

Times Publishing generating incremental revenue with Google Consumer Surveys



About Times Publishing Company

- A newspaper publisher
- Founded in 1888 and based in Erie, Pennsylvania
- GoErie.com averages 5 million monthly page views

Goals

- Promote revenue growth without disrupting site traffic or existing ad models

Approach

- Tested on a sample of site traffic before rolling out more broadly
- Google Consumer Surveys is currently active on RockErie.com and 3 main content areas on GoErie.com: Latest News, Blogs and Photo Galleries

Results

- Annualized revenue of \$200,000
- No negative impact to traffic or bounce rates since launch

Times Publishing Company, founded in 1888, is a newspaper publisher based in Erie, Pennsylvania. GoErie.com (the company's primary site running Google Consumer Surveys) averages 5 million monthly page views. Digital monetization for Times Publishing Company historically came through "run-of-site" ads as well as specialized monetization programs in verticals such as Automotive and Real Estate. In September 2012, Rich Forsgren, Chief Technology Officer, introduced Google Consumer Surveys to GoErie.com in an effort to increase revenue without disrupting site traffic or existing ad models.

Forsgren's approach was strategic and incremental. Realizing there could be some pushback from internal stakeholders and the GoErie user audience, the focus was a data driven approach. Rich and his team determined sections of the site to test and measured site performance before deploying across the entire site.

"We started with a lower frequency of delivery and monitored completion rate, then went with a higher rate of frequency in delivering the survey across the different content segments. What we didn't expect was an average of 40% completion rate, and our site traffic has not seen a decline in traffic or increase in bounce rates." - Rich Forsgren

Since implementing and optimizing Google Consumer Surveys, The Times Publishing Company has been very pleased with results: estimating annualized revenue to be around \$200,000.

Best advice for future publishers

Google Consumer Surveys can be deployed strategically by publishers choosing when, where, and how often survey prompts appear on a site. The more unique content you have where users are motivated to read or consume, the more likely they are to complete the survey.

"Publishers know their content best and should use their analytics to look at the application of the surveys. Don't let a few vocal detractors distract you from the actual analytics of success." - Rich Forsgren

