Google Surveys

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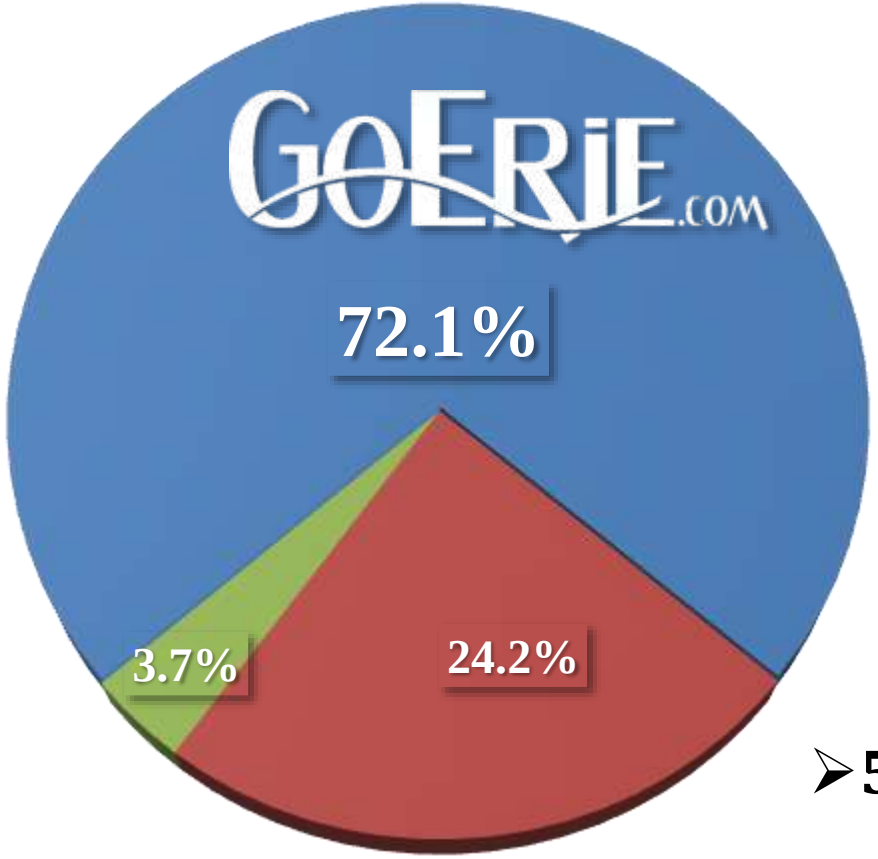
#1 Website in Erie County, PA



- GoErie.com
- All local TV sites Including YourErie
- All local Radio sites

Monthly Traffic Averages:

- **598,000+** Unique Visitors
- **5,300,000+** Page Views

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

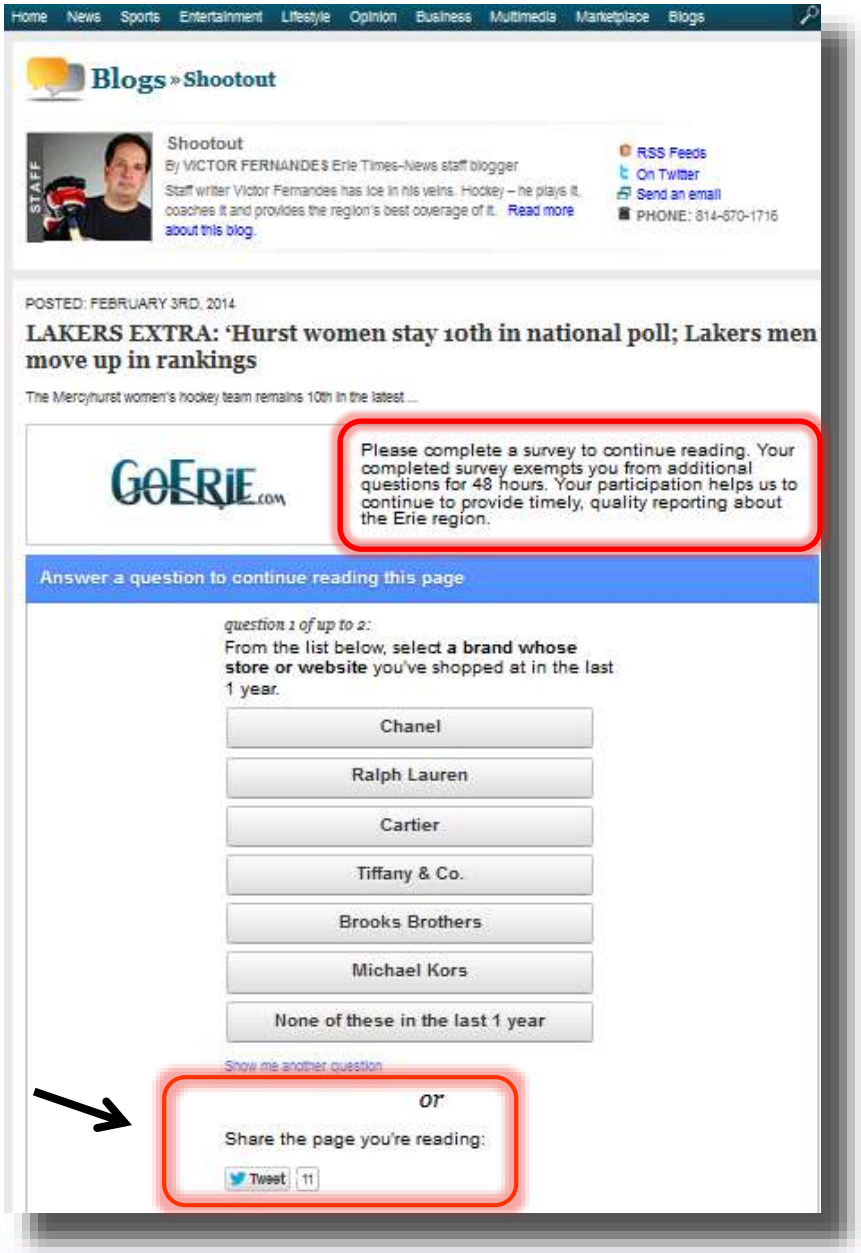
“Not only do I have to listen to ads on my *free* internet radio now I have to answer your dumb surveys to see a story”

- disgruntled web viewer

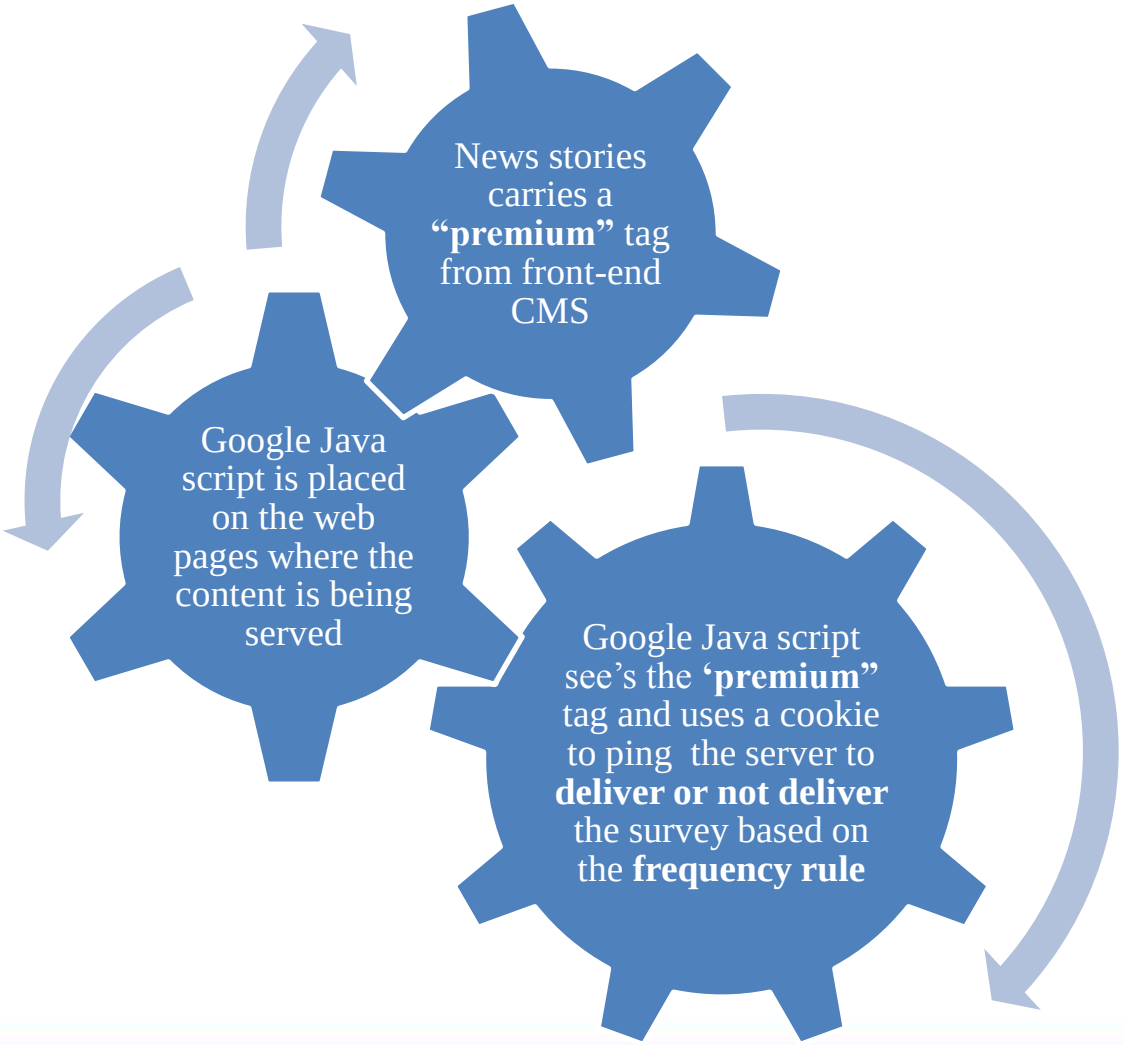
The surveys are currently on news stories, blogs and photo galleries

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



How it works


News stories carries a "**premium**" tag from front-end CMS
Google Java script is placed on the web pages where the content is being served
Google Java script see's the **'premium"** tag and uses a cookie to ping the server to **deliver or not deliver** the survey based on the **frequency rule**

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

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

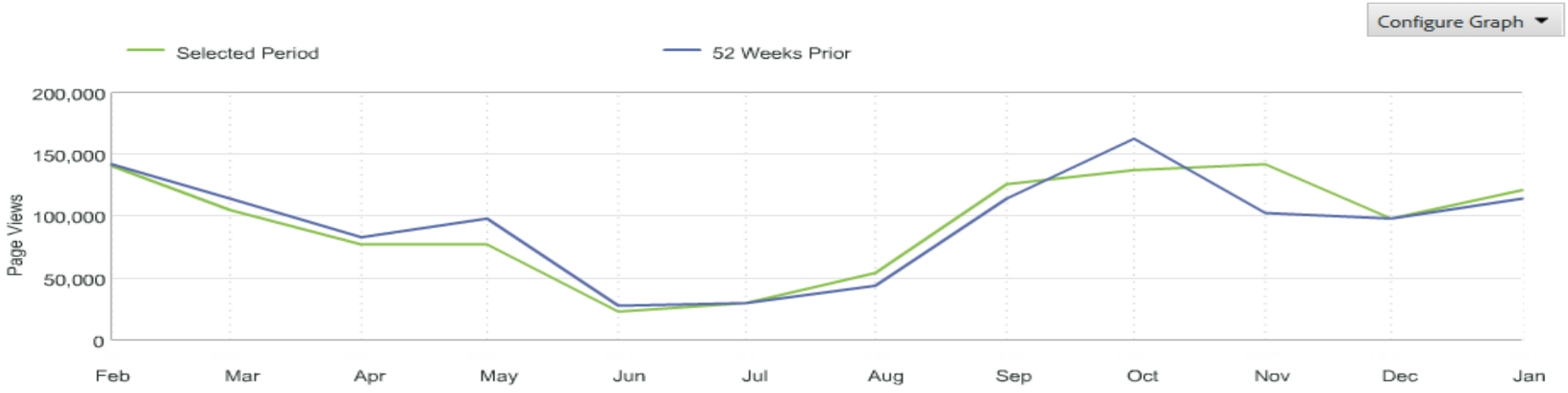
- **Advice**
  - Place the surveys on content that receives high page views and high visitor return frequency (recidivism)
    - News content category has a 60% return visit frequency of 5+ previous visits(mobile excluded)
    - Overall return visits of two or more is 50% of all visits
  - Put it on 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

Omniture report on Varsity Blog Page Views

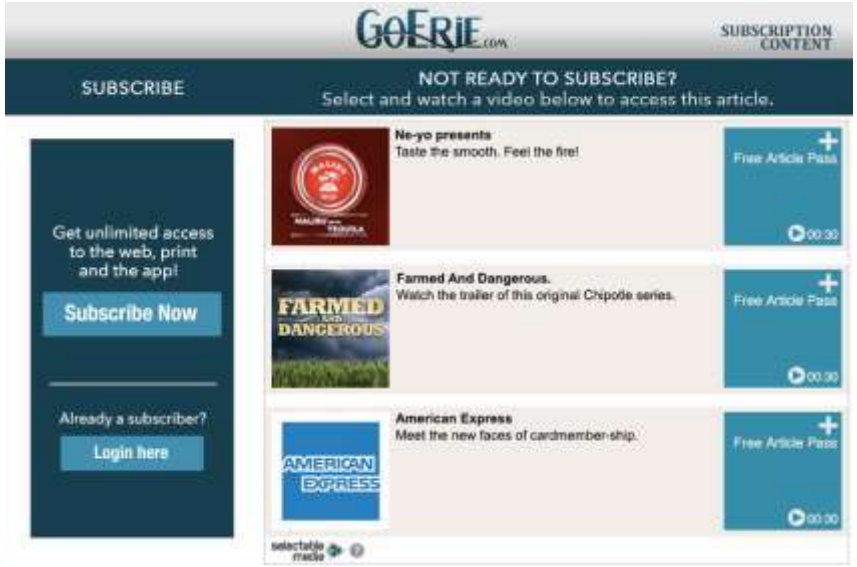


Next Steps

•Work with Syncronex, 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



Our Platform Partners

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