



The Mobile-First Platform for Publishers

Mobile User Engagement Study for Publishers

Released November 2013



Introduction

People engage with mobile content apps differently than they engage with gaming, commerce, or service-based apps. In context of developing their mobile content strategy, it is important for publishers to understand not only how mobile users are consuming content to drive more traffic, but also how mobile users can support and organically grow the publisher's brand by sharing content with their friends, colleagues, and social networks.

As a resource for publishers, Rumble conducted a real-time user engagement study, where user interactions were tracked via event tags on native iOS and Android apps on both phones and tablets that were powered by the Rumble platform. The study ran over a 3 month period of May-July 2013 and focused on over 100K users that engaged with over 40 publisher content apps during that time period

Initially, this study was intended to provide extremely granular consumer behavior insights to Rumble's customer base of digital, mobile and traditional content publishers. However, as the study progressed, there were key findings that could help content publishers fine tune their mobile strategy in answering the following questions:

1. What drives users to share content on a mobile app?
2. What drives users to engage with content on a mobile app?

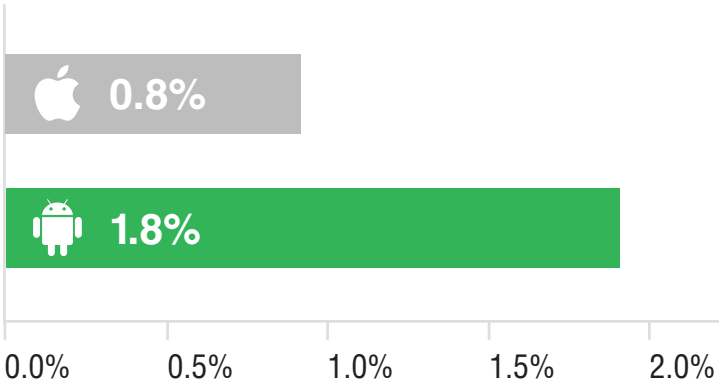
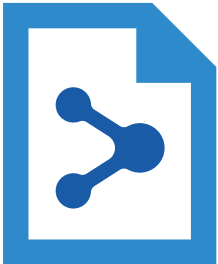
It is our hope that this user engagement study will be the basis for future discussions and further research on how publishers can continue to improve the mobile experience for their consumers as well as other stakeholders vested in helping publishers adjust their business and content models for ultimate success in the mobile economy.

How Often Are Articles Shared?

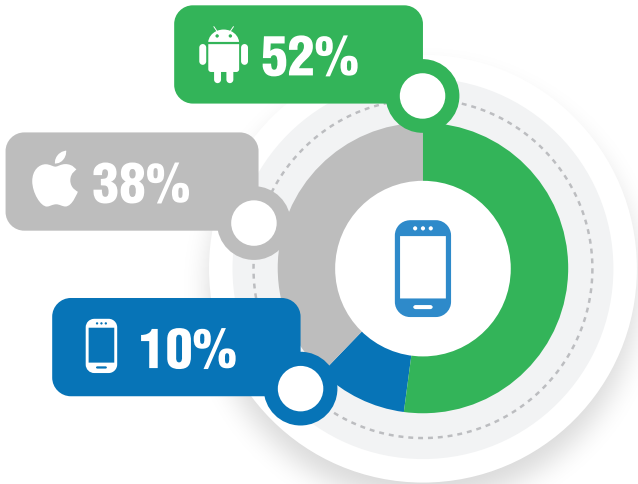
Findings: Android users shared articles with their friends twice as frequently as iOS users. Android users shared 1.8% of all articles read across e-mail, Facebook, and Twitter, while iOS users shared 0.8% of all articles. Android users were found to be more engaged social sharers than their iOS counterparts, which has implications for publishers. Android users were found to be more engaged social sharers than their iOS counterparts, which has implications for publishers.

Takeaway: Although building a high-performing Android mobile app can be time intensive and expensive to build, the Android market is continuing to grow and now represents more than half of the U.S. Smartphone market. With publishers seeking to increase their audience and improve their brand recognition through the ever-growing mobile channel, having a high performing Android presence will help publishers increase their mobile audience.

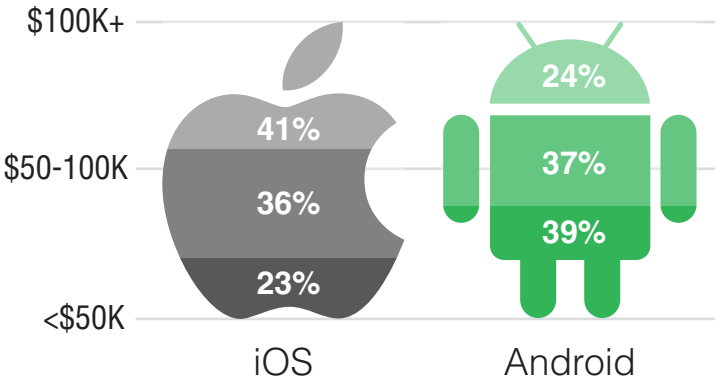
% of Article Reads That Are Shared¹



US Smartphone Subscribers (Jan 2013)¹



Annual Household Income Share (by Platform)²



Note: % of Article Reads that are shared is based on Total Shares/Total Articles Read.

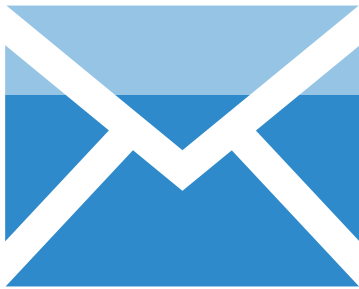
Source: Rumble Analysis, ¹ComScore Study 2013 (<http://www.techland.time.com/2013/04/16/ios-vs-android>), ²ComScore Study 2013 (http://www.comscore.com/Insights/Blog/Android_vs_iOS_User_Differences_Every_Developer_Should_Know)

How Do Users Share News?

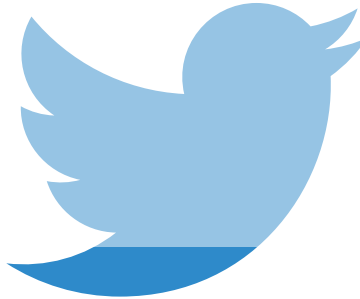
Findings: The Rumble platform offers mobile users the option to share articles within the mobile app via e-mail, Facebook (on their FB wall), or Twitter (on their Twitter feed). When given an option, mobile users strongly prefer to share content articles via e-mail. It was found that 76% of all articles shared were via e-mail, with the remaining articles shares split evenly across Twitter (12%) and Facebook (12%).

Takeaway: From these observations, it is recommended that publishers support e-mail sharing in their mobile apps as a versatile owned touch-point. A suggestion to publishers is to also use the e-mail sharing feature to drive stronger acquisition of mobile users. By including “Download our mobile app” in the e-mail template for e-mail shares, a publisher can create an effective touch-point for a potential user to download their app.

% of Article Reads That Are Shared



Email
76%



Twitter
12%



Facebook
12%

Note: The service that the mobile user chooses to share an article.

Source: Rumble Analysis

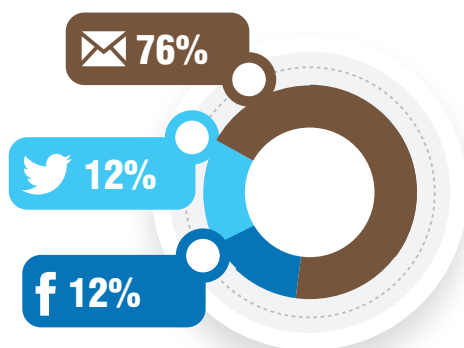
Does The Publisher Type Affect Sharing Behavior?

Findings: With over 40 publishers powered by Rumble's mobile platform, a deeper look was taken into how user behavior varies across types of publishers. It was found that mobile users from international publishers are more likely to share via e-mail (~75%) than are mobile users from regional (~50%) and local publishers (~60%). It was found that mobile users from international publishers are more likely to share via e-mail (~75%), instead of Facebook or Twitter, than are mobile users from regional (~50%) and local publishers (~60%).

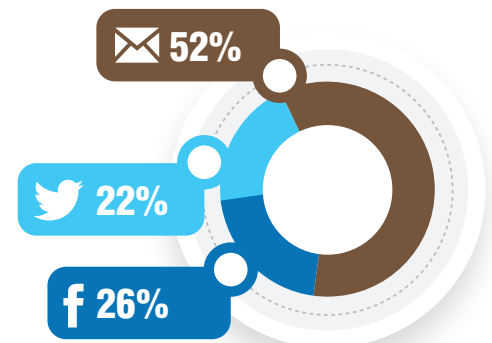
Takeaway: There is significant variability in sharing methods across publisher types. It is recommended that local and regional publishers support Facebook and Twitter sharing on mobile to improve their brand recognition. It is recommended that all publishers should reflect on their own brand and identify how they can drive higher user engagement based on their target audience shares content with their peers.

Variability of Sharing Method Across Different Newspaper Categories

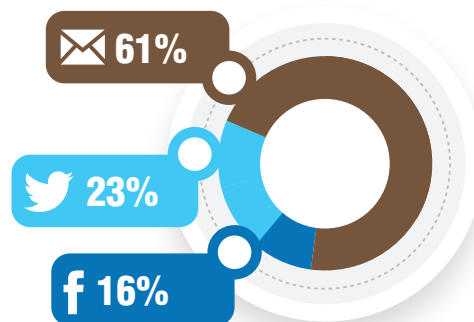
International



Regional



Local



Note: Sharing method is based on % of Shares on Rumble Platform for specific service over all Shares on Rumble Platform

Source: Rumble Analysis

Engaged Users: iPhone Or iPad?

Findings: For the Apple iOS platform, mobile content was equivalently consumed between the iPhone and iPad (50-50 split) based on the total number of articles read across our publisher apps. However, on closer examination, iPhone apps were downloaded more than iPad apps, which meant that on a per user perspective iPad users were reading more articles on average. Though iPad users tended to be more avid readers, iPhone users were 3x more likely to share an article he or she read than an iPad user (1.2% share rate for iPhone, 0.4% share rate for iPad).

Takeaway: Since there are specific strengths to each mobile device type, it is recommended that publishers consider building a mobile strategy that is tailored to the specific user engagement strengths of each device type with phone having higher sharing behavior and tablets having longer reading sessions.

2013 Stats

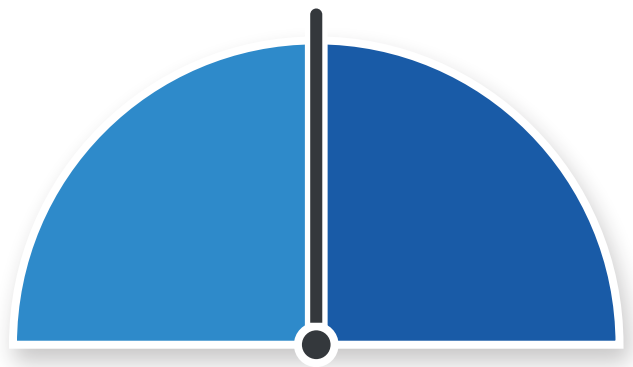


iPhone Users¹
53.6M



iPad Users²
53.9M

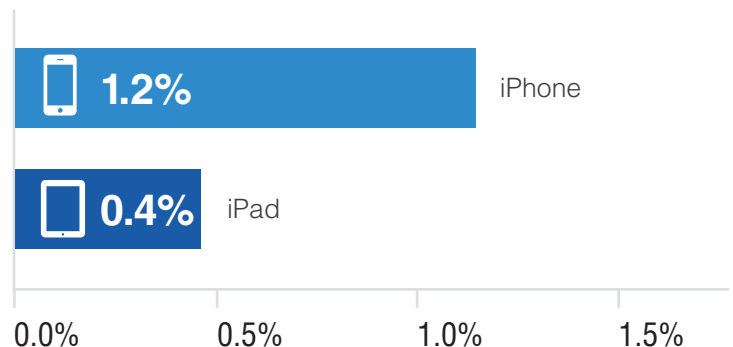
% of Articles Read across iOS Devices



iPhone
50%

iPad
50%

% of Article Reads Shared

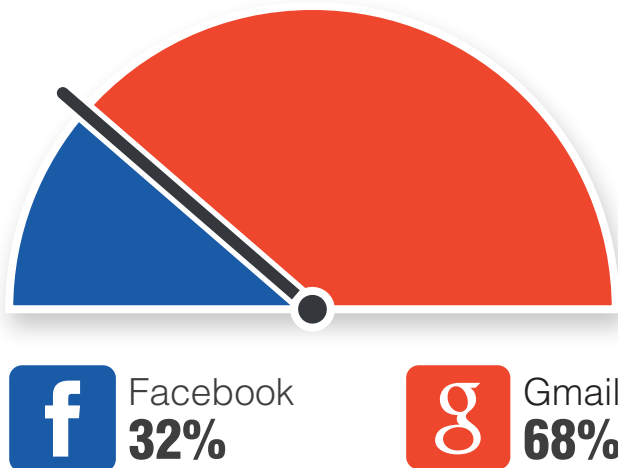


How Do Users Authenticate?

Findings: The Rumble platform provides users with an option to sign-in using an external authentication credential via Facebook or Gmail. It was found that of the users that opted to log-in, 68% of users log-in via Gmail and 32% of users log-in via Facebook. This is counter intuitive as Facebook has a larger network with 3x as many users as Gmail (1.2 billion users for Facebook vs. 425 million users for Gmail).

Takeaway: From this data, it appears that mobile users are more comfortable with Gmail profile authentication vs. Facebook profile authentication. Privacy and data security may play a role, as some users interviewed cited concerns of accidentally authorizing the app to post information onto their Facebook wall.

How Users Choose to Sign into Rumble's Mobile Apps



Total Number of Users (in millions)



Facebook¹
1,200 M



Gmail²
425 M

Note: Based on which service user chooses for logging into the app, if the user chooses to log-in (since its optional, many users do not currently log-in)

Source: Rumble Analysis; ¹The Guardian 2013 (<http://www.theguardian.com/technology/2013/sep/30/faces-of-facebook>),

²The Guardian (<http://www.theguardian.com/technology/2013/aug/14/google-gmail-users-privacy-email-lawsuit>)

Effectiveness Of Push Notifications?

Push Notifications are a key asset for our publishers to engage and re-engage their mobile audience. Push notifications for content producers can be helpful in a variety of ways, such as engaging users on new content, updates, and breaking news. Users have the option to disable push notifications through the iOS and Android platform, which provides users with a choice on whether they'd like to receive push notifications or not. With targeted push notifications, publishers can ensure that push notifications are well-received by their mobile audience while also driving increased article views, active users, and revenues.

Millward Brown Study: Survey Results on Mobile App Users¹



68%

Said that push notifications was “valuable.”



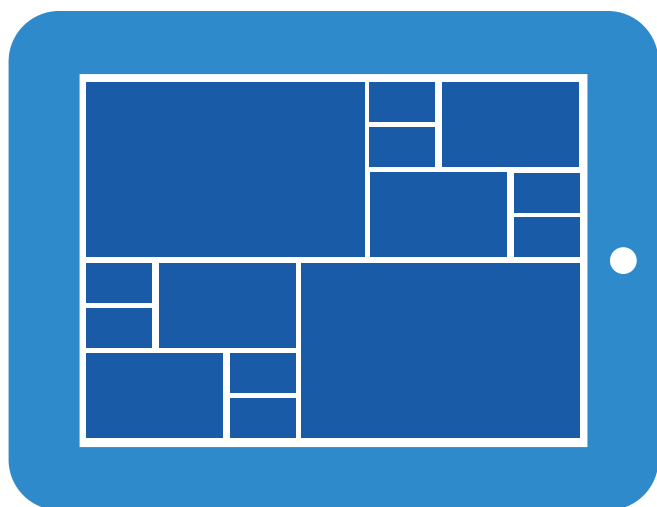
80%

Open to push notifications after downloading mobile app

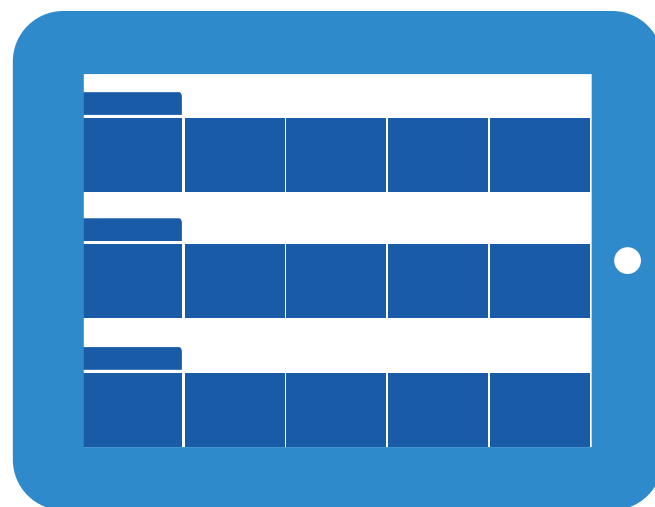
Layout Preference

The Rumble Platform provides users with the choice to select between two layouts to view content on the mobile app. It was found that there was an equal preference among users between the two viewing modes, with 50% of users preferring the Structured Layout and 50% of users preferring the Traditional Structured layout. Since users having different preferences when viewing mobile content, it is recommended that publishers offer their mobile audience multiple layout options. For publishers, this will ensure that the content is accessible and convenient for their diverse user base, and will drive improvement in overall user engagement. It is encouraged that publishers further analyze their audience by A/B testing on certain segments to understand layout preferences for specific audience demographics.

Which Layout Performs Better?



OR



50%

Prefer the Structured
Layout

50%

Prefer the Traditional
Structured Layout

User Acquisition Touch-Points

It is important for publishers to have a pro-active strategy for acquiring mobile users to the app store. While publishers tend to think a lot about leveraging paid campaigns to drive user downloads, it can be quite expensive as a standalone strategy. According to Fiksu's Cost per Loyal User Index, the cost of acquiring a loyal mobile user is continuing to rise and has reached \$1.90 per user in August 2013. Other services such as Facebook's Mobile App Install campaigns can be even more expensive, with campaign costs reaching over \$5 per user. For publishers, it has been found that leveraging their owned properties can be an effective and cost-effective solution to driving more mobile user acquisition downloads.

To learn more about how Rumble can help publishers leverage their owned assets, please download our Publisher Promotion Kit: http://bit.ly/rum_pubkit.



Paid

- Google AdWords
- FB Mobile Ads
- Mobile Install Campaigns
- Paid Search / SEO
- SMS Outreach
- Local SMB Advertising
- Print, TV, Radio
- QR Codes
- External Mailing Lists
- Sponsor Relations



Owned

- Website
- Facebook Page
- Twitter Page
- Blogs
- Existing App Migration
- Events
- E-mail Blast
- Direct Mailing
- Telephone Outreach
- Customer Service
- Subscription Bundling
- App Description (SEO)
- Press Release
- Microsites
- Channel Partners
- Trade Orgs
- QR Codes



Earned

- Reviews
- PR
- Word-of-mouth / Viral
- App Directories



The Mobile-First Platform for Publishers

About Us

Founded in 2011, Rumble has over 40 publisher clients covering the full spectrum of the media landscape including international publications, local newspapers, online media outlets and leading media groups. All in-app data for this study was collected in aggregate to inform the behavior of mobile content users. Rumble is the mobile-first platform for publishers, powering content for publishers of news, sports and entertainment; across all platforms and devices. With multiple embedded revenue streams, Rumble helps publishers generate revenue immediately and can scale with a growing business.

Our mission is to connect people, publishers and advertisers to their most relevant content. Rumble has offices in New York and Tel Aviv, to learn more visit <http://www.rumble.me> or follow us on Twitter.

Contact us:

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www.rumble.me