

bibb!io[®]

Navigating the Attention Economy

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We now live in a world where
discovery is more important
than delivery.

Joichi Ito

Director of the MIT Media Lab

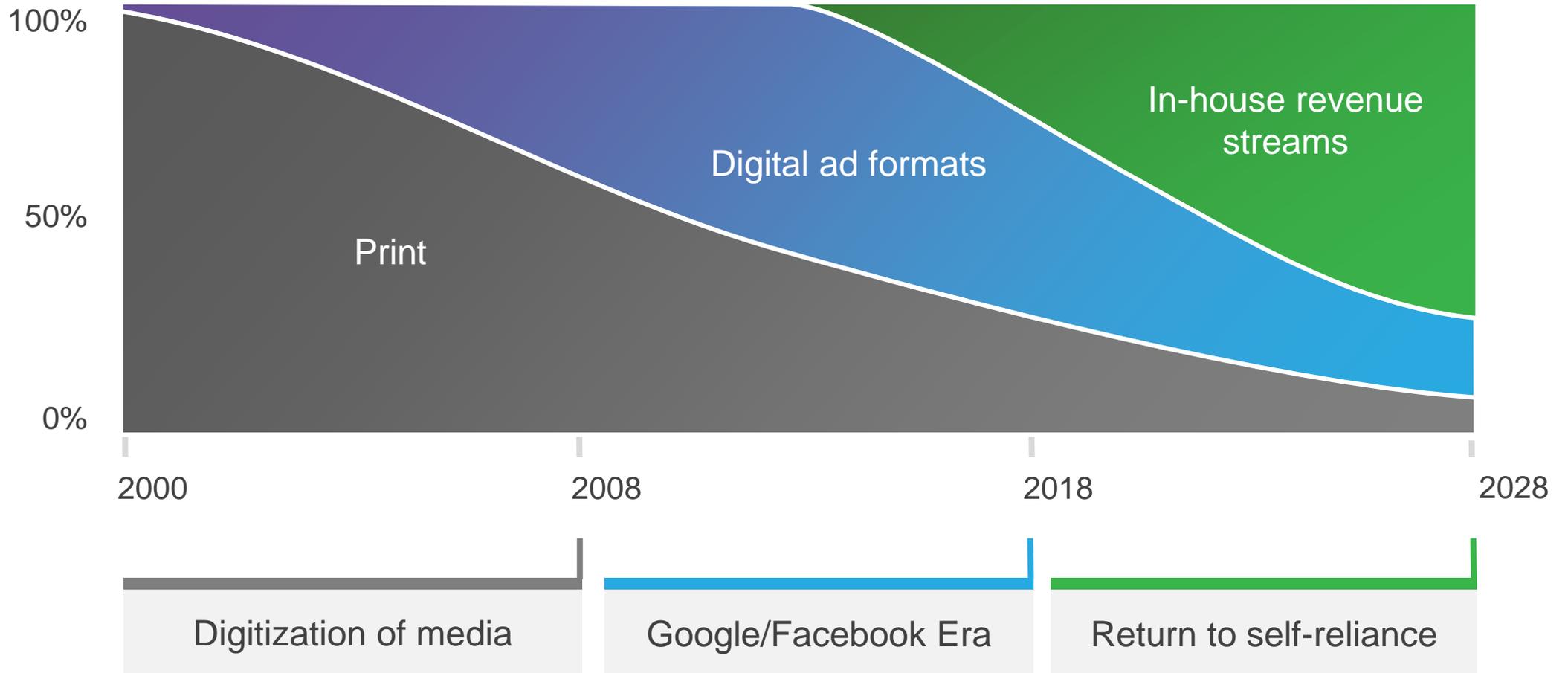
But the aggregators are winning in the ad-funded attention economy

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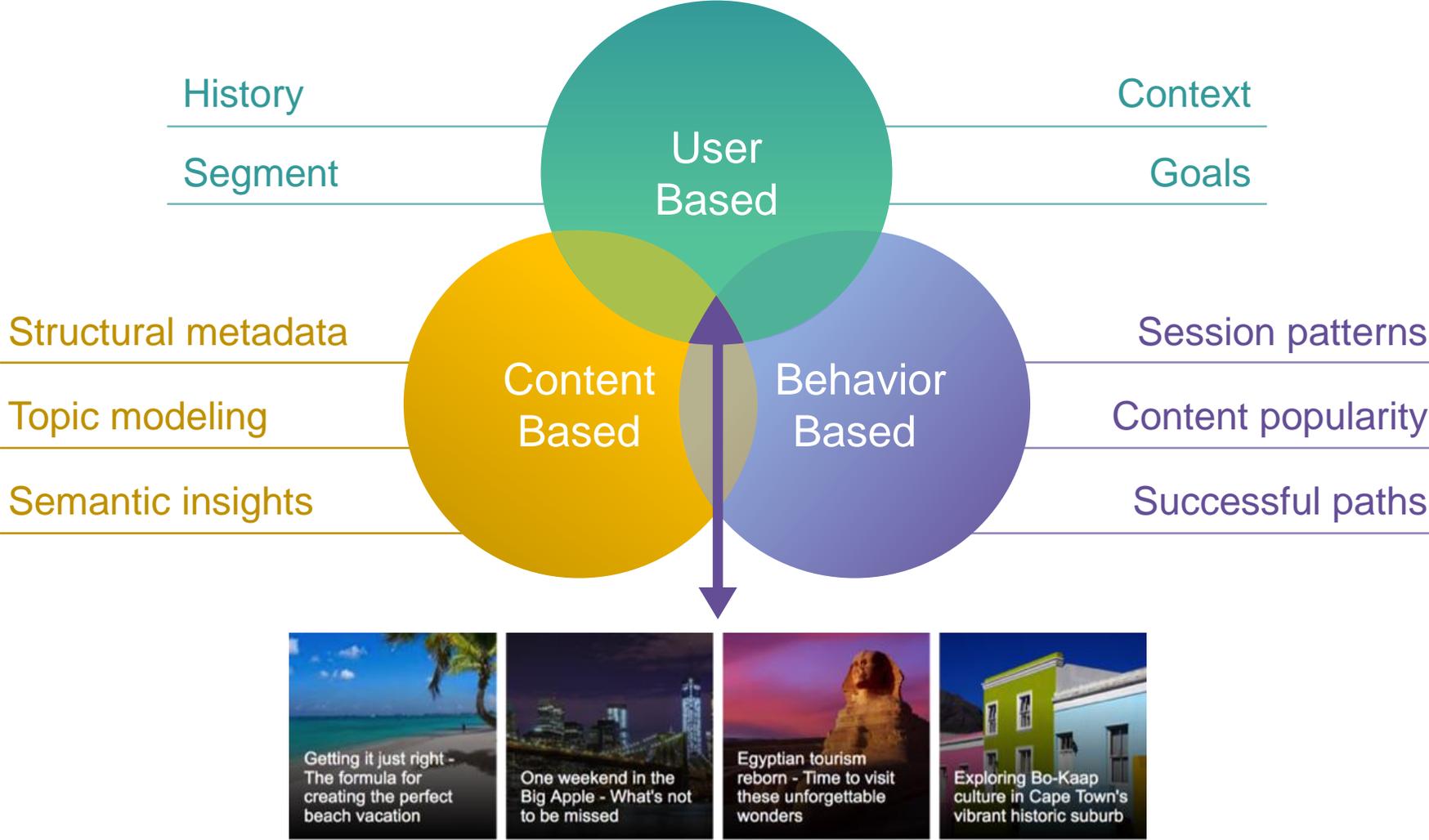
+90%

of digital ad growth is going
to Facebook, Google,
Amazon and Apple.

As a result content monetization is changing dramatically



A brief introduction to recommendation algorithms



• Biblio's recommendation product can be deployed with no GDPR concerns from that one as it doesn't rely on dropping a cookie on the user from day one

Biblio helps publishers and media companies navigate this shift



CIRCULATION

- Reduce page churn
- Increase user engagement and brand loyalty

Suitable for

Editorial and Product

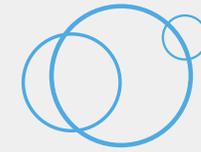


PROMOTION

- Convert users to revenue
- Increase yield per page and overall revenue per user

Suitable for

Commercial and E-commerce



SYNDICATION

- Cross-pollinate audiences
- Reduce marketing budgets spent with aggregators

Suitable for

Audience Dev and Marketing



CIRCULATION

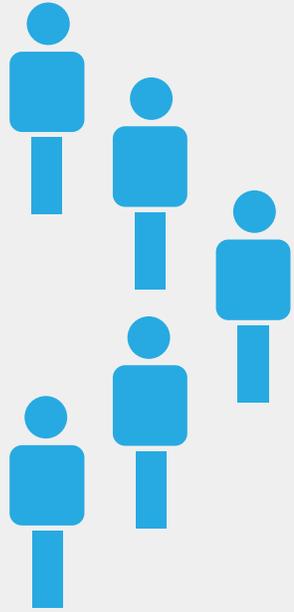
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If you can hold a visitor's attention for 3 minutes, they are twice as likely to return than if you only hold them for one.

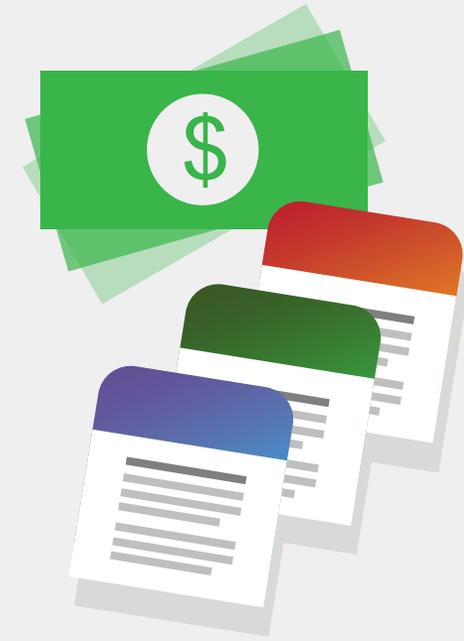
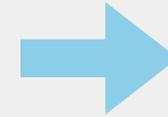
The simplest way to grow is to better utilize what you already have



Your users are coming to your site and landing on content pages



Use recommendations to engage your users and drive them to discover more of your content



This maximizes the investment you have made in great content

SEO has got a whole lot more complicated... and simple

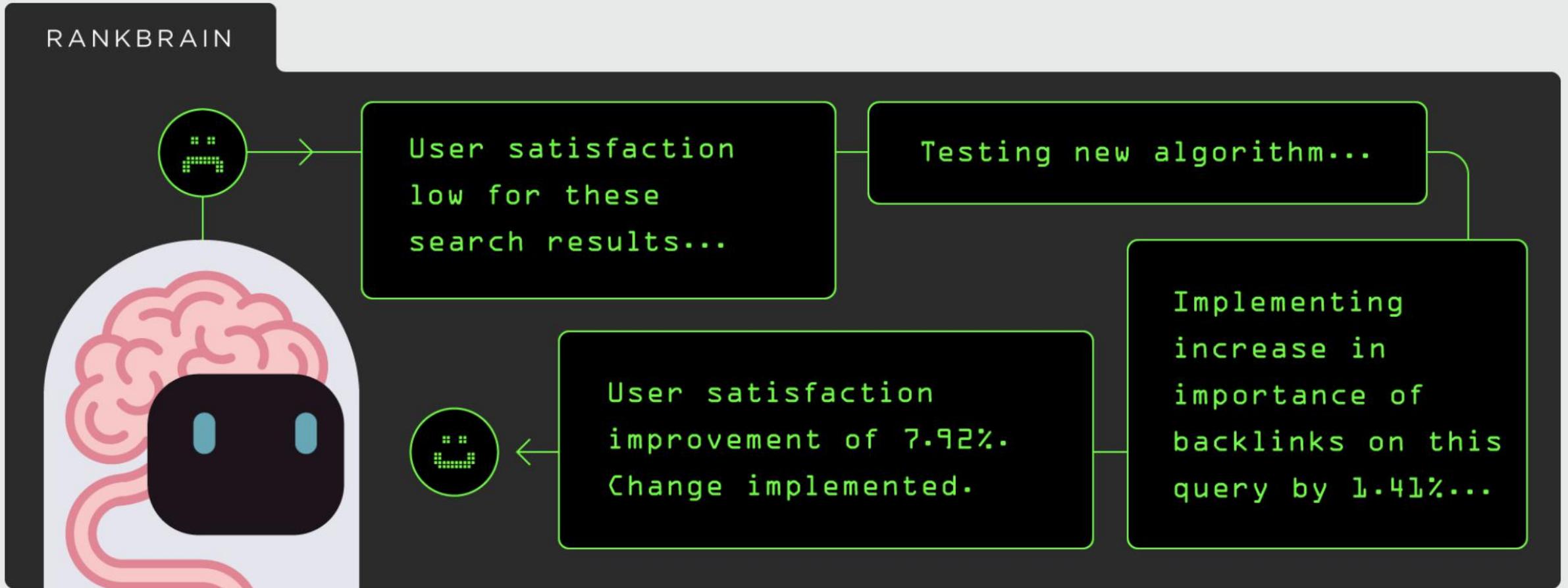


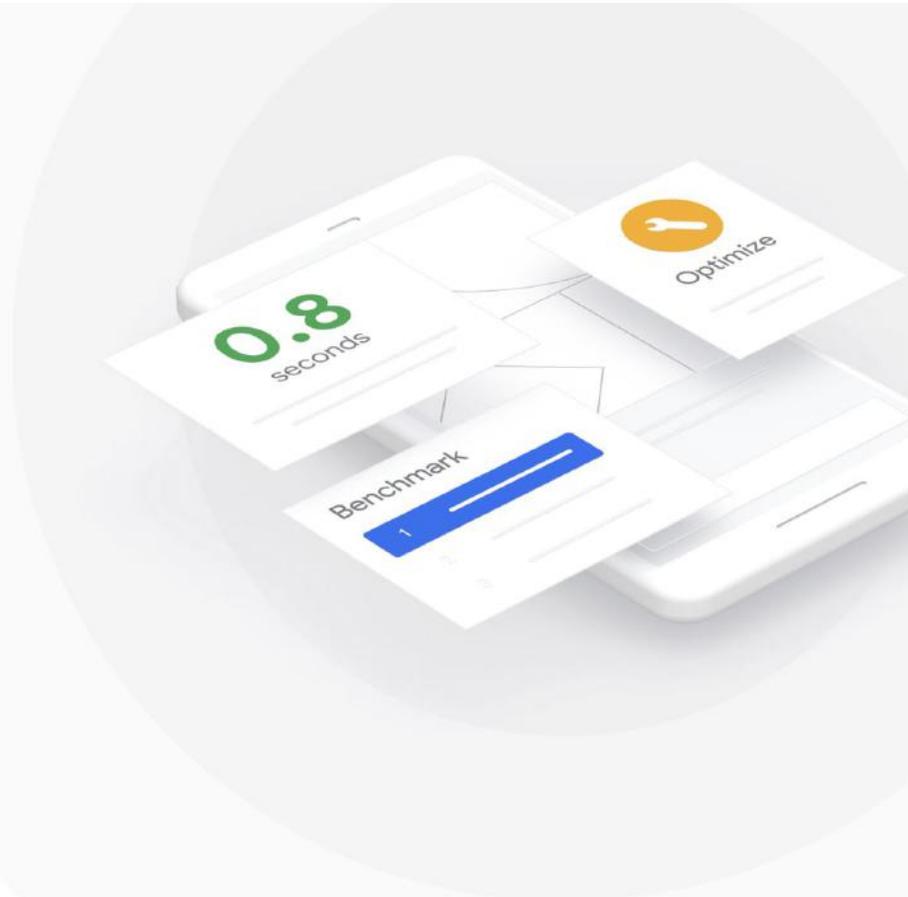
Image source: Backlinko

Be religious about page speed and ads as % of page real estate

Test My Site

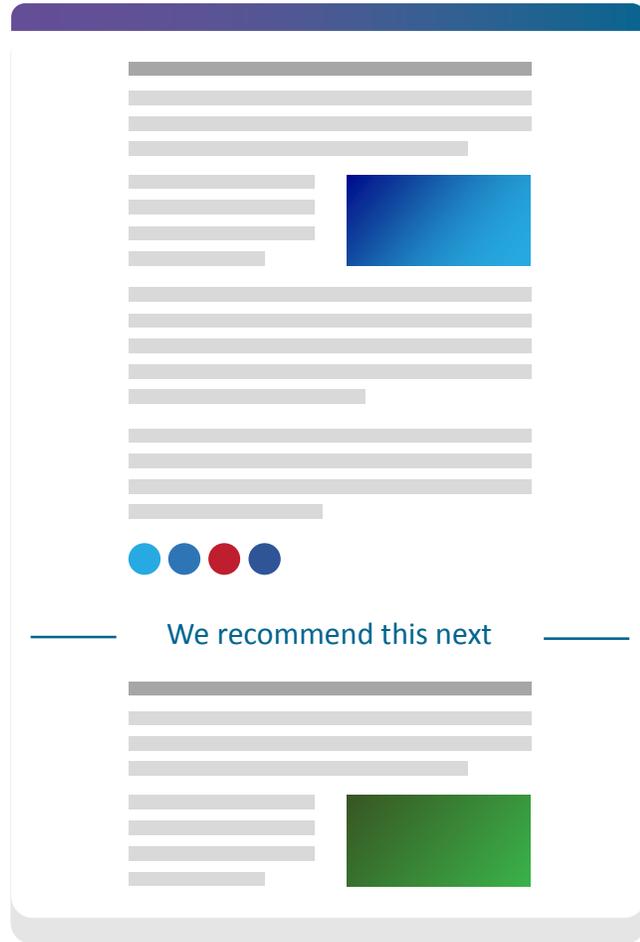
A slow mobile site limits your business.

Enter your domain to test your mobile speed →



1. Secured sites (HTTPS vs. HTTP)
2. Websites that are mobile-friendly
3. Page speed
4. Schema markup
5. Webpage content quality
6. Webpage content length
7. Social and local signals
8. Quality backlinks
9. Optimized images
10. Domain age

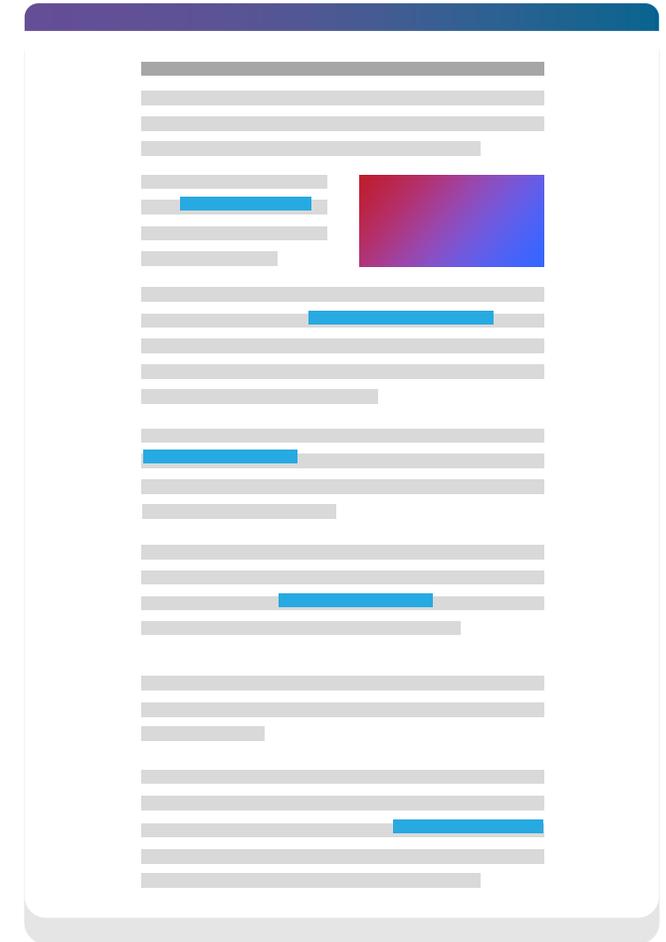
UX and quality of pages matter more than ever



Content feeds

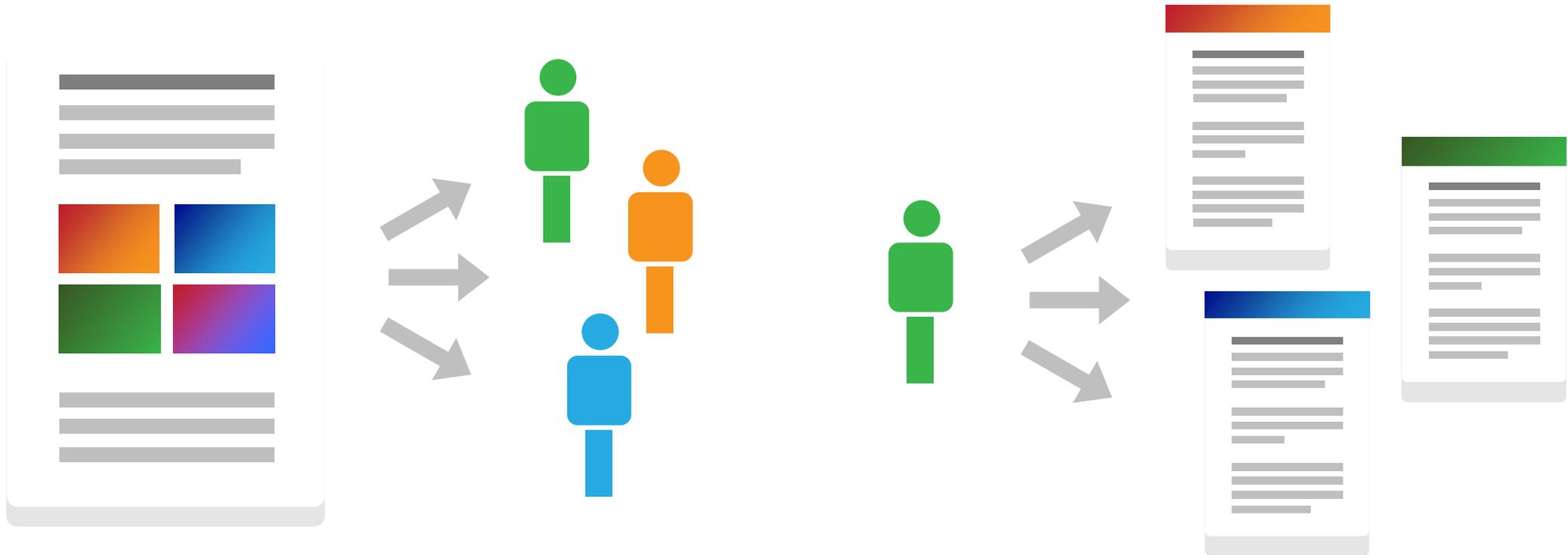


New mobile experiences



In-text links

Think about expanding touch points in a relevant way



Ping new content to a highly relevant section of your users

Personalize newsletters + notifications to individual users



PROMOTION

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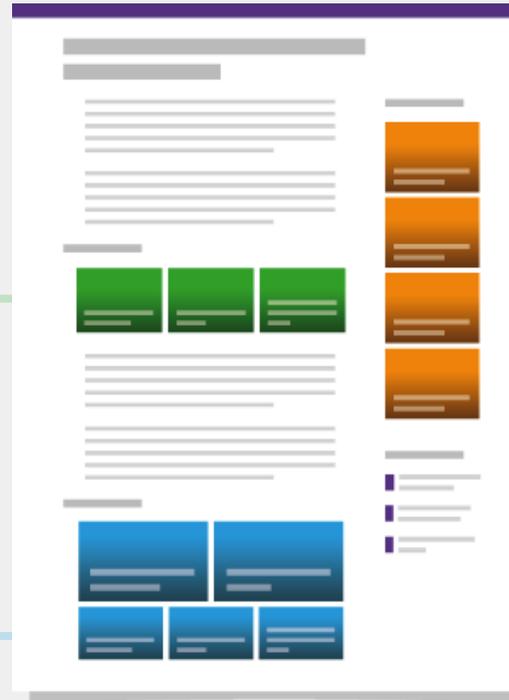
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With no single revenue stream delivering sustainability, the ‘mix of six’ will become crucial for publishers securing their survival.

Drive engaged footfall to your commercial content

Sponsored content

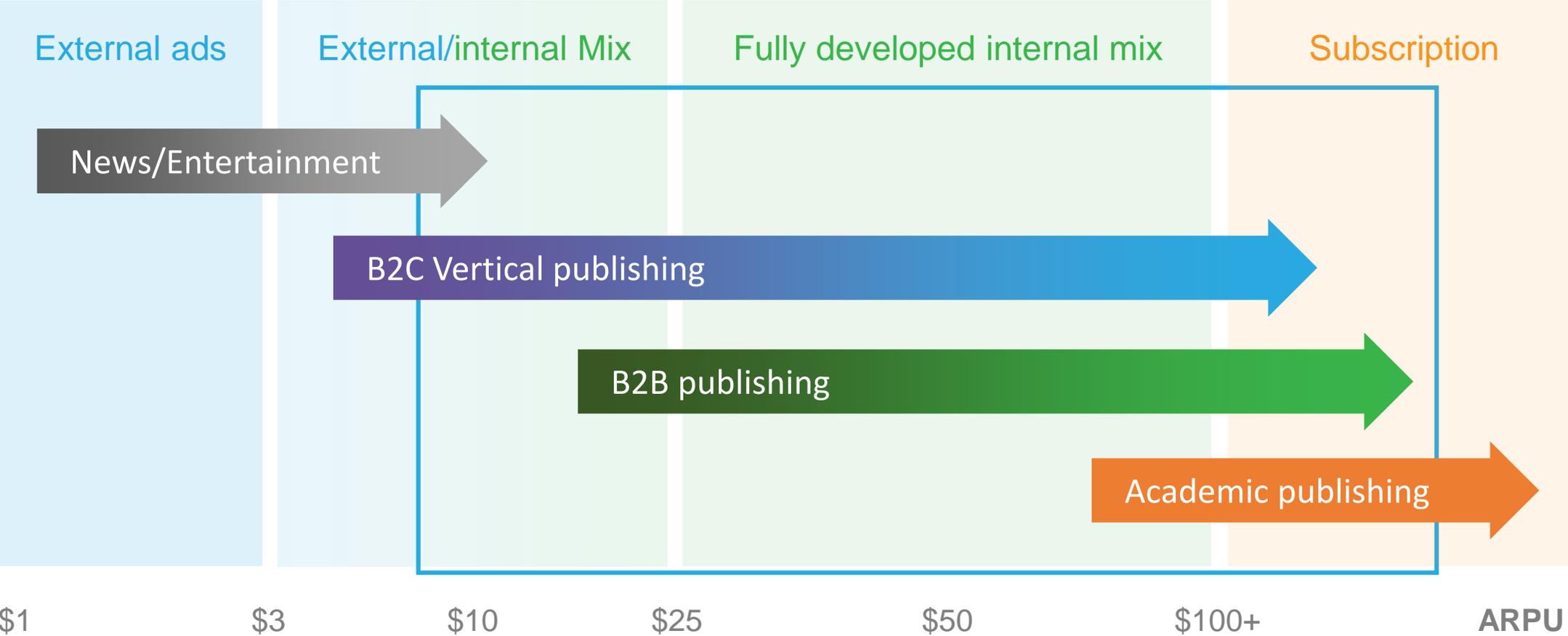
Premium and
paywall content



E-commerce and
affiliate content

Job listings or
event listings

Monetization and yield depends on content and audience uniqueness



We use eRPM and ARPU (average revenue per user per year) to estimate the viability of the Biblio platform to deliver outsized ROI for the client.

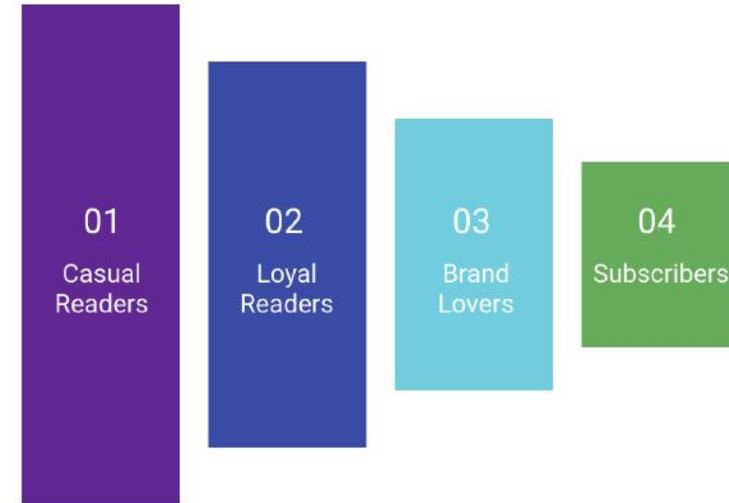
Think about how to optimize and commercialize different audiences

Reader Funnel Overview

News Consumer Insights uses the funnel concept to segment your Google Analytics data into key audiences for you to **clearly identify value across your site**. In other words, the goal is to maximize value as users go through your engagement funnel.

Pay attention to the gaps in the metrics between each segment:

- If each pageview is an opportunity to generate advertising revenue and increase loyalty, **where should you spend your resources?**



01 Casual Readers		02 Loyal Readers		03 Brand Lovers	
Users 516.1K ↑ 28.1%		Users 233.7K ↑ 9.4%		Users 9.9K ↑ 17.6%	
Pageviews 1.2M ↑ 32.8%		Pageviews 2.8M ↑ 8.2%		Pageviews 1.3M ↑ 9.7%	
Sessions / User	Pages / Session	Sessions / User	Pages / Session	Sessions / User	Pages / Session



SYNDICATION

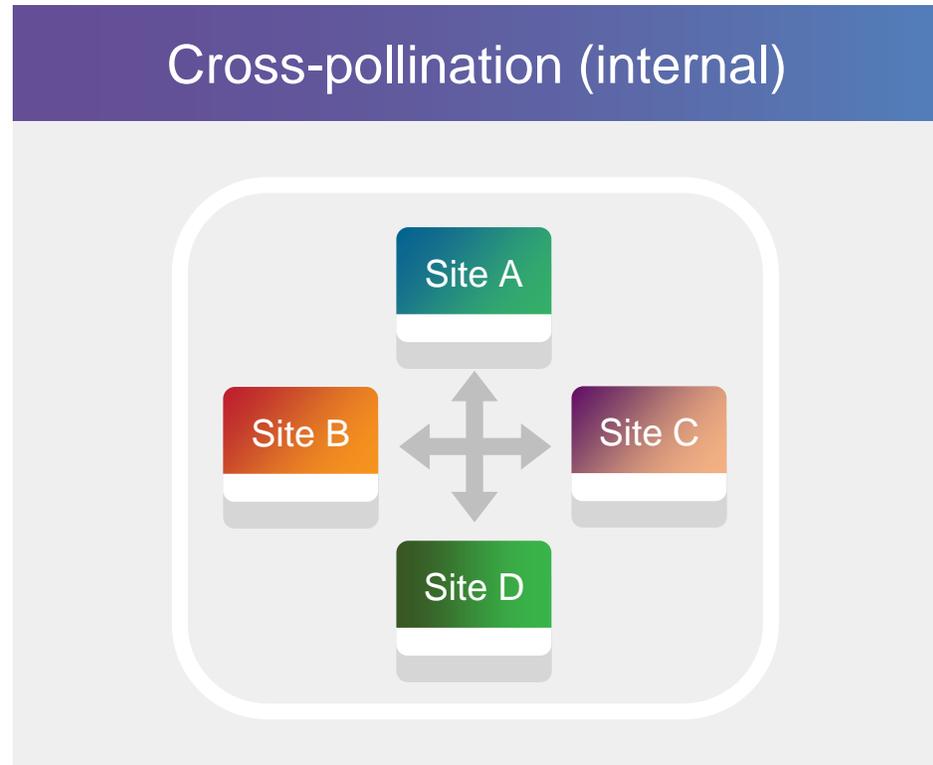
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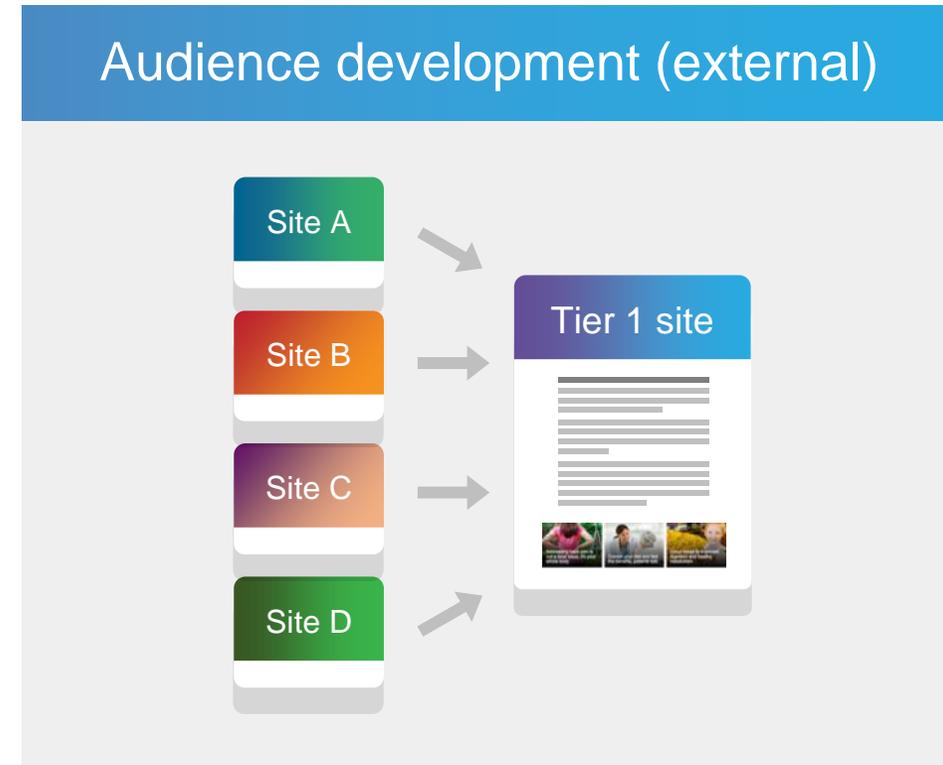
+80%

of all traffic to websites
now come from search
and social media

Two use cases for syndication



Easily drive cross-pollination of content and audiences across your own digital properties.



Partner with other sites to drive quality audience development and share revenue directly.

Syndication works for both sites and audience



Thank you!



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