

Google Surveys

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Times Publishing Company

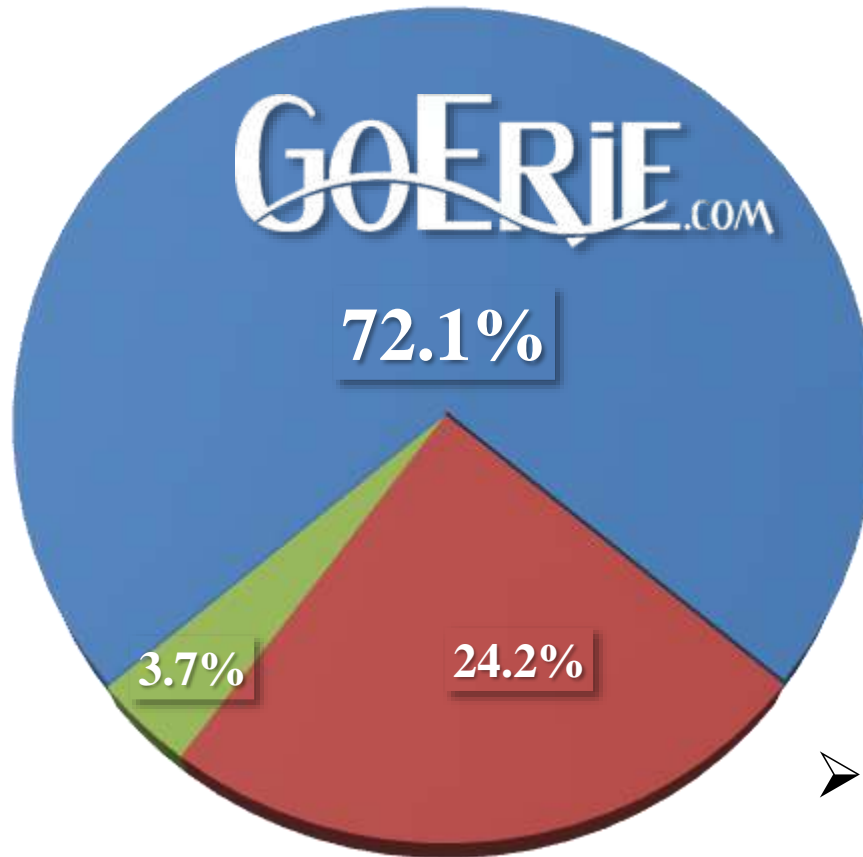
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Erie Times-News

GOERIE.com

#1 Website in Erie County, PA



■ GoErie.com

■ All local TV sites Including 

■ All local Radio sites

Monthly Traffic Averages:

➤ **598,000+** Unique Visitors

➤ **5,300,000+** Page Views

Source: Compete.com 2013, Adobe Marketing Cloud, 2014



Erie Times-News

GOERIE.com

“Not only do I have to listen to ads on my *free* internet radio now I have to answer your dumb surveys to see a story”

- disgruntled web viewer



The surveys are currently on news stories, blogs and photo galleries

Frequency of Surveys

• Photo Galleries

- 1 per 72 hours per unique

• Blogs

- 1 every 24 hours per unique

• News

- 1 every 24 hours per unique

• Opt out

- Audience can like the story on FaceBook, Tweet it or recommend on Google + to gain access access

Home News Sports Entertainment Lifestyle Opinion Business Multimedia Marketplace Blogs

Blogs » Shootout

Shootout
By VICTOR FERNANDES Erie Times-News staff blogger
Staff writer Victor Fernandes has ice in his veins. Hockey – he plays it, coaches it and provides the region's best coverage of it. [Read more about this blog.](#)

RSS Feeds
On Twitter
Send an email
PHONE: 814-870-1716

POSTED: FEBRUARY 3RD, 2014

LAKERS EXTRA: Hurst women stay 10th in national poll; Lakers men move up in rankings

The Mercyhurst women's hockey team remains 10th in the latest...

GOERIE.com

Please complete a survey to continue reading. Your completed survey exempts you from additional questions for 48 hours. Your participation helps us to continue to provide timely, quality reporting about the Erie region.

Answer a question to continue reading this page

question 1 of up to 2:
From the list below, select a **brand whose store or website** you've shopped at in the last 1 year.

Chanel
Ralph Lauren
Cartier
Tiffany & Co.
Brooks Brothers
Michael Kors
None of these in the last 1 year

Show me another question

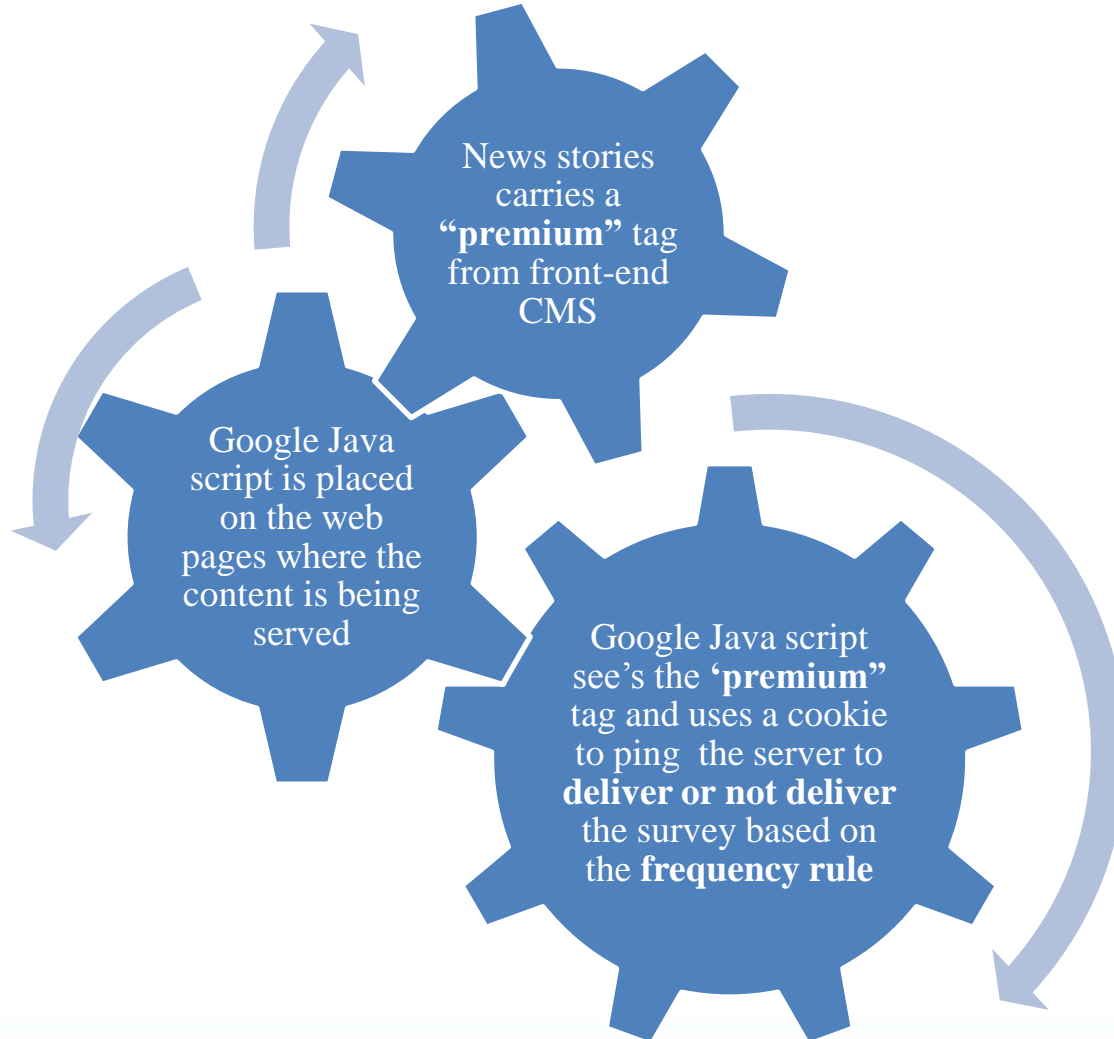
or

Share the page you're reading:

Tweet 11



How it works



Revenue Share

Each survey is 1 to 2 questions and if completed pays 5 cents to you. Access is granted for the length of the frequency. i.e. 1 day, 2 days, 7 days

Optional survey(New) up to 9 questions pays 25 cents to you and grants 7 day access no matter what the frequency is for the content

Optional survey

Some article preview text is displayed here before the survey prompt...

Answer a question to continue reading this page

question 2 of up to 6:
Have you watched any programs or events on Video-On-Demand in the past 12 months?

Yes

No

Thanks! You unlocked this page by answering the first question.

Answer the rest to earn a week of survey-free access to this site.

No thanks

powered by Google™ [Learn more - Privacy](#)

Now the rest of the article text is visible. The reader can choose to scroll down and ignore remaining questions.



Path to Success

- We looked at our traffic for the different content areas that we might apply the survey
- We started with a lower frequency of delivery(longer time between serves) and monitored completion rate and total page views in those content areas
- Once we saw the page view loss was minimal we went with a higher rate of frequency(shorter time between serving the surveys)



Path to Success

•Advice

- Place the surveys on content that receives high page views and high visitor return frequency (recidivism)
 - News content category has a 60% return visit frequency of 5+ previous visits(mobile excluded)
 - Overall return visits of two or more is 50% of all visits
- Put it on content that is singular like a photo gallery. Where else are they going to see the gallery?



Reporting

News report from Google

Date	Impr.	Questions	Answers	Earned access	Completed Optional Survey	Payment for Optional Surveys	Other Actions	Unanswered	Completion Rate	RPM	Total Payment Due
Jan. 31, 2014	13,233	65,466	13,487	6,036	593	\$198.85	11	7,186	45.60%	\$50.96	\$674.35
Jan. 30, 2014	16,208	84,968	16,228	7,173	758	\$237.85	5	9,030	44.30%	\$50.06	\$811.40

Omniure report on Varsity Blog Page Views



Next Steps

- Work with Synchronex, our authentication/pay meter partner, to display the Google Survey only if user is not logged into the website
- Expand to Obits our #1 traffic driver
- Integrating another partner, Selectable Media, which offers videos plays for day passes

The screenshot displays the GOERIE.com website's subscription wall. At the top, the GOERIE.com logo is on the left, and 'SUBSCRIPTION CONTENT' is on the right. Below the logo, a dark blue banner contains the text 'SUBSCRIBE' on the left and 'NOT READY TO SUBSCRIBE? Select and watch a video below to access this article.' in the center. On the left side of the wall, there is a dark blue sidebar with the text 'Get unlimited access to the web, print and the app!' and a 'Subscribe Now' button. Below this, it says 'Already a subscriber?' with a 'Login here' button. The main content area features three video offers, each with a thumbnail, title, description, and a 'Free Article Pass' button with a play icon and a '00:30' duration indicator. The offers are: 1. 'No-ya presents Taste the smooth. Feel the fire!' with a red circular logo. 2. 'Farmed And Dangerous. Watch the trailer of this original Chipotle series.' with a green field thumbnail. 3. 'American Express Meet the new faces of cardmember-ship.' with the American Express logo. At the bottom left of the video area, there is a 'selectable media' logo.



Our Platform Partners

- **Circulation** - *Newsyclesolutions.com*
- **Authentication/pay meter** - *Synchronex.com*
- **Surveys** - *Google.com/insights/consumersurveys/publishers*
- **Selectable Media** - *selectablemedia.com*

