

What can data tell us post launch?

The cycle of impact-driven roadmaps and automated lookbacks

April 12, 2022

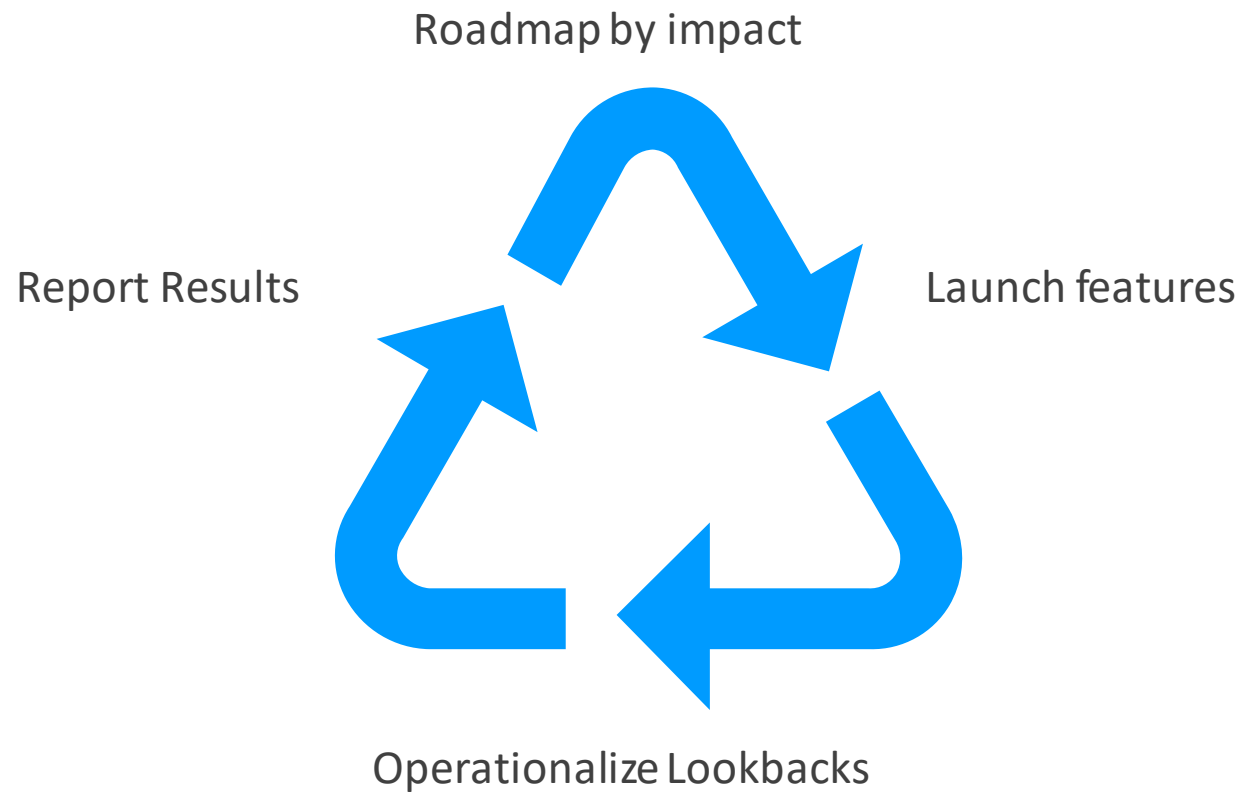
Presented by

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Agenda: The cycle of data-driven decision making



The Roadmap

Work is prioritized based on impact and level of effort.

Engagement and Growth targets are identified up front with potential impact modeled out.



Sample Request #1: Subscriber-only content module on the home page

Description: A new module, added to the home page that highlights subscriber-only content to show value to existing subscribers and entice new ones.

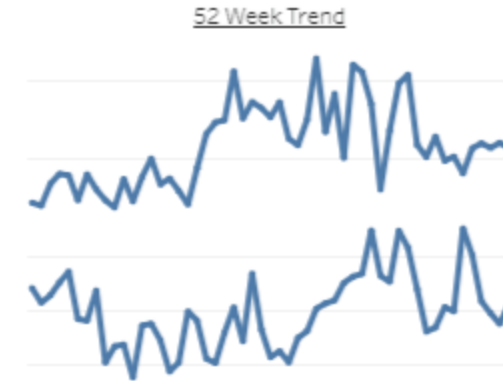
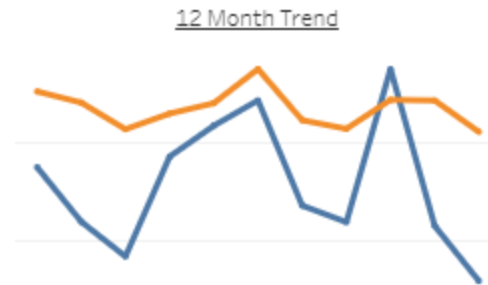
Monitored KPI's: CTR (for subs and non-subs), Subscriber Conversions, CTR impact on modules that move down to accommodate it.

Impact assessment: 5 Million annual impressions, 125,000 annual clicks from Subscribers, 300 new subscriptions annually.

Dashboards

Dashboards are monitored weekly for overall network KPI's

Individual Engagement and Content Discoverability features are monitored monthly



The Weekly Note

Early trends are identified and flagged for deeper analysis.

Notable feature releases are called out triggering a lookback.

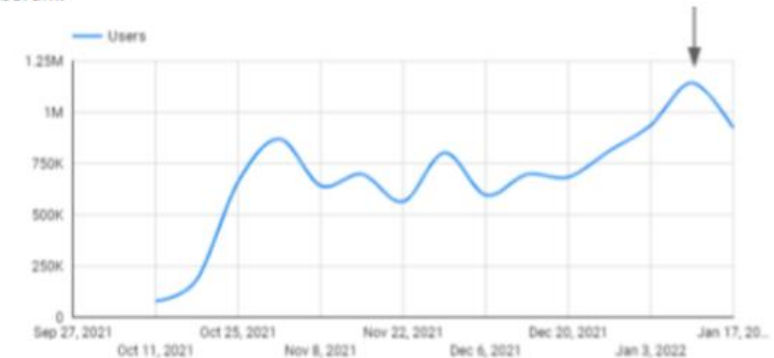


Consumer Products KPI Dashboard

January 26, 2022

Content Discoverability: Sample noteworthy trend we're seeing

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Notable Product Launches for 1/10-1/21

Lookbacks

Tickets are filed in Jira and assigned to PdM's using roadmap KPI's.

Product Managers review analytics against initial assessments and recommend next steps that inform backlogs and future roadmap items.



Web Product / WP-6983

Look-back: Crosswords SEO: Static HTML rendering 30-days out

Edit

Add comment

Assign

More

Close

Re-Open

Search rank:

As of 11/10, we see an improvement in several key term ranks.

Keyword	Position (11/10/21)	2 Week Δ	URL	Search Volume
crossword puzzle	3	0	https://puzzles.usatoday.com/	550,000
crossword puzzles	4	+1	https://puzzles.usatoday.com/	550,000
crosswords	3	+1	https://puzzles.usatoday.com/	246,000
crossword	3	+1	https://puzzles.usatoday.com/	246,000
usa today crossword	1	0	https://puzzles.usatoday.com/	201,000

Core Web Vitals

As of 11/10, we also saw an improvement in Google's Core Web Vitals analysis for the first time since launch: (May need to scroll right to see this chart image below):

Mobile

0 poor URLs 0 URLs need improvement 2 good URLs



Depth of Games: As we expand the number of games hosted at <https://puzzles.usatoday.com>, this should also help to reinstate our prominence in search. We went from a domain and platform with dozens of games (<https://aames.usatoday.com>) to one with just a sole Crosswords game.

The Monthly Note

Deeper analysis is provided to stakeholders using lookbacks on products once they've begun to show meaningful results.



Web Platform Health Metrics

FEBRUARY 2022

Overview

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With a focus on engagement and retention, the Product Team continues to enhance the stickiness of our user experience. Below you'll see initiatives launched in recent months that are beginning to provide notable results as we work to make our sites more **personalized, immersive and holistic**.



Immersive:
Content you can
see, hear and **feel**

Product Insight: Example of Product Insight

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Back to The Roadmap

Data collected from lookbacks inform new impact assessments to help prioritize the next quarter's work.



Sample Request #2: Subscriber-Only Module Version 2

Description: Based on performance data, we recommend changing the position of the module on the page and adjusting the module to only pull Local News content, which has our highest performing click rate.

Monitored KPI's: CTR (for subs and non-subs), Subscriber Conversions, CTR impact on modules that move down to accommodate it.

Impact assessment: An additional 75,000 annual clicks from Subscribers. An additional 100 new subscriptions annually.

Conclusion: More output. More impact.

- Creating a stable roadmap based on maximizing impact allows us to get the most out of limited dev resources.
- Making a data-driven plan and sticking to it limits losing cycles to confusion and panic.
- PdM's need to write solid requirements, but also understand how to pull and analyze data for their products.
- Operationalizing lookbacks helps to always keep data-driven decision making front and center.

Thank you!



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