
Decoding Facebook Traffic

The data you need to build stronger engagement and loyalty



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 **Chartbeat**

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ABOUT KEYWEE

At Keywee, we make stories relevant and powerful for 500+ of the world's best storytellers.



The New York Times

The Guardian

NEW YORK

THE WALL STREET JOURNAL.

Rolling Stone

BBC

HEARST



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The Atlantic

FT FINANCIAL TIMES

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Optimizing for Multiple Revenue Streams

Audience Development

Ad Revenue

Newsletter Signups

Branded Content

Affiliate

eCommerce

Subscriptions

App Installs

Video Views



ABOUT CHARTBEAT

We enable meaningful stories to thrive — wherever they live.

700 enterprise publishers

50 billion pageviews tracked per month

70 Countries

6 Continents



The Washington Post

CNN

Clarín

The Atlantic

Le Monde

The Telegraph

 **UOL**

The New York Times

POLL QUESTION

**Are you doing any paid
Facebook acquisition?**

AGENDA

- **Acquiring Loyal Users From Facebook**
 - Traffic Campaign Strategies
 - Driving subscriptions through Facebook
 - Campaign Trends to Drive Loyalty
- **Engaging Facebook Readers**
 - Global Traffic Trends
 - Content Planning Strategies
 - Engagement Tactics to Encourage Loyalty
- **Q&A**

Yes, bounce rates from Facebook are high.

Good thing you're not optimizing your campaigns for bounce rate, right?

Building a loyal audience through Facebook is easy to achieve with the right strategies.

Paid Traffic Campaign Strategies

A tale of two optimization strategies

Optimizing for CPC:

- High CTRs
- Low quality traffic

Optimizing for time spent on site:

- Defined timeframe that they wanted and fired the pixel then
- CPC stayed the same - quality increased

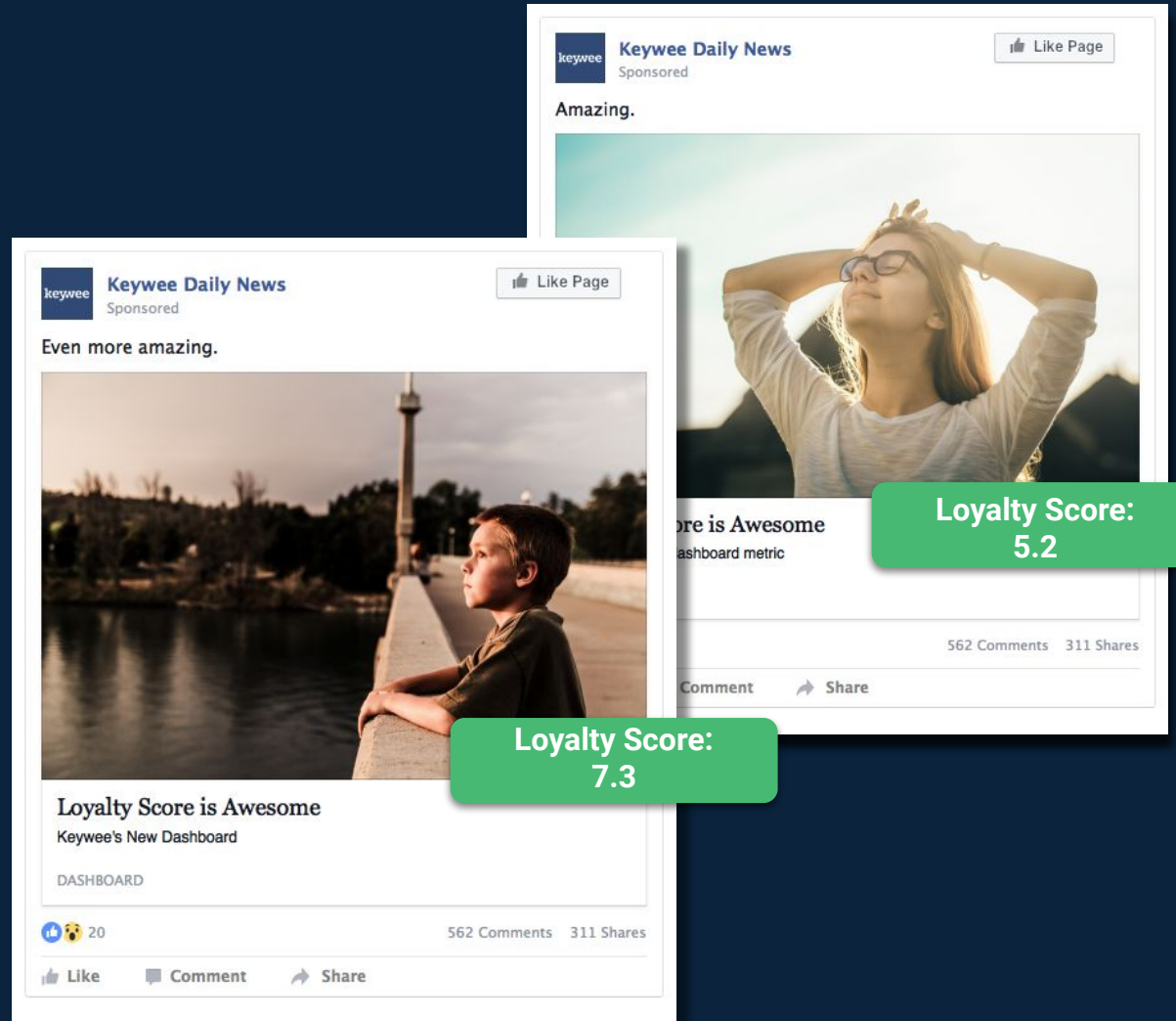
Optimizing for Loyalty

Targeting options:

- Retargeting past engagers
- Loyalty score

Content:

- Loyalty score is unique to each publisher
- This can inform both editorial, and organic social media strategy, and can help content curation for the paid campaigns



It all comes back around

Clicking on paid content informs Facebook's algorithm

If you clicked on a paid content piece you're more likely to see that publisher in your organic feed.

Driving subscriptions through Facebook

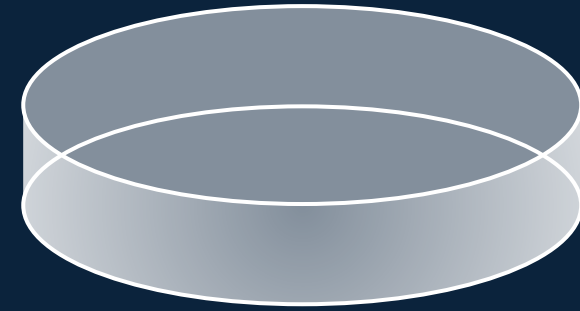
DRIVING SUBSCRIPTIONS THROUGH FACEBOOK

Driving subscriptions effectively is about sequencing your content properly.

In other words - Using the right campaign strategy at the right time

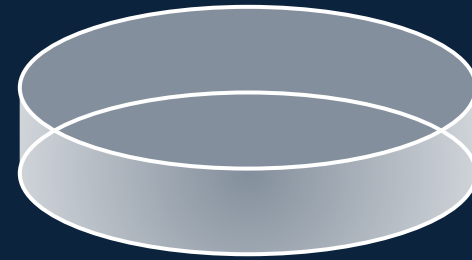
- Prospecting
- Consideration
- Conversion
- Retention

Prospecting



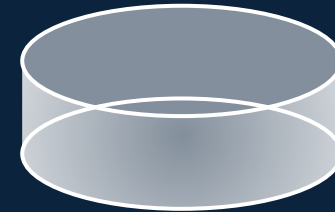
Traffic campaigns

Consideration



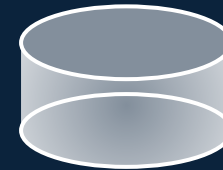
Lead generation

Conversion



Retargeting

Retention



60%

Of publishers who run
subscription campaigns use some
form of content sequencing

35%

Average conversion rate increase when
using the sequencing method

Prospecting: Filling the top of the funnel

Targeting Options:

- Interest targeting
- Lookalike audiences

Content Curation Strategy:

- Metered Paywall — Be unique to your brand
- Premium Tier — Promote free content
- Focus on evergreen content
- Test in a measured way — balance new content tests and try multiple sections

Consideration

Targeted Content Campaign:

- Target interests combined with behavior
- Metered: Have more than 40% of the metered amount

Lead Generation:

- Effective technique for both metered and tiered
- Newsletters/email marketing very effective in driving to conversions

A few more thoughts on lead generation

28% of publishers running subscription campaigns use lead generation.


- It's effective provided you have an active newsletter strategy

Teasing content is the most effective strategy for newsletter acquisition - 30% higher conversion rate

- Show your value and uniqueness
- Give users a taste of what they'll be getting

Kiplinger
Written by Keywee Managed Service [?] · April 10 · 🌐

Take a look at some of the penny-pinching habits of the family with an estimated net worth of \$88 billion.



11 Frugal Habits
In many ways, they're ju

Frugal Habits of the British Royal Family

With an estimated net worth of \$88 billion, the British royal family is one of the wealthiest monarchies in Europe. However, just because money is no object for them doesn't mean they're frivolous spenders. They're quite the opposite. It has been well-documented that Queen Elizabeth II keeps a close eye on her spending, and frugality is a trait that has passed down to other members of her family.

Take a look at several of the most widely reported penny-pinching habits of the various members of the British royal family. In many ways, they're just like the rest of us.

To continue reading sign up for our FREE daily emails and learn how to make the most of your hard-earned money.

Email

Full name

Conversion

Targeting Strategies:

- **Metered:** Have read more than 80% of metered amount or have hit the paywall
- **Non-metered:** How many articles do people read before converting? That's your target audience
- **Target by section:** Lifestyle readers should see lifestyle content

Content Curation Strategy:

- High-quality, trust-building content is critical.
- They have seen you before, this is when you prove your value.

Retention

Why do retention campaigns?

- Reduces churn
- Creates loyalty and trust

Strategies:

- Identify high risk users: New conversions, people coming in from a free trial or special promo, etc.
- Segmented: converted but haven't visited your site in x days

Creative and Content Trends

CREATIVE AND CONTENT TRENDS

1. Long-form content

2. Opinion pieces

3. Local reporting

4. How-tos and guides

5. Find a balance between COVID and non-COVID

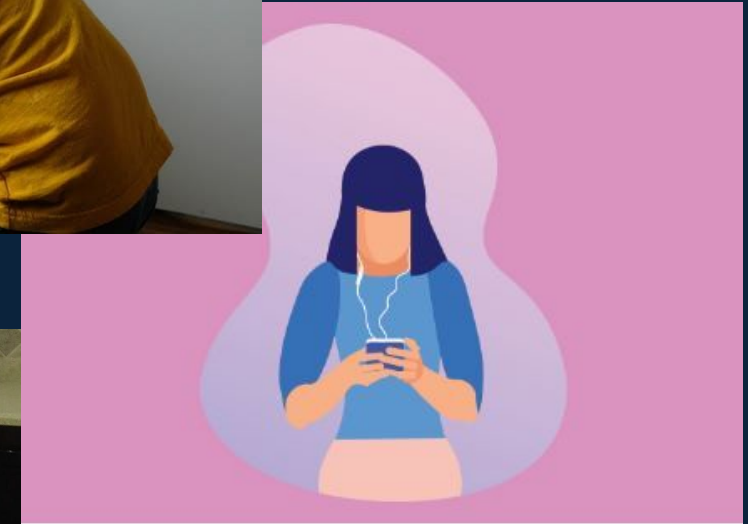
CREATIVE AND CONTENT TRENDS

Images:

- Candid Images
- Illustrations

Post Text:

- 25+ words
- Quotes
- No emojis



POLL QUESTION

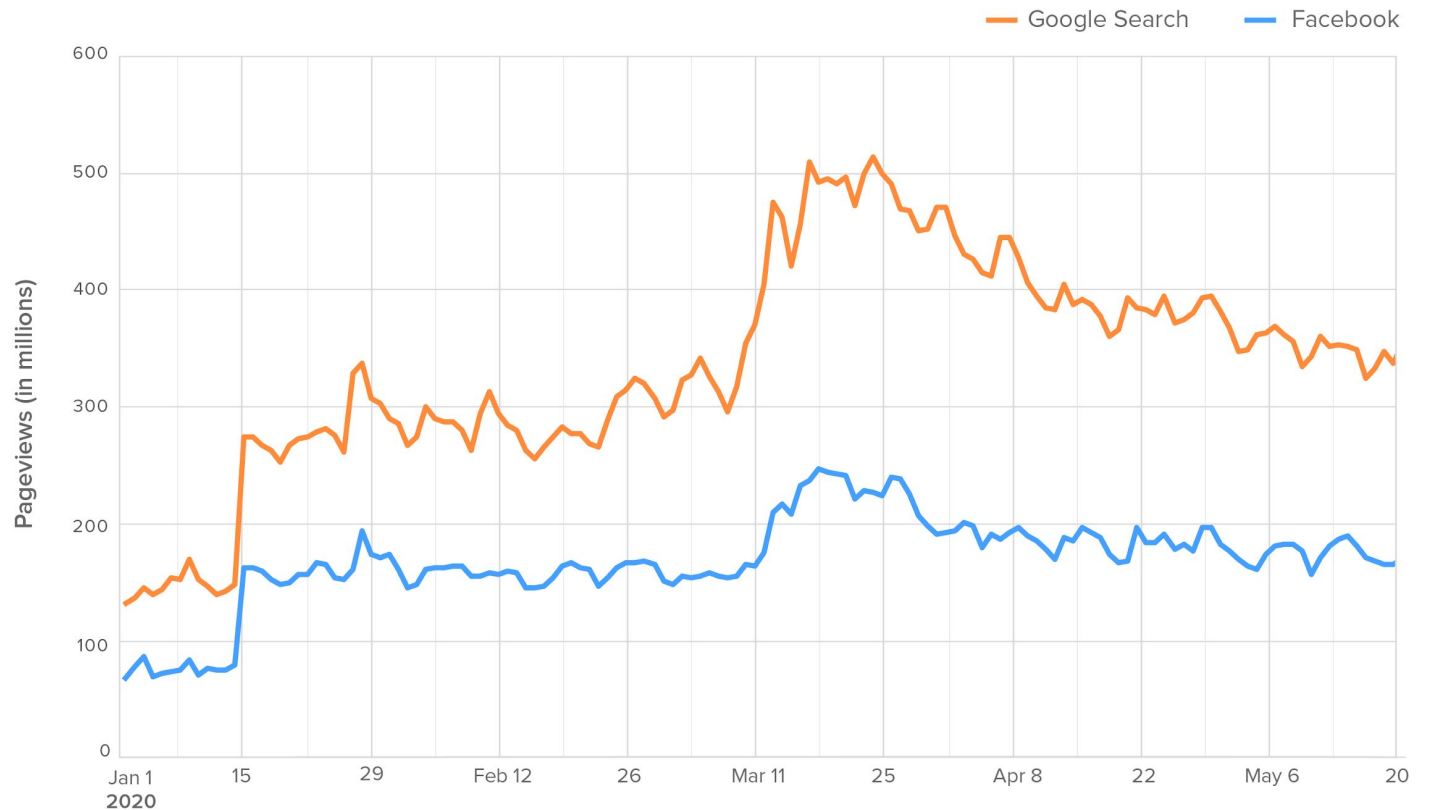
**Do your paid and organic
social teams communicate
on a regular basis?**

Trends in Global Facebook Traffic

REFERRER TRENDS

Facebook traffic peaked March 17,
in the middle of the
pandemic, at about
246 million pageviews

Trends in Google and Facebook Traffic Across Chartbeat Network



REFERRER TRENDS

Average Engaged Time from from Facebook increased by 3 seconds this month, though Google Search engagement still remains higher.



GOOGLE SEARCH



FACEBOOK

REFERRER TRENDS

Due to that increase in Average Engaged Time, **Facebook actually saw an increase in total engagement**, despite the fact that traffic was down slightly.

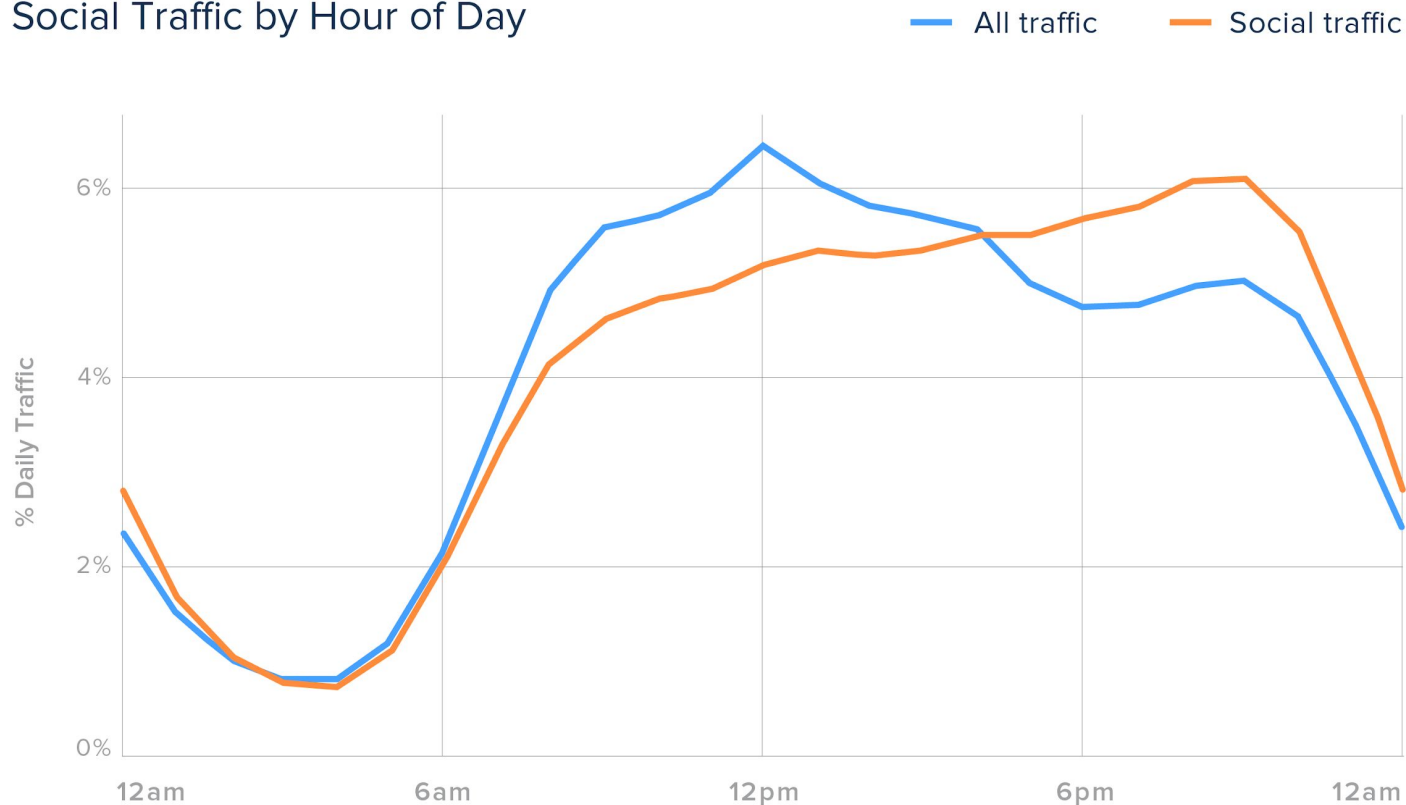
Referrer	Total Engaged Time	Pageviews
Google Search	-11%	-12%
Facebook	+2%	-5%

REFERRER TRENDS

Social traffic outperforms overall traffic during evenings and nights (notably 6 p.m. to midnight).

Social traffic underperforms overall traffic from the morning through to the early afternoon.

Social Traffic by Hour of Day



Content Planning Strategies

Previous research shows the type of content people consume is different on each platform:

Homepage

- Breaking updates
- Live blogs

Search

- Factual content
- Personally relevant information
- Interactives & infographics

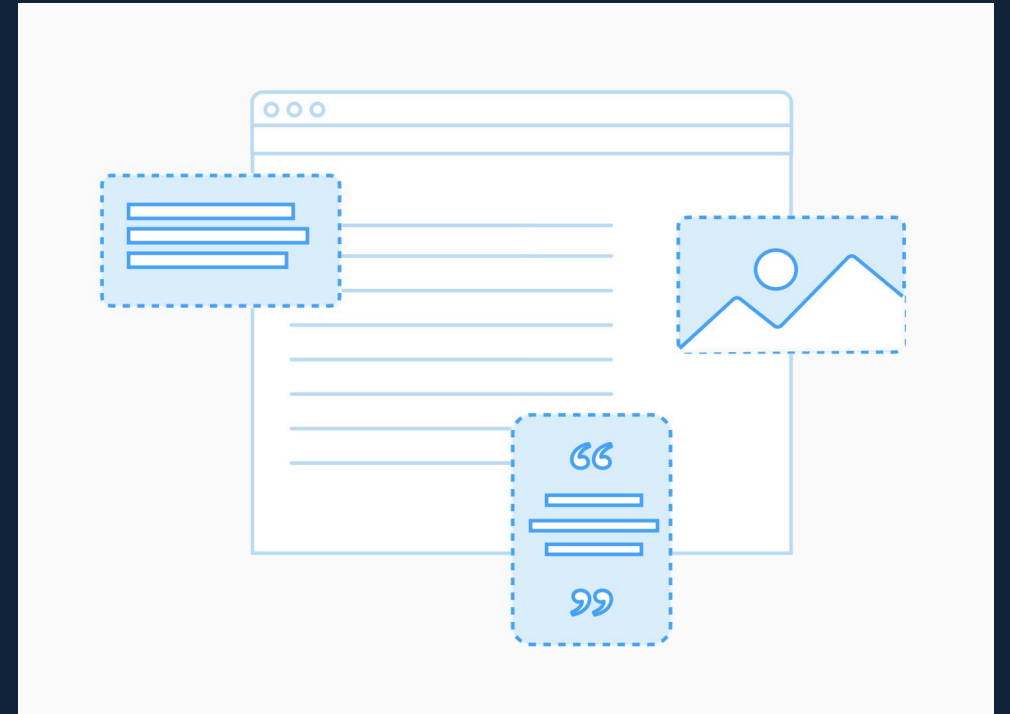
Social

- Human stories
- Emotional content
- Social apps

Build a profile for social success

Look beyond topic and analyze your best social content from a reader's perspective

- Emotional tone
- Lede style
- Story structure
- Use of visuals



Engagement Tactics to Encourage Loyalty

ENGAGEMENT

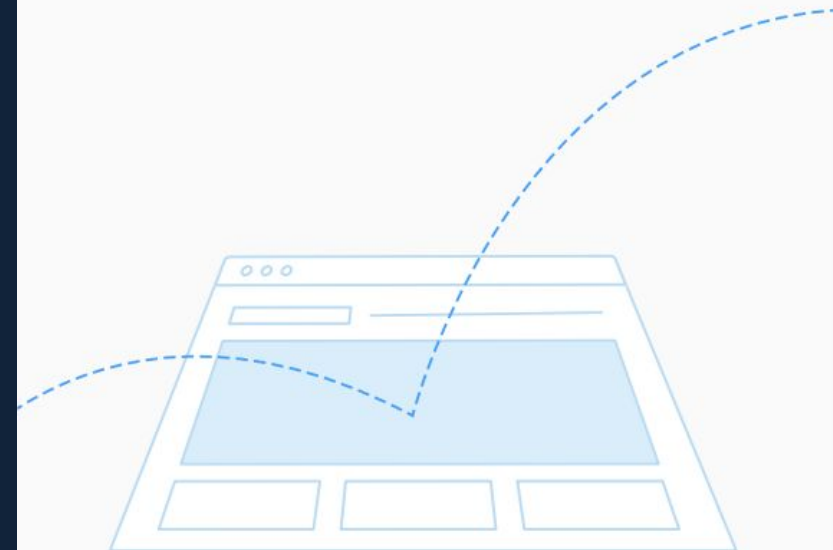
Mobile visitors exhibit **more loyalty** than their desktop counterparts, but visitors from platforms like Facebook are notably less loyal than direct readers.

Traffic Source	Mobile Weekly Visits	Desktop Weekly Visits
Direct, app	9.2	N/A
Deep link & push, app	6.6	N/A
Direct, web	6.1	5.4
Facebook	1.9	1.4
Google Search	1.6	1.6
Chrome Suggestions	1.6	N/A
Twitter	1.6	1.4

Experiment to build best practices

- Combine *quantity* metrics with *quality* metrics
- Investigate engagement and Recirculation
- Identify areas to improve
- Be intentional with iteration
- Measure your progress
- Share insights across the team

45% of readers who load an article **will leave** within the first 15 seconds.



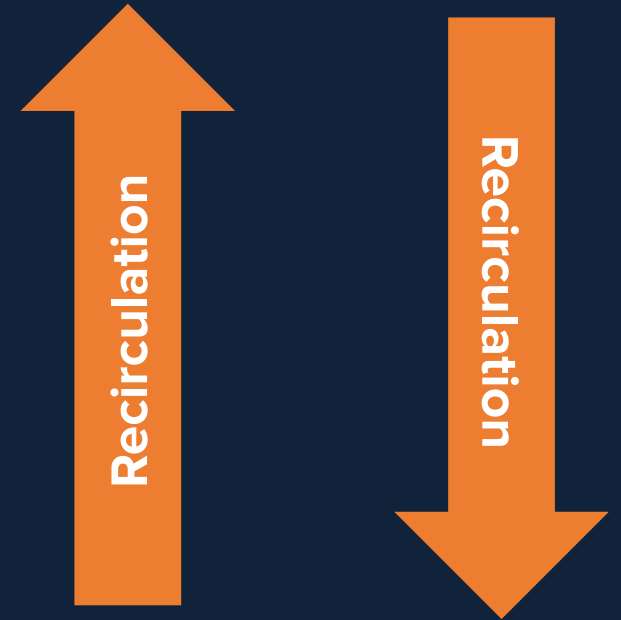
Language composition matters

- Stories with more quotations have a higher completion rate.
- If the information in a story becomes too complex, readers will leave the page.
- Ledes are as important as ever. The wrong style of lede affects the bounce rate.



Drive deeper visits

- Facebook readers are hard to recirculate, but those who view a second page are more likely to return
- On mobile devices, few readers see recirculation widgets at the bottom of an article
- Carefully chosen, positioned, and placed related links can promote onward journeys
- Choose related stories based more on tone than on topic



POLL QUESTION

**How often do you
optimize stories after
they're posted?**

KEY TAKEAWAYS

1. Quality Facebook traffic is easy to acquire if you use the right campaign strategy.
2. To drive cost-efficient, high-quality subscribers it's best to take a segmented approach to move users down the funnel.
3. Choose content that emphasizes your unique value to stand out from the crowd.
4. Facebook traffic has declined since its Coronavirus peak, but remains one of the largest drivers of traffic to content.
5. Create and promote content that is suited to the human and emotional preferences of Facebook readers.
6. Encourage loyalty by optimizing your stories for engagement and recirculation.

 Chartbeat + keywee

Thank you.

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