

# Google Surveys

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Times Publishing Company

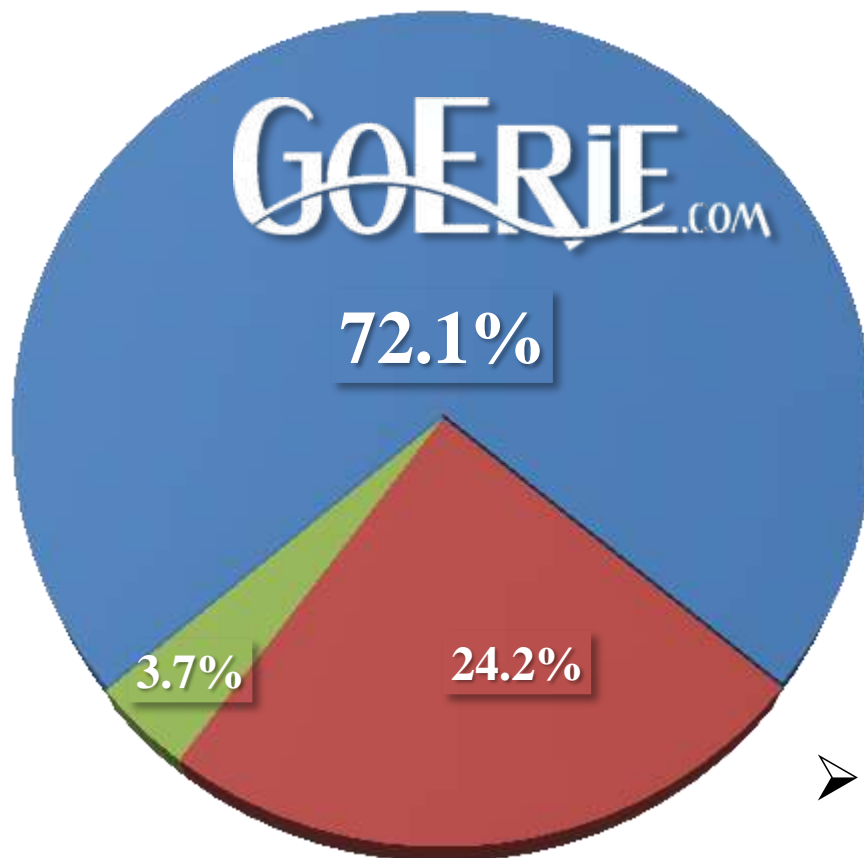
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Erie Times News

GOERIE.com

# #1 Website in Erie County, PA



■ GoErie.com

■ All local TV sites Including 

■ All local Radio sites

## Monthly Traffic Averages:

➤ **500,000+** Unique Visitors

➤ **4,300,000+** Page Views

Source: Compete.com 2013, Adobe Marketing Cloud, 2014



Erie Times-News

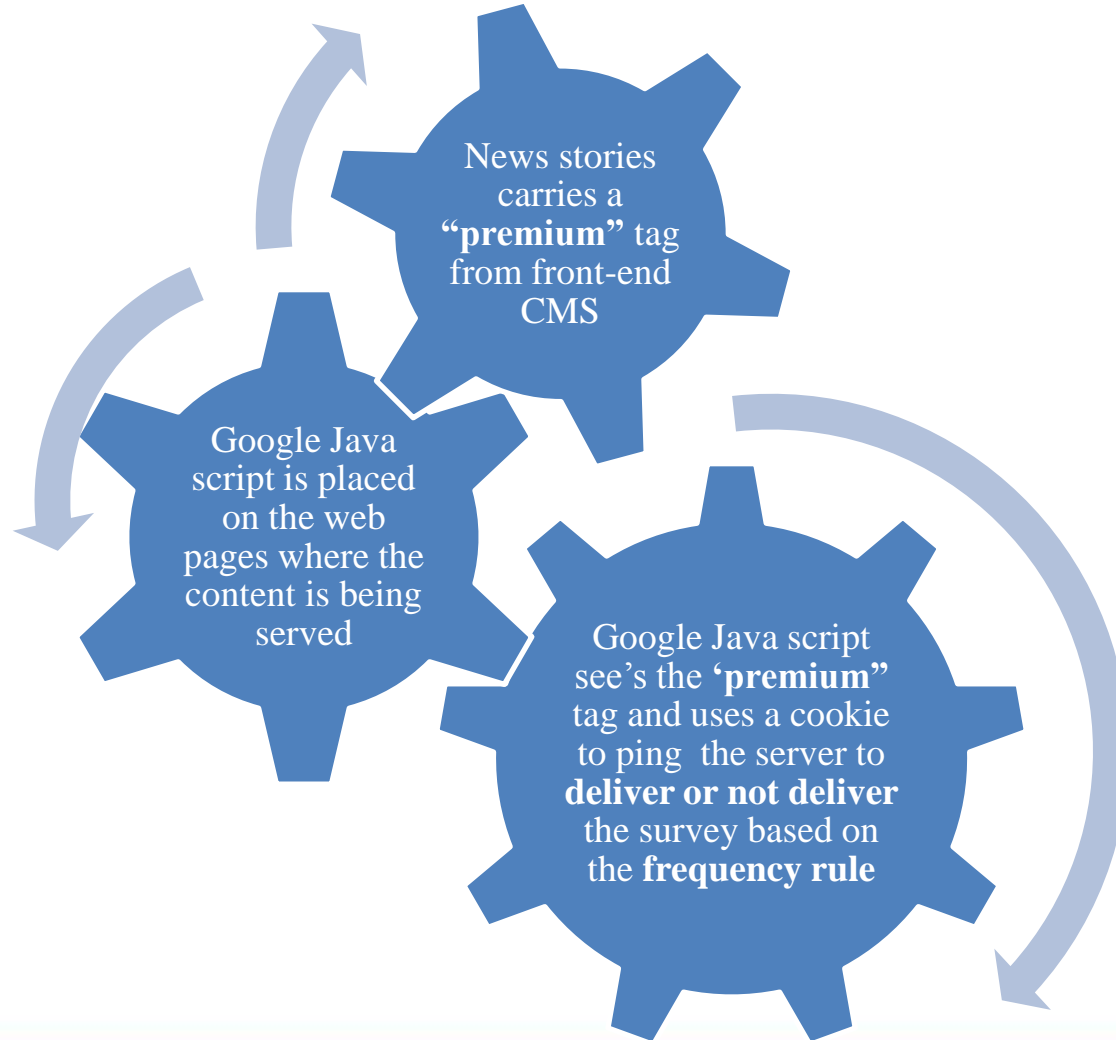
GoERIE.com

“Not only do I have to listen to  
ads on my *free* internet radio  
now I have to answer your  
dumb surveys to see a story”

- disgruntled web viewer



# How it works



# The surveys are currently on news stories, blogs and photo galleries

## Frequency of Surveys

- Photo Galleries

- 1 per 24 hours per unique

- Blogs

- 1 every 24 hours per unique

- News

- 1 every 24 hours per unique

- Opt out

- Audience can like the story on FaceBook, Tweet it or recommend on Google + to gain access access

The screenshot shows a news article titled "LAKERS EXTRA: 'Hurst women stay 10th in national poll; Lakers men move up in rankings'" by Victor Fernandez. A red box highlights a survey prompt from GoERIE.com: "Please complete a survey to continue reading. Your completed survey exempts you from additional questions for 48 hours. Your participation helps us to continue to provide timely, quality reporting about the Erie region." Below this, a blue bar says "Answer a question to continue reading this page". The question asks to select a brand from a list: Chanel, Ralph Lauren, Cartier, Tiffany & Co., Brooks Brothers, Michael Kors, or "None of these in the last 1 year". A red box at the bottom, pointed to by an arrow, contains the text "or Share the page you're reading:" with "Tweet" and "11" buttons.



# Revenue Share

Each survey is 1 to 2 questions and if completed pays 5 cents to you. Access is granted for the length of the frequency. i.e. 1 day, 2 days, 7 days

Optional survey(New) up to 9 questions pays 25 cents to you and grants 7 day access no matter what the frequency is for the content

## Optional survey

Some article preview text is displayed here before the survey prompt...

Answer a question to continue reading this page	
<p>question 2 of up to 6:</p> <p>Have you watched any programs or events on Video-On-Demand in the past 12 months?</p> <p><input type="button" value="Yes"/></p> <p><input type="button" value="No"/></p>	<p><b>Thanks!</b> You unlocked this page by answering the first question.</p> <p>Answer the rest to earn a week of survey-free access to this site.</p> <p><input type="button" value="No thanks"/></p>
<p>powered by Google™ <a href="#">Learn more - Privacy</a></p>	

Now the rest of the article text is visible. The reader can choose to scroll down and ignore remaining questions.



# Reporting

## News report from Google

Date	Impr.	Questions	Answers	Earned access	Completed Optional Survey	Payment for Optional Surveys	Other Actions	Unanswered	Completion Rate	RPM	Total Payment Due
Jan. 31, 2014	13,233	65,466	13,487	6,036	593	\$198.85	11	7,186	45.60%	\$50.96	\$674.35
Jan. 30, 2014	16,208	84,968	16,228	7,173	758	\$237.85	5	9,030	44.30%	\$50.06	\$811.40

## Omniure report on Varsity Blog Page Views



# Path to Success

- We looked at our traffic for the different content areas that we might apply the survey
- We started with a lower frequency of delivery(longer time between serves) and monitored completion rate and total page views in those content areas
- Once we saw the page view loss was minimal we went with a higher rate of frequency(shorter time between serving the surveys)





# Path to Success

- **Advice**

- Place the surveys on content that receives high page views and high visitor return frequency (recidivism)
  - News content category has a 60% return visit frequency of 5+ previous visits (mobile excluded)
  - Overall return visits of two or more is 50% of all visits
- Put it on content that is singular like a photo gallery. Where else are they going to see the gallery?



# Next Steps

- New Synchronex and Newscycle upgrade allows for day passes
- Integrating another partner, Selectable Media, which offers videos plays for day passes

The screenshot shows the GoERIE.com website with a subscription prompt. At the top, the GoERIE.com logo is on the left and 'SUBSCRIPTION CONTENT' is on the right. A dark blue banner contains the word 'SUBSCRIBE' on the left and 'NOT READY TO SUBSCRIBE?' on the right, followed by the text 'Select and watch a video below to access this article.' Below the banner, on the left, is a dark blue sidebar with the text 'Get unlimited access to the web, print and the app!' and a 'Subscribe Now' button. Further down, it says 'Already a subscriber?' with a 'Login here' button. The main content area features three video cards. Each card has a thumbnail image, a title, a description, and a 'Free Article Pass' button with a play icon and a '00:30' duration. The first card is for 'Ne-yo presents' with a 'MALIBU and TEQUILA' thumbnail. The second is for 'Farmed And Dangerous' with a 'FARMED AND DANGEROUS' thumbnail. The third is for 'American Express' with an 'AMERICAN EXPRESS' thumbnail. At the bottom left of the video area is the 'selectable media' logo.

GoERIE.com SUBSCRIPTION CONTENT

SUBSCRIBE NOT READY TO SUBSCRIBE?  
Select and watch a video below to access this article.

Get unlimited access to the web, print and the app!  
**Subscribe Now**

Already a subscriber?  
**Login here**

**Ne-yo presents**  
Taste the smooth. Feel the fire!  
Free Article Pass  
00:30

**Farmed And Dangerous.**  
Watch the trailer of this original Chipotle series.  
Free Article Pass  
00:30

**American Express**  
Meet the new faces of cardmember-ship.  
Free Article Pass  
00:30

selectable media



# Our Platform Partners

- **Circulation** - *Newscyclesolutions.com*
- **Authentication/pay meter** - *Synchronex.com*
- **Surveys** - *Google.com/insights/consumersurveys/publishers*
- **Selectable Media** - *selectablemedia.com*

