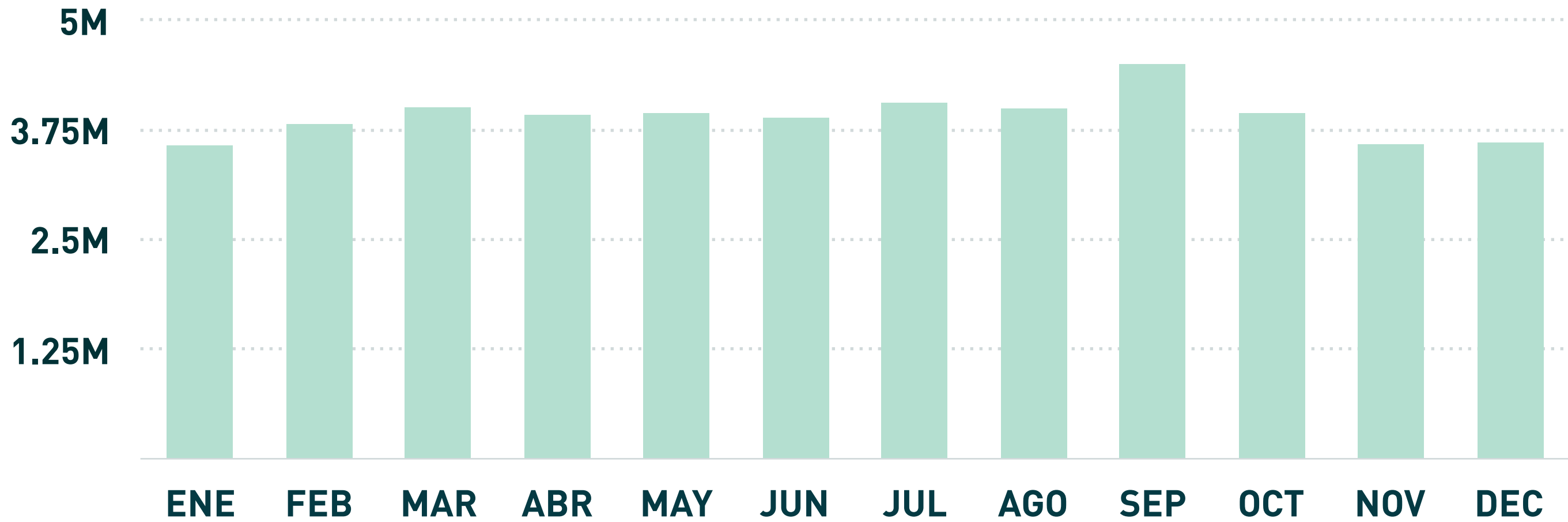


data grow model
Nueva Mujer

OBJECTIVES

USERS EVOLUTION



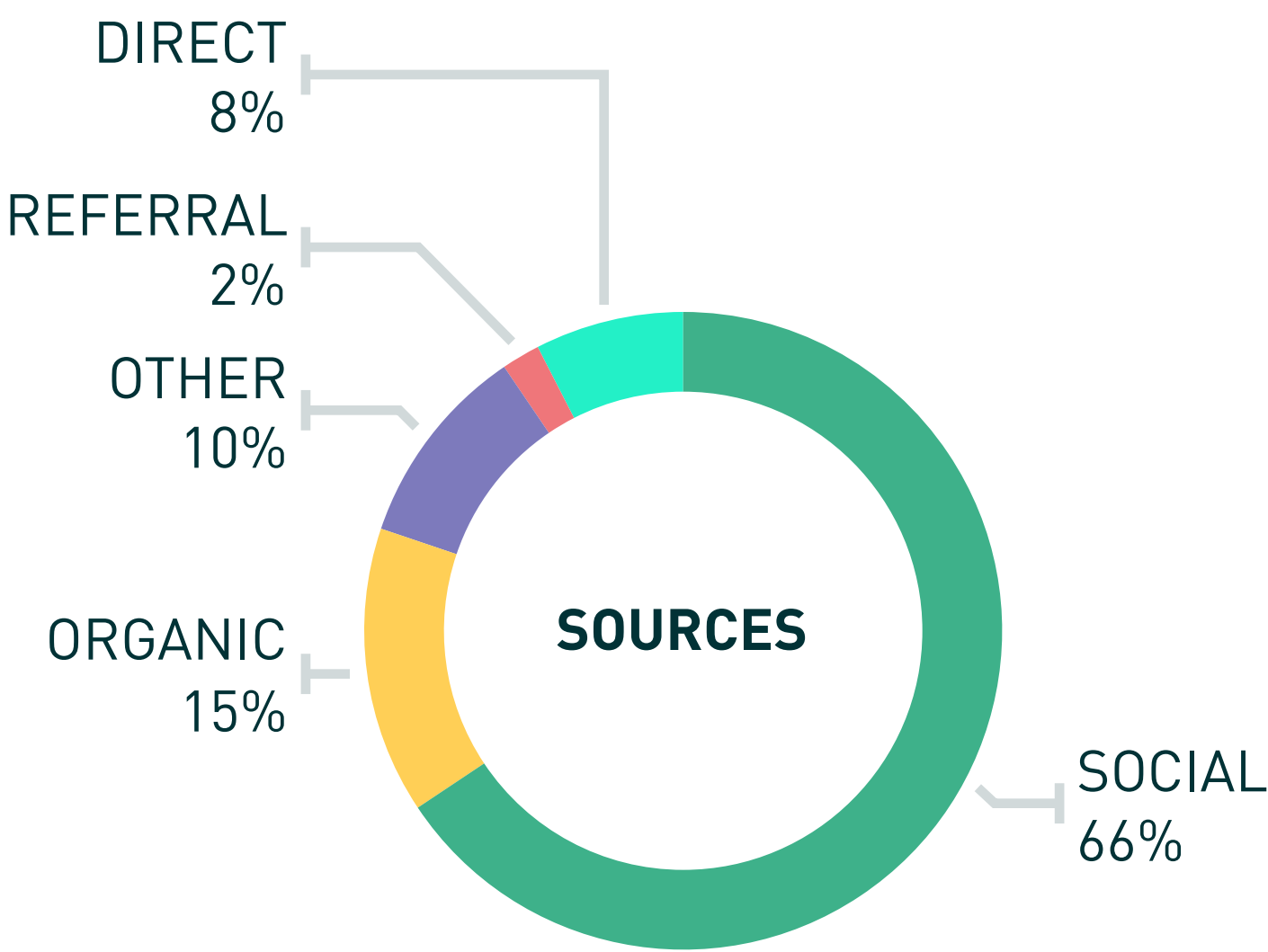
MAIN OBJECTIVES

- Stop depending on Facebook as main traffic source, as well as prevent the fall from Facebook algorithm updates that affected the whole industry.
- Strength other traffic sources specifically focus on Organic traffic with a strong SEO positioning and build a brand strategy to drive traffic from Direct source.
- Increase on traffic keeping the RVP indicator.
- Implement OneMetro’s Data Driven Content strategy.

DECEMBER 2017 VS DECEMBER 2016

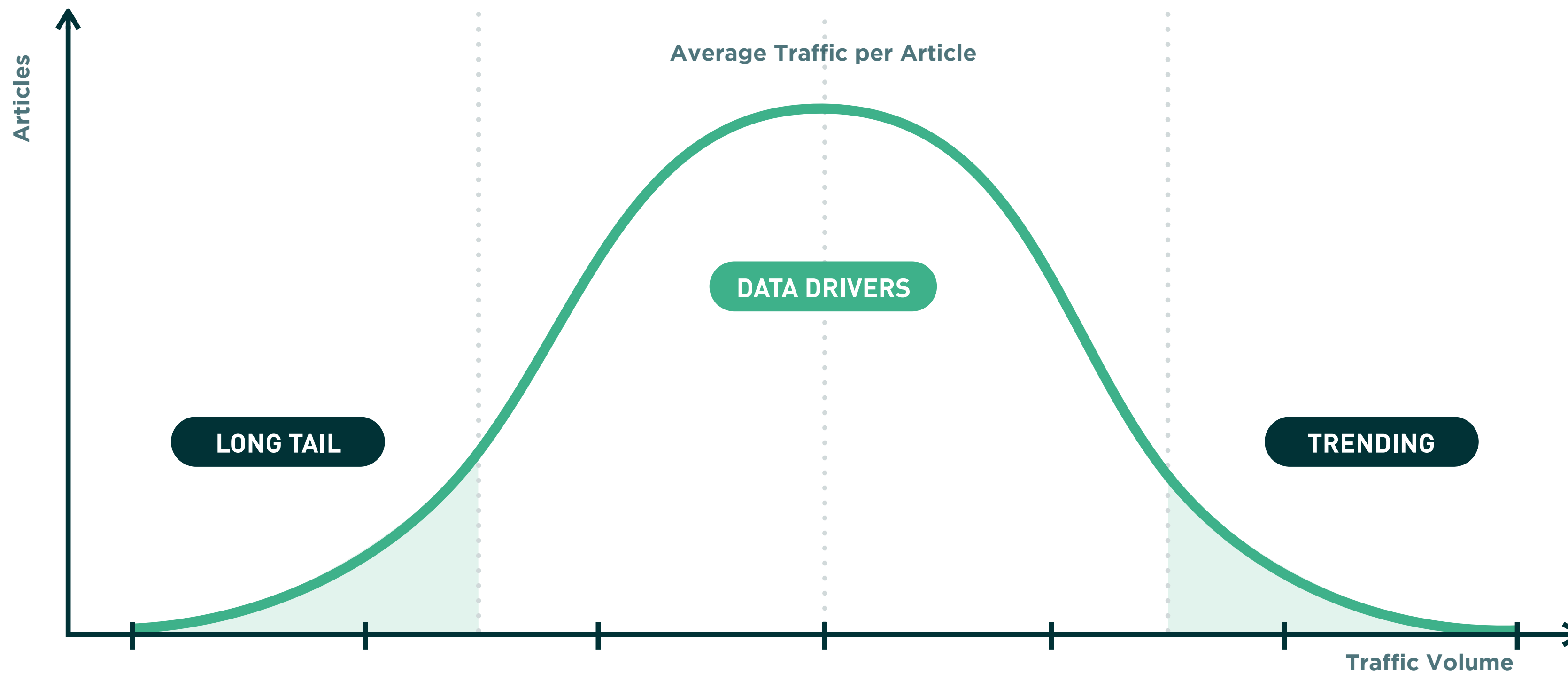


TRAFFIC SOURCES



THE STRATEGY

The **Data Grow Model** aims to discover new trending, high-searched content drivers & long-tail searches to incorporate them to the daily production workflow and distribute it at the right platform, day and time for the right audience.



LONG TAIL

- Mostly evergreen content that represents a small part of the production but generates constantly traffic from SEO / Search Engines every day.

DATA DRIVERS

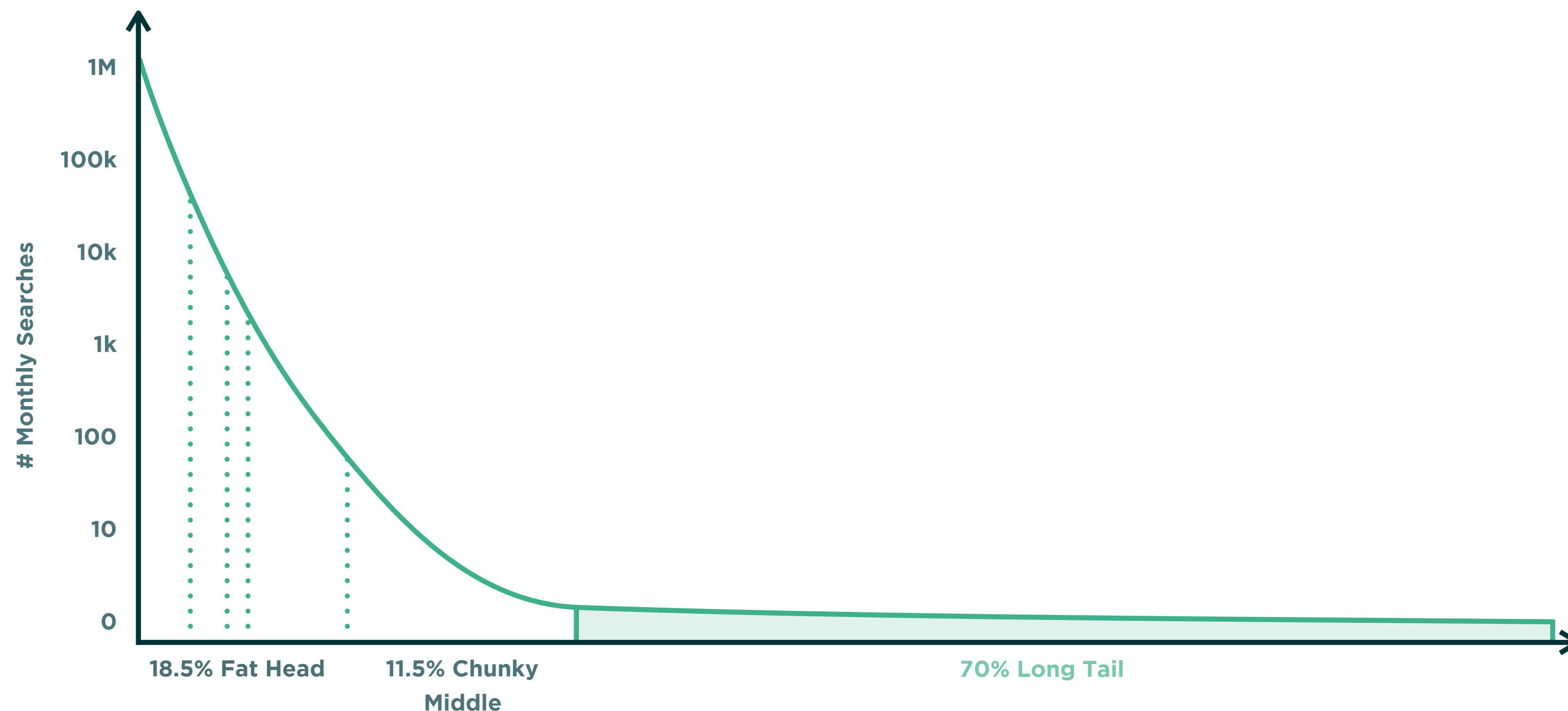
- Most of the content production is concentrated on targeted topics related with the product audience.
- Continually new production and curation based on these drivers.

TRENDING

- Most effective on traffic volume but harder to produce.
- Most competitive field.

Long-Tail keywords represents over 70% of the total searches, the less competitive field in terms of production and the most efficient on the long term, **adding constantly traffic** to the sites with **evergreen content**.

Using tools to filter keywords by volume on each market and ranking them by “Difficult Indicator” to find and discover potential long-tail concepts.



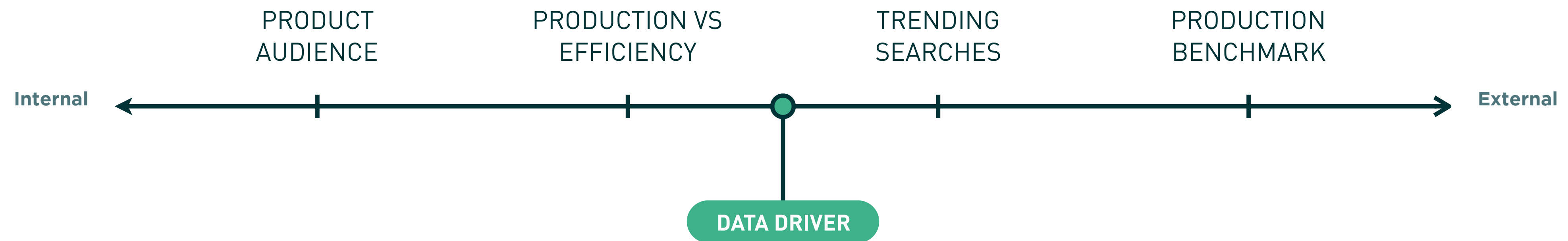
SEARCH VOLUME

- Depending on the market, filter searches on a small tier of volume.
- Identify successful keywords looking also for estimated clicks per search.

DIFFICULT INDICATOR

- Understand the difficulty of positioning content, and see who are the competitors.

Using some tools to discover data drivers from OneMetro's products (internal) and competitors content structure and production (external) to **identify patterns of topics highly searched and consumed** on Search Engines.



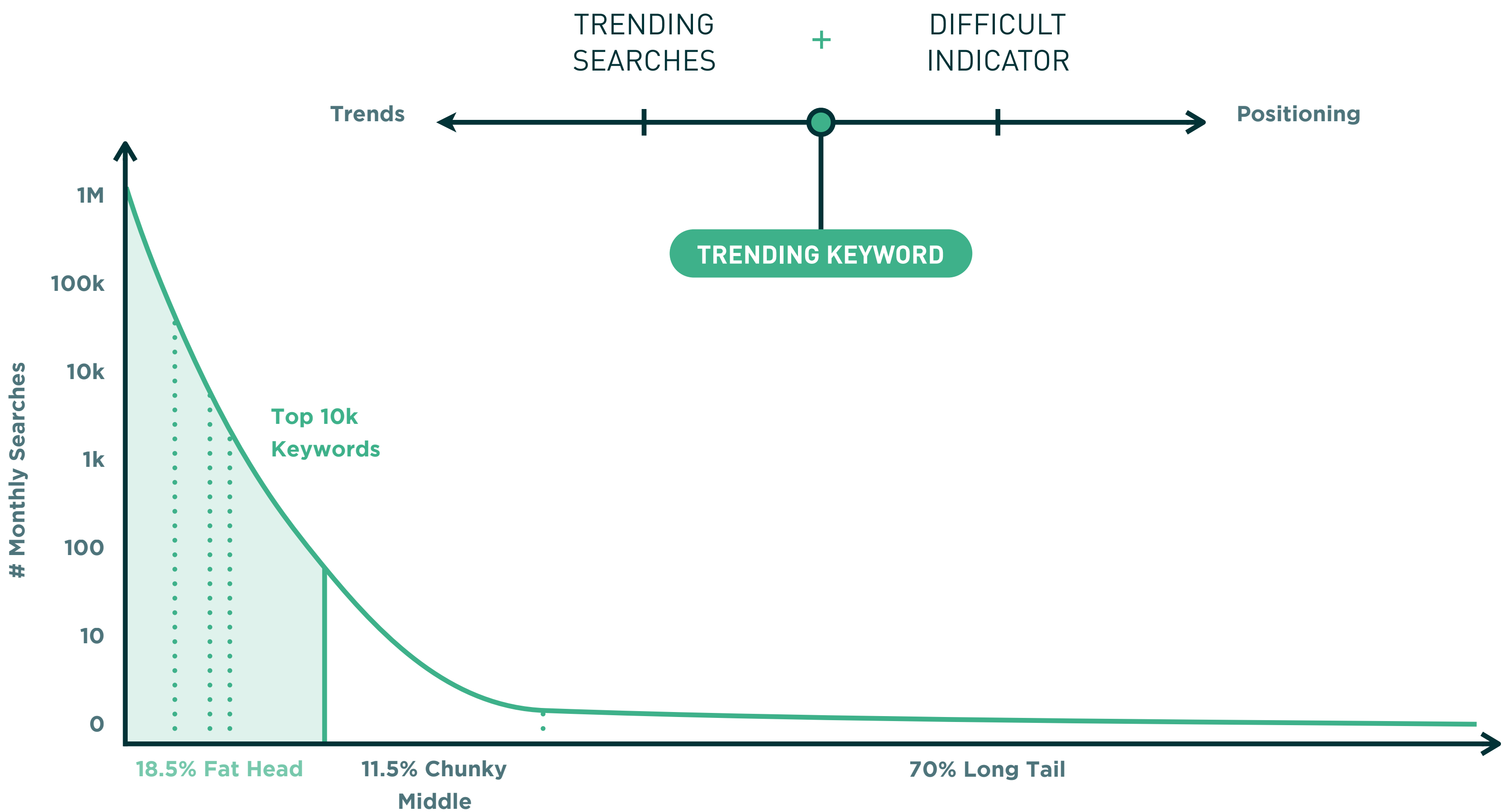
INTERNAL

- A look inside OneMetro's products to understand audience's behavior.
- Using tools such as Google Analytics and IO Technologies to segment audiences and understand their content consuming behavior as well as measuring the efficiency of sections by article and traffic source.

EXTERNAL

- A deep look on local trending searches using Google Trends to identify drivers based on patterns of content consuming.
- Continuous analysis of main reference websites and products to understand their content production and structure.

Focus on **the top 18.5% of the keywords searched** (Top 10k) to produce content based on trends concepts. Using Google Trends to identify concepts on each market and understand the difficulty of positioning on the top searches and benchmark the competition.



TRENDING SEARCHES

- Using Explore Searches by Google Trends to identify local keywords searched on real time by countries on specific categories and topics.
- Match and cross with main product’s Editorial Guidelines.

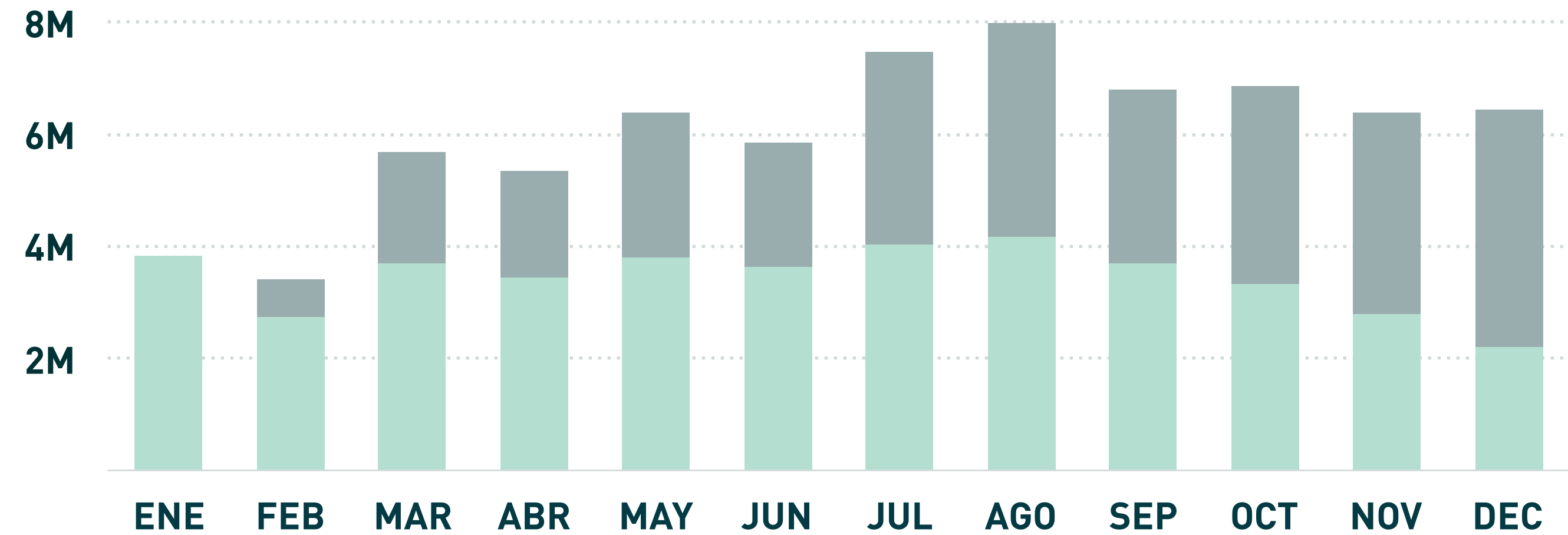
DIFFICULT INDICATOR

- Indicator to understand the difficulty of positioning content on Google searches.

RESULTS

USERS EVOLUTION

NUEVA MUJER DATA TEAM



DECEMBER 2018 VS DECEMBER 2017



MAIN RESULTS

- Traffic increase on users by 16.94% from 3.7M to 4.4M.
- Traffic increase on page views by 99.13% from 9.4M to 18.8M.
- Social users decreased 26.83% from 2.5M to 1.9M, it also turned on the second source of traffic representing 24% of the total.
- Organic users increased 388% from 564k to 2.8M of users turning as the main traffic source.
- Direct users also increased by 166% from 292k to 778k of users.

TRAFFIC SOURCES

