Google Analytics

REACT news Guide

20 min. Presentation
5 min live GA demo

30 min to Q & A

NR for RN

Nadav Raviv

- 8y Product Manager. Worked with 5 dev teams in the past (Israel, GB, Romania, India & Ukraine.)
- Former founder of “Best retail startup in Europe” (Google France 2016) - 1st shoppable IG
- Gain £50K investment from John Lewis after 26% organic site growth pilot
- Got accepted to AXA Accelerator in Koln.
- Former VP creative in DDB Israel

Google FbStart from facebook TECH CITY UK InsurLab Germany NatWest AXA

John Lewis L M ARKS IGNITE sirius FFWD

Knowing RN users

Olivia Houlder

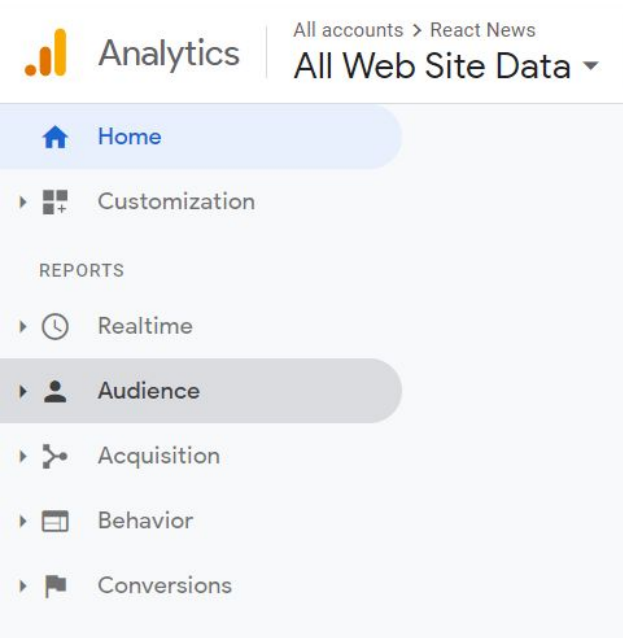
Client Development Manager at React News

Tori Rose Hutchinson

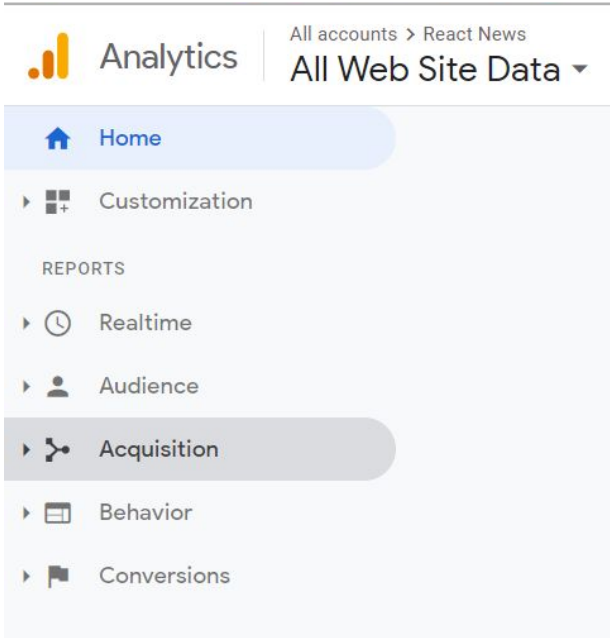
REACT News | Client Development Executive

Engagements with RN users

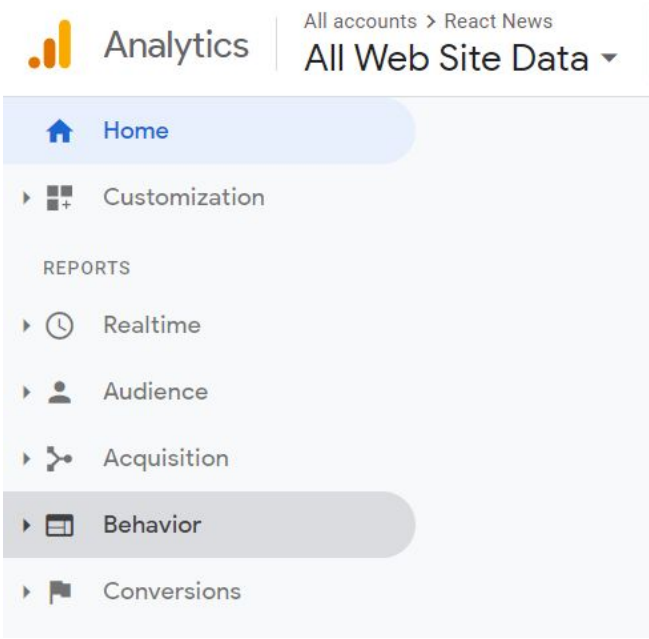
React News website - Google Analytics. 09/20



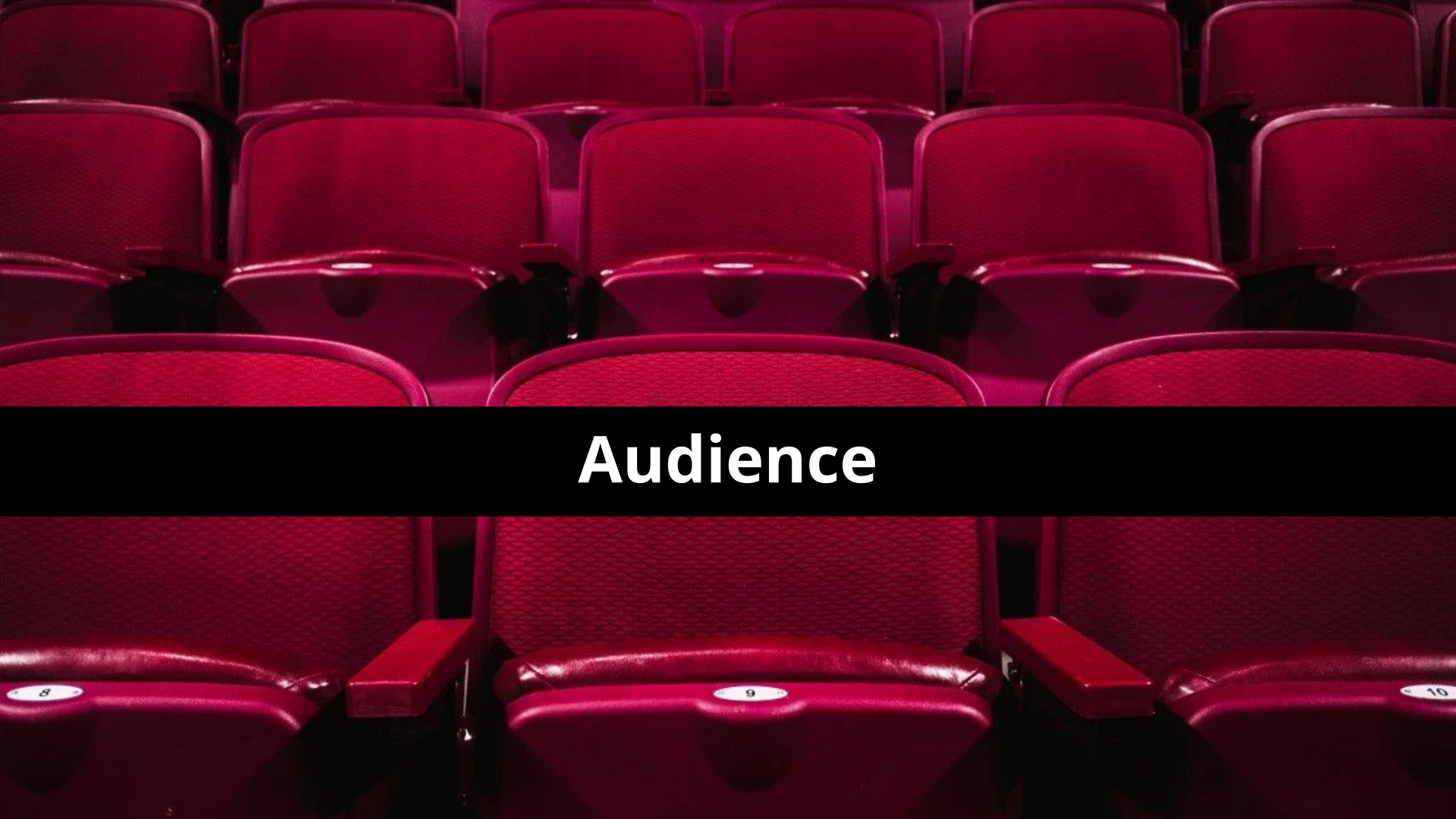
Audience



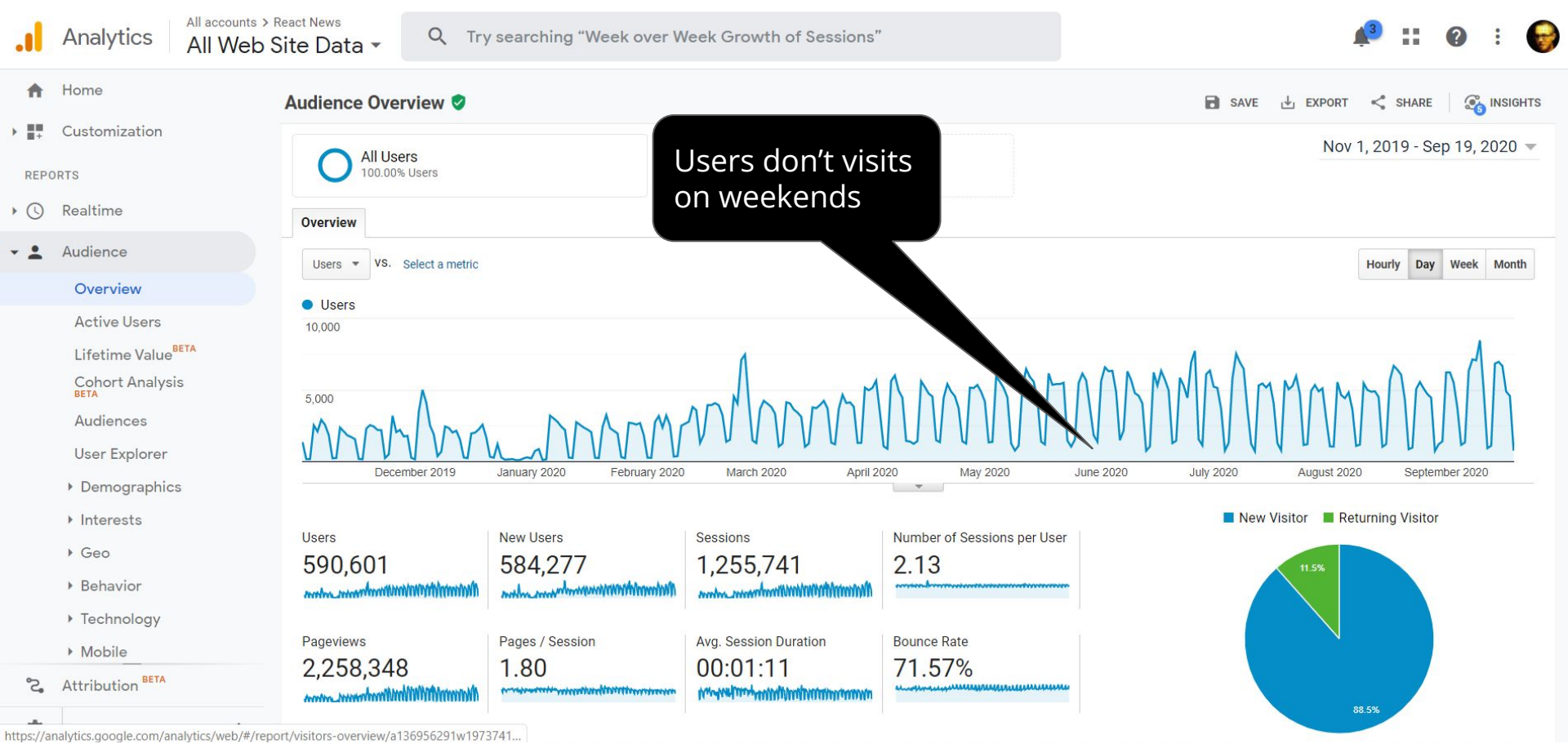
Acquisition



Behavior


Audience

Audience



Users don't visits on weekends

Audience

Analytics | All accounts > React News | All Web Site Data

Try searching "Week over Week Growth of Sessions"

- Home
- Customization

REPORTS

- Realtime
- Audience
  - Overview
  - Active Users
  - Lifetime Value BETA
  - Cohort Analysis BETA
  - Audiences
  - User Explorer
  - Demographics
  - Interests
  - Geo
  - Behavior
  - Technology
  - Mobile
- Attribution BETA

Audience Overview

SAVE | EXPORT | SHARE | INSIGHTS

All Users
100.00% Users

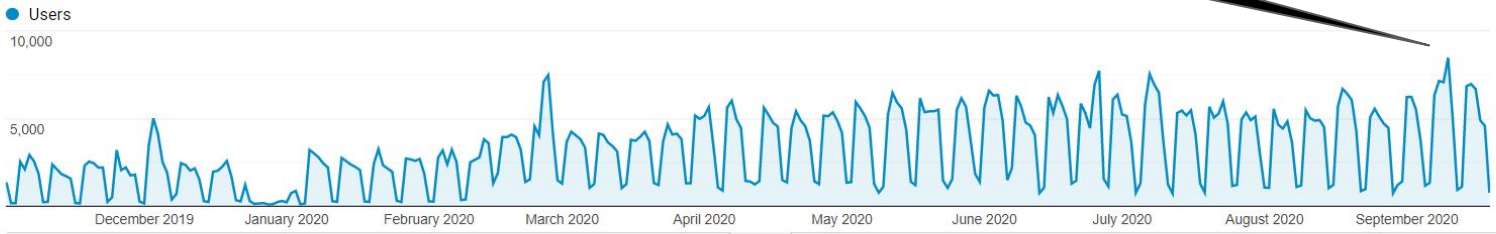
Nov 1, 2019 - Sep 19, 2020

RN is growing!

Overview

Users vs. Select a metric

Hourly | Day | Week | Month



Users	New Users	Sessions	Number of Sessions per User
590,601	584,277	1,255,741	2.13

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
2,258,348	1.80	00:01:11	71.57%

https://analytics.google.com/analytics/web/#/report/visitors-overview/a136956291w1973741...

Audience

Analytics | All accounts > React News | All Web Site Data

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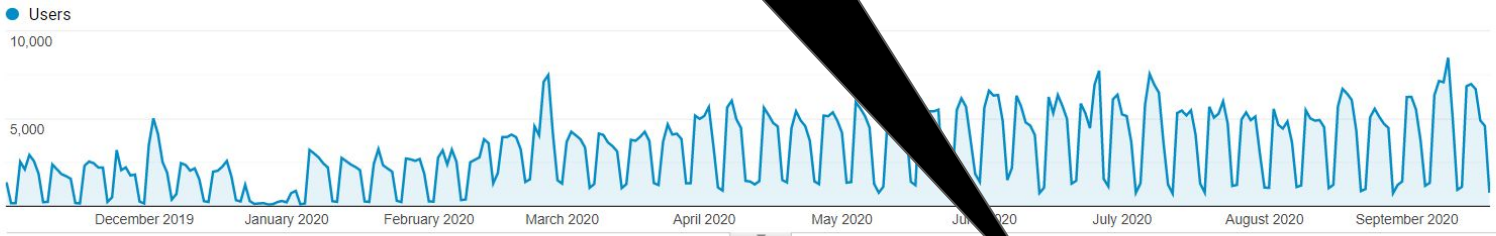

70% on the last month are NEW visitors

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Audience

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Audience Overview

SAVE | EXPORT | SHARE | INSIGHTS

All Users
100.00% Users

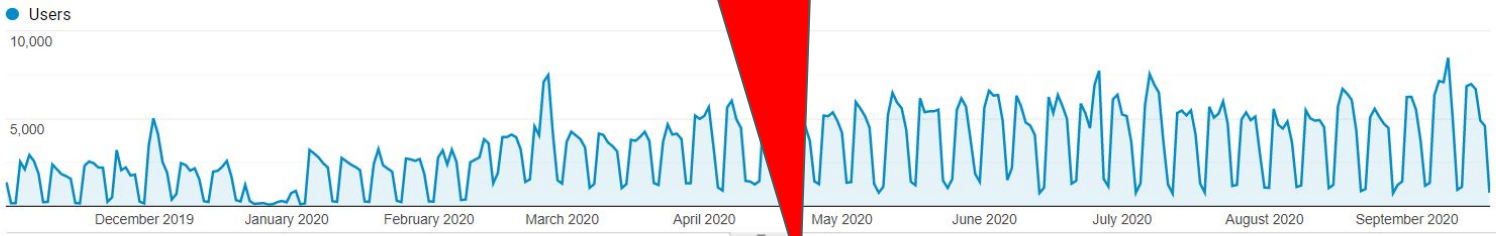
Nov 1, 2019 - Sep 19, 2020

After 2nd visit - they aren't coming back!

Overview

Users vs. Select a metric

Hourly | Day | Week | Month



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Audience

London counts only 22% from the visits!

	Country	Users	% Users
1.	United Kingdom	34,570	42.34%
2.	United States	18,584	22.76%
3.	Germany	8,869	10.86%
4.	Ukraine	8,703	10.66%
5.	Ireland	2,056	2.52%
6.	Switzerland	1,236	1.51%
7.	Netherlands	1,132	1.39%
8.	Norway	1,122	1.37%
9.	France	981	1.20%
10.	Finland	803	0.98%

view full report

	City	Users	% Users
1.	London	19,467	22.67%
2.	(not set)	10,700	12.46%
3.	Kyiv	6,483	7.55%
4.	Chicago	4,313	5.02%
5.	Los Angeles	3,009	3.50%
6.	New York	1,874	2.18%
7.	Dublin	1,838	2.14%
8.	Hialeah Gardens	1,817	2.12%
9.	Muhlhausen	1,692	1.97%
10.	Coffeyville	1,594	1.86%

view full report

All across Europe is Visiting the site.

Audience

Demographics

- Language
- Country
- City

System

- Browser
- Operating System
- Service Provider

Mobile

- Operating System
- Service Provider
- Screen Resolution

	Operating System	Users	% Users
1.	Windows	55,759	68.70%
2.	iOS	17,809	21.94%
3.	Macintosh	3,209	3.95%
4.	Android	2,820	3.47%
5.	Linux	1,456	1.79%
6.	(not set)	62	0.08%
7.	Chrome OS	26	0.03%
8.	BlackBerry	21	0.03%
9.	Playstation 4	1	0.00%
10.	Windows Phone	1	0.00%

68% of the users read RN... on a laptop/WFH

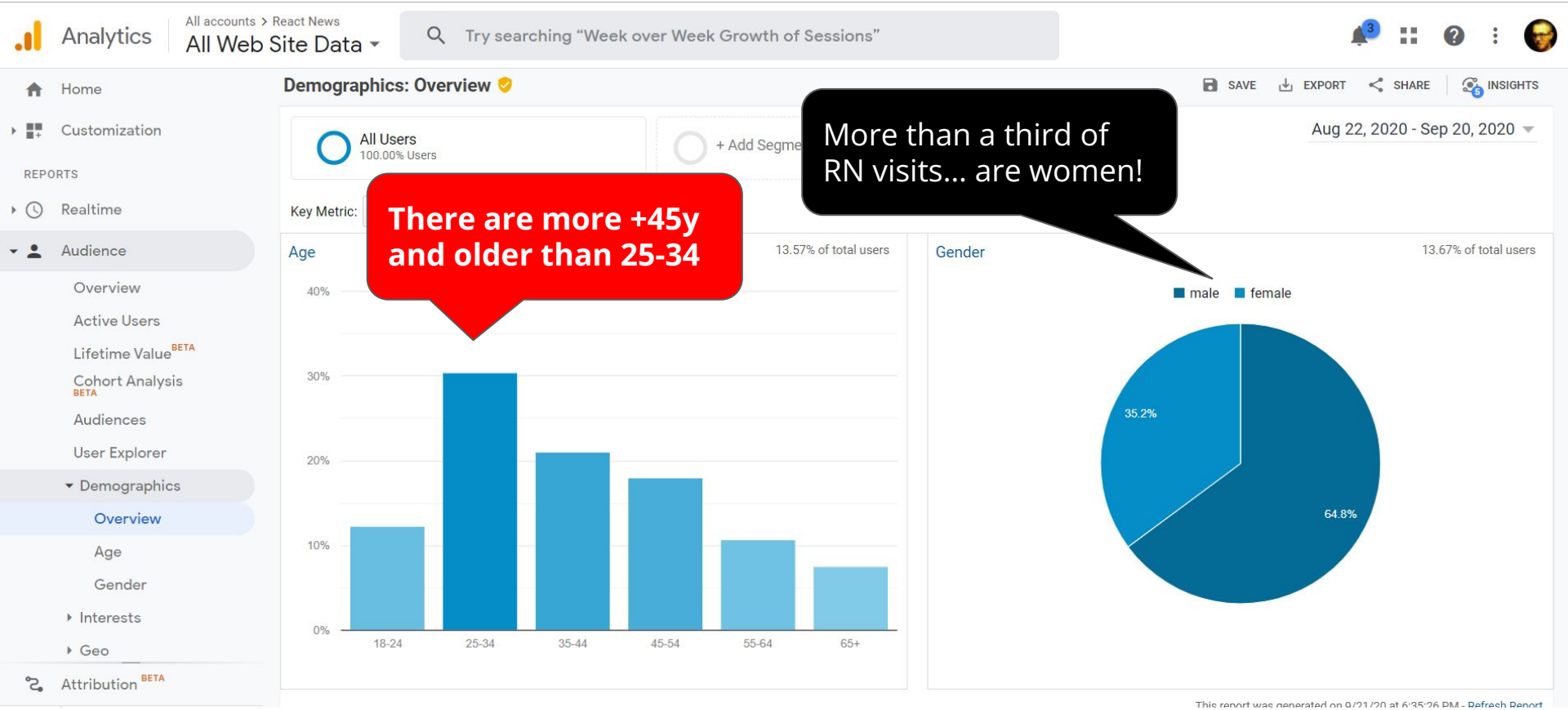
view full report

	Operating System	Users	% Users
1.	iOS	17,809	83.99%
2.	Android	2,820	13.30%
3.	Windows	553	2.61%
4.	BlackBerry	21	0.10%
5.	Windows Phone	1	0.00%

From mobile...
83% on iPhone

view full report

Audience


Analytics
All accounts > React News
All Web Site Data
Try searching "Week over Week Growth of Sessions"
Home
Customization
REPORTS
Realtime
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Overview
Active Users
Lifetime Value BETA
Cohort Analysis BETA
Audiences
User Explorer
Demographics
Overview
Age
Gender
Interests
Geo
Attribution BETA
Demographics: Overview
SAVE
EXPORT
SHARE
INSIGHTS
All Users
100.00% Users
+ Add Segme
Aug 22, 2020 - Sep 20, 2020
Key Metric:
There are more +45y and older than 25-34
More than a third of RN visits... are women!
Age
13.57% of total users
40%
30%
20%
10%
0%
18-24
25-34
35-44
45-54
55-64
65+
Gender
13.67% of total users
male
female
35.2%
64.8%

Audience

Analytics | All accounts > React News | All Web Site Data

Try searching "Week over Week Growth of Sessions"

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REPORTS

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  - Demographics
  - Interests
    - Overview
    - Affinity Categories
    - In-Market Segments
    - Other Categories
- Attribution BETA

Affinity Category (reach)

14.11% of total users

4.18%	Beauty & Wellness/Frequently Visits Salons
3.86%	Travel/Business Travelers
3.66%	Sports & Fitness/Health & Fitness Buffs
3.59%	Lifestyles & Hobbies/Business Professionals
3.32%	Travel/Travel Buffs
3.31%	News & Politics/Avid News Readers
3.12%	Sports & Fitness/Sports Fans
2.94%	Shoppers/Value Shoppers
2.82%	Shoppers/Luxury Shoppers
2.69%	Banking & Finance/Avid Investors

In-Market Segment

11.03% of total users

6.35%	Employment
4.17%	Financial Services/Investment Services
4.12%	Business Services/Staffing & Recruitment Services
3.36%	Travel/Hotels & Accommodations
3.08%	Real Estate/Residential Properties
2.84%	Real Estate/Residential Properties/Residential Properties (For
2.51%	Real Estate/Residential Properties/Residential Properties (For Houses (For Sale)/Preowned Houses (For Sale)
1.55%	Education/Post-Secondary Education
1.54%	Business Services/Advertising & Marketing Services
1.53%	Software/Business & Productivity Software

Other Category

13.36% of total users

4.28%	Sports/Team Sports/Soccer
3.98%	Arts & Entertainment/Celebrities & Entertainment News
2.83%	News/Sports News
2.70%	Real Estate/Real Estate Listings/Residential Sales
2.37%	Travel & Transportation/Hotels & Accommodations
2.17%	News/Business News/Financial Markets News
2.13%	News/Newspapers
1.63%	[Life Events] Moving/Recently Moved
1.46%	[Life Events] Job Change/Recently Started New Job

Google finds the segment that your site visitors LIKE (CBRE jobs cuts day = RN biggest site traffic!)

Audience

Analytics | All accounts > React News
All Web Site Data

Try searching "Week over Week Growth of Sessions"

- Lifetime Value BETA
- Cohort Analysis BETA
- Geo
  - Language
  - Location
- Behavior
- Technology
- Mobile
- Cross Device BETA
- Custom
- Benchmarking
- Users Flow

When looking in locations... notice NEW users and Bounce rate (higher = more drop off!)

Secondary dimension

Country	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	83,801 % of Total: 100.00% (83,801)	73,517 % of Total: 100.00% (73,516)	158,706 % of Total: 100.00% (158,706)	73.85% Avg for View: 73.85% (0.00%)	1.69 Avg for View: 1.69 (0.00%)	00:01:08 Avg for View: 00:01:08 (0.00%)
1. United Kingdom	36,136 (42.42%)	26,419 (35.94%)	100,942 (63.60%)	64.42%	1.94	00:01:34
2. United States	19,967 (23.44%)	19,903 (27.07%)	21,220 (13.37%)	95.82%	1.11	00:00:08
3. Germany	9,026 (10.60%)	8,900 (12.11%)	9,644 (6.08%)	95.55%	1.12	00:00:09
4. Ukraine	8,697 (10.21%)	8,601 (11.70%)	8,717 (5.49%)	99.20%	1.05	00:00:09
5. Ireland	2,093 (2.46%)	1,446 (1.97%)	5,022 (3.16%)	69.89%	1.76	00:01:05
6. Switzerland	1,276 (1.50%)	1,251 (1.70%)	1,332 (0.84%)	98.05%	1.05	00:00:05
7. Netherlands	1,184 (1.39%)	1,123 (1.53%)	1,538 (0.97%)	82.70%	1.46	00:00:43
8. Norway	1,171 (1.37%)	1,170 (1.59%)	1,171 (0.74%)	100.00%	1.00	00:00:00
9. France	1,029 (1.21%)	725 (0.99%)	2,105 (1.33%)	69.98%	1.73	00:00:58
10. Finland	847 (0.99%)	847 (1.15%)	851 (0.54%)	91.89%	1.30	00:00:02

Audience

Notice what happens after the 9 times
(BTW, session is same as user visits the site)

Analytics | All accounts > React News | All Web Site Data

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior
  - New vs Returning
  - Frequency & Recency
  - Engagement
- Technology
- Mobile
- Cross Device BETA
- Custom

Count of Sessions | Days Since Last

Sessions
158,706
% of Total: 100.00% (158,706)

Pageviews
268,963
% of Total: 100.00% (268,963)

Count of Sessions	Sessions	Pageviews
1	73,517	102,099
2	8,001	15,450
3	4,592	8,838
4	3,312	6,270
5	2,673	4,995
6	2,217	4,240
7	1,928	3,606
8	1,698	3,118
9-14	7,477	13,201
15-25	8,853	15,961
26-50	11,929	22,227
51-100	12,951	24,347
101-200	11,521	23,814
201+	8,037	20,797

Audience

- Behavior
  - New vs Returning
  - Frequency & Recency
  - Engagement
- Technology
- Mobile
- Cross Device BETA

Session Duration Bucket	Sessions	Pageviews
0-10 seconds	123,234	131,830
11-30 seconds	7,733	20,934
31-60 seconds	6,406	19,215
61-180 seconds	9,708	35,214
181-600 seconds	6,566	31,552
601-1800 seconds	4,208	21,033
1801+ seconds	851	9,185

Those numbers are the sum of last month: 1 minute a month is the peak (exclude the site visitors that no more than 10 seconds!)

Audience

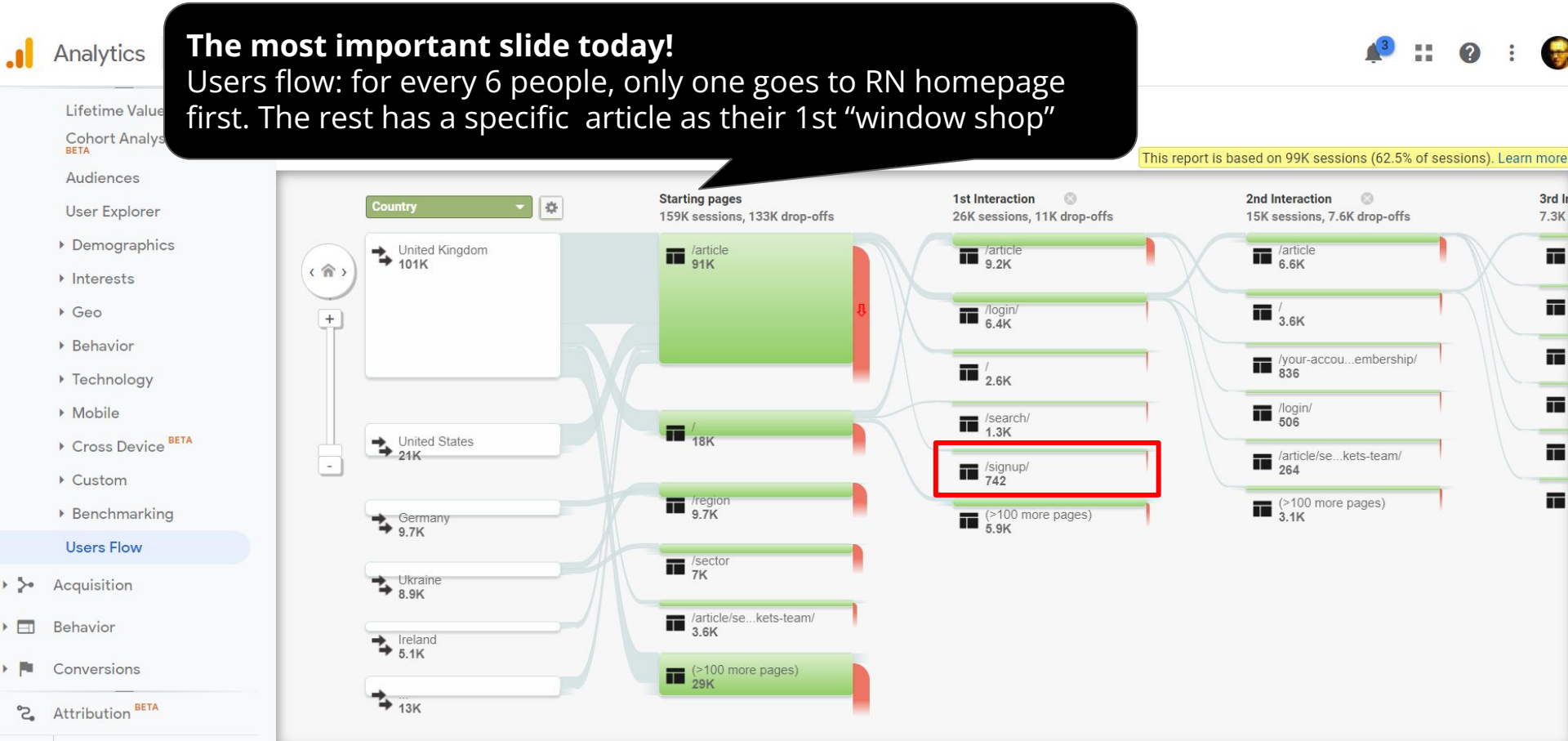
- Mobile
  - Overview
  - Devices
  - Cross Device BETA
  - Custom
  - Benchmarking
  - Users Flow
- Acquisition

Device Category	Acquisition	
	Users	
	83,801	% of Total: 100.00% (83,801)
1. desktop	62,490	(73.84%)
2. mobile	21,055	(24.88%)
3. tablet	1,086	(1.28%)

Only 25% of RN readers are on their mobile so articles are OK to be long.

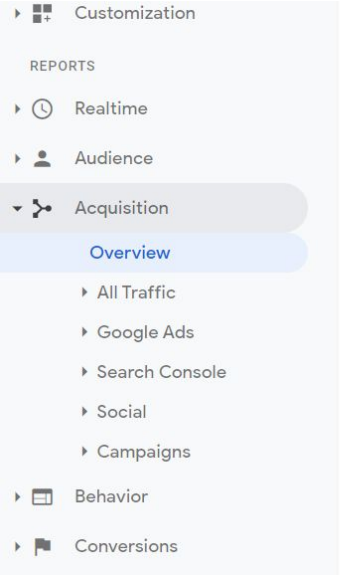
Audience

The most important slide today!
Users flow: for every 6 people, only one goes to RN homepage first. The rest has a specific article as their 1st “window shop”

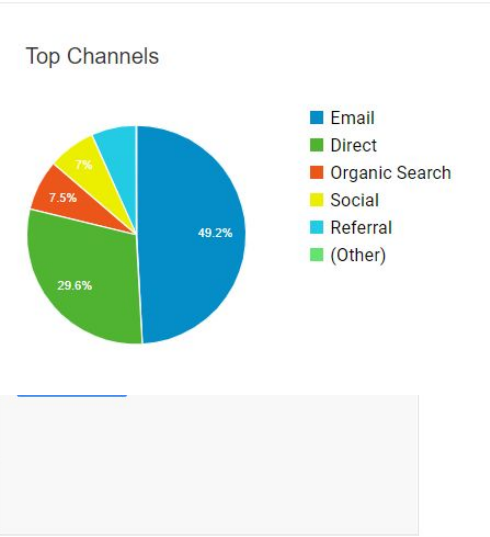


Acquisition

Acquisition



	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	83,801	73,516	158,706	73.85%	1.69	00:01:08
1 Email	42,806			70.19%		
2 Direct	25,805			89.51%		
3 Organic Search	6,535			55.66%		
4 Social	6,117			76.16%		
5 Referral	5,774			86.04%		
6 (Other)	55			88.33%		



Email is bringing 50% of the traffic but compare the bounce rate to Google organic search.

Acquisition

Analytics | All accounts > React News | All Web Site Data

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REPORTS

- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
    - Channels
    - Treemaps
    - Source/Medium
    - Referrals
  - Google Ads
  - Search Console
  - Social
  - Campaigns

After clicking "social" on the previous slide… GA shares stats on social channels ROI

Twitter readers spend 2X more time than Linkedin readers!!

advanced

	Social Network	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		6,117 % of Total: 7.30% (83,801)	3,986 % of Total: 5.42% (73,516)	9,895 % of Total: 6.23% (158,706)	76.16% Avg for View: 73.85% (3.13%)	1.57 Avg for View: 1.69 (-7.18%)	00:01:24 Avg for View: 00:01:08 (24.07%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1.	LinkedIn	3,794 (61.69%)	2,138 (53.64%)	5,817 (58.79%)	78.03%	1.50	00:01:04	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	Twitter	2,337 (38.00%)	1,832 (45.96%)	4,057 (41.00%)	73.53%	1.68	00:01:53	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	Facebook	17 (0.28%)	16 (0.40%)	17 (0.17%)	82.35%	1.29	00:00:05	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	Google+	1 (0.02%)	0 (0.00%)	1 (0.01%)	0.00%	2.00	00:00:23	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	Instapaper	1 (0.02%)	0 (0.00%)	3 (0.03%)	0.00%	4.00	00:05:52	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 5 of 5

This report was generated on 9/22/20 at 12:03:51 PM - Refresh Report

Acquisition

3 big sources bringing you traffic

Source	Users	New Users	Sessions	Behavior: Bounce Rate	Pages / Session	Avg. Session Duration	Conversions: Goal Conversion Rate	Goal Completions	Goal Value
	11,832 % of Total: 14.12% (83,801)	8,164 % of Total: 11.11% (73,516)	19,169 % of Total: 12.08% (158,706)	80.94% Avg for View: 73.85% (9.60%)	1.50 Avg for View: 1.69 (-11.77%)	00:01:07 Avg for View: 00:01:08 (-1.36%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. go.bisnow.com	4,635 (38.90%)	3,368 (41.25%)	7,293 (38.05%)	88.99%	1.25	00:00:23	0.00%	0 (0.00%)	$0.00 (0.00%)
2. linkedin.com	3,668 (30.79%)	2,016 (24.69%)	5,686 (29.66%)	77.77%	1.50	00:01:06	0.00%	0 (0.00%)	$0.00 (0.00%)
3. t.co	2,334 (19.59%)	1,829 (22.40%)	4,048 (21.12%)	73.49%	1.68	00:01:53	0.00%	0 (0.00%)	$0.00 (0.00%)
4. skyscrapercity.com	568 (4.77%)	425 (5.21%)	971 (5.07%)	83.32%	1.71	00:02:36	0.00%	0 (0.00%)	$0.00 (0.00%)
5. googleapis.com	165 (1.38%)	154 (1.89%)	171 (0.89%)	86.55%	1.21	00:00:19	0.00%	0 (0.00%)	$0.00 (0.00%)
6. lnkd.in	101 (0.85%)	101 (1.24%)	102 (0.53%)	90.20%	1.31	00:00:13	0.00%	0 (0.00%)	$0.00 (0.00%)
7. infabode.com	47 (0.39%)	27 (0.33%)	69 (0.36%)	76.81%	1.71	00:00:11	0.00%	0 (0.00%)	$0.00 (0.00%)
8. reactnews.media	45 (0.38%)	13 (0.16%)	129 (0.67%)	42.64%	3.49	00:04:59	0.00%	0 (0.00%)	$0.00 (0.00%)
9. iex.nl	39 (0.33%)	36 (0.44%)	39 (0.20%)	97.44%	1.03	<00:00:01	0.00%	0 (0.00%)	$0.00 (0.00%)
10. bisnow.com	22 (0.18%)	12 (0.15%)	52 (0.27%)	59.62%	2.69	00:01:54	0.00%	0 (0.00%)	$0.00 (0.00%)

Behavior

Behavior

Analytics | All accounts > React News | All Web Site Data

Try searching "Week over Week Growth of Sessions"

Home
Customization

REPORTS

Realtime
Audience
Acquisition
Behavior
- Overview
- Behavior Flow
- Site Content
  - All Pages
  - Content Drilldown
  - Landing Pages
  - Exit Pages
- Site Speed
- Site Search

Site content top hits

Default | advanced

		Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		268,963 % of Total: 100.00% (268,963)	239,794 % of Total: 100.00% (239,794)	00:01:38 Avg for View: 00:01:38 (0.00%)	158,706 % of Total: 100.00% (158,706)	73.85% Avg for View: 73.85% (0.00%)	59.01% Avg for View: 59.01% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1.	/	31,342 (11.65%)	21,250 (8.86%)	00:02:03	16,746 (10.55%)	43.22%	37.58%	$0.00 (0.00%)
2.	/search/	3,343 (1.24%)	2,062 (0.86%)	00:01:04	412 (0.26%)	44.66%	20.13%	$0.00 (0.00%)
3.	/your-account/your-membership/	2,068 (0.77%)	1,689 (0.70%)	00:00:28	179 (0.11%)	38.55%	18.52%	$0.00 (0.00%)
4.	/your-account/interests/	1,962 (0.73%)	798 (0.33%)	00:00:28	72 (0.05%)	36.11%	13.25%	$0.00 (0.00%)
5.	/article/jll-to-make-200-uk-redundancies/	1,937 (0.72%)	1,751 (0.73%)	00:01:20	1,345 (0.85%)	86.54%	75.12%	$0.00 (0.00%)
6.	/article/john-lewis-to-repurpose-flagship-oxford-street-block/	1,847 (0.69%)	1,704 (0.71%)	00:02:15	1,383 (0.87%)	89.52%	79.32%	$0.00 (0.00%)
7.	/deal-tracker/	1,568 (0.58%)	977 (0.41%)	00:01:18	139 (0.09%)	41.73%	22.13%	$0.00 (0.00%)
8.	/sector/logistics/	1,435 (0.53%)	1,197 (0.50%)	00:01:02	863 (0.54%)	95.48%	64.88%	$0.00 (0.00%)
9.	/signup/	1,395 (0.52%)	1,234 (0.51%)	00:00:54	92 (0.06%)	64.13%	36.63%	$0.00 (0.00%)
10.	/region/london/	1,251 (0.47%)	1,081 (0.45%)	00:01:18	825 (0.52%)	94.42%	68.19%	$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 84178

This report was generated on 9/22/20 at 12:12:35 PM - Refresh Report

Behavior

A bug: Zero tracking of the site search...

Analytics
All accounts > React News
All Web Site Data
Try searching "Week over Week Growth of Sessions"

Home
Customization
REPORTS
Realtime
Audience
Acquisition
Behavior
Overview
Behavior Flow
Site Content
Site Speed

Site Search Overview
SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Pageviews
+ Add Segment
Nov 1, 2019 - Sep 22, 2020

Overview

Sessions with Search vs. Select a metric
Hourly Day Week Month

Sessions with Search
1
0
December 2019 January 2020 February 2020 March 2020 April 2020 May 2020 June 2020 July 2020 August 2020 September 2020

Google Analytics

REACT news

Guide

Questions & Thoughts