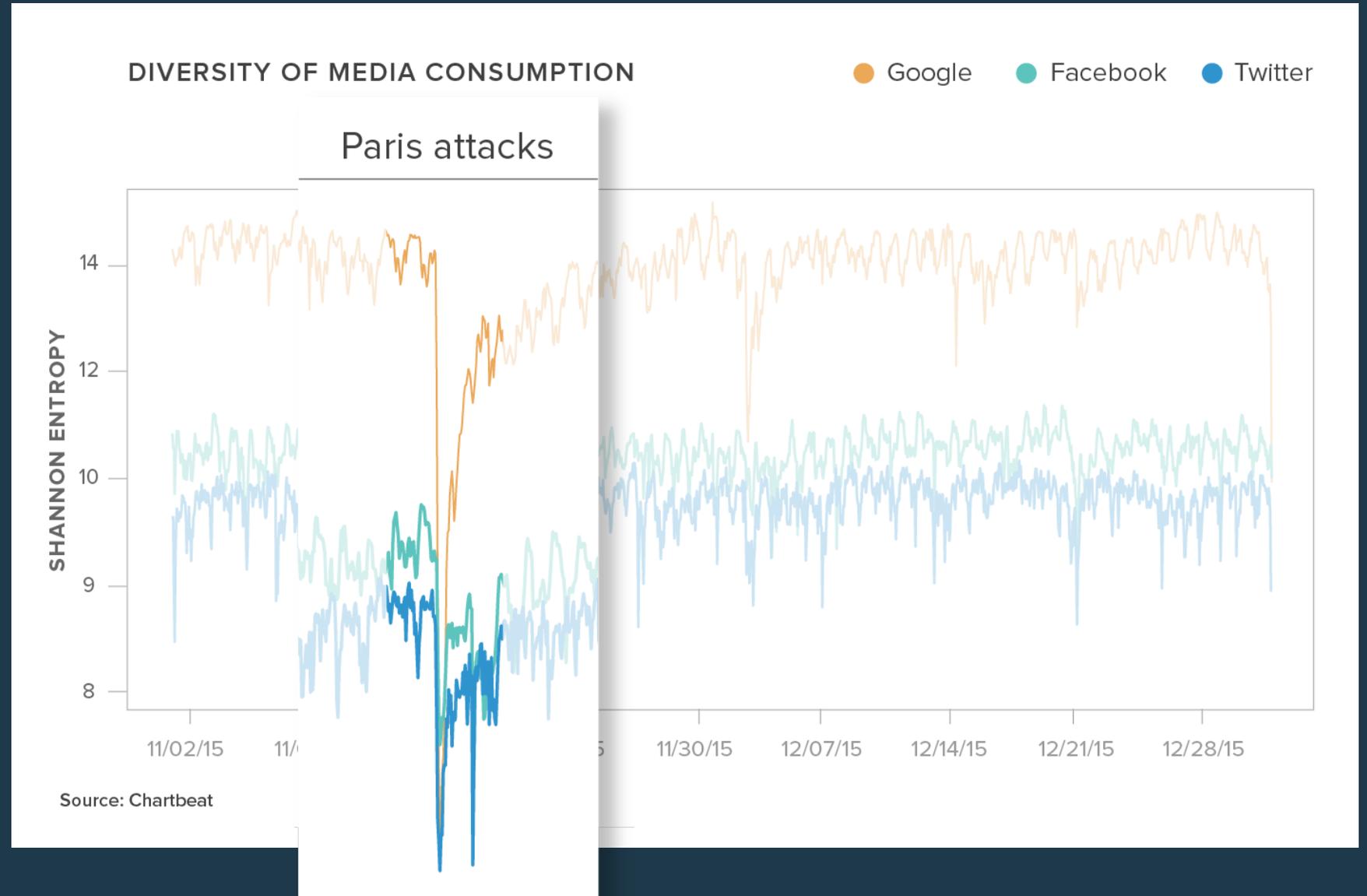
On content: Search is broad, Social is narrow

What we search for is nearly limitless, whereas social sharing is much more narrow



Except around breaking news cycles

During breaking news, search and social both get narrow in terms of the breadth of content consumed, and actually behave with similar profiles

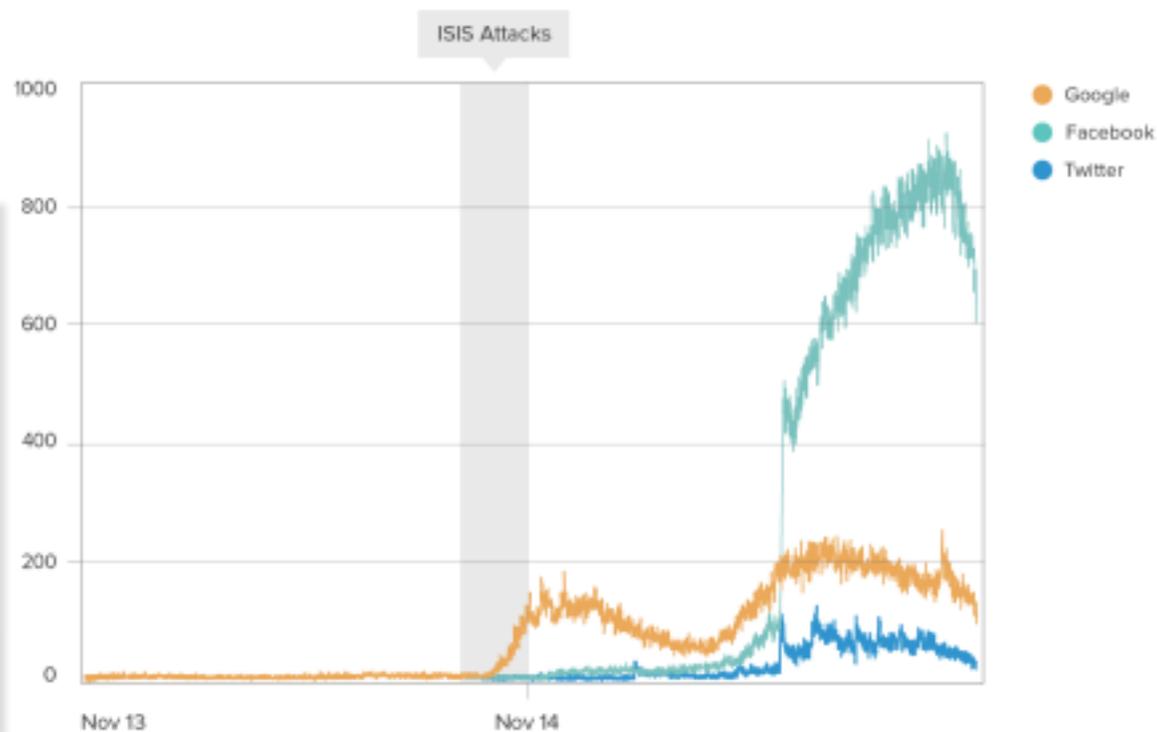


The roles of each platform are distinct

During breaking news, search traffic often reacts even more quickly than social traffic



MINUTE-BY-MINUTE TRAFFIC DURING AND AFTER PARIS ATTACKS

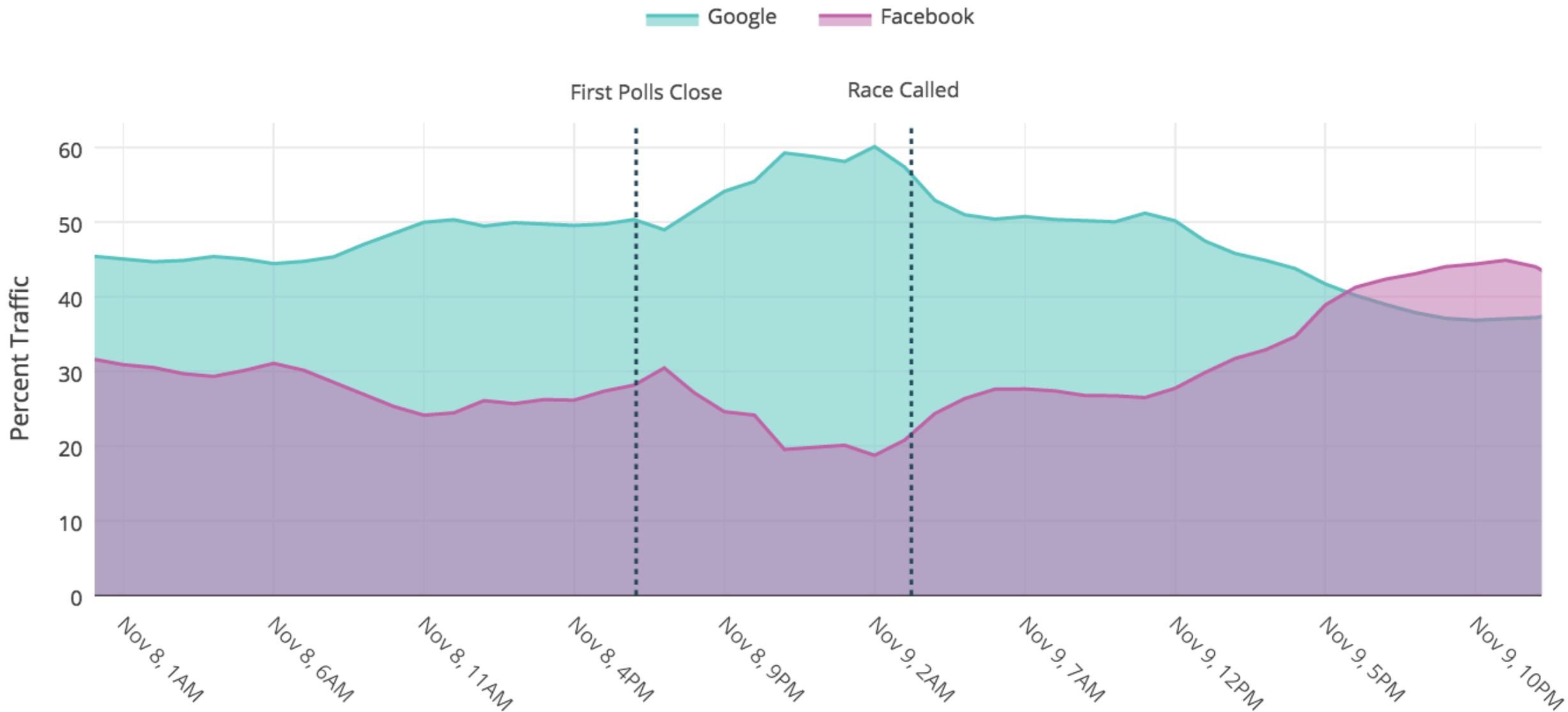


Source: Chartbeat

The role of social is diminished until after the event when it peaks via discussion and sharing



This was true during the U.S. Election



The content people consume is different on each platform

The perspectives of what we **write** about, what we **search** for, and what we **share** are completely different

Coverage

Issues & News

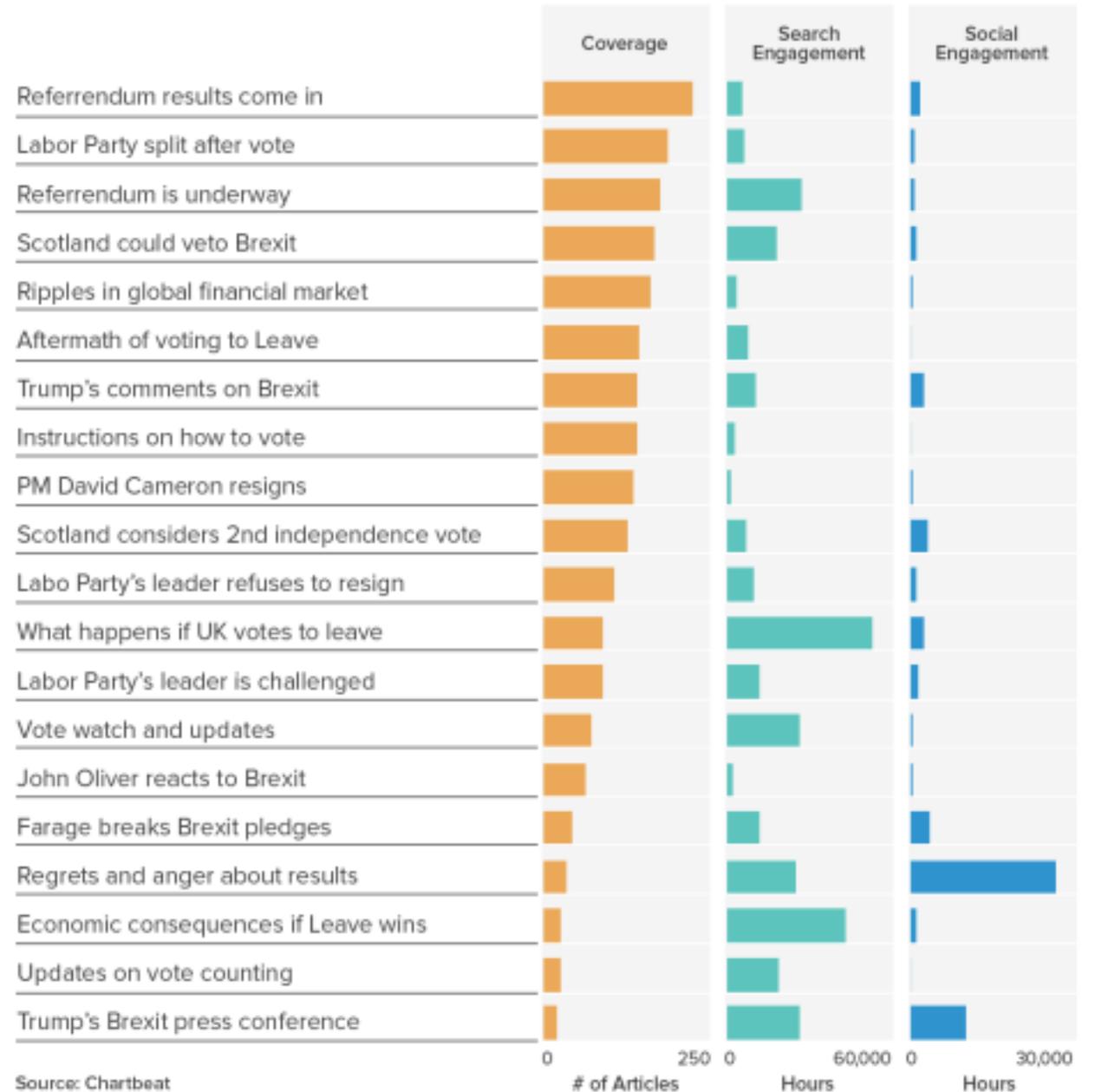
Search

Factual Content

Social

Emotion

BREXIT: TOP STORIES COVERED AND CONSUMED



Source: Chartbeat

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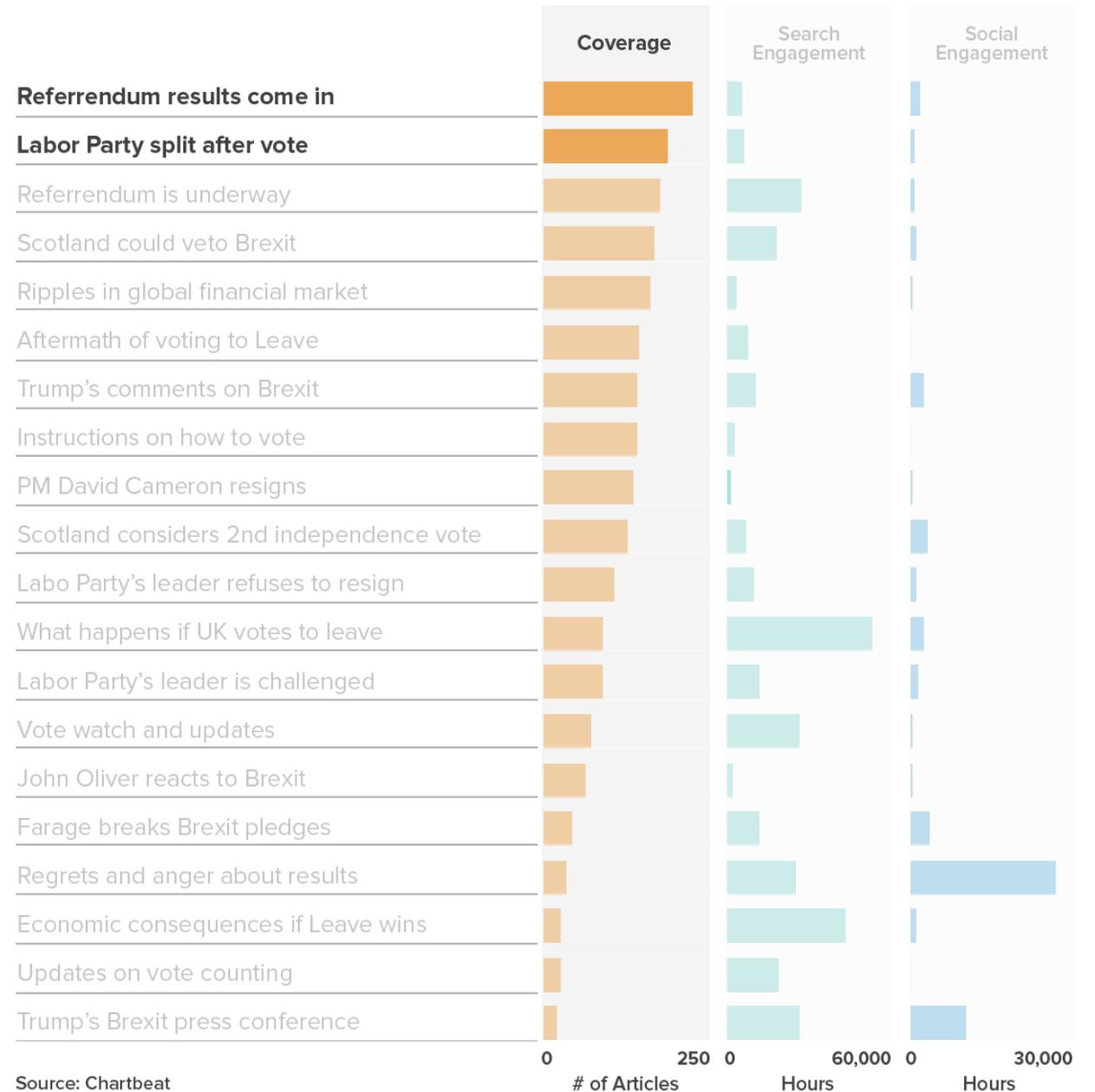
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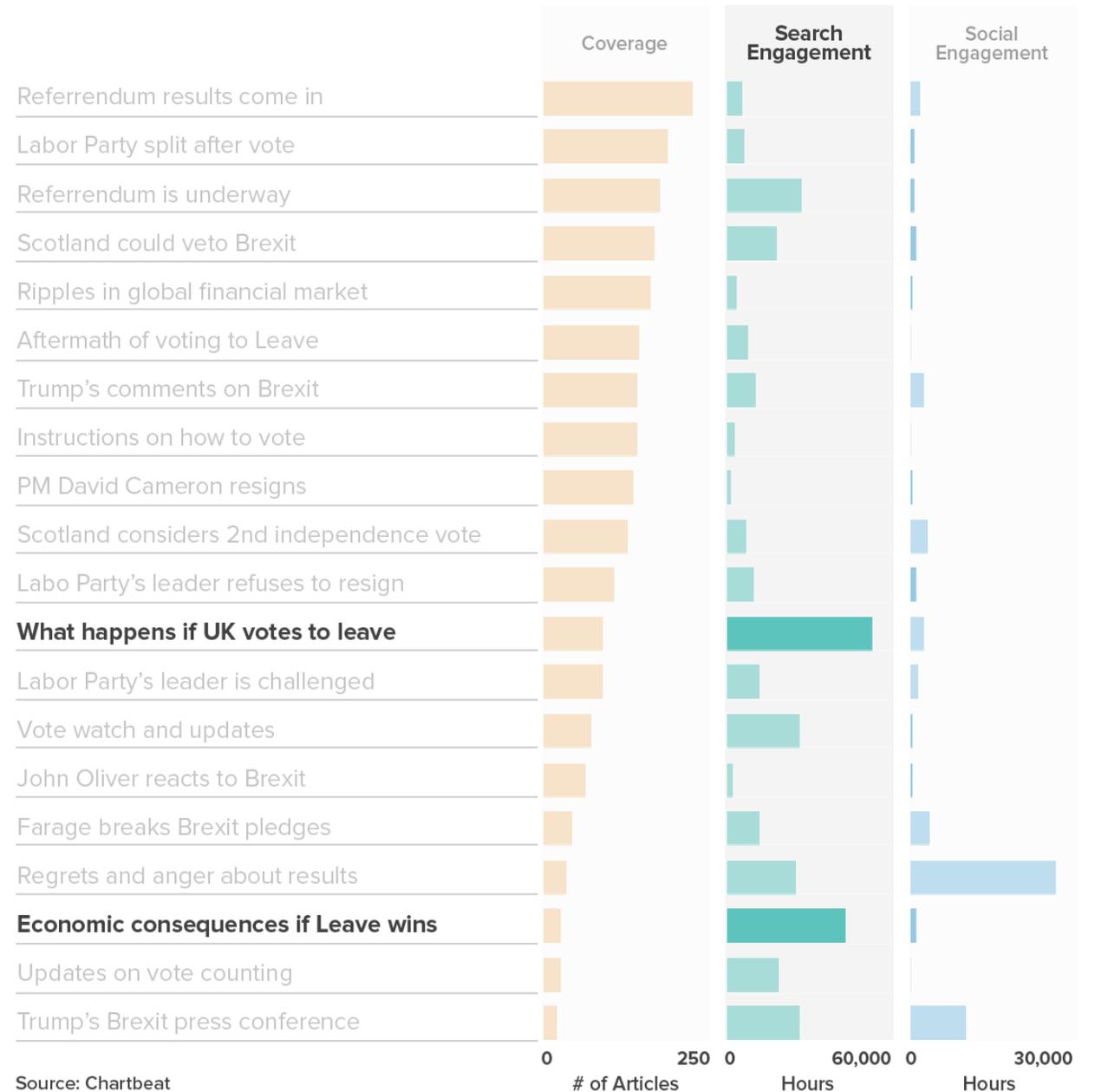
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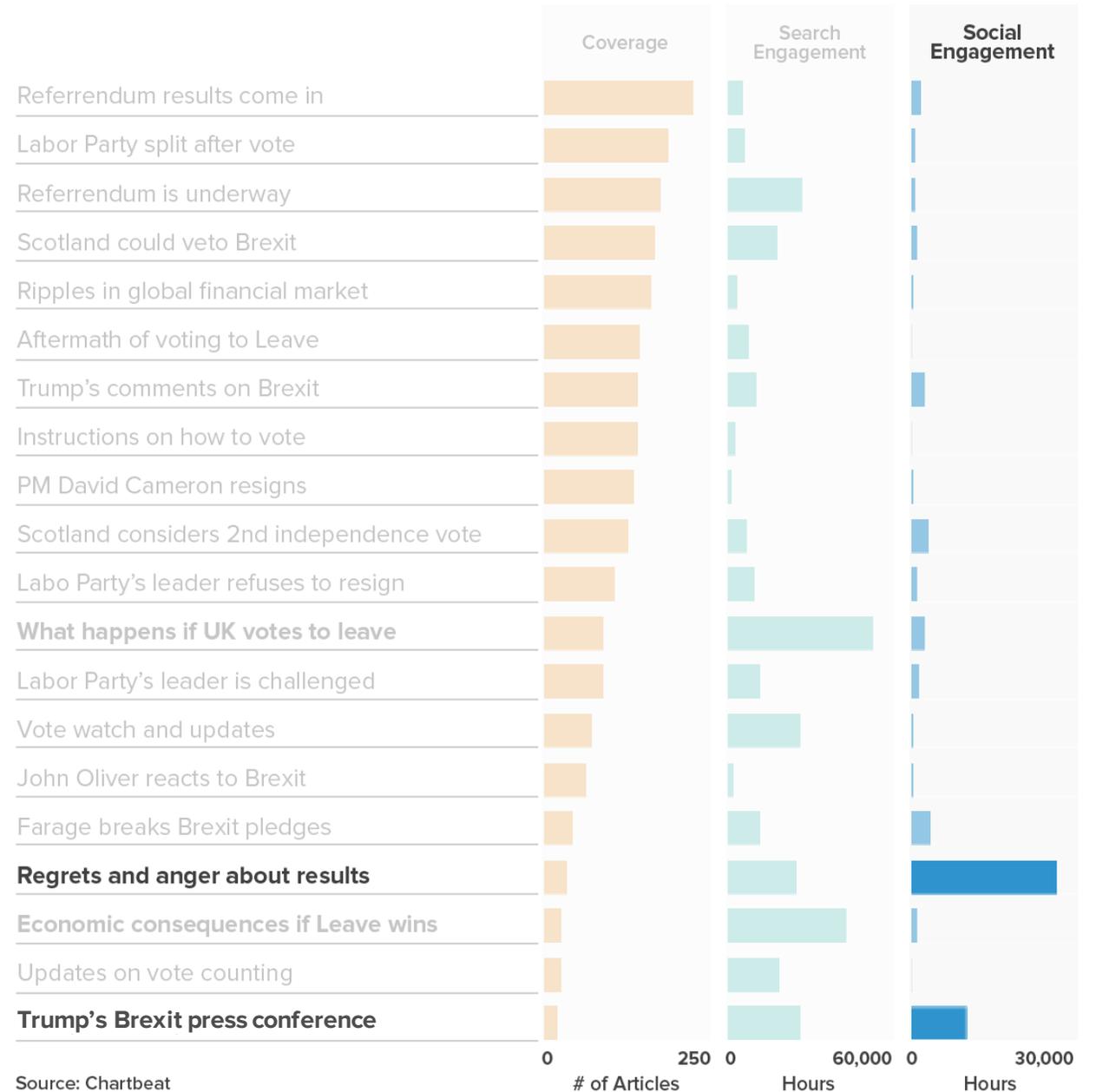
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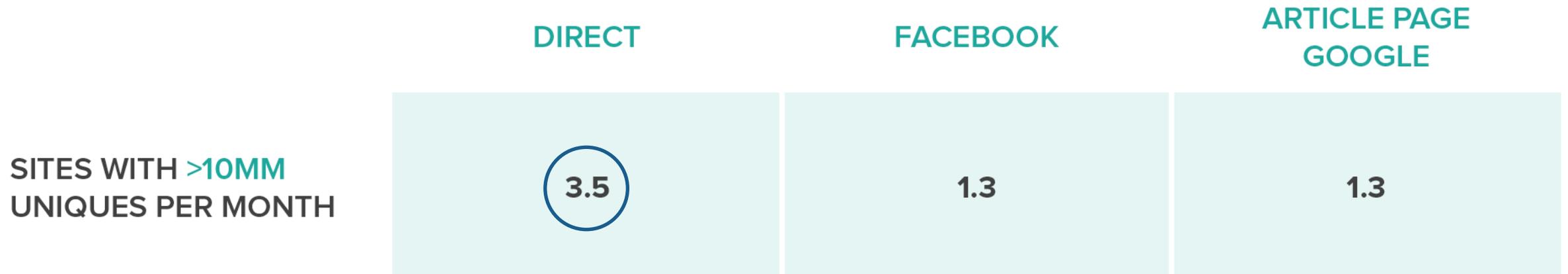
Source: Chartbeat

And audience loyalty
varies by platform



The audience loyalty driven by each platform is also different

On large sites, direct visitors are more than twice as likely to return as Facebook and Google visitors



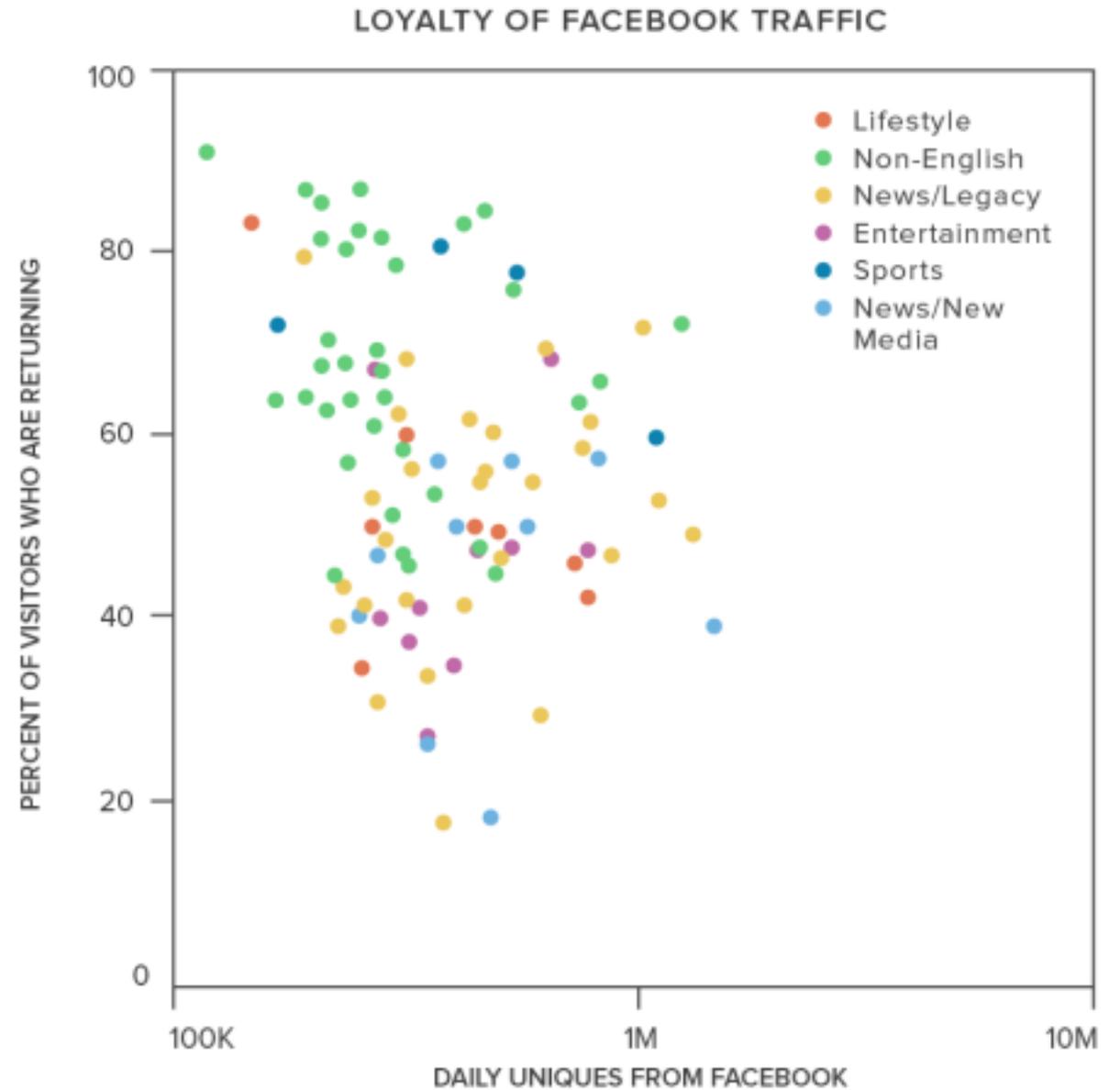
The audience loyalty driven by each platform is also different

Even on small sites, direct visitors are more likely to return than Facebook and Google visitors

	DIRECT	FACEBOOK	ARTICLE PAGE GOOGLE
SITES WITH >10MM UNIQUES PER MONTH	3.5	1.3	1.3
SITES WITH <10MM UNIQUES PER MONTH	1.7	1.3	1.2

Audience loyalty by type

- Larger social audiences are less loyal
- Non-English sites have much higher loyalty than traditional news and lifestyle sites



Source: Chartbeat



Key Takeaways

As drivers of ~75% of traffic to major sites, platforms and their roles are important to understand

- Most traffic (62%) driven from platforms is mobile traffic
- The content consumers read on each platform is different
- Despite the importance of platforms, direct visitors are more loyal than those referred by platforms
- Optimizing your content experience for these different mindsets to drive engagement is a huge opportunity

Audience building matters more than ever!





Thank you!

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