

# CASE STUDY

55% Increase in Avg. Session Duration in just 6 months (Mar'23 to Oct'23)

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## Client:

Washington Examiner provides top-notch breaking news and political analysis, keeping readers informed about Washington's latest developments through thorough coverage and insightful commentary.

The company strives to embody the enlightened views expressed in its articles, aiming to align actions with words and serve millions of readers with trust.

## Challenge:

**Limited User Engagement:** The website experienced a challenge with retaining users for prolonged durations, negatively affecting both overall user satisfaction and potential ad revenue.

## Approach:

To assist our client, we conducted an in-depth analysis of their previous campaigns and GA4 data. We generated a detailed report to determine areas where ads were not clicked or, if clicked, why users were not engaging with the content. . Our main goal was to reach people who were regularly looking for news that matched their interests.

We identified the topics and content where users generally spent more time and pinpointed where the campaign's potential was not fully realized. Our primary objective was to target an audience actively seeking interest-based Daily News.

Several strategies that helped in improving the average session duration, such as:

- **Ad Customisation:** Identified the trending topics and created customized search ads accordingly.
- **Demographics:** Utilized demographic targeting to connect the relevant people with the news content that enhances user engagement & session length.
- **Campaign Type:** Experimenting with different campaign types to determine the most suitable one that drives higher traffic while maintaining the quality

We conducted a thorough pixel analysis and ensured accurate setup for conversion tracking. With the information we gathered, we started Search, Discovery and Pmax campaigns, targeting the right audience based on our plan. We considered a conversion to be when a user engaged for at least 45 seconds. Surprisingly, this way of doing things led to more people taking the desired actions.

At Analyticsliv, we believe that Precise audience targeting is very important. We very carefully choose the audience segments to reach target people with certain interests, behaviour, or detailed demographics. These particular selections were aligned with each segment of the website.

## Results:

Few Achievements during this campaign: (Oct'23 Vs Mar'23)

- Avg. Session Duration increased by 55%.

Link: [https://prnt.sc/s\\_fG2tZWFg4x](https://prnt.sc/s_fG2tZWFg4x)

Platforms

