CUSTOMER SEGMENTATION

IMPROVING DIGITAL PERFORMANCE AND INCREASING REVENUE

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CLUSTERING AND WHY WE USE IT?

WHAT IS CLUSTERING?

Clustering is the practice of grouping a defined population into subsets based on similarities and/or dissimilarities.

WHY CLUSTER YOUR AUDIENCE?

Identifying distinct patterns in behavior and engagement can help align your business strategy and how you communicate with your customers.

WHAT'S THE BENEFIT?

Customer retention and increase in revenue.

LISTENER INPUTS FOR CLUSTERING

Metrics from the Listener Data Platform™ were used to conduct our clustering analysis.

For the **engagement clusters**, we used:

- Page View
- Article Page Views
- Unique Days on Site
- Time on Site
- Scroll Depth
- Content Breadth

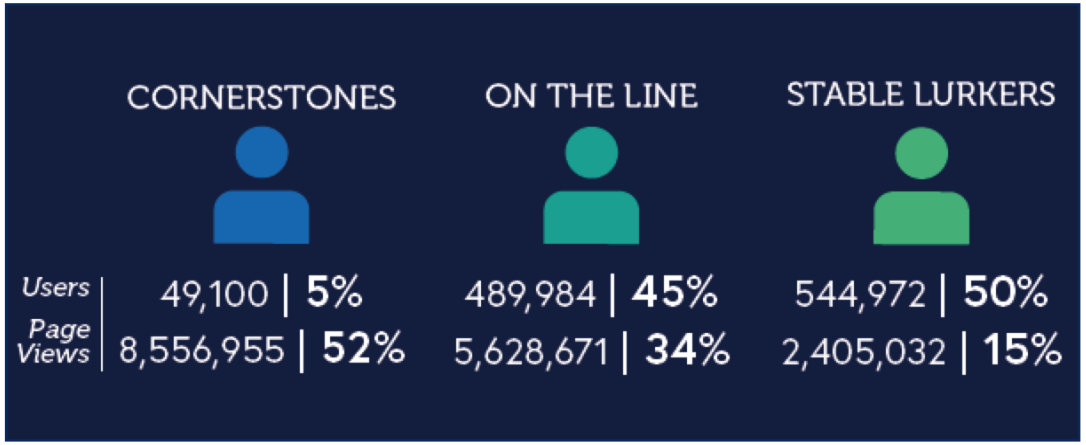
For the **behavioral clusters**, we used:

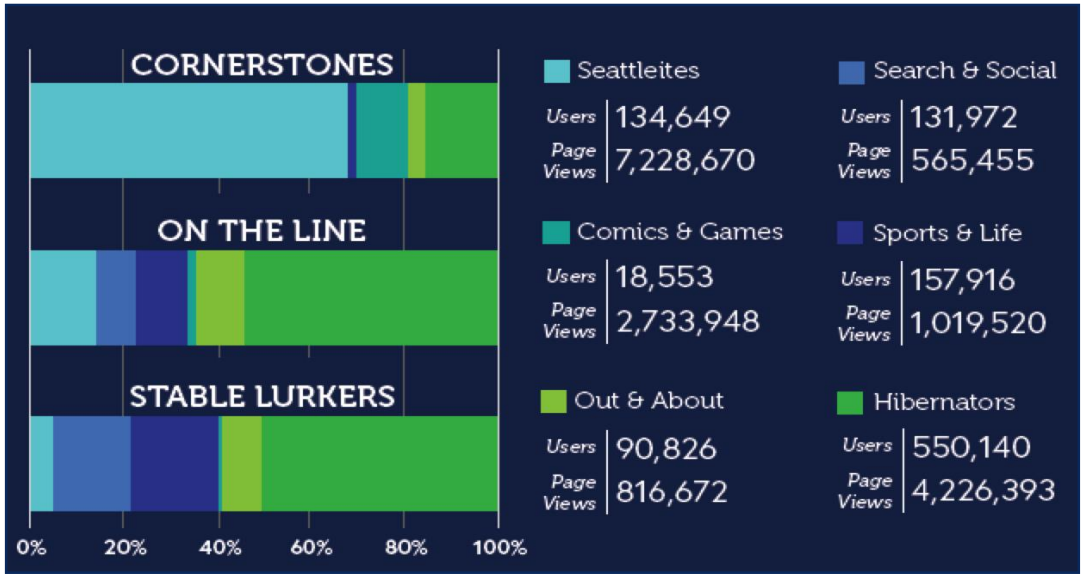
- Content Preference
- Device Usage
- Top Referrer
- Primary Region

CASE STUDY

1

CLUSTERING YOUR AUDIENCE





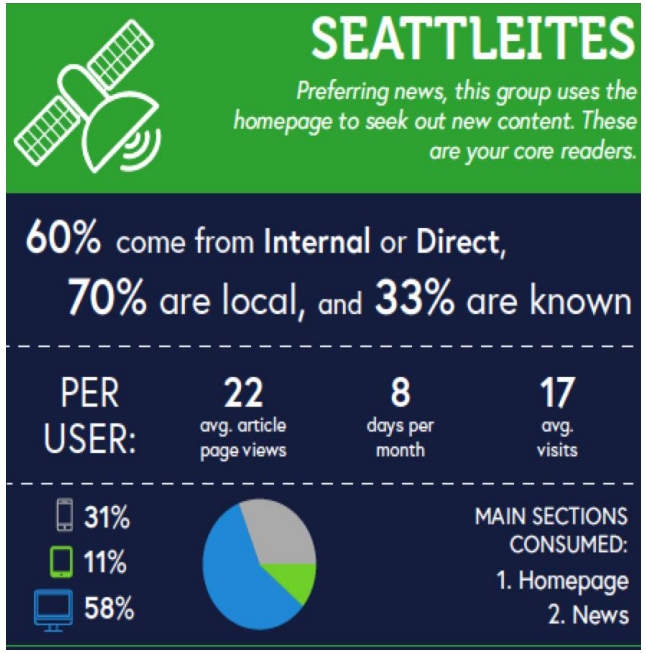
Based on cleaned data, we applied an algorithm that placed users into three engagement clusters.

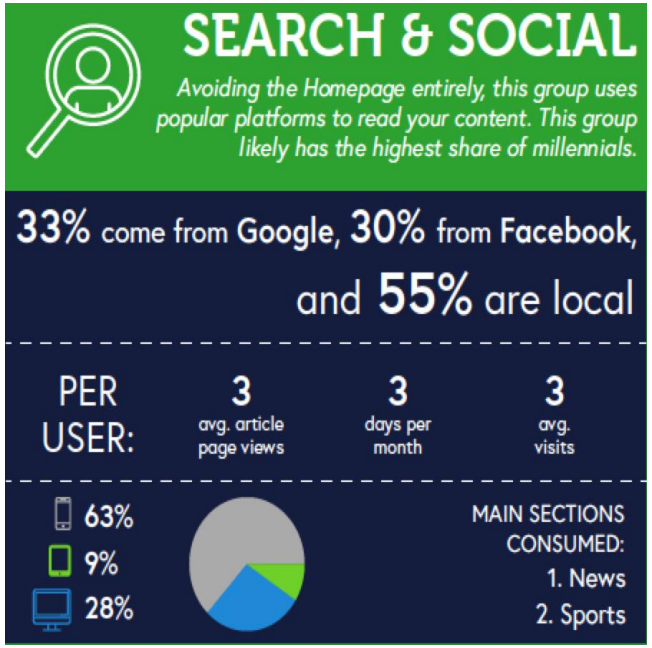
We applied another algorithm to the engagement cluster data to distinguish behavioral characteristics.

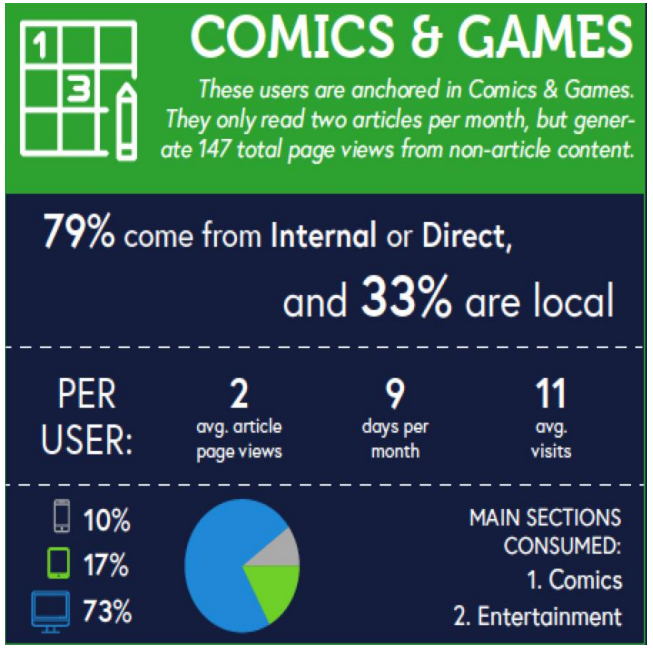
The combination of the overall engagement groups and their behavioral preferences provide insights on how to better connect with this audience.

BEHAVIORAL CLUSTERS

We identified six distinct ways users interact with the client's website. There were three groups that distinguished themselves. These groups can be overlaid with the three primary Engagement Clusters **to identify opportunities for audience development and newsroom outreach.**



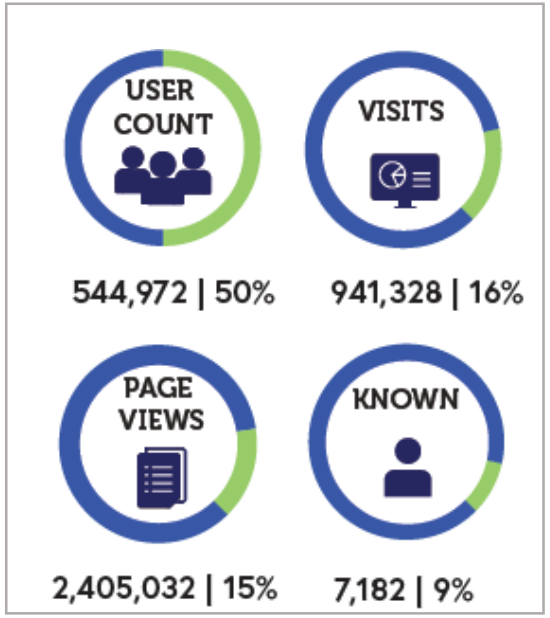




ENGAGEMENT CLUSTERS

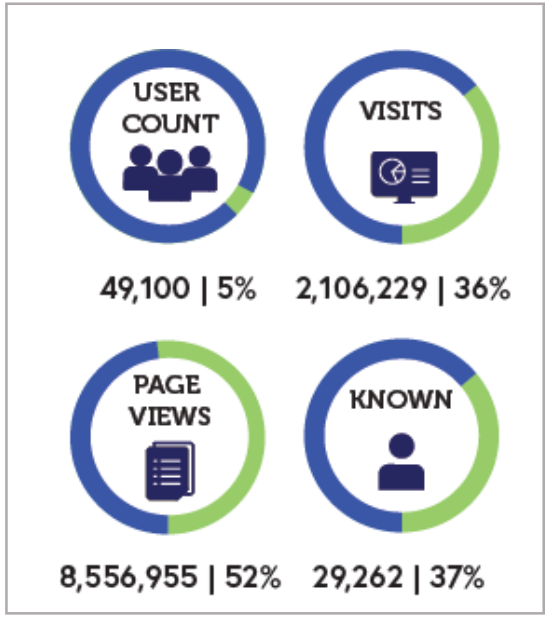
CORNERSTONES

The smallest, but most engaged cluster.



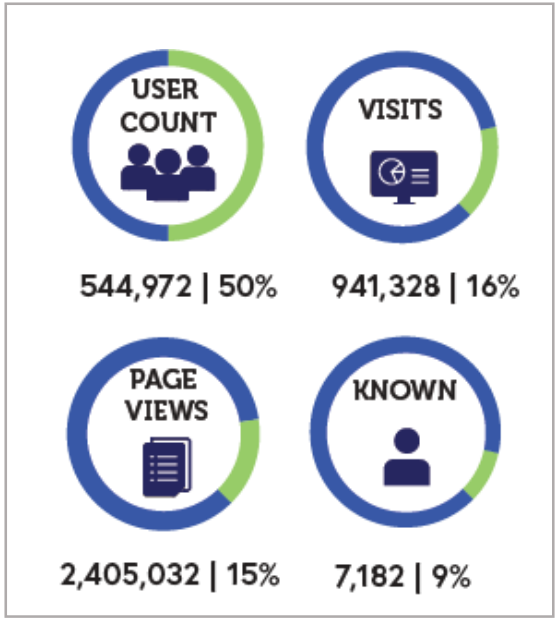
ON THE LINE

The second-largest and moderately engaged cluster.



STABLE LURKERS

The largest and least engaged cluster.



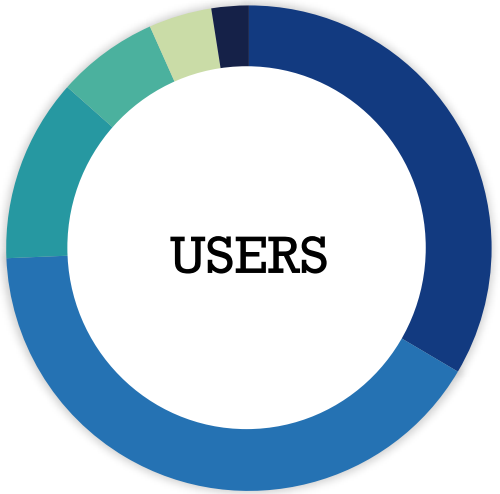
CASE STUDY

2

TOTAL AUDIENCE (ENGAGEMENT BUCKETS)

ALL USERS 62.05M	KNOWN USER % 0.8%	PAGE VIEWS 5.16
ARTICLE PG VIEWS 3.02	UNIQUE DAYS 1.55	VISITS PER USER 1.97
TIME PER VISIT 2:11	SCROLL DEPTH 27%	AD REVENUE $0.09

- FANATICS 1,540,281 | 2%
- ENTHUSIASTS 2,606,012 | 4%
- STABLE USERS 4,200,870 | 7%
- DABBLERS 7,575,397 | 12%
- FLYBYS 25,345,966 | 41%
- NON-ENGAGED 20,782,797 | 34%



- FANATICS 153,805,666 | 48%
- ENTHUSIASTS 43,271,377 | 14%
- STABLE USERS 31,753,046 | 10%
- DABBLERS 28,281,542 | 9%
- FLYBYS 42,406,984 | 13%
- NON-ENGAGED 20,782,797 | 6%

TOTAL AUDIENCE BY ENGAGEMENT GROUP

The most engaged users generate over $2.00 in ad revenue per month.

	FANATICS	ENTHUSIASTS	STABLE USERS	DABBLERS	FLYBYS	NON-ENGAGED
ALL USERS	1,540,281	2,606,012	4,200,870	757,397	25,345,966	20,782,797
PAGE VIEWS	99.9	16.6	7.6	3.7	1.7	1.0
ARTICLE PG VIEWS	55.6	10.9	5.2	2.3	1.0	0.5
UNIQUE DAYS	12.6	4.1	2.0	1.4	1.0	1.0
VISITS PER USER	24.1	5.3	2.4	1.6	1.1	1.0
TIME PER VISIT	06:29	06:43	05:58	04:18	01:58	00:00
SCROLL DEPTH	50%	46%	47%	47%	36%	2%
AD REVENUE	$2.10	$0.29	$0.11	$0.04	$0.02	$0.01

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