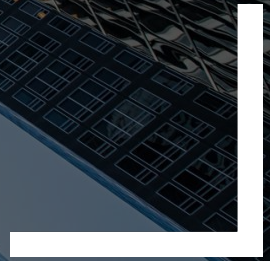


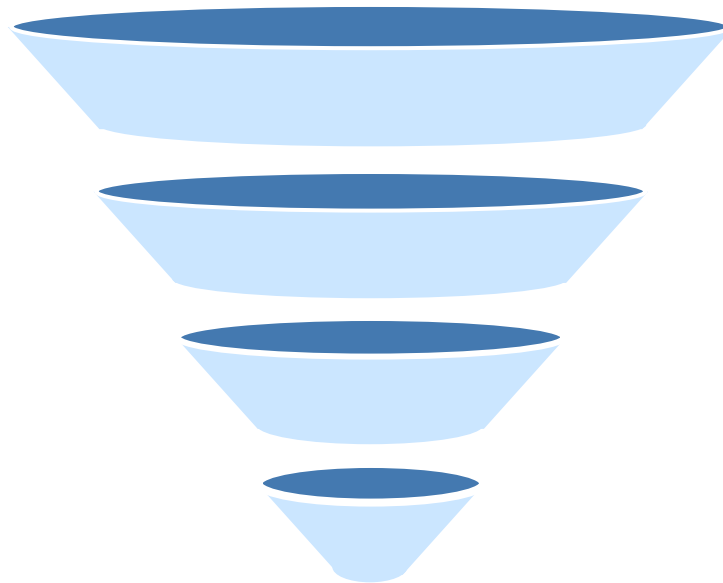
# Project Overview Funnel Analytics

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## Working across the customer lifecycle brings a common set of challenges. The issues that typically arise tend to fall into one of these areas.

1. **Acquisition:** SEO and Discover drive most of our traffic, is that healthy?
2. **Engagement:** It's hard to measure engagement with anonymous traffic, we just look at traffic.
3. **Conversion:** We have a stagnant subscriber base, but we think we can do more, how?
4. **Retention:** We struggle to retain and monetise a large share of subscribers, competition is aggressive and discounts are heavy. What levers do we have?



# FT Strategies use a tried and tested approach and set of frameworks

## Discovery

Collect **evidence of past work**, **interview stakeholders** across key teams and **gather traffic, engagement & conversion data**.

## Benchmarks/best practice

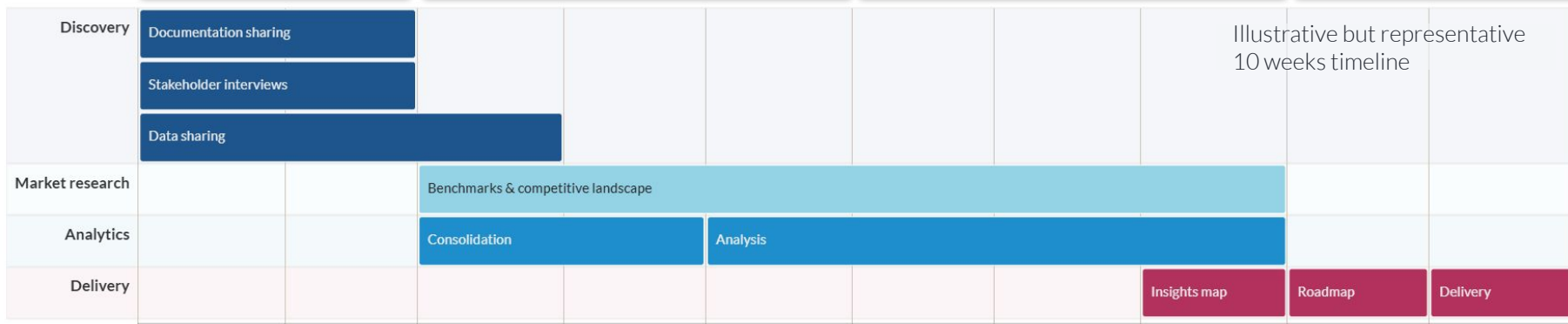
FT Strategies will complement their **industry expertise and benchmarks** with **competitors and market research**. We are able to provide guidance and examples across the whole customer lifecycle activation and benchmarking process.

## Analytics

We'll take a **snapshot of your access model** and map the **trade-offs and tactical levers** along all the steps of the customer funnel. We can access data directly through systems' access or exports, your choice.

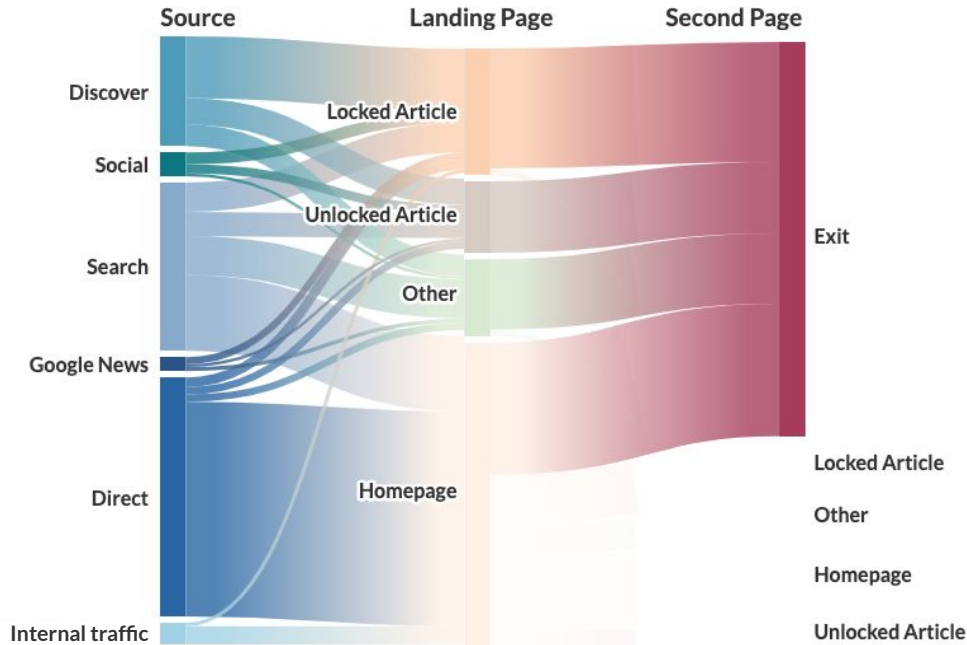
## Delivery

We **translate Insights** from Analytics and research **into a prioritised set of next steps and recommendations**.



Note: illustrative but representative timeline displayed over 10 weeks.

# We will use data and visualisations to map the user journey across key touchpoints, from their first visit to the paywall checkout



**Basic KPIs are often overlooked and big issues aren't addressed**, as publishers focus on their day-to-day operations and traffic.

FT Strategies will uncover the big gaps before focusing on the corresponding levers and opportunities.

*Note: illustrative but representative visual*



# A snapshot of the funnel performance comparing current and target KPIs is essential before addressing any trade-offs and levers

**Bounce rate** 68% >> 40%-60%

% of sessions with a single 'pageview', a sign of disengagement

**Meter stop rate** 85% >> 70%-80%

% of users that hit the paywall, a reflection of access model/sampling

**Traffic recognition rate** 2.3% >> 5%-7.5%

% logged-in navigation, a sign of relationship with audience

**Check-out start rate** 0.06% >> 0.08%

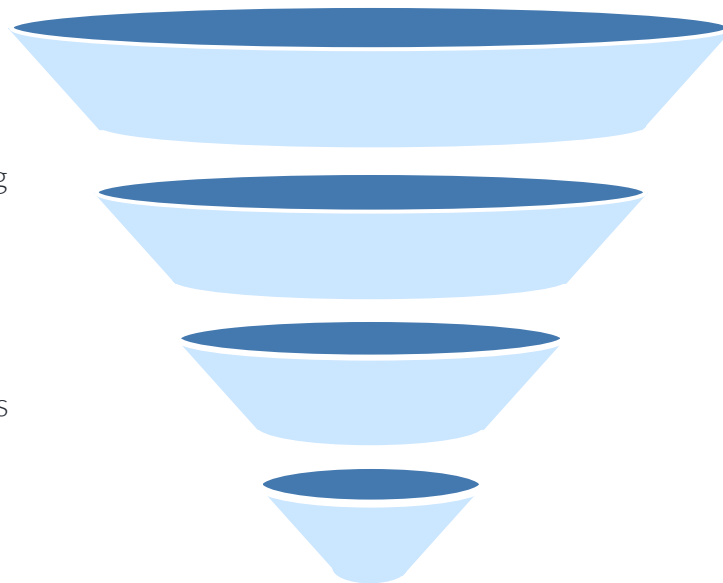
% of paywall hits that generates a check-out start, CTA effectiveness

**Conversion rate** 0.006% >> 0.008%

% of paywall hits that convert into a subscription

**Churn rate** 6.5% >> 3%

% of cancellations out of renewals due



Legend Current vs. Target

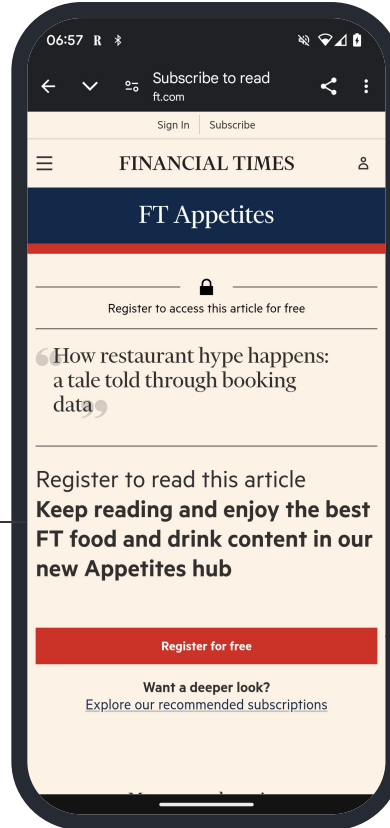
Note: The above are illustrative performance and benchmarks stats.

# We will provide best practices from the FT and the wider industry

**Communicate what happens now** (“read this article”) **and later** (“enjoy the best FT food...”)

**Visually signpost the “lock”** and explain immediately what to do

**Clear CTA** highlighting the “free” element of registration

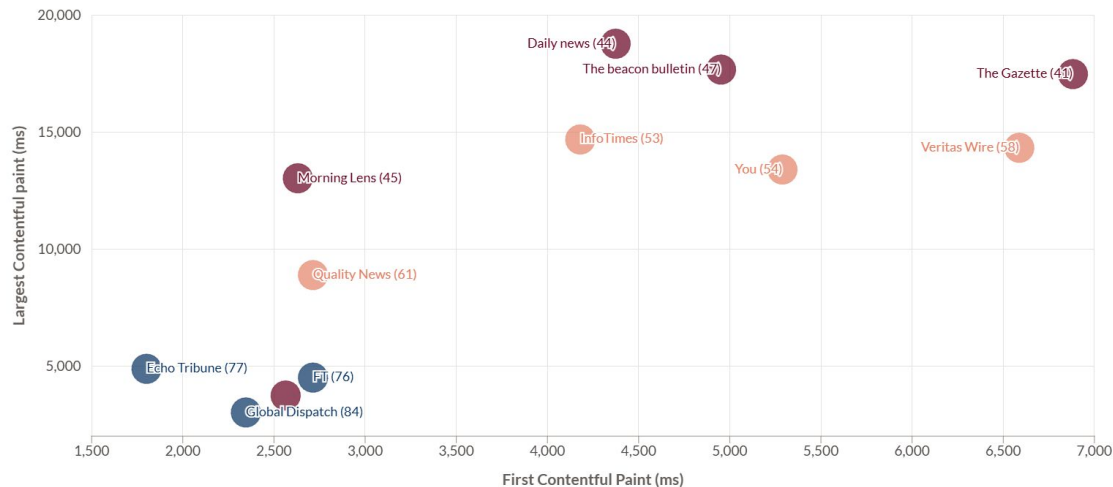


Note: Illustrative but representative graph.

## Desk research, proprietary datasets as well as public or paid-for databases/APIs will complement your analytics, adding context on the wider market

Google Page Speed Insights points at room for improvement across key page speed metrics.

Performance score 0.41  0.84



**Publishers are often looking up to market leading players but don't necessarily have a complete picture of the market**

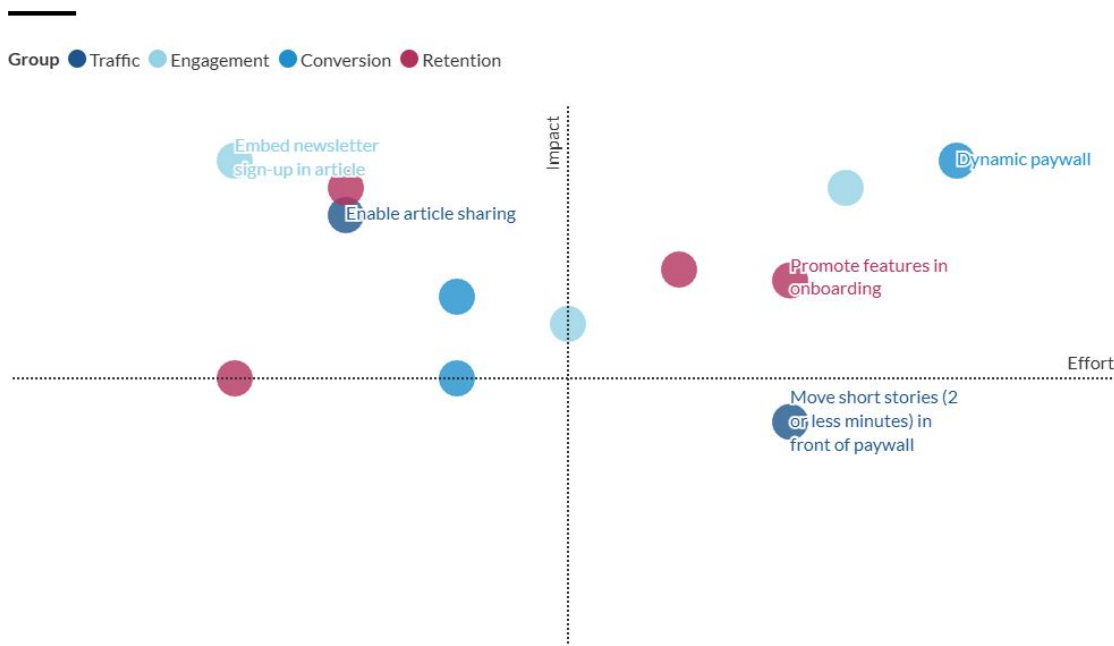
- ✓ Qualitative and quantitative data can provide more context into the wider market, comparing your organisation against competitors and leading players
- ✓ Is your product portfolio targeting core needs? Is the pricing in line with the market?

Note: benchmarks are only provided where relevant and available. Above is an example of Google Page Speed insights extracted via API for comparison against relevant publishers

# We will prioritise future initiatives according to estimated effort and expected impact and document it all for you to take forward

This exercise will be informed by the initial discovery phase, insights from analytics and a collaborative workshop run by FT Strategies with and for your teams

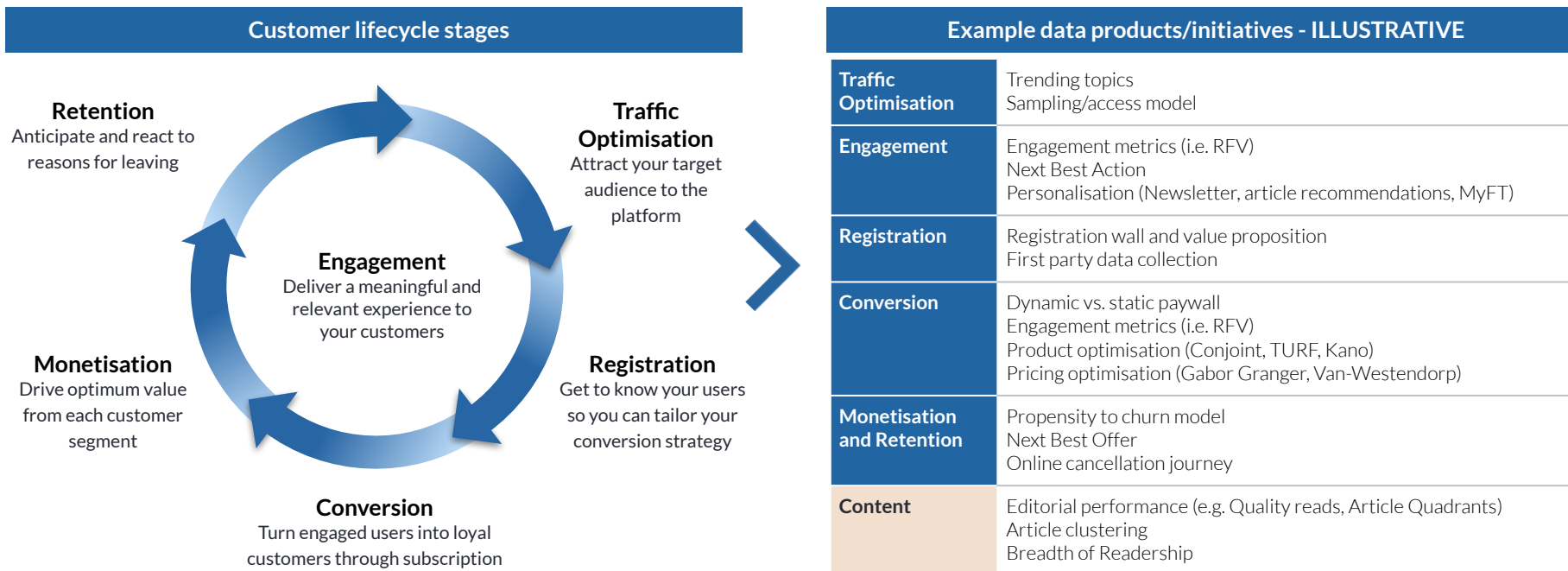
- ✓ **Effort:** taking into account your current tech stack, human resources and time pressure or availability
- ✓ **Impact:** taking into account tangible and immediate effects as well as longer term and intangible benefits or synergies
- ✓ Each initiative will be broken down into 'who is responsible for what', 'what are the next 3 steps', 'what resources your require'



Note: illustrative but representative list of initiatives shown above



# We can overlay tactical interventions with more strategic, data-product-led recommendations and help you take this forward if needed



# We expect a user funnel diagnostic to take approximately 10 weeks to complete, with strategic and analytical support available throughout

An experienced Data analyst will be involved throughout the project\*

	Weeks									
Workstream and activities	1	2	3	4	5	6	7	8	9	10
<b>Stakeholder interviews</b> <ul style="list-style-type: none"> <li>consolidation of processes, pain points and aspirations across your core teams (e.g. audience, subscription, retention)</li> </ul>										
<b>Strategy documentation/data sharing and review</b> <ul style="list-style-type: none"> <li>commentary on existing North Star and relevant documentation</li> <li>mapping and consolidation of data sources, access to databases</li> </ul>										
<b>Benchmarking and best practice</b> <ul style="list-style-type: none"> <li>consolidation of most relevant industry best practices (incl. FT)</li> <li>benchmarks across the funnel and other KPIs (e.g. UX)</li> </ul>										
<b>Data analysis &amp; visualisation</b> <ul style="list-style-type: none"> <li>user journey, cohort analysis, KPIs breakdowns</li> <li>compelling visualisations to support analysis</li> </ul>										
<b>Implementation roadmap</b> <ul style="list-style-type: none"> <li>summary of findings across people, tech and processes</li> <li>list of recommended and prioritised initiatives</li> </ul>										

Note: The data and documentation gathering steps are crucial for an effective kick-off, full involvement from relevant stakeholders is advised throughout but particularly earlier on. Illustrative but representative timeline displayed over 10 weeks. \*Data analyst involvement depending on the agreed scope of the project.



Partner with FT Strategies to optimise your customer funnel and drive sustainable growth through higher engagement and conversion.

Book a Strategy call



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