

CASE STUDY

A publisher creates data-driven content with Analytics 360 and Data Studio

Shueisha is a major Japanese publishing company known for comics, magazines, and books. The brand's immensely popular series, including *NARUTO* and *DRAGON BALL*, have resonated with audiences around the world.

Alongside its print businesses, Shueisha has embraced the digital revolution. It now develops apps, including *Shonen Jump+*, which has been downloaded more than 8 million times and boasts over 2 million monthly active users.

Boosting active users through content measurement

To measure the success of the *Shonen Jump+* app, Shueisha uses the Google Analytics 360 Suite to see data related to views and billing. But the company wanted to make its data even easier to analyze, so it partnered with e-Agency, a digital marketing provider. e-Agency helped Shueisha integrate Google Data Studio to visualize its metrics through customized dashboards. After each episode was released on its app, the new dashboards showed key metrics such as views, likes, and active user rate.

One of Shueisha's main goals was to increase the number of active users, and Data Studio gave the company the ability to see whether offering free titles contributed to more sessions and active users.

Segmenting users

Shueisha also wanted to increase revenue by improving the lifetime value of their customers. To achieve this goal, the company divided its users into three categories (core, regular, and light) with Data Studio, depending on how many times they visited the app.

Data Studio also helped Shueisha segment users even further, based on factors ranging from age and gender, to what they bought and which titles they read. By gaining a clear understanding of what kind of content each user segment preferred, the company was able to make better product decisions with the app and its other publications. For example, it helped inform which titles they should edit, continue, or stop releasing.

集英社 SHUEISHA

About Shueisha

- Shueisha is a Japanese publishing company that creates hugely popular comics, books, and apps
- Headquarters: Tokyo, Japan
- www.shueisha.co.jp

Goals

- Increase active users
- Improve lifetime value of customers
- Provide real-time monitoring

Approach

- Used Data Studio to show active users for each piece of content
- Segmented users on dashboards

Results

- Reduced reporting turnaround time by weeks
- Used data to influence editorial and product strategy

e-Agency

About e-Agency

- e-Agency is a Google-certified company that provides companies with digital marketing solutions
- Headquarters: Tokyo, Japan
- www.e-agency.co.jp

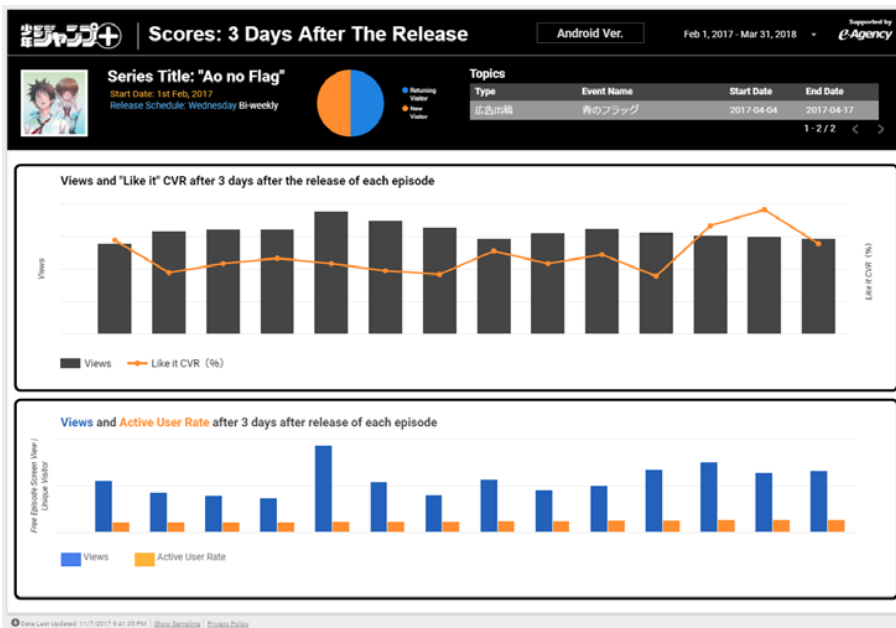
Real-time monitoring

In the past, generating a report at Shueisha's typically took several weeks — employees either had to create reports manually or outsource the work. Now, with the flexible and real-time visualization features in Data Studio, teams can instantly check the progress of company goals and the popularity of newly released episodes though views, likes, and active user rates.

This immediate monitoring has also helped teams create data-driven business workflows. They're able to see how users are reacting to content in real time, which allows Shueisha's editors and authors to quickly adjust their creative work.

"As a publisher, efficiency in data and analytics is a huge factor in the success of our production process. Data Studio enables us to get real-time insights about our audience and make fast, informed creative decisions."

—Shuhei Hosono, Editor-in-chief, Shōnen Jump+



About Google Data Studio

Google Data Studio provides everything you need to turn your data into beautiful, informative reports that are easy to read, easy to share, and fully customizable. Data Studio lets you create up to 5 custom reports with unlimited editing and sharing. All for free. Start telling great stories with your data and make better business decisions. To learn more, visit google.com/analytics/data-studio.