



About Klix.ba:

Klix.ba is the most visited news websites in Bosnia and Herzegovina. It was founded in 2000 as Sarajevo-x.com, and changed its name to Klix in 2012. Everyday it publishes articles and news from Bosnia and Herzegovina and around the world. The site is owned by local company InterSoft d.o.o. from Sarajevo which was founded by two high school students in 2000.

RESULTS

In partnership with News Consumer Insights and just 30+ days after implementation, Klix.ba was able to:

- Increase their programmatic revenue growth acceleration by +72% and have an uplift of Ad Requests of +54%.
- Drive an increase of 37.4% in page views and 33.7% sessions.
- Grow their Users by +17.64% and their New Users by +19.77%
- Decrease the Average Page Load Time by -30.72% MoM
- Improve their server response time - decrease of 31.95%.

News Consumer Insights and Klix.ba: Improving Klix.ba digital profitability with data driven business recommendations.

Klix.ba, an independent news publisher, known for authoritative and trusted journalism, delivers the top news stories, latest sports coverage and informative features to readers in Bosnia and Herzegovina.

Using the News Consumer Insights (NCI) framework to identify addressable growth opportunities, Klix.ba discovered new ways to engage with readers and create a healthy distribution strategy.

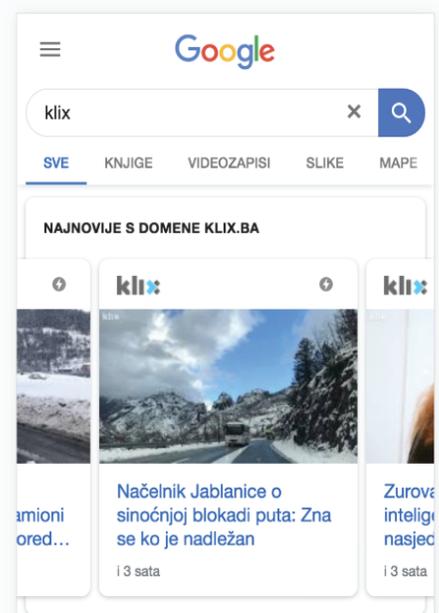
With insights around the different ways that readers interacted with their written content, Klix.ba applied the NCI recommendations to optimize user value across the site.

Applying News Consumer Insights' framework to identify underperforming areas and users across the site

In December 2018, the Google's News Consumer Insights team worked closely with Klix.ba to assess their needs and provide an overview of the News Consumer Insights framework. Klix.ba analyzed their audience performance using the User Value Score (UVS) and the industry benchmarks within the News Consumer Insights report. They realized they needed to focus on driving more frequent and longer visits to their site by optimizing their website experience for users from all traffic sources, with a particular focus on readers from organic search and newsletters.

To do this, Klix.ba decided to conduct A/B testing across the site to maximize the user experience and impact of the following projects:

- Creating Newsletter traffic by implementing sign-up box across site and at the beginning & end of their articles
- Improving the recirculation of their readers by optimize suggested article call to actions within the article, at the end or one of the side bars.
- Launching Web Push Notifications across the site to create a new highly engaged high value direct traffic source, which are now driving daily users to the site.
- Analyzing their current Structured Data mark-up across their site and deploying optimizations and fixing common Structured Data errors provided by News Consumer Insights team to help enrich search result listings from each search provider.
- Conducting a full Pagespeed Audit to identify and fix the core issues slowing down the site.



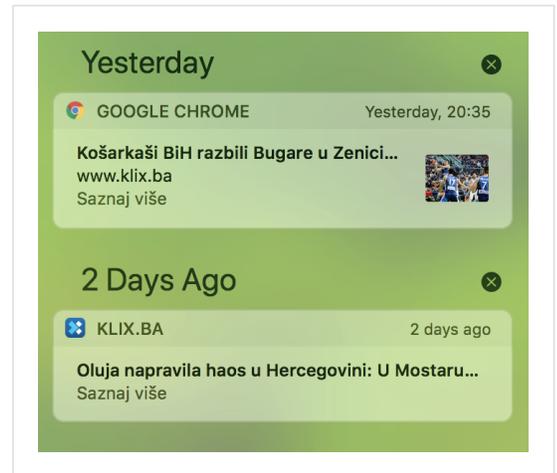
ABOUT NEWS CONSUMER INSIGHTS:

The [News Consumer Insights](#) framework and dashboard emerged out of a series of findings from Project Fuse. Project Fuse was an initiative in 2017 to help publishers better understand their audience segments, as well as the value of individual users, and to inform data-driven tactical decisions around audience development efforts.

Improving engagement metrics across the site in just 30+ days

After using the framework and correctly implementing the recommendations (which included Structured data, PageSpeed, Push Notifications and UI/UX improvements), Klix.ba saw improvements in just 30+ days including:

- A 37.4% increase in pageviews and a 33.7% increase in sessions, which meant a growth of Total Users +17.64% and New Users +19.77%
- Through the focus on PageSpeed the team saw a decrease of -30% in the Average Page Load Time month on month and a server response time improved by 31.95%.
- By focusing on correcting AMP pages errors and optimizing structured data markup, the team was able to enrich their search result listings and increase their overall organic search traffic by over 7% month on month.



Web Push notification example

- The team implemented Web Push Notifications across the site, which are now driving daily traffic to the site from over 250,000 messages sent.
- All these increases in traffic saw a programmatic revenue growth acceleration of +72% and an uplift of Ad Requests of +54%.

“As a leading online media site in our country we’ve always been looked upon in every possible way. Being a news site we are aware the content is king, but we’ve always believed the technology is the queen. The News Consumer Insights framework helped us understand our audience and focus on things that really matter: pagespeed, organic search optimisation, recirculation, re-engagement and overall user experience.

MARIO ŠIMIĆ
CO-FOUNDER & CTO, KLIX.BA.

Just the beginning of Klix.ba’s growth using the framework

Seeing such strong results from such simple changes, Klix.ba plans to continue applying the News Consumer Insights framework to several new initiatives. Using the report, they can better identify the profiles of loyal readers and brand lovers based on engagement, referral source and device usage, and then apply that data to broaden the scope of marketing tactics such as increasing the loyalty of their readers by focusing on launching and optimizing an email newsletter pipeline.

Learn more about how you can partner with Google at g.co/newsinitiative.