

# The Dong-A Ilbo

South Korea



“We can now fully understand readers' interests and engagement levels in more depth and immediately respond to readers' needs – something we lacked in the past. This deeper understanding of user analytics data is the essence of our new ‘data-driven, reader-centric digital strategy’.”

Suk-Ho Shin, Deputy Managing Director, Newsroom, Dong-A Ilbo

## 28%

Increase in user registration completion rate

## 243%

Increase in conversion rate for Newsletter subscribers



## The challenge

Founded in 1920, The Dong-A Ilbo is a leading newspaper in South Korea with a daily circulation of 1 million. The Dong-A Ilbo is the parent company of The Dong-A Media Group, which is composed of 16 affiliates.

An award-winning newspaper, The Dong-A Ilbo has garnered critical acclaim domestically and globally, but with multiple Google Analytics accounts proliferating across the organization, The Dong-A Ilbo team lacked a holistic and singular view into their publication's website and how it was performing.

As one of South Korea's top three legacy newspapers, The Dong-A Ilbo team knew they had to build a new analytics foundation in order to digitally transform their organization and enable data-driven decision making possible. This move is a critical step towards ensuring the long term health and sustainability of the business.

## The results

So in 2021, The Dong-A Ilbo set out to lay the groundwork for an improved data-driven strategy with structured data-tracking processes and governance. They divided the work into three stages: an analytics audit; enabling tracking on all content, video, and user activities; and building out dashboards using Google Data Studio.

Collaborating with Google News Initiative (GNI) and Jellyfish, a Marketing Performance Company and Google Analytics 360 authorized reseller, the Dong-A Ilbo was able to build new in-depth user analytics capabilities that includes segmentation, measurement, and tracking. A new data visualization dashboard also enables easy monitoring of real-time website performance, streamlined data-driven decision making, and smarter content strategy planning.

During the 3-month engagement with GNI and Jellyfish, The Dong-A Ilbo used their new insights to optimize their registration flow, which resulted in a 28 percent increase in their reader registration completion rate. Based on new funnel data, the team also made policy changes, which resulted in a 243 percent increase in The Dong-A Ilbo's newsletter conversion rate.