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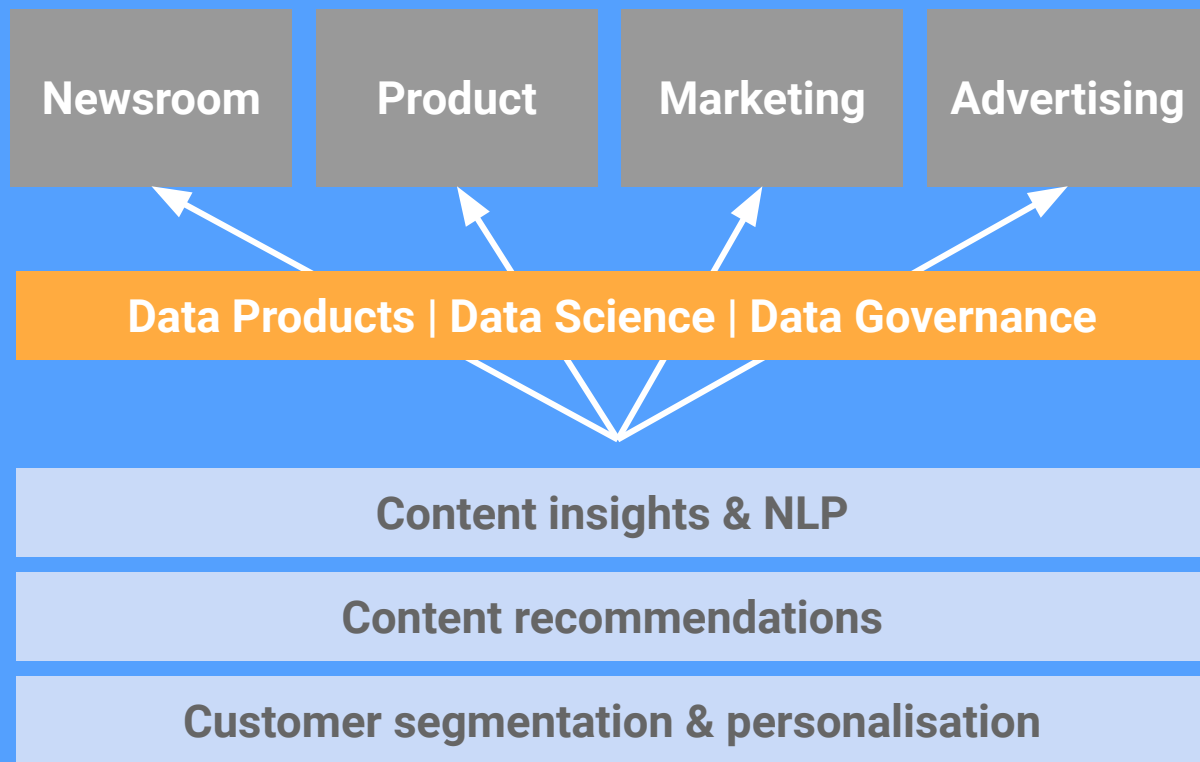
How we learned to love the first day

Dan Gilbert, director of data, News UK

About us, in *News UK* *Data Tech*



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We used to
measure
customer
engagement
like this

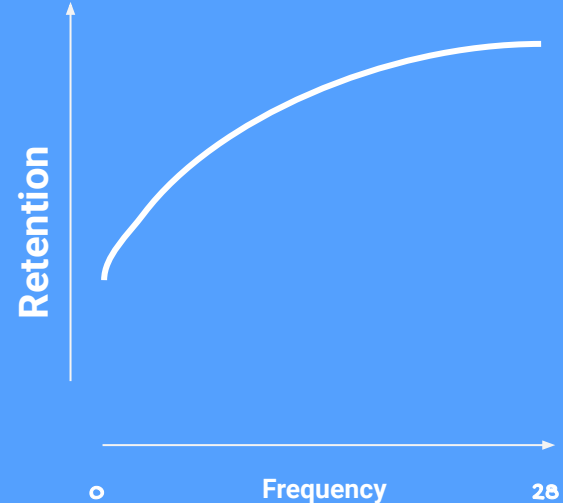


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Frequency
+
Reads
+
Recency
+
Interactions

=

Score from 1-100
For *past month*
behaviour

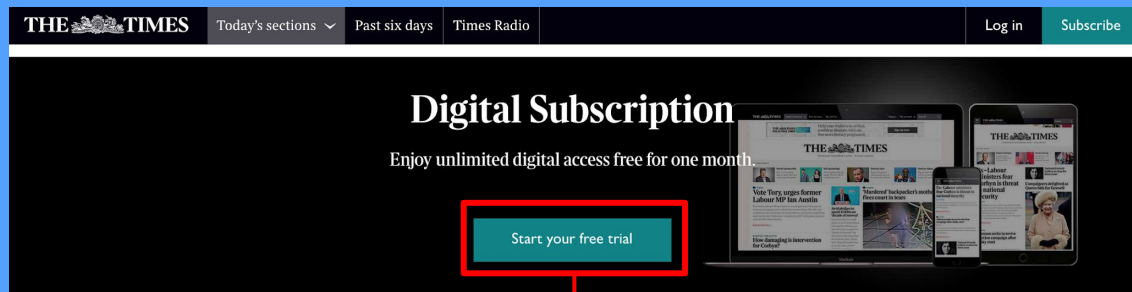


Customers who engage more
frequently have better
retention rates

But, we
wanted to
understand
how
engagement
develops



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↑
Day 0

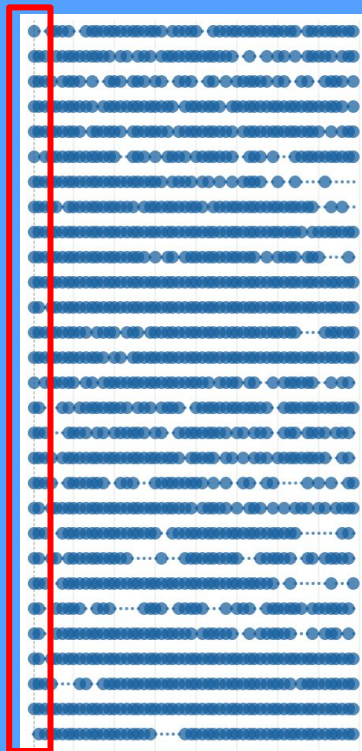
One dot ● for every active day

We needed
new ways to
visualise how
readers
behave, day to
day

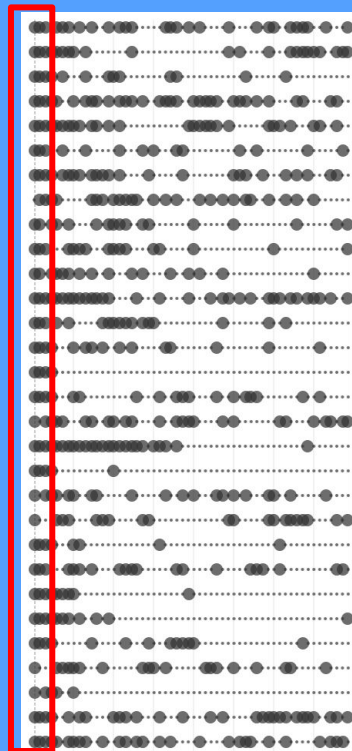


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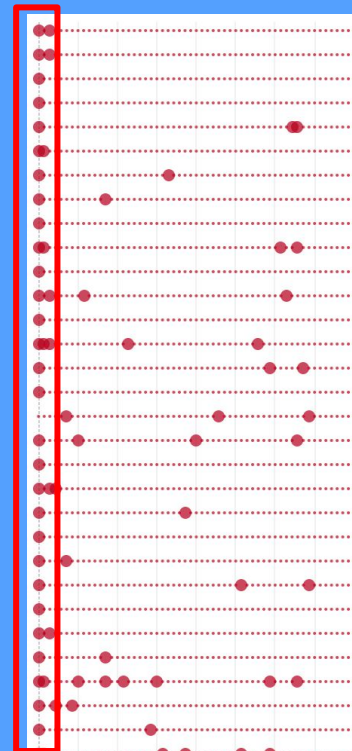
Settlers



*Everybody
else*



Dormant
& Nearly
Dormant



We needed new ways to visualise how readers behave, within crucial days



Example customer journey (an article seeker)

1	2019-06-17 15:25:14
2	2019-06-17 15:25:14
3	2019-06-17 15:25:23
4	2019-06-17 15:25:23
5	2019-06-17 15:25:35
6	2019-06-17 15:26:02
7	2019-06-17 15:26:05
8	2019-06-17 15:26:12
9	2019-06-17 15:26:14
10	2019-06-17 15:26:17
11	2019-06-17 15:26:32
12	2019-06-17 15:26:34

33	2019-06-17 15:30:55
34	2019-06-17 15:31:01
35	2019-06-17 15:31:05
36	2019-06-17 15:32:06
37	2019-06-17 15:32:14
38	2019-06-17 15:32:59
39	2019-06-17 15:33:01
40	2019-06-17 15:34:26
41	2019-06-17 15:34:56
42	2019-06-17 15:35:24
43	2019-06-17 15:35:28
44	2019-06-17 15:35:31
45	2019-06-17 15:35:55

Land on article (paywall)

Store

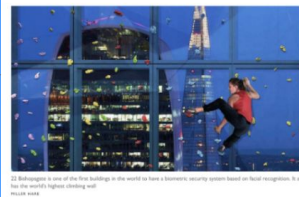
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Date range: All Results are sorted by relevance

High tech: City's newest tall building is also the smartest
journal: Times

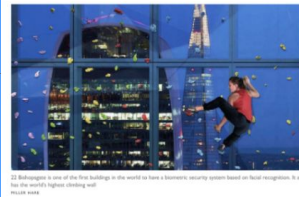
... from the nearby 22nd Leadenhall Building known as the Cheesegrater and 30 St Mary Axe, the Cheesegrater, which is iconic. The Shard, just outside the City at London Bridge, remains ...

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... state. It usually comes with snacks included, to keep you going until late dinner. Vintage 30 Bar & City's most hip thing, it's a nation obsessed with high fashion, meeting ...

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New insights
reveal new
ways to
reduce
friction for the
customer



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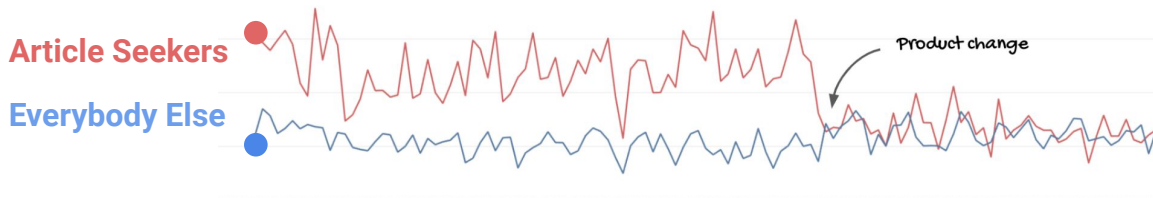
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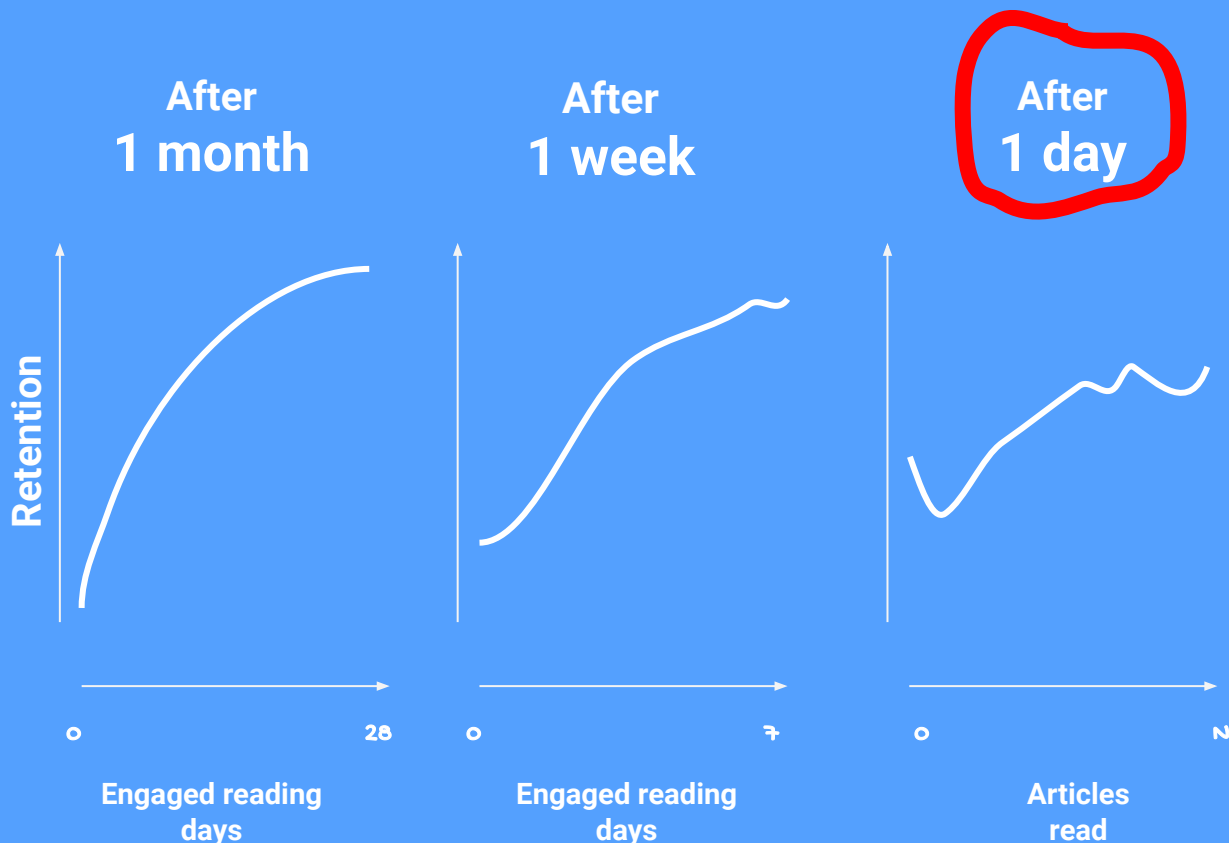
% of customers using search after checkout in their first session



**We shortened
the time
frame to
measure
engagement**



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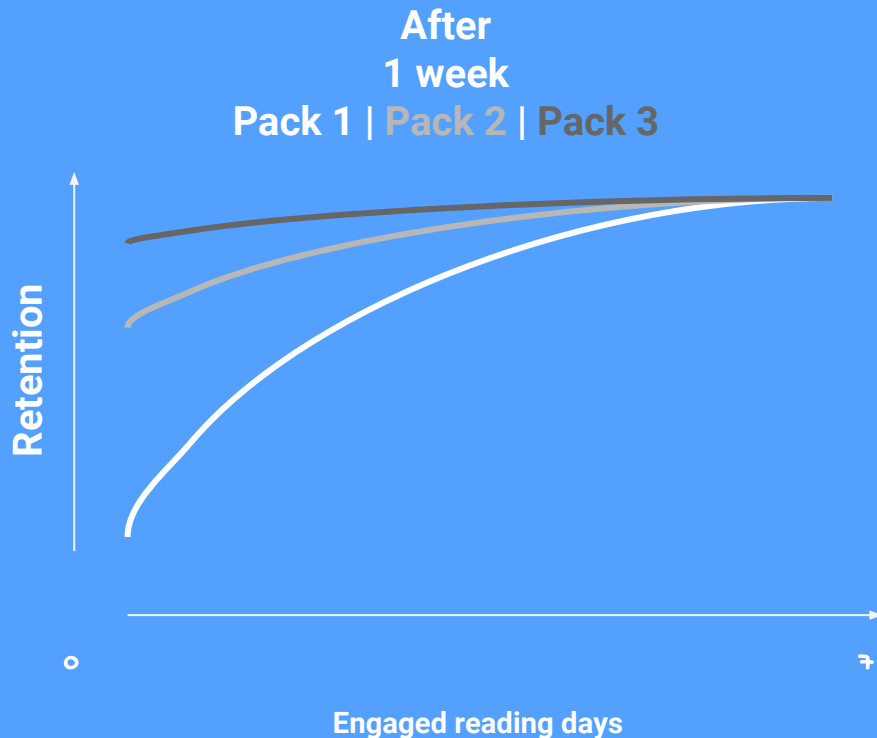


Approximated charts for illustration

**We found this
works better
for some
products than
others**



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Approximated charts for illustration

What are we doing with this insight?

- Set up a cross-functional team to focus on driving up customer active *reading days*
- Focus on (very) early life subscribers and how we
 - educate them about our products
 - engage them quickly
- This is about
 - product experience *and* marketing comms
 - product design *and* personalisation



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What have we learnt?

1. Engagement 'scores' are too opaque to rely on
2. Most churn happens early, so why wait to build models¹?
3. Novel visualisations can dramatically improve insights
4. Don't just focus on engagement to predict / forecast
5. Focusing on in-life engagement can distract you from product development and acquisition
6. Build products people love to use from the first moment
7. Move upstream², build models quickly so you can act quickly AND shift thinking to focus on the customer

BUT downstream matters too of course!

[1] Remember that not all packs lend themselves to this, and this will put your data team and infrastructure through their paces.

[2] **Upstream**: How to Solve Problems Before They Happen, by **Dan Heath**



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Thank you

Any questions?

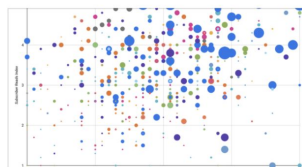
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Dan Gilbert
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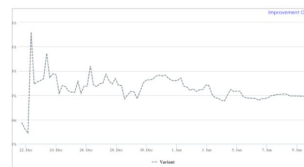


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