



# NATIONAL NEWS CORPORATION

**TOP RATED NEWS AND ENTERTAINMENT ORGANIZATION ENGAGES IN PROACTIVE REDESIGN INITIATIVE, ENGINEERED TO GIVE USERS THE MOST TECHNICALLY ADVANCED AND EDITORIALY SIGNIFICANT SITE**

**SITE LEVERAGES BENEFITS OF OPEN ADSTREAM®, 24/7 REAL MEDIA'S SEAMLESS PLATFORM FOR AD SERVING, TARGETING, TRACKING AND ANALYTICS**

## Background

Not long ago, a high traffic news destination site launched a redesign of its Web site to create better opportunities for its advertising partners and an enhanced overall experience for its users.

Since its initial launch, the site has been consistently proactive in meeting the needs of its user base. Additionally, it is routinely updated with the most current technological advances. Its latest re-launch was slated to accomplish several significant goals:

- To optimize user experience by understanding how users traverse the site;
- To increase its understanding of site real estate; and to leverage its streaming and rich media resources by delivering rich and streaming video news content more prominently.

## Challenge

**Initiate a Better User Experience and Increase Depth Index**

In order to enhance user friendliness, this news organization had to understand the needs of its users -- where they were going and how far they were traversing into the site, otherwise known as depth index. By identifying the depth index and creating page paths that more effectively mirror user's site usage patterns, it could then, more effectively, place editorial content, thus giving its visitors exactly what they want, when they want it.

**Leverage the Streaming and Rich Media Site Components, to Further Enhance User Experience, and Increase Real Estate Value**

The site streams video news to create a dynamic experience. Initially they had very little data to base its analysis of the streaming content. Now, however, based on data obtained from Web analytics, it has discovered significant interest in video content. After analyzing the growth patterns of specific news content areas, which feature stories via rich and streaming media, the company has made this particular content available site-wide by placing it prominently on every page.

## Results

**Increased Site Navigation and Traffic**

After leveraging the detailed metrics from 24/7 Real Media's Web analytics tool, the organization was able to obtain an improved perspective on visitor navigation. It learned that section fronts were not utilized as much





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as it had previously believed, and that users were clicking through several sections to get to a story. As a result, it began re-engineering the site to give visitors direct access to news and entertainment.

The need for extra clicks was eliminated by making section fronts obsolete and allowing visitors to go directly into editorial content. Users then began traversing further into the site. Three benefits resulted from the site redesign:

- A substantially increased depth index - users were going further into the site;
- An increase of time spent on site; and
- An increase in overall site traffic - 10% increase in one short month.

## Increase in Viewership and Enhanced Value of a Previously Underutilized Site Section

In one short month, the site saw a 23% increase in the amount of traffic on its streaming video specific areas. As a result it was able to:

- Identify underutilized space and increase advertising inventory and innovative ad packages.

## One Complete Robust Solution

By using products from 24/7 Real Media's Open AdSystem, a single source technology platform, the site has become one of the first to achieve the benefits associated with a complete and robust technology solution - Open AdStream ad management software serves all its rich and streaming video content, while Web Analytics provides the information needed to more efficiently understand and target its users with the most appropriate editorial and advertising content.

The organization has increased its efficiency by eliminating multiple vendors. It has reduced the possibility of information variance or

inaccuracy, a common result when publishers rely on several third-party sources for data. In return, the organization is able to offer:

- Its advertisers cutting edge, advanced targeting and serving capabilities, as well as more accurate forecasting of ad pricing and placement options; and
- Its visitors an exceedingly tailored and technologically advanced surfing experience.

"The first step was to help them understand their site through site analysis. Secondly, they needed to originate a platform that would serve streaming video content. We came up with a creative solution to do just that. We were able to think outside of the box and partner with them to produce a complete, reliable solution that included site analysis and a program to deliver streaming video content."

## About 24/7 Real Media, Inc.

24/7 Real Media, Inc. a WPP company is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing technology and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 18 offices in 12 countries throughout North America, Europe and the Asia Pacific region. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).

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