GO BEYOND PUTTING CONTENT ONLINE ONLINE IS A DIFFERENT PARADIGM

FAI-KEUNG NG

REGIONAL DIRECTOR, AT INTERNET

AT INTERNET

Digital Intelligence Solutions

3 CLUSTERS OF ANALYTICS PROBLEMS YOU SHOULD BE SOLVING FOR YOUR ONLINE BUSINESS

Known Knowns

Known Unknowns

Unknown Unknowns

YOU FACE SIMILAR ANALYTICS PROBLEM AS ONLINE MEDIA OPERATOR

Known Knowns

Known Unknowns

Unknown Unknowns

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Known Knowns

Business users, e.g. editors

Take immediate actions

Intuitive and **action** oriented

Dashboards and reports, that…

Tell business story
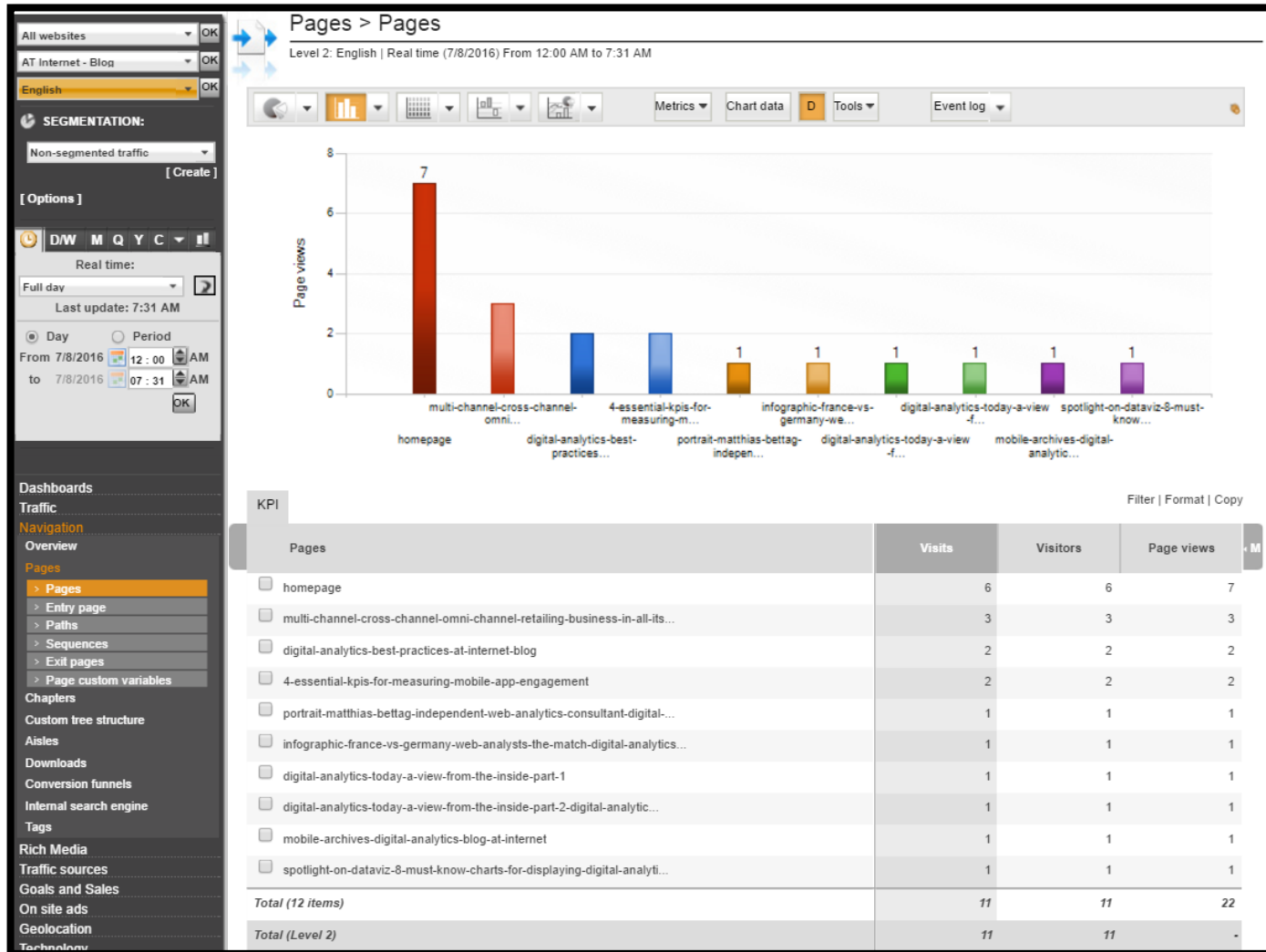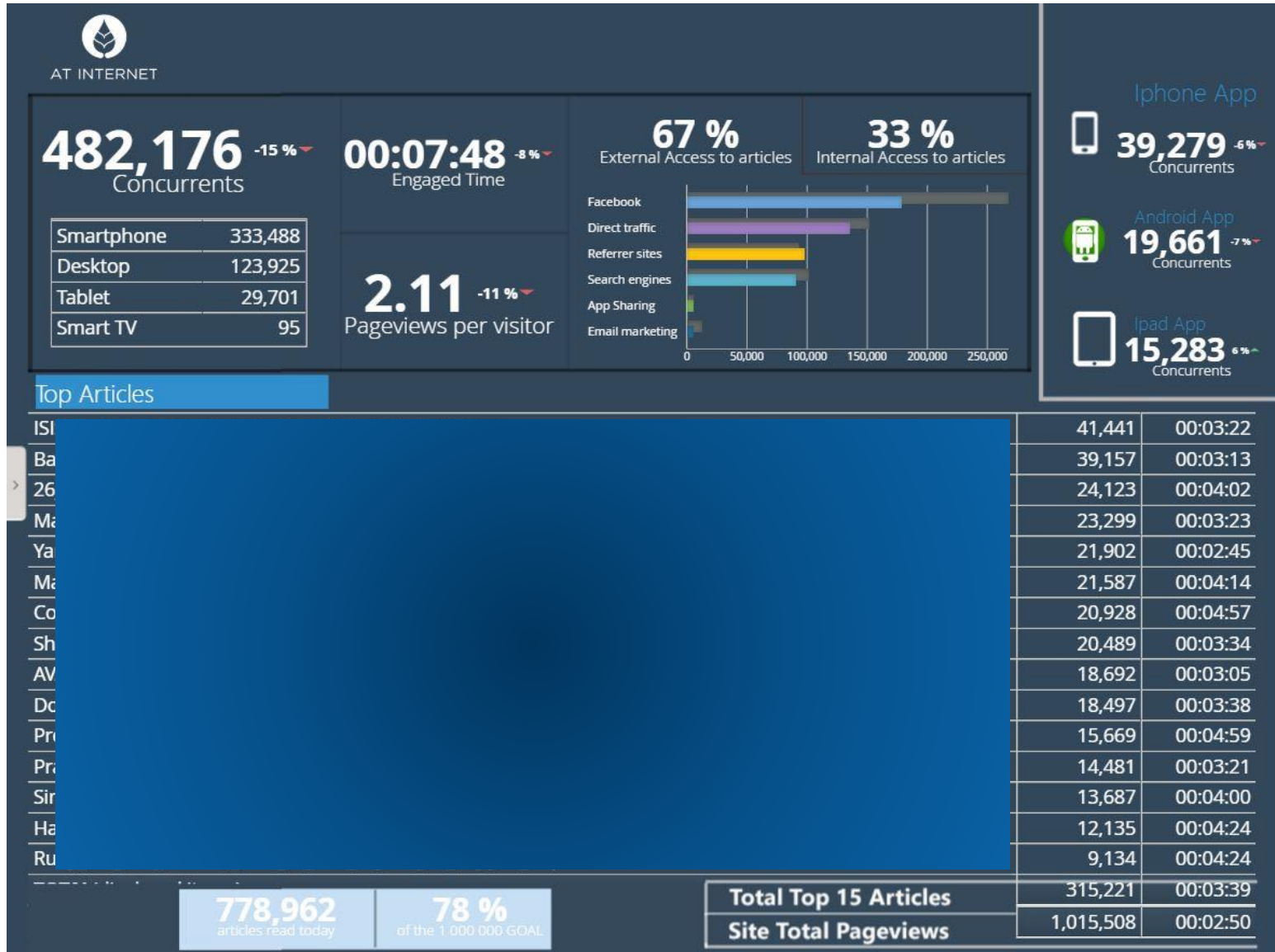
Speak human language

Appeal visually

Provide real time data, but not only

IS THIS THE TYPE OF DASHBOARD FOR KNOWN KNOWNS?

THIS IS A BETTER FIT FOR PURPOSE

Intuitive and **action** oriented

Dashboards and report, that…

Tell business story

Speak human language

Appeal visually
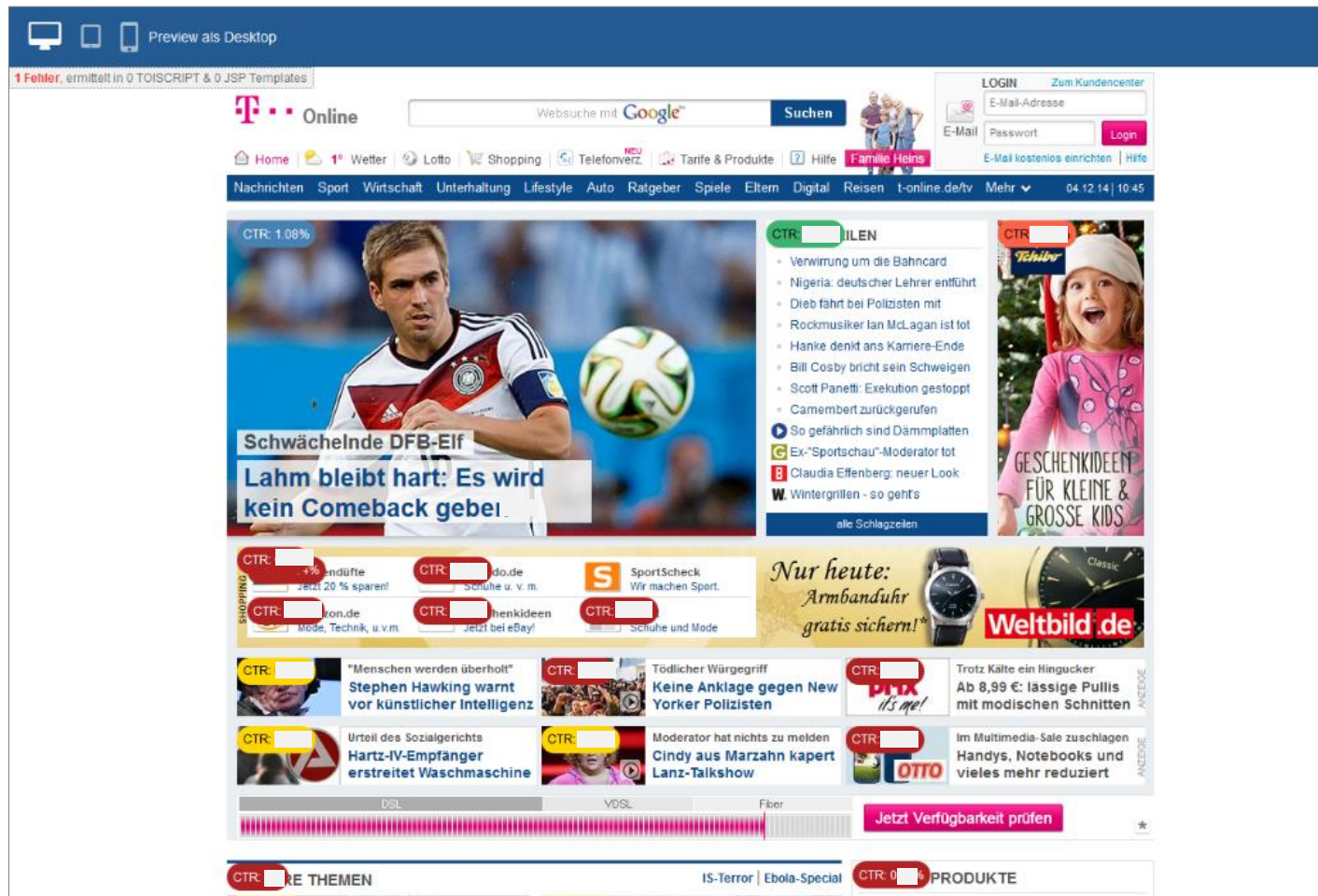
Provide real time data, but not only

Known Unknowns

Analysts
Hypothesize and explore

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Allow exploration

Insights for optimization

Could be company specific

Create own niche and differentiation

KNOWN UNKNOWNS

IT'S IMPORTANT TO DRIVE CLICKS

Source: AT Internet case study

KNOWN UNKNOWNS

But not all clicks are created equal!

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KNOWN UNKNOWNS

NOT ALL CLICKS ARE CREATED EQUAL

SCHLAGZEILEN

- EM: ZDF verpennt Anpfiff
- Gastro-Kritiker Siebeck ist tot
- ▶ Merkel gibt Moskau die Schuld
- Jäger bei SEK-Einsatz erschossen
- ▶ Russen testen neue Raumfähre
- Urteil zur Kindergeldrückzahlung
- Klitschko-Fury: neuer Termin steht
- Irres Angebot für Lionel Messi
- Herzogin Kate zeigt heiße Schulter
- Sicherheitsleck bei Unitymedia
- Rückruf für Ziegenkäse
- 1. VR-Porno-Festival abgeblasen

alle Schlagzeilen

2 → **Lower quality click**

Deutsche Elf in der Einzelkritik
Schweinsteiger wird zur tragischen Figur

Verhältnis zu Russland
Gabriel fordert Kurswechsel der Nato

Immobilienfinanzierung
Brexit sorgt für neues Rekordtief bei Bauzinsen

5

2 → **Higher quality click**

Source: AT Internet case study

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KNOWN UNKNOWNS

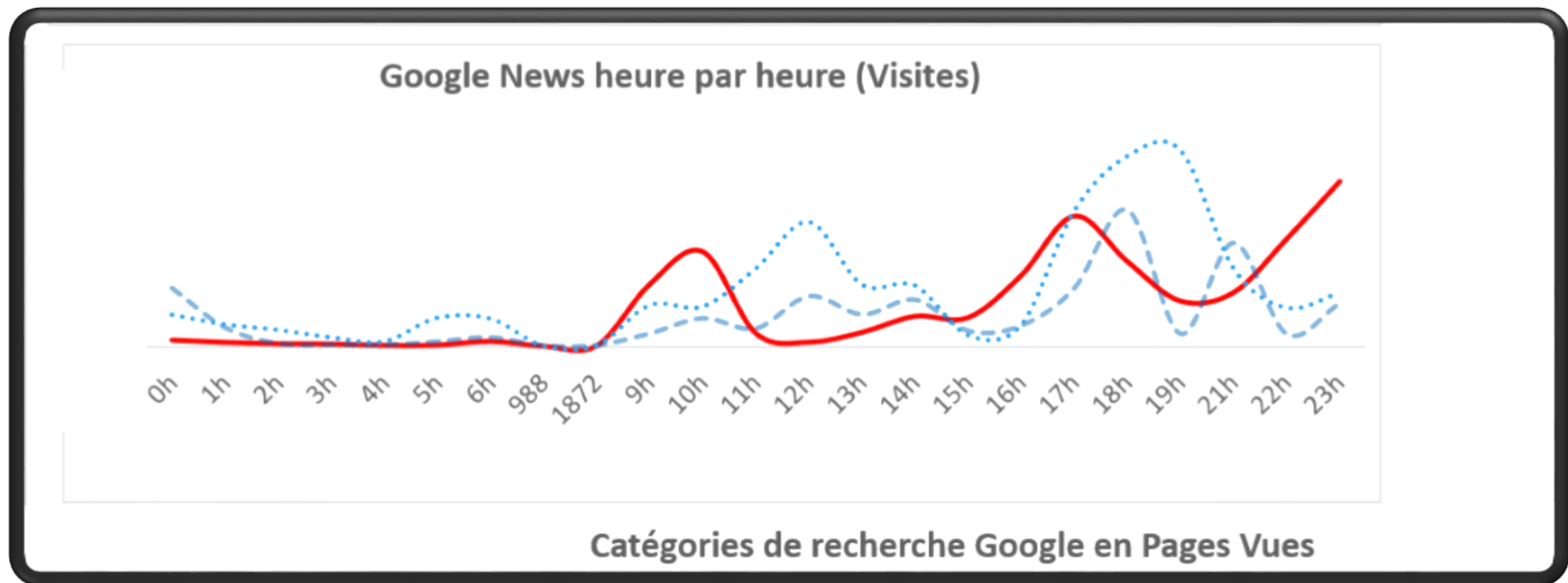WHEN TO PUBLISH ARTICLES TO GET MOST SEO TRAFFIC?

KNOWN UNKNOWNS

MORNING IS BATTLEFIELD

KNOWN UNKNOWNS

But not all wants to compete for morning traffic.

KNOWN UNKNOWNS

FIND YOUR COMPETITIVE NICHE

Google News heure par heure (Visites)

Catégories de recherche Google en Pages Vues

Source: AT Internet case study

Allow exploration

Insights for optimization

Could be company specific
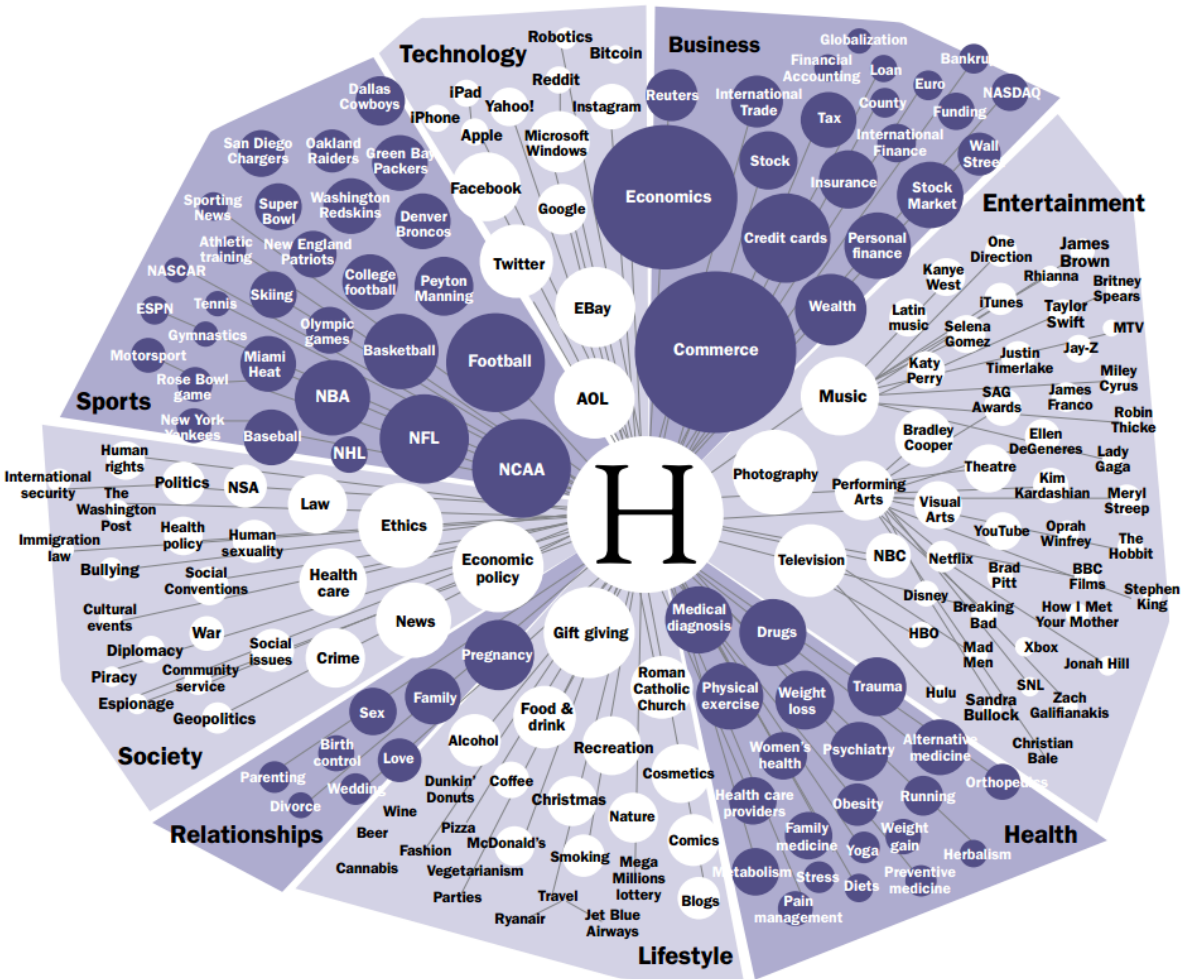
Create own niche and differentiation

Unknown Unknowns

Data Scientist
Research and datamine

That Big Data buzzword
Vague or no hypotheses
Let the algorithm find pattern in data

UNKNOWN UNKNOWNS

INTEREST GRAPH

"(Interest graphs help us understand) what is driving engagements on sites? This tells us what we should double down on,"
Jimmy Maymann
Huffington Post, ex-CEO

Source: Big Data for Media

UNKNOWN UNKNOWNS

MACHINE LEARNING AND REGRESSION

"Ky Harlin, the site's chief data scientist. Harlin's team identifies trending stories and their unique charateristics in order to duplicate success in the future" *Big Data for Media*

Source: Big Data for Media

UNKNOWN UNKNOWNS

BUZZFEED

MACHINE LEARNING AND REGRESSION

"Ky Harlin, the site's chief data scientist. Harlin's team identifies trending stories and their unique charateristics in order to duplicate success in the future" *Big Data Media*

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That Big Data buzzword
Vague or no hypotheses
Let the algorithm find pattern in data

Known Knowns

Known Unknowns

Unknown Unknowns

LOW HANGING FRUITS VS. DIFFERENTIATION

Immediate business impact

Known Knowns

Known Unknowns

Unknown Unknowns

Exploratory

LOW HANGING FRUITS VS. DIFFERENTIATION

Immediate business impact

Hygiene

Known Knowns

Known Unknowns

Unknown Unknowns

Exploratory

Differentiation

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A GLOBAL ANALYTICS LEADER WITH EUROPEAN ROOTS

20	Years experience in digital analytics
3,800+	Customers from all sectors
400,000+	Sites measured
11	Awards won
6	European certifications
96%	Customer support satisfaction rate

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A SOLUTION FOR MEDIA

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