Improving your audience value with FUSE
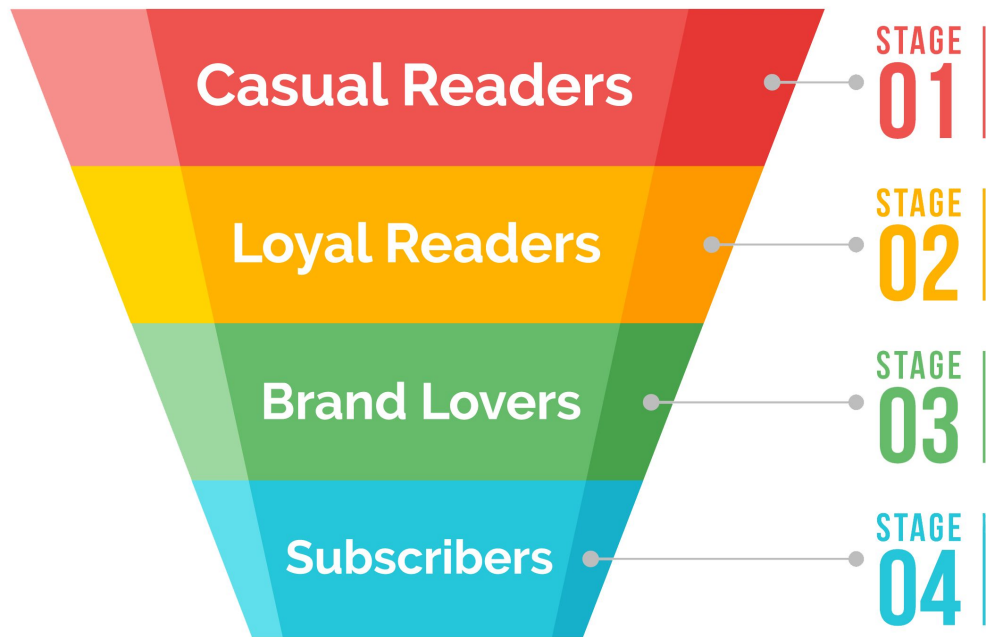
Valentin Cornez
Anntao Diaz

Google

FUSE Partnerships...

Partnering with publishers to identify **efficient business strategies**,
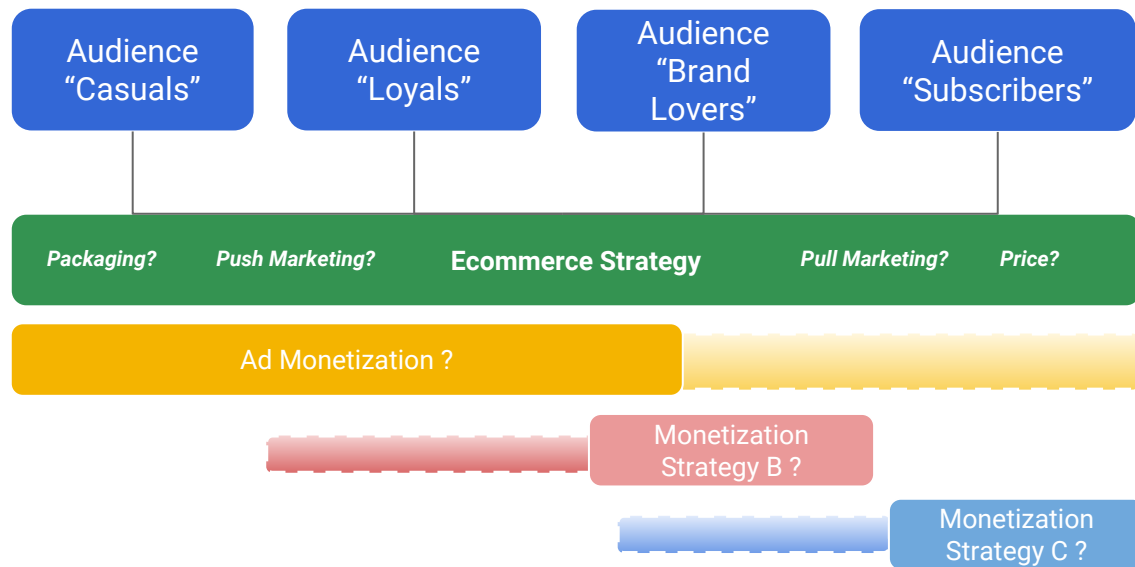
adapted to each **audience segment.**

Helping Publishers maximize user value through each step of the **subscription conversion funnel**...

Casual Readers

Loyal Readers

Brand Lovers

Subscribers

STAGE
01

STAGE
02

STAGE
03

STAGE
04

...in order to push the **right monetization offers** to **the right users** at **the right time**

Audience "Casuals"

Audience "Loyals"

Audience "Brand Lovers"

Audience "Subscribers"

Packaging?　　Push Marketing?　　**Ecommerce Strategy**　　Pull Marketing?　　Price?

Ad Monetization ?

Monetization Strategy B ?

Monetization Strategy C ?

FUSE

Collect
Leverage data from GA, DFP and Google Surveys.

Analyze
Create easy to visualize custom KPIs from different data sources all centered on ARPU.

Test
ARPU centric recommendations drive A/B testing of new strategies. Dive deeper into areas that show additional opportunity.

Sustain
Grow and iterate. Make a concrete, measurable impact for our partners.
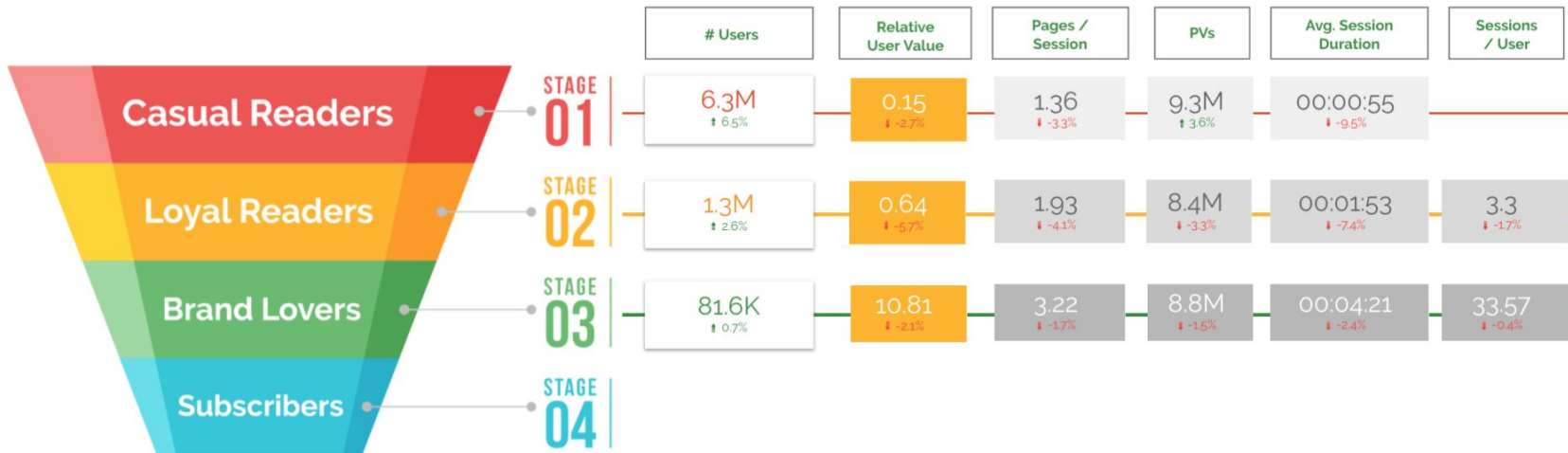
FUSE Benchmark 2.0

FUSE Benchmark Report 2.0

FUSE Partnerships - News Industry Benchmarks

FUSE

Default Data
Click to select your data

Segmenting your audience to **identify user value across your site in order to address identifiable gaps and adapt business strategies**

	# Users	Relative User Value	Pages / Session	PVs	Avg. Session Duration	Sessions / User
Casual Readers STAGE 01	6.3M ↑ 6.5%	0.15 ↓ -2.7%	1.36 ↓ -3.3%	9.3M ↑ 3.6%	00:00:55 ↓ -9.5%	
Loyal Readers STAGE 02	1.3M ↑ 2.6%	0.64 ↓ -5.7%	1.93 ↓ -4.1%	8.4M ↓ -3.3%	00:01:53 ↓ -7.4%	3.3 ↓ -17%
Brand Lovers STAGE 03	81.6K ↑ 0.7%	10.81 ↓ -2.1%	3.22 ↓ -17%	8.8M ↓ -15%	00:04:21 ↓ -2.4%	33.57 ↓ -0.4%
Subscribers STAGE 04						

<u>Definitions</u>:
Casual Readers: New readers / users to your site. (=1 session)
Loyal Readers: Returning readers / users (>=2 sessions and <=14 sessions)
Brand Lovers: Readers / users who visited your site more than 15 times across the 30 days
Subscribers: A reader / user who purchased a subscription to your site

Import the FUSE Reader segments definition into your Google Analytics account

Casual Readers

Loyal Readers

Brand Lovers

Subscribers

STAGE **01**

STAGE **02**

STAGE **03**

STAGE **04**
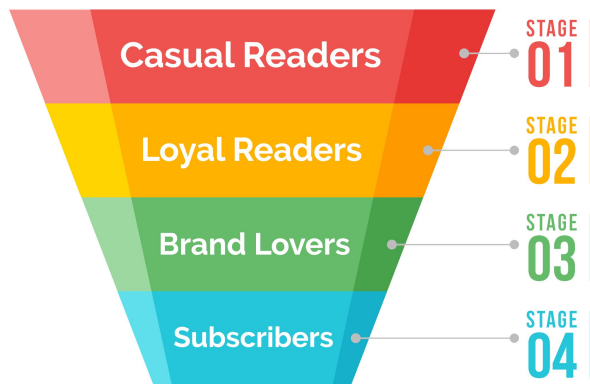
Download the "Casual Readers" GA segment

Download the "Loyal Readers" GA segment

Download the "Brand Lovers" GA segment

Definitions:
- **Casual Readers:** New readers / users to your site. (=1 session)
- **Loyal Readers:** Returning readers / users (>=2 sessions and <=14 sessions)
- **Brand Lovers**: Readers / users who visited your site more than 15 times across the 30 days
- **Subscribers:** A reader / user who purchased a subscription to your site (currently not being tracked in FUSE).

Google

Thank you

Anntao Diaz - Valentin Cornez
fusepartner@google.com

Google