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# Reader Trends to Watch in 2021

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Customer Success Manager

WHO WE ARE

We enable  
meaningful  
stories to thrive —  
wherever they live

700 enterprise publishers

65 billion pageviews tracked per month

70 Countries

6 Continents



**KOMPAS**  
AMANAT HATI NURANI RAKYAT



*The Indian* **EXPRESS**  
JOURNALISM OF COURAGE



Mathrubhumi.com

The Telegraph  Hindustan Times Khaleej Times



mediacorp

The Washington Post

Forbes

INDIA  
TODAY



South China Morning Post



ALJAZEERA



The New York Times

  
**REV**ASIA

THE PHILIPPINE  
**STAR**

## AGENDA

We'll investigate how reader engagement has changed:

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**Consumption & Engagement**

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**Discovery by Channel & Referrer**

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**Loyalty Behaviors**



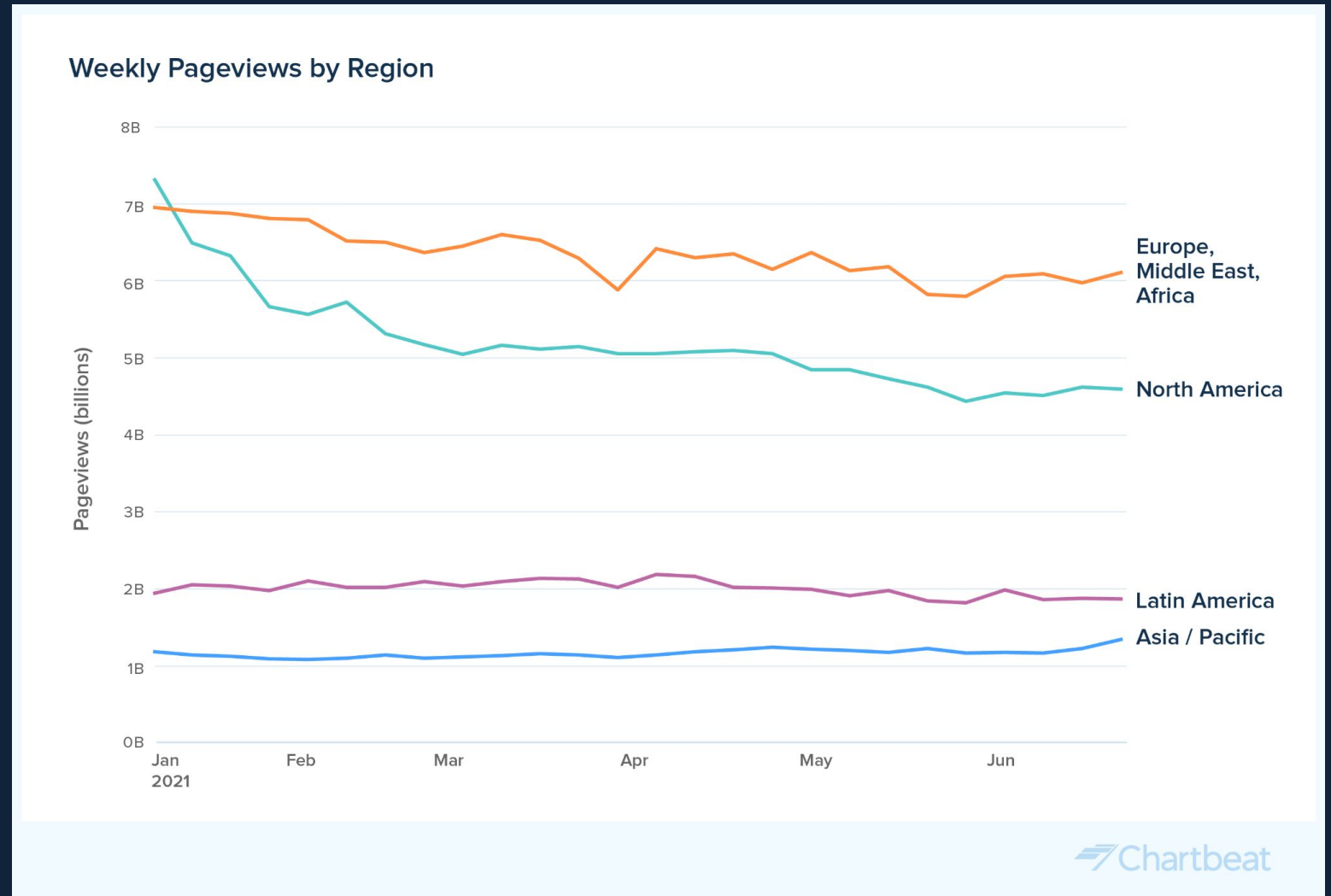
# Consumption & Engagement



## TRAFFIC TRENDS

Total pageviews have been steadily declining since the beginning of the year, with a 17% drop between January and the end of June.

Some regions are seeing more of a decline than others. North America (-15%) and EMEA (-7%) have lost notably more traffic, and APAC (+7%) is the only region that saw an increase.

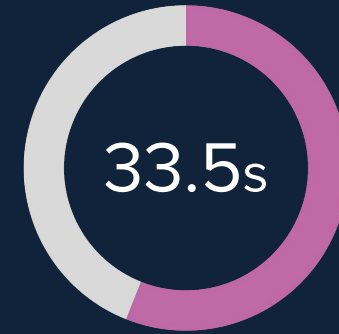


## ENGAGEMENT BY REGION

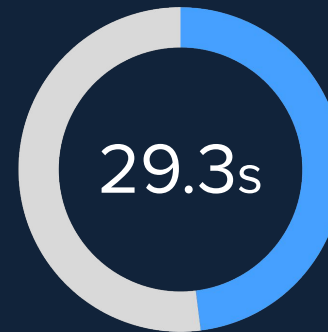
Regionally, North and Latin America see higher engaged times than the rest of the world. Quarter over quarter, all regions except Latin America (+2%) are down slightly.



North  
America



Latin  
America



Asia /  
Pacific



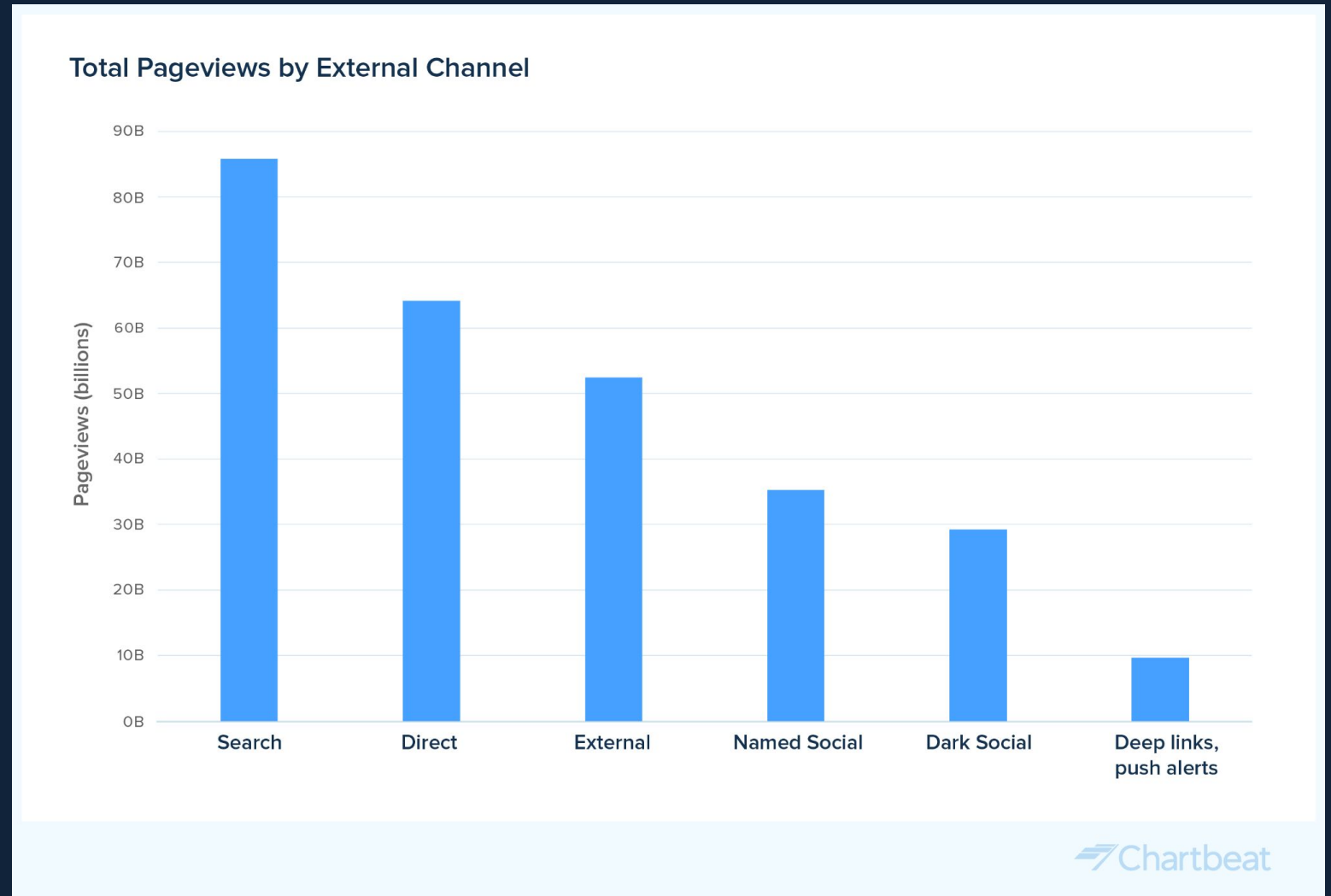
Europe, Middle  
East, Africa

# Discovery by Channel & Referrer

## CHANNEL PERFORMANCE

Search continues to drive the most traffic to sites in our network, with Direct traffic following close behind.

While Deep links and Push alerts drove about 11% as much traffic as Search, these pathways have significant loyalty-building muscle.

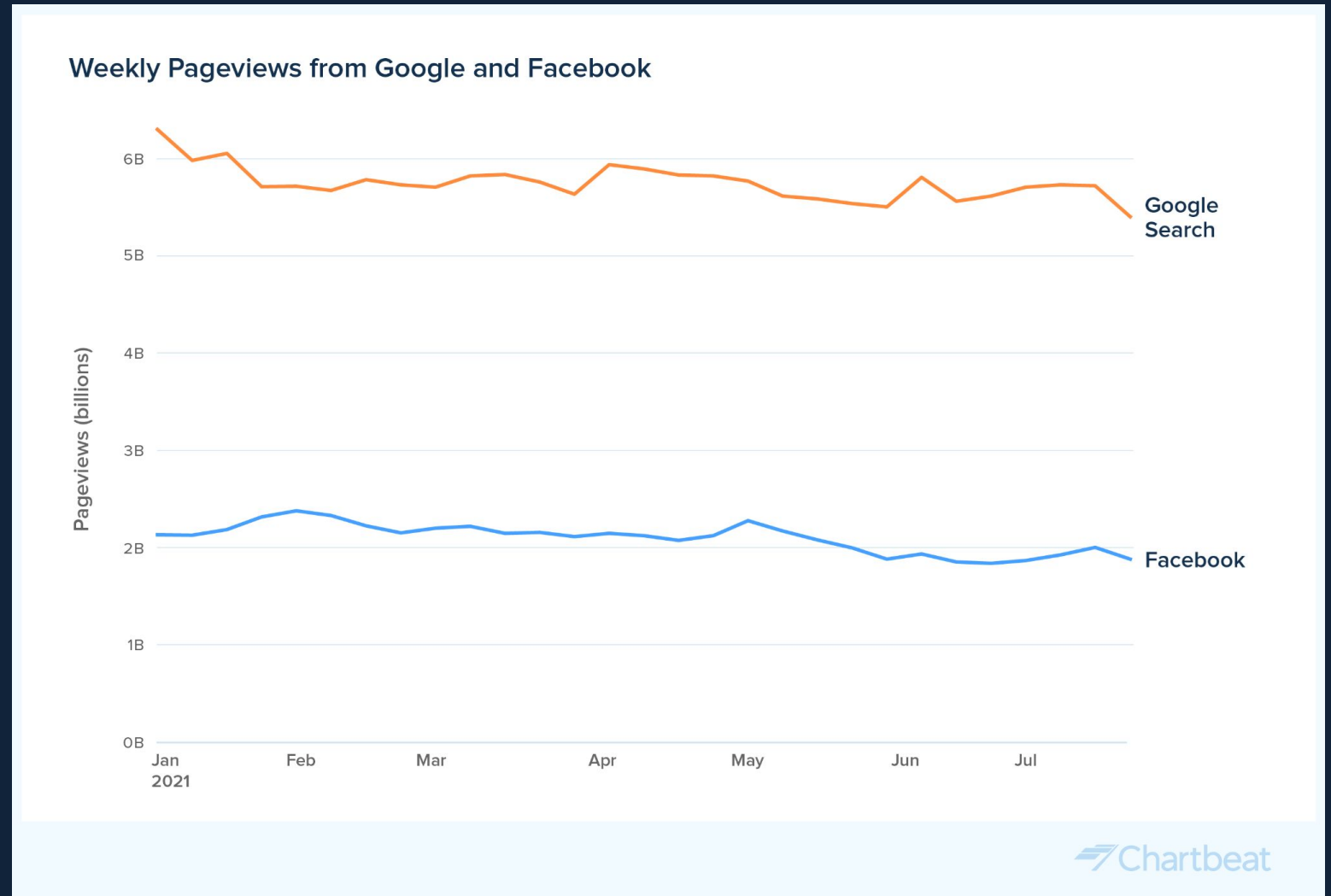




## TOP REFERRERS

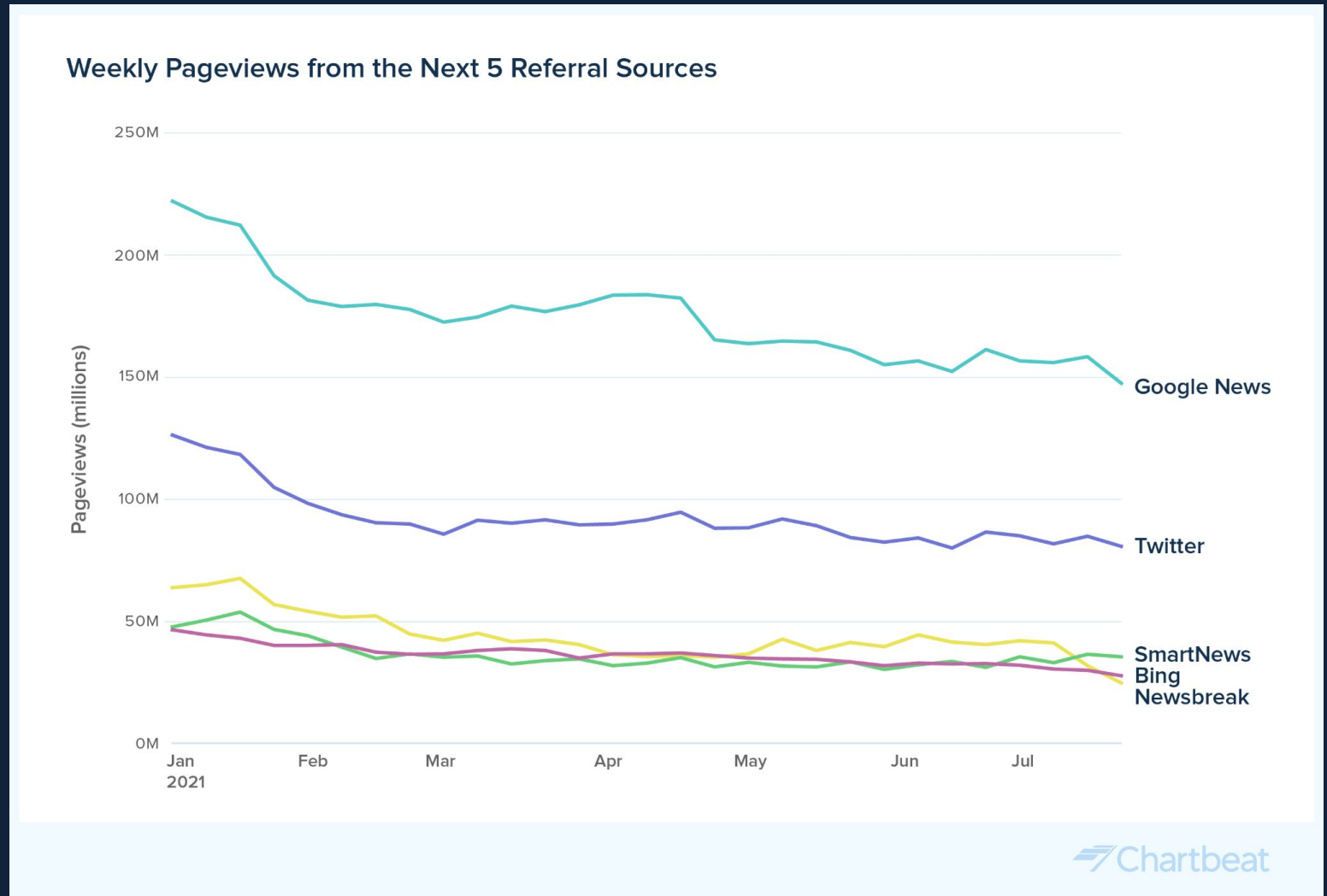
Google drives nearly 3x the amount of traffic compared to Facebook, especially after the social platform saw a global decline from mid-May through June (-18%).

North American sites were most affected by the trend, with daily average pageviews dropping by nearly 27% over a six-week period.



## TOP REFERRERS

Google News continues to drive notably more traffic than other referrers, but saw large declines in January, dropping by almost 15% in just four weeks.



## TOP REFERRERS

Newsbreak has seen the largest drop, and Google News and Twitter traffic stabilized in recent months after declines early in the year.

Referrer	% Change Q1 - Q2 2021	Pageviews (mm) June 2021
Google News	- 12%	626
Twitter	- 22%	335
Newsbreak	- 24%	168
Bing	- 13%	130
SmartNews	- 19%	132

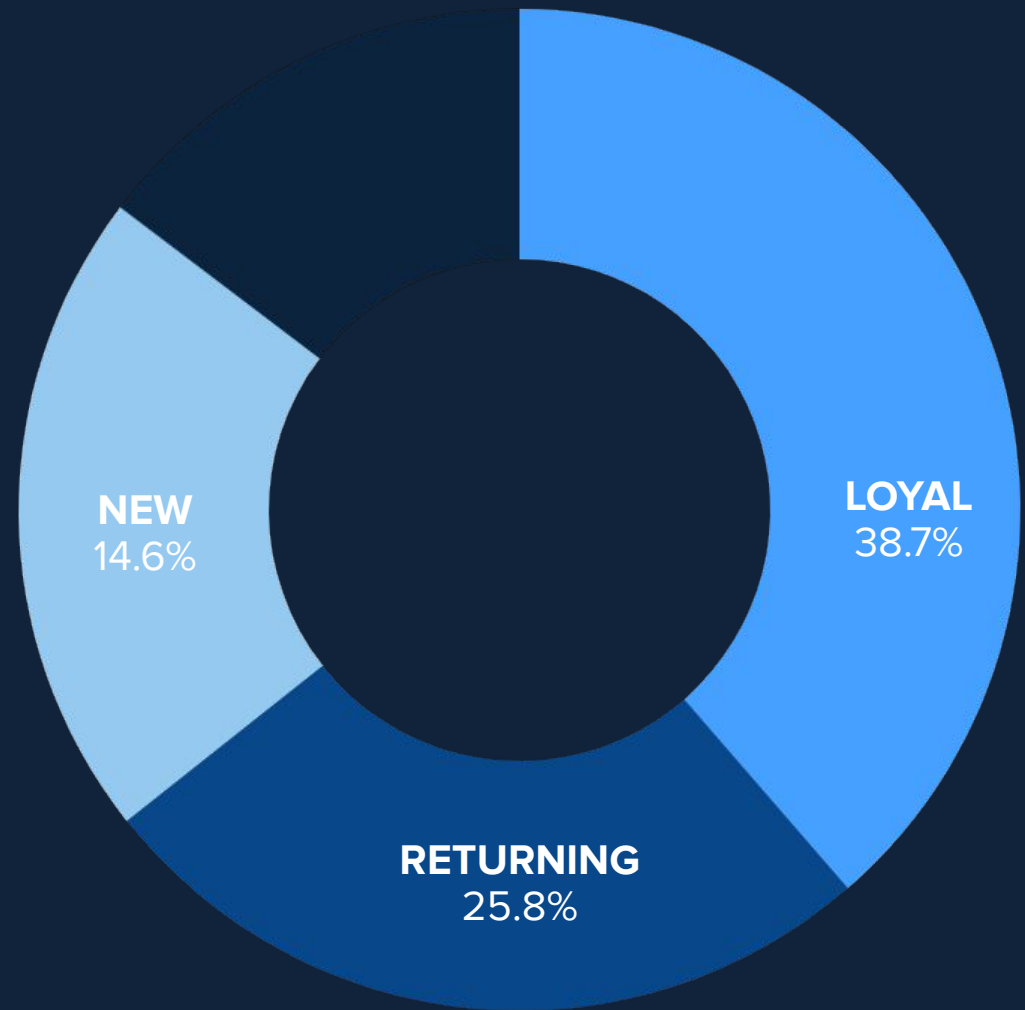


# Loyalty Behaviors



## LOYALTY

The proportion of traffic by Visitor Loyalty segment was stable in the first half of the year.



LOYALTY BY REGION

Europe, the Middle East, and Africa see the highest proportion of traffic from Loyal readers. Asia Pacific has the lowest loyalty of all regions at 32%.

	Loyal*	Returning	New
Europe, Middle East, Africa	43%	24%	12%
North America	34%	25%	19%
Latin America	39%	31%	13%
Asia / Pacific	32%	27%	17%

\* **Loyal** readers visit the same site every other day or more often.



# Key Takeaways

## KEY TAKEAWAYS

- Traffic is declining across the world, but especially in North America (-15%). Asia / Pacific is the only region seeing growth (+7%).
- North and Latin American sites have the highest Average Engaged Time at just over 33 seconds.
- Search not only drives the most traffic, the channel also has the highest Average Engaged time at 42 seconds.
- Most external referrers are down, but Google News showed a particularly large drop in January (-15%).
- Europe, the Middle East, and Africa see the highest proportion of traffic from Loyal readers.





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# Thank you.

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You can setup time with Abhishek to learn more about Real-Time Insights via this link:

<https://chartbeat.chilipiper.com/book/abhi>



chartbeat.com

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