

TORONTO STAR TOUCH

INMA - Data & Analytics Submission

01

**OBJECTIVES
& GOALS**

Implement a data driven relationship between editorial and analytics to establish a formalized process for tablet app optimization where content and product insights are actioned and assessed.

Formalize tablet app analytics and optimization efforts to drive user engagement including increased time spent, and number of daily users.

02

RESULTS

KEY RESULTS

1

Established tablet app specific analytics process: app data review, recommendations based on linear user experience, establish app testing parameters, assess test performance, iterate.

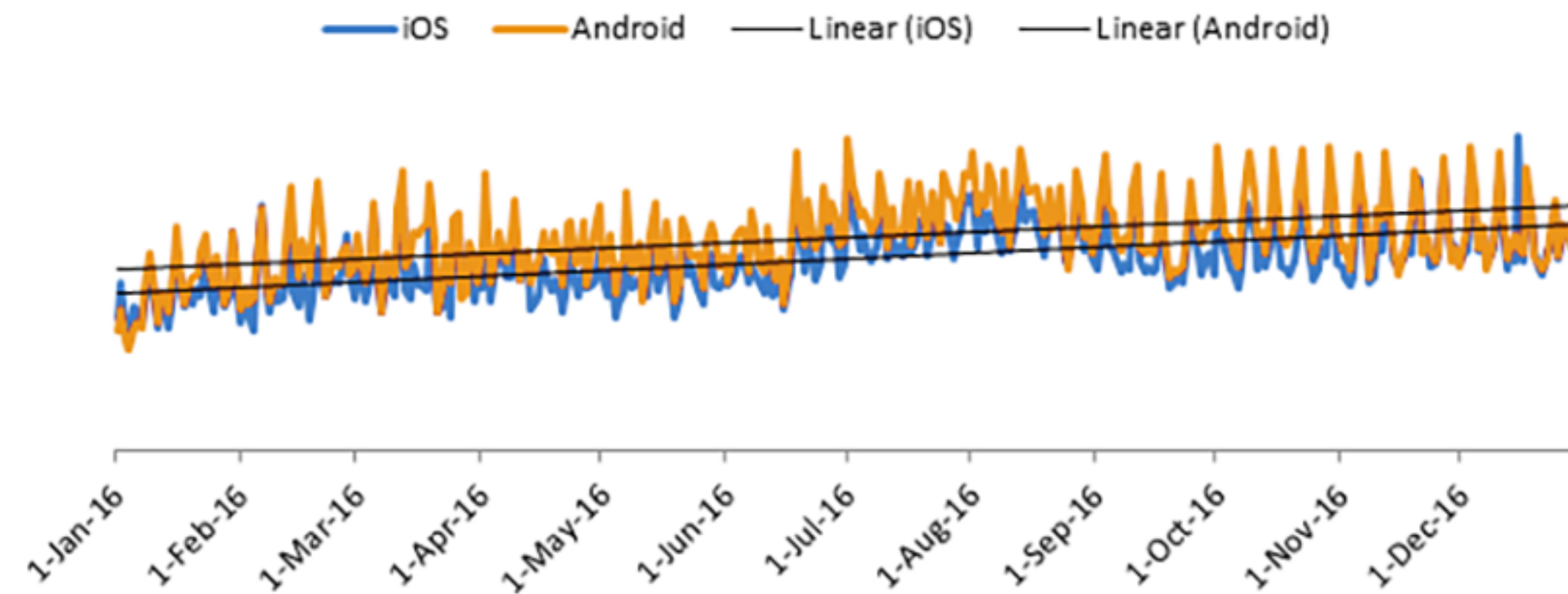
2

Developed tablet app analytics reporting taking into account unique platform features such as offline reading, edition based content, push notifications, and automatic downloads.

3

Recommended over
16 PRODUCTS & CONTENT CHANGES.

Newsroom implementation of suggested changes lead to
an increase in time spent per device on
iOS by 25% and Android by 23%
over a 12 month period.



02

RESULTS

4

Increased time spent through product and content recommendations to an average of

27 minutes per user per day,

at times reaching

35 MINUTES

per users on weekends.



02

RESULTS

5

content optimization was applied to the
ENTERTAINMENT SECTION
which increased time spent on screen by
59% on iOS and **48% on Android**.

