

AudienceView Release Notes

Version 1.11.0 — 6th July 2017 (AU)

Introducing new engagement metrics, storyboards and new charting capabilities

We're excited to release AudienceView 1.11.0, which introduces new engagement metrics that allow you to extend your ability to identify, interpret and share key insights about how consumers experience industries, websites and custom sections.

This release also features a brand-new storyboard module which introduces custom charting capabilities for trending data for websites, website portfolios and industries over longer periods of time.

As always, please [clean your browser's cache](#) to ensure the latest version of the application is loaded without issues.

Introducing 'Engagement Metrics'

Overview

While metrics like Total Visits show the amount of traffic a website, engagement metrics tell an additional story. They allow you to see how engaged an audience is and how the website is performing compared to its competitors from that perspective.

Engagement metrics are grouped in function of **Time** or **Page View**, and can be viewed in the **PROFILER**, **DIGITAL BEHAVIOR REPORTS** and **STORYBOARDS** modules of AudienceView.

Note historical data for engagements metrics are available on reports containing data from Sunday 21 May 2017 onwards.

Engagement metrics are available for clients licensing applicable AudienceView packages. For more information on how you can have access to this feature, reach out to your Hitwise Account Manager or our Customer Success team (support.au@hitwise.com).

Definitions and Use Cases

Time Related Metrics

TOTAL TIME SPENT (MINUTES)	
Definition	The total time spent on a given website by a target audience.
Use Cases	<p>Compare different audiences total time spent on a website and ensure you are attracting the right customers. Do females 18-24 searching for 'summer dresses' spend more time browsing on ASOS compared to Urban Outfitters? The time spent data informs you on your product portfolio, the content architecture of your website, and how well you fulfil an audience's need.</p> <p>Compare different audiences total time spent on different channels. Do people searching for 'go pro' spend more time on Rewards & Directories or more time on Search? The time spent data informs on channel strategy and seasonality.</p> <p>Understand a publisher audience engagement to prepare better media plans. Do people in the market for 'car insurance' spend more time reading the SMH or the Daily Mail website? The time spent data informs where an advertiser potential audience spend their time and allow you to increase the chances of ads being displayed to the right audience in the right place.</p>

TIME SHARE	
Definition	The percentage of time spent on a given website by a target audience out of all time they spent on all websites in the report.
Use Cases	Compare the proportional time spent on each website by different audiences. Do people in Victoria spend more time than people in South Australia on ASOS in relative terms? The time share data makes it easier to compare the time spent by audience segments with different sizes, so you can more easily understand their relative engagement with your website.

AVERAGE TIME SPENT PER VISIT	
Definition	The average time spent by a target audience on each visit to a given website.
Use Cases	<p>Compare the duration of visits to websites with different sizes. Do males 18-24 spend more time per visit on Vimeo or on YouTube? The average time spent per visit data makes it easier to compare the time spent by the audience segment in websites with different audience sizes. Even though YouTube attracts a higher volume of visits than Vimeo, Vimeo might have a more engaged audience in relative terms.</p> <p>Compare time spent on a website by different time periods leading up to a campaign or peak in seasonality. Before Boxing Day Week, what does the average time spent by a high-income audience look like compared to the Boxing Day Week itself? Determine a customer's shopping mindset by seeing</p>

	if they spent more time on a site on average before a peak shopping period to research products and less time making the actual purchases.
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AVERAGE TIME PER PAGE	
Definition	The average time spent by a target audience viewing pages within a given website.
Use Cases	Compare time spent on each page of one website in relation to another one. Do visitors to AllRecipes.com.au spend more time on each page than visitors to RecipeCommunity.com.au do? Average time per page can help determine an audience's level of interest with your content, and is useful to compare websites with different audience sizes. Even though AllRecipes.com.au attracts a much higher volume of traffic, RecipeCommunity.com.au has a more engaged audience in relative terms.

Page Views Related Metrics

TOTAL PAGE VIEWS	
Definition	Total number of pages viewed by a target audience on a given website.
Use Cases	<p>Compare page views of an audience to your website against your competitor. Do people living in metropolitan and affluent suburbs see more pages on REA or Domain? Total page views data informs what websites see a higher engagement from the target audience in terms of page views to their products, listings or articles/contents.</p> <p>Understand a publisher audience engagement to deliver better media plans. Do people interested in video game see more pages on CNET or Gizmodo? Total page views data can help an advertiser to understand what publishers attract the most page views from their target audience to increase the chances of ads being displayed to the right audience in the right place.</p>

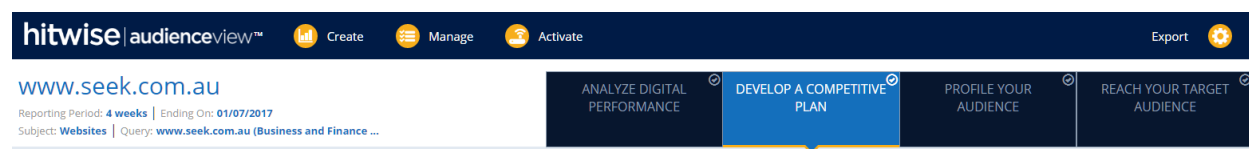
PAGE VIEW SHARE	
Definition	The percentage of pages viewed on a given website by a target audience out of all pages they viewed on all websites in the report.
Use Cases	Compare the proportional page viewed on each website by different audiences. Do people aged 18-24 proportionally see more pages on Toyota's website than the total Online Population does? The page view share data makes it easier to compare the page views by audience segments with different sizes, helping you to understand the relative engagement of each group with your website.

AVERAGE PAGE VIEWS PER VISIT	
Definition	The average number of page viewed by a target audience on each visit they made to a given website.
Use Cases	<p>Compare different audiences average page views within a website. Does an audience who has been searching for 'lose weight fast' and visits Weight Watchers view more pages than an audience who have been searching for 'healthy weight goal' and visits Weight Watchers.com? Average page views per visit can help determine if the site content serves the need of that audience and if their interest was captured. This metric can also help you structure your site to allow for different points of view for content.</p> <p>Better value your ad inventory if you are a publisher also selling media directly to agencies and advertisers. Does Cosmopolitan.com.au sees a more engaged audience than Mamamia.com.au? Publishers can also prove they have high engagement on their website for a defined target audience compared to competitors, even if they get a smaller overall audience. This way they can position their ad space as a premium in relation to other publishers.</p>

Accessing Engagement Metrics in Profiler

To view the new engagement metrics in AudienceView Profiler, enter the desired URL or website portfolio on the homepage. Once the Profiler loads, the engagement metrics will appear on the **DEVELOP A COMPETITIVE PLAN** tab.

Develop a Competitive tab in Profiler:



Once the data has loaded, you can view the top 50 competitive websites at the bottom of the page with the 8 closest in rank highlighted. Each website in this list, as well as the top 10 industry leaders, will include all new engagement metrics.

Summary Tab within the Develop a Competitive Tab in Profiler:

Top 50 Competitive Websites		Top 10 Industry Competitors											
Top 50 Competitive Website	Rank	Total Visits	Visit Share	Unique Users - Beta	Reach - Beta	Avg. Visits per Unique Users - Beta	Total Time Spent (Minutes)	Time Share	Avg. Time Spent Per Visit	Total Page Views	Page View Share	Avg. Page Views Per Visit	Avg. Time per Page
www.seek.com.au	1	22.7M	25.58%	1.7M	37.78%	13	154.3M	34.06%	6m 49s	299.6M	39.78%	13	31s
www.linkedin.com	2	17.8M	20.14%	2.0M	43.71%	9	90.4M	19.95%	5m 4s	154.5M	20.52%	9	35s
au.indeed.com	3	9.4M	10.57%	884.0k	19.46%	11	43.5M	9.60%	4m 39s	77.0M	10.23%	8	34s
au.jora.com	4	4.6M	5.19%	495.4k	10.90%	9	18.1M	3.99%	3m 56s	27.6M	3.67%	6	39s
www.jobsearch.gov.au	5	1.3M	1.49%	263.7k	5.80%	5	7.6M	1.68%	5m 46s	11.5M	1.53%	9	40s
www.fairwork.gov.au	6	1.3M	1.47%	285.4k	6.28%	5	6.6M	1.46%	5m 4s	5.8M	0.77%	4	1m 8s

Within this report, all share metrics are split between all websites within the queried website's industry/sub-industry and not just the top 50 competitive websites.

Accessing Engagement Metrics in Digital Behavior Reports (DBR)

The engagement metrics can be found under the Benchmarking tab when querying the following subject types: Industry, Website Portfolio, Website, and Custom Section.

Benchmarking Tab within the Digital Behavior Report:

Summary

Reporting Period: 4 weeks | Ending On: 01/07/2017
 Target Audience: People in NSW with \$180,000 or more of Household Income
 Subject Type: Industry | Subject Value: Business and Finance - Employment and Training

Asterisks (*) identify levels of confidence in reported estimates based on variability in sample and sample weighting.
 Indicator: <none> | Confidence: High, Medium, Low

Website	Total Time Spent (Mins)	Time Share	Average Time Spent Per Visit	Total Page Views	Page View Share	Average Page Views Per Visit	Average Time Per Page
www.seek.com.au	78,233,503	31.33%	6m 34s	155,478,000	37.00%	13	30s
www.linkedin.com	61,832,334	24.76%	5m 13s	107,414,000	25.56%	9	35s
www.linkedin.com > Find Jobs	6,438,767	2.58%	4m 28s	933,980	0.36%	7	39s
www.linkedin.com > Find Jobs (Old Structure)	6,186,400	2.48%	4m 30s	830,140	0.29%	7	39s
www.linkedin.com > People Search	1,346,257	0.54%	3m 38s	2,560,840	0.61%	7	32s
au.indeed.com	22,113,500	8.86%	4m 36s	39,598,000	9.42%	8	34s
au.jora.com	6,952,333	2.81%	3m 53s	3,532,500	0.22%	6	40s
www.fairwork.gov.au	3,454,583	1.38%	4m 54s	3,025,460	0.72%	4	1m 8s

Here is how each metric should be interpreted for the report shown above.

- **Total Time Spent:** People in the target audience spent about 78.2 M minutes on SEEK
- **Time Share:** SEEK received nearly one-third (31.33%) of the total time people in the target audience spent on Employment and Training websites
- **Average Time Spent Per Visit:** People in the target audience spent on average 6 minutes 34 seconds on each visit to SEEK
- **Total Page Views:** People in the target audience viewed 155.4 M pages on SEEK
- **Average Page Views per Visit:** On average, people in the target audience saw 13 pages on each visit to SEEK
- **Average Time Per Page:** On average, people in the target audience spent 30 seconds viewing each page on SEEK.

Within this report, all share metrics are split between all websites visited by the target audience that are categorised in the selected industry (subject value) – e.g. Employment and Training websites).

Note by default not all metrics will be available on the screen when you run your report. To enable other metrics, just use the **METRICS** button on the top of the report and select the metrics you wish to see on your report.

Introducing ‘Storyboards’

Overview

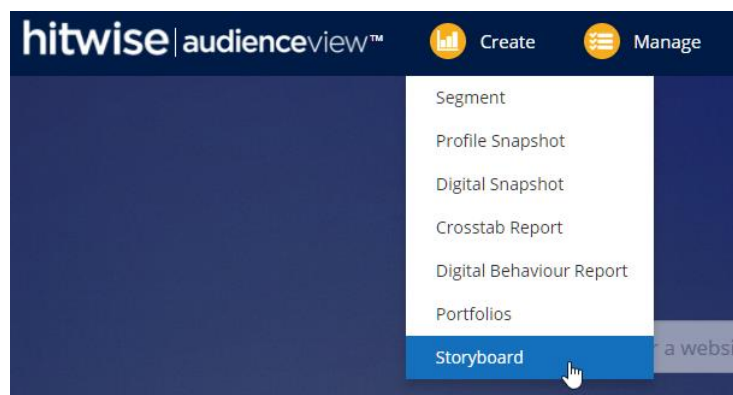
Storyboards is a new module in AudienceView designed to help you quickly and easily store, organise and manage your favourite reports through a single, user friendly control panel.

On its first release, Storyboards will bring new charting capabilities to the platform to help you trend your key digital benchmarking metrics for websites, website portfolios and industries. In future releases, additional capabilities will be included to Storyboards to ensure all your key reports in AudienceView can be pinned, visualised and saved in your Storyboards.

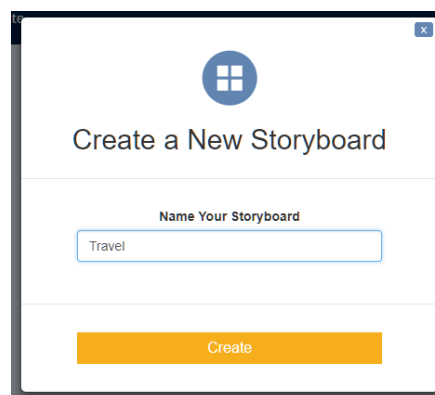
How to create a Storyboard

To create a new Storyboard, hit the **CREATE** button on the top menu of your screen and select **STORYBOARD**. A new menu will show up on your screen; after naming your Storyboards, just hit **CREATE**.

Top Horizontal Menu:

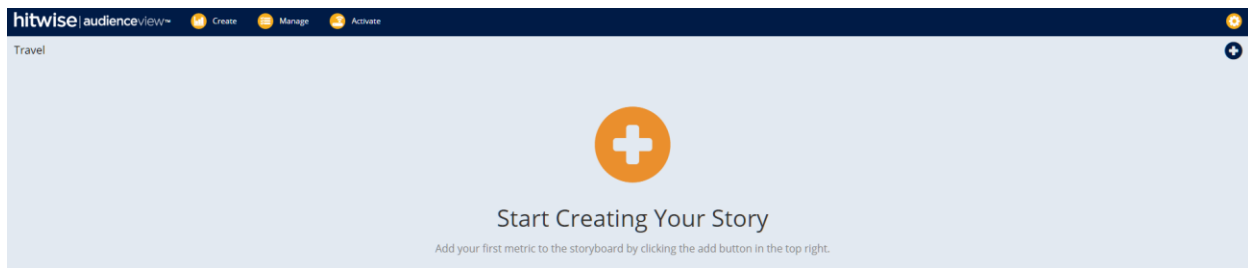


Storyboard Creation Panel:



You will be directed to the page of your new Storyboard. To add a new card, click on the + icon on the middle or on the top right of your screen.

Storyboard screen (before cards are added):



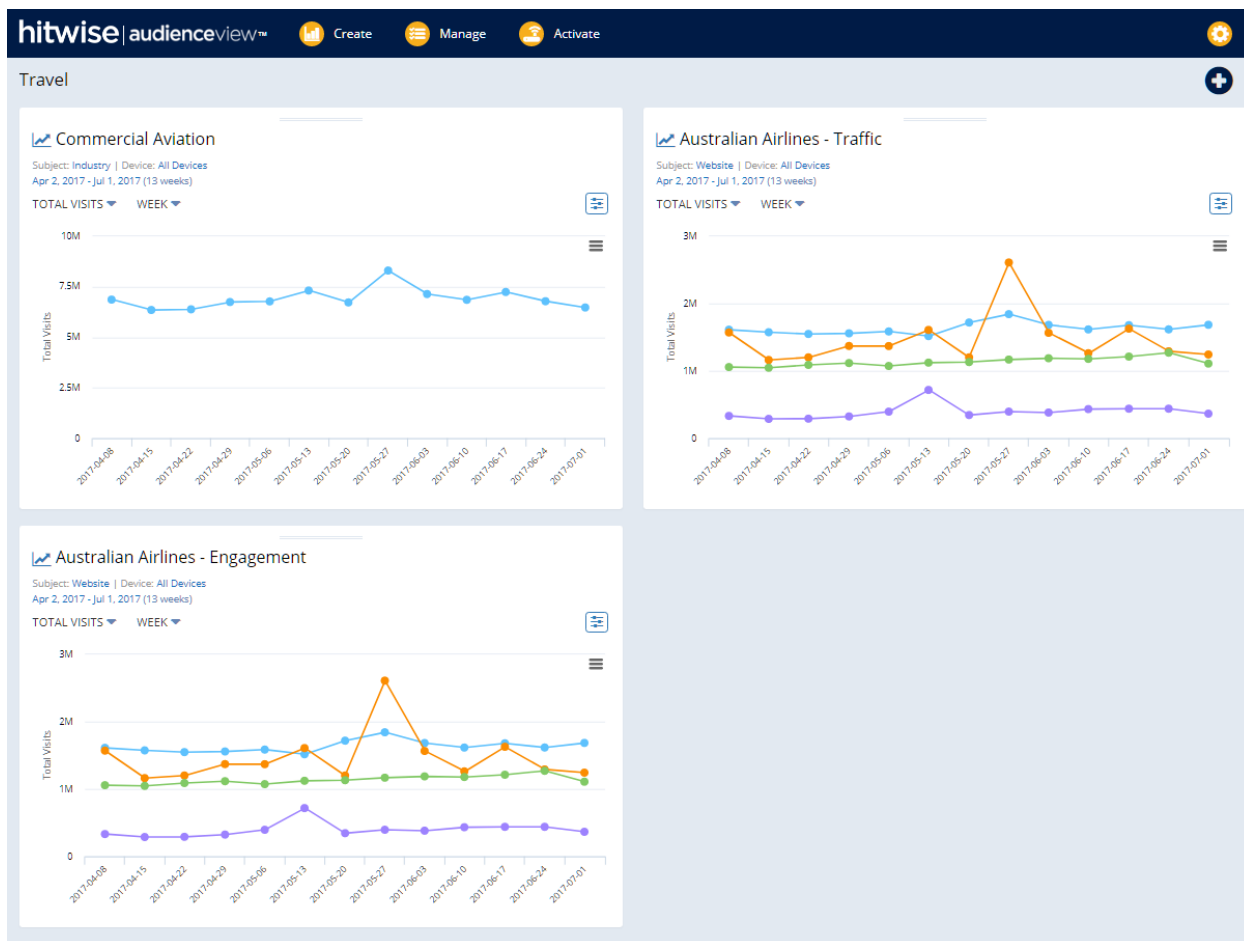
A new menu will appear on your screen allowing you to customise your card:

Chart creation panel:

- **Name your chart:** As multiple charts can be added to your Storyboard, you should name each chart created to facilitate future analysis of the data (names can be easily edited later if needed).
- **Select your subject type:** Select whether you would like to trend industries, websites or website portfolios in your chart.
- **Add your industry/website/website portfolio:** Select up to 10 different industries or websites. For website portfolio, note only one can be selected at a time.
- **Select a base industry (option applicable for industries and websites only):** Select an industry in which your report will be based on. This will only take effect to percentage-based metrics like Visits Share or Reach. For instance, if you select www.qantas.com.au and www.jetstar.com.au on the previous step, the base industry you select here is what your Visits Share metrics will be split between (e.g. would you like to calculate their share among All Industries or just Commercial Airlines websites?).
- **Set your reporting period:** Select the start and end date of your chart. Historical data is initially available from Sun 02 Apr 2017 onwards (except for engagement metrics which are available from Sun 21 May 2017 onwards). Hitwise will enable more historical data in the future for metrics that were available in the platform prior to this period.
- **Select your metrics:** Select which metrics you would like to see in chart. You can select as many as you need.
- **Select your device dimension:** Select which device your metrics should be related to (mobile, desktop, or both)
- Click on the **CREATE** button to generate your chart

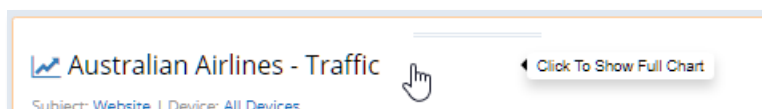
Your chart will now be generated and pinned to your Storyboard. To add new charts, just hit the + icon again on the top right of your screen and repeat the process.

Storyboard screen (after cards are added):



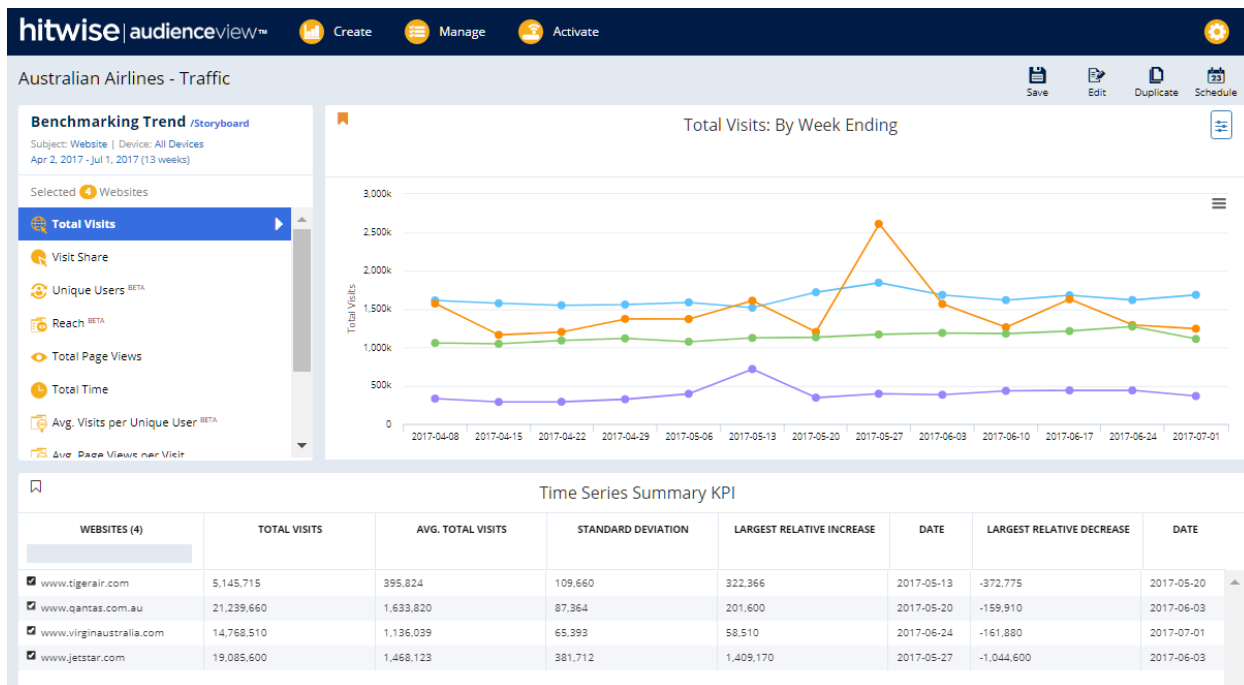
In-depth Chart Analysis

To further analyse the data behind each chart, just hit the title on the top of your card.



A new window will appear featuring a large chart, a summary table and specific functions located on the top right of your screen.

Full chart screen:



- **EDIT** allows you to change your chart data (competitors, metrics, reporting period, devices, etc.).
- **DUPLICATE** creates a new chart exactly as this one which can be pinned to any of your existing Storyboards.
- **SCHEDULE** allows the data to be automatically updated every week. This is a useful feature for charts you want to visualise on a frequent basis.

The data on your chart and on your summary table are based on the metric you have selected on the left menu. While each data point on the chart refers to each individual week, the data on the summary table refers to the consolidated period spanning across the entire period selected.

In the example above where Total Visits is the metric selected, this is how the data on the 'Time Series Summary KPI' table should be read:

- **TOTAL VISITS:** The consolidate number of visits to each competitor across the whole reported period. In this case, Qantas had the largest volume of visits overall (21,239,660).
- **AVG. TOTAL VISITS PER WEEK:** The average number of visits to each competitor per week. It is calculated by the sum of visits across the whole reported period, divided by the number of weeks reported. In this case, Qantas had the largest volume of average visits per week (1,633,820).
- **STANDARD DEVIATION:** Shows the amount of variation of a metric. Put simply, it helps you to understand how much a metric (in this case, Total Visits) typically varied across the

reporting period for each competitor. Technically, it's like the average variation over the period for each competitor. In this case, Jetstar had the largest standard deviation (381,712), meaning its Total Visits varied the most. It's easy to see why: there was a big peak for the week of 27 May and Total Visits fell significantly after 17 June. Meanwhile, Virgin Australia saw the smallest standard deviation (65,393) meaning its Total Visits varied the least. Once again, the chart makes this clear: its Total Visits were almost constant across the whole period.

- **LARGEST POSITIVE ABSOLUTE DIFFERENCE (AND DATE):** Shows the largest positive change on a weekly basis (from one week to another) for each competitor. In this case, Jetstar had the largest positive absolute difference (1,409,170 on 27 May 2017, compared to the previous week).
- **LARGEST NEGATIVE ABSOLUTE DIFFERENCE (AND DATE):** Shows the largest negative change on a weekly basis (from one week to another) for each competitor. In this case, Jetstar had the largest negative absolute difference (-1,044,600 on 3 Jun 2017, compared to the previous week).

Updates to Search Terms Methodology

In a previous release we introduced the **EXTENDED SEARCH RESULTS** function in the Digital Behaviour Reports (DBR) of AudienceView, which provided additional, long tail search term results in your reports when activated.

We have now introduced a second update to the search term methodology which will better handle how long tail search terms are ranked. This will deliver more accurate estimates on reports containing search term data from Sun 2 July 2017 onwards.

For more information about this release or AudienceView, reach out to your Hitwise Account Manager or our Customer Success team (support.au@hitwise.com).