



Proto Thema:

Proto Thema was first published as Sunday newspaper in February of 2005. In January 2008 Proto Thema launched www.protothema.gr and became recognized nationally for its authority, integrity and accuracy. They have since expanded its reach and deepened the engagement with readers by providing daily essential news, comment, articles, analysis and entertainment content.

RESULTS

In partnership with News Consumer Insights and just 30+ days after implementation, ProtoThema was able to achieve the following Month on Month (MoM) increases:

- **+13.4% in Users**
- **+21.2% in Visits**
- **And a +24.8% increase in Pageviews**

These metrics translated a **total ad revenue increase of +13% MoM, driven by ad impressions growing by +95%.**

News Consumer Insights and Proto Thema: Expanding reader reach, deepening engagement and increasing revenue.

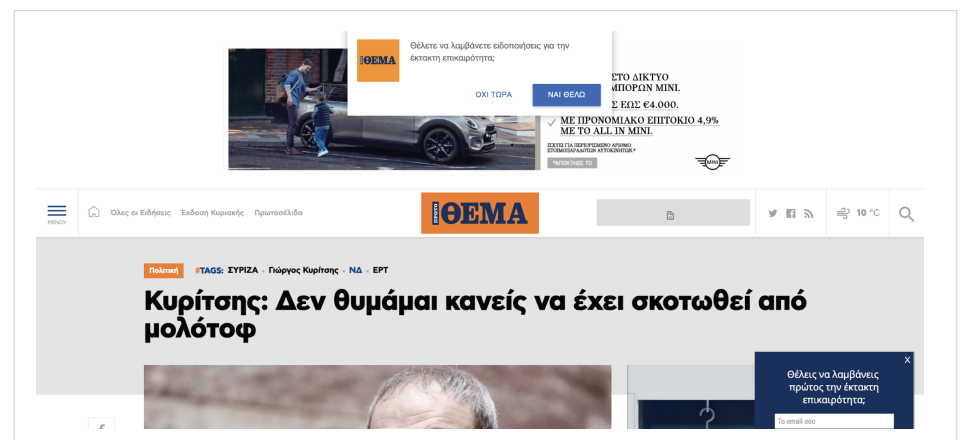
For news publishers, maximizing audience value often requires having the right reader engagement across their content and a healthy distribution strategy. This can be done by using the News Consumer Insights framework to identify addressable growth opportunities through data driven insights.

Proto Thema is an early adopter, open to explore and innovate with new technology. They turned to News Consumer Insights to find ways to grow their value proposition across their site by driving deeper engagement with their readers.

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

To do this, Proto Thema focused on the following areas:

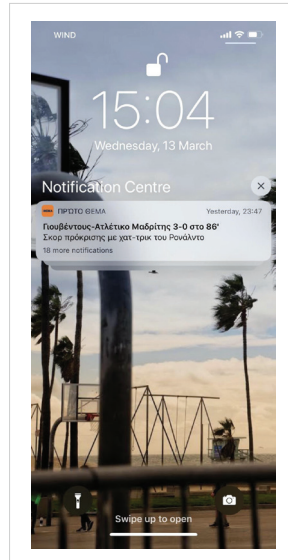
- Using the insights from the [News Consumer Insights playbook](#) and specifically the “Hub, Heroe, Hygiene” approach, ProtoThema made adjustments to their social mobile strategy to increase the number of articles shared on mobile devices and increase mobile traffic and pageviews.
- They also investigated ways to encourage [their users to read more content](#) by promoting their best content within their articles. Some of the changes included moving their recommendation widget to within the article, at the end and into the side bars. On mobile, they used an anchor format and infinite scroll to make it easier for readers to read multiple articles. The approach worked well and led to a noticeable increase in pageviews and time spent on their site.
- The team implemented AMP across their site to help ensure that their pages are consistently fast, beautiful and high-performing across devices and distribution platforms.
- They also focused on growing user acquisition through their [newsletter](#) and web [push notifications](#) with the addition of a sign-up box across the site, which led to a large boost in a highly engaged, high value readers.



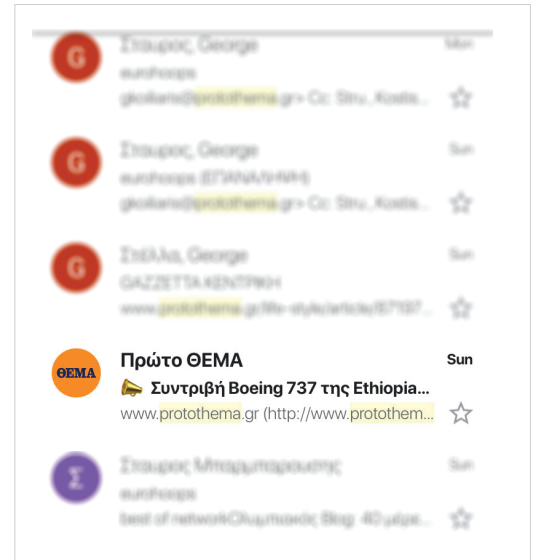
Push Notification Subscription

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.



Mobile Push Notification



Screenshot From Newsletter

Improving engagement metrics across the site in just 30+ days

After just 30 days working with the News Consumer Insights team between December 2018 and January 2019, the Proto Thema team saw a 13.4% increase in Users, a 21.2% increase in visits to their website and a 24.8% increase in Pageviews. These metrics translated into a total ad revenue increase of +13% month over month, driven by a 95% increase in ad impressions.

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Thanks to News Consumer Insights' recommendations we succeeded in shaping our future strategy focusing on user acquisition and user retention. It helped us make informed decisions about our readers in order to offer better content and thus better experience. NCI played a huge role in our strategy and our growth in retaining the number one place of all the news sites in Greece.

NIKOS ILIOPOULOS , HEAD OF DIGITAL , PROTOHEMA.GR

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Just the beginning of Protothema.gr's growth using the framework

After such strong results Proto Thema will continue to apply the News Consumer Insights framework across their site. Using the report, they will continue to 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 engagement tactics such as increasing the loyalty of their readers by focusing on optimizing the value of their readers.

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