

# Evaluating your user data

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# Take a picture ... of many users

You need various pictures of your users. Not just your current subscribers.

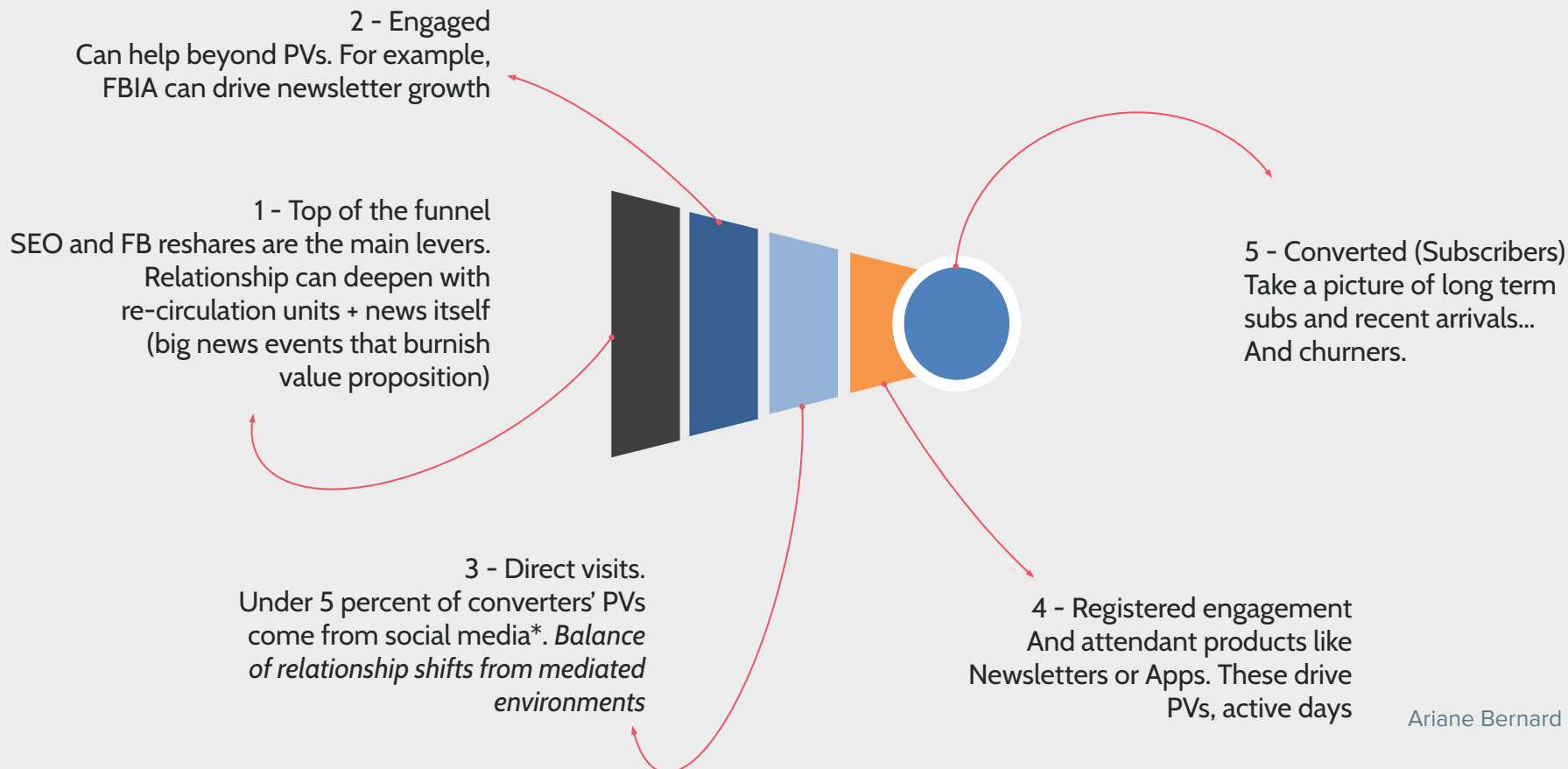
Ask your analyst for the pictures of your users.



## The 'future' User Who Is Likely to Be Your Subscriber

- If you're a generalist publication, one datapoint probably include making sure a given user samples across the **breadth of your content** (correlates with likelihood to subscribe at NYT).
- If you're a vertical publication, that **depth is your selling point** and showing off how deep you can go may be a stronger correlation.
- If you are a local publication, that **identity is part of your value prop** and understanding how your subscribers relate to it is important.

# Take a picture of casuals ... and superfans

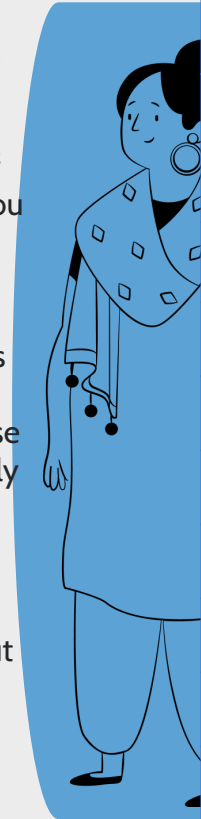


# Assess the likely relevance of your data points

The data points paint a picture but we don't know which ones are most significant (probability model \*statistical analysis).

If you don't have an idle army of data scientists to model stuff, you can do a **back-of-the-envelope ranking model** for things that **have a probabilistic impact**, versus things that don't or things that are circumstantial - like subscribing on a desktop because most mobile ordering is generally bad.

(This is still not a probability model since you don't know the relative weight of the factors. But this will do for our purposes...)



| The user that is likely to be a subscriber...                          |  |
|------------------------------------------------------------------------|--|
| Has N active days / months                                             |  |
| Is registered                                                          |  |
| Has X percent of pvs in the Apps (and so yes, uses our app)            |  |
| Has been exposed to paywall Y times in past 30 days                    |  |
| Visited over Z sections of the publication                             |  |
| Subscribes on Desktop                                                  |  |
| Has session length of XYZ pages/session                                |  |
| Visits mostly on [day of week], [Time of week]                         |  |
| The following [content types] are overly represented among subscribers |  |
| Popular content typologies                                             |  |

1

Identify data points that are **least likely to be purely descriptive rather than being a consequence of behavior**.

For example, while it's interesting to know that subscribers are overly represented on Saturday, **it doesn't suggest anything about how a habit was built that converted them**.

2

Identify data points that are **the most finite in what they describe**.

For example: the large numbers of PVs from an app; the longer session length. (Less finite is something like number of active days - **many things are going to be contributing** to the active days, such as SEO, social, newsletters... who knows).

# Pay attention to Habits, Pathways and Architecture

Some KPIs are not equally supported by your product. So your customer data will reflect this

Take the example of the number of MAU or DAU: They depend on two dimensions:

- Habits (themselves supported by products like Newsletter, FB sub etc)
- Pathways (SEO, site Nav, recirculation)

But whereas the surface on which a user converts to paid speaks more to your Product architecture (how great is your mobile checkout, really)

→ This means your customer data has to be filtered through your knowledge of how your product tips off to certain behaviors or paths.

# Decanting your data

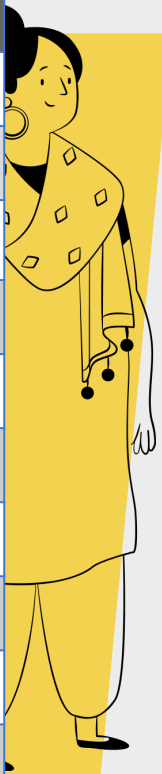
When you ask your data analyst to give you a **radiography of users as they turn into subscribers**, they are going to give you points of statistics like these.

## Filter the answers:

What data would be overweight for **‘overall subscribers’** vs. **‘recent subscribers’**?

What data would be **‘generally popular’** versus **‘uniquely popular’**?  
(at the NYT, uniquely popular = the crossword puzzles)

| The user that is likely to be a subscriber...                          | Habits | Pathways | Product architecture |
|------------------------------------------------------------------------|--------|----------|----------------------|
| Has N active days / months                                             | ●      | ●        |                      |
| Is registered                                                          |        |          | ●                    |
| Has X percent of pvs in the Apps (and so yes, uses our app)            | ●      | ●        |                      |
| Has been exposed to paywall Y times in past 30 days                    | ●      |          |                      |
| Visited over Z sections of the publication                             |        | ●        | ●                    |
| Subscribes on Desktop                                                  |        |          | ●                    |
| Has session length of XYZ pages/session                                |        | ●        | ●                    |
| Visits mostly on [day of week], [Time of week]                         | ●      |          |                      |
| The following [content types] are overly represented among subscribers | ●      | ●        | ●                    |
| Popular content typologies                                             | ●      | ●        | ●                    |



# And look at how each group takes in certain UX

For example:

**Do they interact with certain ‘types’ of content.** Particularly useful for video because of the high ad revenue potential. This user may be worth treating differently

**Store whether a user is a scroller or not.** The scrolling user is likely to hit your recirculation area. The non-scrolling user may benefit from a recirc unit high up – you want them to extend their session.

**Change ads for a user who uses the homepage.** You want her, more than others who landed from Google on mobile, to spend time on the site. She’s your future subscriber.

... But do **increase the ad load of users in foreign countries** with low subscription rates who arrive via Search. What’s your make or break number though? You want to ramp up the number of ads but not drive them away



# Questions?

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Credits

Illustrations: Milano via Streamline HQ (Figma)

# Thanks!