

AUGUST 8, 2019

METRICS FOR NEWS

Newsroom Priorities: Engaging Readers, Retaining Subscribers, Acquiring New Subscribers, Local Traffic & US Traffic

Activity of July 2019

The logo for GFR Media is presented on a white document-like shape with folded corners, set against a dark blue background. The text "GFR" is in a large, bold, dark blue sans-serif font, with "MEDIA" in a smaller, bold, dark blue sans-serif font directly below it.

GFR
MEDIA

The logo for Metrics for News is located on a white square background, which is itself on a yellow background. It features a square icon with a line graph inside, followed by the text "METRICS" in a bold, dark blue sans-serif font, and "FOR NEWS" in a smaller, orange sans-serif font below it.

 **METRICS**
FOR NEWS

ENGAGING READERS

Top stories by engagement score

By engaging readers priority **the top 5 stories are based in politics, focused in governor situations news**. The **highest score is for Gerardo Alvarado (score:282)** story focused in the announcement of the governor resignation. This story connected better with the following audiences: United States, Organics traffic and low funnel audiences Intenders and Subscribers. **The following 3 stories are signed by El Nuevo Día, and are also Governor's related stories**, focused in the Residente and Bad Bunny song and the interview Fox aired from RR. **These notes connected better with Social media users, organics traffic (which is important since establish El Nuevo Día as the newspaper or record ans same as referral traffic)**, Local traffic, referral traffic, US traffic and some funnel path like grazers, intenders and subscribers.

José Orlando Delgado (score: 266) as the following author **with a story from the governor's Telegram Chat**. That story connected with Social Media users, US traffic, referral traffic and with the low funnel part with intenders and subscribers. **Low funnel paths (intenders & subscribers) have been increasing their appearance in top notes by this priority vs last month**. From all published stories in July by this priority, **neither receive a low engagement score, and only 2 had average engagement, both of them were photo-galleries** also related to governor's scandal. Top topics were *noticias, locales, entretenimiento*.

HEADLINE	FAVORITE AUDIENCES ?	OVERALL ENGAGEMENT SCORE ?	TOPIC
Ricardo Rosselló renuncia como gobernador efectivo el 2 de agosto Gerardo E. Alvarado León July 24, 2019	UNITED STATES USERS ORGANIC TRAFFIC INTENDERS SUBSCRIBERS	282	Noticias, Locales, Nota
Residente y Bad Bunny lanzan canción contra el gobernador Ricardo Rosselló July 17, 2019	SOCIAL MEDIA USERS ORGANIC TRAFFIC REFERRAL TRAFFIC GRAZERS	276	Nota, Musica, Entretenimiento
Entrevistador de Fox News pone a Rosselló contra la pared cuando le pregunta quién le apoya July 22, 2019	SOCIAL MEDIA USERS UNITED STATES USERS ORGANIC TRAFFIC REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	273	Noticias, Locales, Nota
Chat evidencia cómo Rosselló daba instrucciones para viralizar contenido a favor de su gobierno July 12, 2019	PUERTO RICO USERS UNITED STATES USERS INTENDERS	268	Noticias, Locales, Nota
Un nuevo chat deja al descubierto las interioridades de la administración de Rosselló José Orlando Delgado Rivera July 9, 2019	SOCIAL MEDIA USERS UNITED STATES USERS REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	266	Noticias, Locales, Nota

RETAINING SUBSCRIBERS

Top stories by engagement score

By retaining subscribers priorities the top 5 stories are based in politics, 4 of them being opinion columns from Benjamín Torres Gotay. The top 4 notes are from this priority are Torres Gotay and all of them achieve scores from 279-278. Torres Gotay have been the top subscription converter in the past months. Audiences connecting to their stories are: Social media users, US users, referral traffic, organic traffic and low funnel path intenders and subscribers. The topics from those stories are *noticias, política and locales*. Ricardo Cortés, with the top 5 story with a note also related to the governor politic situation and a score of 275. The audiences that note connected with are: Local users, US users, organic traffic, intenders and subscribers

16 stories are the only ones with low engagement, most of them focused in entertainment, movies, crimes and day to day local news. The only 2 authors in that low engagement stories are Camile Roldán with the story titled: "Redimi2 ofrece un mensaje contundente" (score: 58) and Josefina Barceló with a story titled: "Daddy Yankee busca a la "reina de la canción", the other remaining stories are signed by El Nuevo Día. Low funnel path of Intenders keep appearing in this priority since they are the ones more likely to convert. Stories like these ones are important to keep increasing that path of the funnel to forced them to convert to a subscription. S

HEADLINE	FAVORITE AUDIENCES ?	SUBSCRIBERS SCORE ?	TOPIC
Revolución de verano Benjamín Torres Gotay July 21, 2019	SOCIAL MEDIA USERS UNITED STATES USERS REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	279	
Los quince días que tumbaron a Rosselló Benjamín Torres Gotay July 25, 2019	SOCIAL MEDIA USERS REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	279	Noticias, Politica, Nota
Crónica: El día que Puerto Rico se levantó Benjamín Torres Gotay July 18, 2019	SOCIAL MEDIA USERS UNITED STATES USERS ORGANIC TRAFFIC REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	278	Noticias, Locales, Nota
Un gobernador en un hoyo Benjamín Torres Gotay July 12, 2019	SOCIAL MEDIA USERS REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	278	
Líderes del PNP ponen en remojo a Rosselló Ricardo Cortés Chico July 12, 2019	PUERTO RICO USERS UNITED STATES USERS ORGANIC TRAFFIC INTENDERS SUBSCRIBERS	275	Noticias, Politica, Nota

LOCAL TRAFFIC

Top stories by engagement score

By Local Traffic priority the **top 5 stories** are the ones resuming or giving information about governor's chat Telegram scandal. Janelyn Vega as the author with the highest engagement score (257) and the story title resuming the Telegram chat from pages 606-706. This story connected with local users, organic traffic and intenders. **Heidee Rolón**, as the 2nd top author by engagement (Score: 256), also with a quick overview from the Telegram chat pages 1-100. Audiences connected to that story were: US traffic, organic traffic, and different funnel paths, like: Grazers and intenders. **Ricardo Cortés** (score: 248) and **Wilma Maldonado** (score: 248) have the following places in the top 5 stories also resuming the Telegram Chat. The only new audiences that appear in this stories is Subscribers, in Wilma story.

5 stories with lower performance, these stories focused on *ciencia, música and entretenimiento* topics. Only 2 authors appeared in the low performance area: Josefina Barceló with and entertainment note with the title "Daddy Yankee busca a la reinda de la canción"and Camile Roldán with the title "Redimi2 ofrece un mensaje contundente". Although these notes are not engaging as well as others, some audiences are connecting with this content are: Referral Traffic, US traffic and top funnel path Grazers.

HEADLINE	FAVORITE AUDIENCES	LOCAL TRAFFIC SCORE	TOPIC
Chat de Telegram: todo lo que se dice de la página 606 a la 706 Janelyn Vega Medina July 13, 2019	PUERTO RICO USERS ORGANIC TRAFFIC INTENDERS	257	Noticias, Locales, Nota
Chat evidencia cómo Rosselló daba instrucciones para viralizar contenido a favor de su gobierno July 12, 2019	PUERTO RICO USERS UNITED STATES USERS INTENDERS	256	Noticias, Locales, Nota
Chat de Telegram: todo lo que se dice de la página 1 a la 100 Heidee Rolón Cintrón July 13, 2019	UNITED STATES USERS ORGANIC TRAFFIC GRAZERS INTENDERS	248	Noticias, Locales, Nota
Chat de Telegram: todo lo que se dice de la página 404 a la 504 Ricardo Cortés Chico July 13, 2019	PUERTO RICO USERS INTENDERS	248	Noticias, Locales, Nota
Chat de Telegram: todo lo que se dice de la página 808 a la 889 Wilma Maldonado Arrigoitia July 13, 2019	PUERTO RICO USERS ORGANIC TRAFFIC INTENDERS SUBSCRIBERS	248	Noticias, Locales, Nota

UNITED STATES TRAFFIC

Top stories by engagement score

By US Traffic priority the top 5 stories are based in the governor's scandal and government corruption. **Dennis Costa have the top story measured by engagement achieving 261** with the story "The most controversial remarks in the Rosselló chat scandal. This note connected with US users, organic traffic, referral traffic and top funnel path Grazers. **The 2nd story was published by El Nuevo Día (author) with 260 engagement score** and is the note that connected more audiences, social media users, US users, organic traffic, referral traffic and 2 lower part of conversion funnel intenders and subscribers. **In 3rd place is Gerardo Alvarado (score: 258), with a story announcing the date of resignation of RR.**

Alex Figueroa in 5th position in this priority with a story denouncing \$15M corruption scandal, also connecting with the same audiences as the story of Gerardo Alvarado. There aren't stories with low engagement, **the story with the lowest engagement is of 80 (which is consider average)** and is focus in a tropical wave that was arriving to the Island. Topics related with science are the ones with lowest engagement, followed by security and entertainment.

HEADLINE	FAVORITE AUDIENCES ?	UNITED STATES USERS SCORE ?	TOPIC
The most controversial remarks in the Rosselló chat scandal Dennis Costa July 14, 2019	UNITED STATES USERS ORGANIC TRAFFIC REFERRAL TRAFFIC GRAZERS	261	English, Government / politics
Entrevistador de Fox News pone a Rosselló contra la pared cuando le pregunta quién le apoya July 22, 2019	SOCIAL MEDIA USERS UNITED STATES USERS ORGANIC TRAFFIC REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	260	Noticias, Locales, Nota
Ricardo Rosselló renuncia como gobernador efectivo el 2 de agosto Gerardo E. Alvarado León July 24, 2019	UNITED STATES USERS ORGANIC TRAFFIC INTENDERS SUBSCRIBERS	258	Noticias, Locales, Nota
Chat evidencia cómo Rosselló daba instrucciones para viralizar contenido a favor de su gobierno July 12, 2019	PUERTO RICO USERS UNITED STATES USERS INTENDERS	256	Noticias, Locales, Nota
Corrupción a gran escala: desviaron más de \$15 millones Alex Figueroa Cancel Ricardo Cortés Chico July 11, 2019	SOCIAL MEDIA USERS UNITED STATES USERS ORGANIC TRAFFIC REFERRAL TRAFFIC INTENDERS SUBSCRIBERS	254	Noticias, Locales, Nota

PERFORMANCE BY AUTHOR

by engagement

Engaging Readers	Retaining Subscribers	Local Traffic	United States Traffic
1. Heidee Rolón: 223	1. Benjamín Torres: 269	1. Janelyn Vega: 233	1. Janelyn Vega: 227
2. Janelyn Vega: 223	2. Eduardo Lalo: 245	2. Heidee Rolón: 211	2. Heidee Rolón: 213
3. José O. Delgado: 221	3. Joanisabel González: 236	3. José O. Delgado: 207	3. José O. Delgado: 209
4. Ricardo Cortés: 219	4. Mayra Montero: 234	4. Ricardo Cortés: 198	4. Ricardo Cortés: 203
5. Damaris Hernández: 207	5. Ricardo Cortés: 226	5. Wilma Maldonado: 189	5. Denis Costa: 199
1. Ana Lydia Vega: 37	1. Shakia Vargas: 41	1. Vicente Feliciano: 50	1. Shakira Vargas: 27
2. Shakira Vargas: 44	2. Camile Roldán: 81	2. Eliezer Ríos: 57	2. Ana Lydia Vega: 48
3. Vicente Feliciano: 45	3. Josefina Barceló: 86	3. Ana Lydia Vega: 60	3. Chu García: 61
4. Juan Lara: 45		4. Carmen Graciela: 61	4. Vicente Feliciano: 62
5. Chu García: 49		5. Juan Lara: 61	5. Juan Lara: 63

Janelyn Vega, Heidee Rolón, José Delgado have been key leaders in all priorities having their stories present in as one of the top 5 authors. Janelyn Vega with 1 story, Heidee with 14 and José Delgado with 21. Retaining subscribers priority is mostly capitalize by Benjamin Torres Gotay publishing 11 stories in the month and 4 of them are in the top 5. This priority only have 1 author with low engagement and was Shakira with 1 story in the month focused in Back to school. Camile & Josefina shows in this priority average performance.

AUDIENCES & TOP TOPICS

Since June 2019, 6 active audiences were implemented in MFN platforms, others will be implemented this month and will be included in August report.

Top audience by % users are **US users with 44% share (which is an increase from June data of 16%) and an engagement score of 149 (excellent) in the selected time period. They viewed 14.6M stories in July and were 549.1K hours engaging with stories.** This audience is almost equally divided between male (49) and females (51%), are Gen X's (58%), the preferred device is their phone and their main source of entry are FB (36%) and search (28%). **The topics that engage better are news, locals, politics and entertainment,** and the topic with the lowest engagement is science.

The following audience are **PR users with 38% share, they viewed 16.7M stories and 655.1k hours engaging. This means that although by audience share they are less than US users, they are more engage with the stories. 132 (excellent)** engagement score was achived in the selected period abd they are mostly females (67%), Gen X's (50%) connect by their phones (81%) and their main source of entry are FB (40%) and search (32%). The topics with higher engagement are news, locals, politics and entertainment and the topics with less engagement are music, science, government and english version.

Organic traffic as the 3rd top audiences by share of users (30% showing an increase vs last month data of 11%) shows an excellent score of 157 (coming from a god score last month of 102). They are skew to females (58%), and a generation balance between Gen X's (45%) and Millenials (33%), connecting mostly by mobile device (74%), but not forgetting their computers (21%). Their top topics are local news and politics and the topics that aren't connecting with them are videos. **Referral traffic (138 excellent) have a share of users of 20% and this users viewed 5.6M stories with 206.6K hours engaged.** This audience is skew to females (57%), between Gen X's (53%) and Baby Boomers (34%), connecting from their phones (79%) and their main spource of entry are social media platforms FB (41%) and TW (5%). Local news and politics are the best performing topics, and entertainment, sports and videos are the ones with less engagement. **Social Media with 14% share of users, an engagement score of 143 and they are the audience with less engagement by story views and hours engaging.** They are mostly females (63%), between Gen X's and Boomers, and the basically connect to END from their phone accesing thru FB.

AUDIENCE	% OF USERS	STORY VIEWS	HOURS ENGAGING
Social Media Users	14% 	1.29M	49.5K 
Puerto Rico Users	38% 	16.73M	655.1K 
United States Users	44% 	14.64M	549.1K 
Paid Traffic	0% 	6.9K	233 
Organic Traffic	30% 	11.07M	369.3K 
Referral Traffic	20% 	5.61M	207.6K 

CONVERSION FUNNEL & TOP TOPICS

Path to conversion is define by 4 layers, naming them from top to lowest: Grazers, Test Drivers, Intenders and Subscribers.

LOYALTY STAGES	% OF USERS	STORY VIEWS	HOURS ENGAGING
Grazers Less than 3 sessions	79%	9.58M views	359.8K
Test Drivers More than 4, less than 14 sessions	17%	6.76M views	257.2K
Intenders More than 15,	13%	18.71M views	734.4K
New Subscribers	0 conversions		
Subscribers User Type= Subscriber	0%	1.06M views	42.9K

Top funnel conversion path called **Grazers** are the ones with the highest % of users with 79%, they viewed 9.58M and spent 359.8k hours engaging. Their engagement score for the evaluated period in 92 which is consider average, but shows and increase of 2 percentile point vs last month. Demographic wise they are very divided between female (54%) and males (46%) mostly Gen X's (49%), connecting from their phone (80%) and their main source of traffic are Direct (36%), search (30%) and FB (25%). Local news and Entertainment, being Dennis Costa & Camile Roldán their top authors. The topics that are not connecting well by engagement is sports. The following funnel path is **Test Driver with 17% share and they've seen 6.76M stories and spent 257.2k hours engaging. Achieve a good score 105, increasing 12 percentile points vs last month.** They are females (60%) Gen X's (56%) follow by Boomers (29%), they connect from their mobile device (86%) and their main source of entry are FB (35%) and Search (29%). Gerardo Alvarado, Janelyn Vega and Heidee Rolón are the top authors for this audience. Top Topics are Local News, politics and entertainment notes. Security and sports are the ones not connecting well with this path.

Intenders conversion funnel path, is the lowest level before subscribing with 13% of users, but are the ones with more story views (18.7M) and hours engaged (734.4k). Engagement score for this path is 245 (Excellent) and shows a 12% increase from previous time frame, which is great since one of the newsroom priority is connecting to lower funnel path to increase subscriptions. Most of them are Females (61%) from Generation X (54%) connecting from their mobile device (81%) and their main source of entry are FB (42%) and Search (32%). Main authors appearing with highest engagement score in this path are Alex Figueroa, Mayra Montero and Ricardo Cortes, subtly considering adding some of their content behind the wall can be a main attraction to increase subscription, although it have to be with caution since most of their top audience is also from social media. Top topics are Local news, politics and entertainment.

For subscription funnel path red next page.

CONVERSION FUNNEL & TOP TOPICS

Path to conversion is define by 4 layers, naming them from top to lowest: Grazers, Test Drivers, Intenders and Subscribers.

LOYALTY STAGES	% OF USERS	STORY VIEWS	HOURS ENGAGING
Grazers ?	79% 	9.58M views	359.8K 
Test Drivers ?	17% 	6.76M views	257.2K 
Intenders ?	13% 	18.71M views	734.4K 
New Subscribers ?	0 conversions		
Subscribers ?	0% 	1.06M views	42.9K 

Subscribers funnel path is one of the newsroom priorities with and engagement score of 190 (Excellent) which is an increase of +51% from previous time frame. Very balance demographic wise, and they are Boomers (52%) and Gen X's (43%). **Their connection devices vary from their mobile phones (55%) and computers (38%) which is very usual when consuming longer notes and when spending more time connected.** Their main source of entry are organic search (39%), followed by FB (16%) and Direct (9%). Others authors, aside from Benjamín Torres Gotay, are Ricardo Cortés and Eduardo Lalo. The top engagement topics are local news and politics and the ones that aren't connecting well by engagement score are entertainment, security, music and videos. The notes from this funnel path are also read by social media users, referral traffic, local traffic and US traffic.

RELEVANT TAKEAWAYS

July 2019

1

Top Authors connecting to lowest part of the conversion funnel are Torres Gotay, Ricardo Cortes and Eduardo Lalo

2

Generation X are key in most audiences and funnel conversion paths, follow by Boomers

3

Politics and local news were key topics for this period focusing on recent government scandals

4

Identifying other authors that convert and move some of their content behind paywall may increase subscriptions instead of depending mostly in just one author