Loki.ai—Case Study

Optimize Owned-and-Operated Properties to Drive User Loyalty

Go Beyond Tracking Clicks.

Executive Summary

Background

1. We captured more than 60 million pageviews, taps, hovers, scrolls, and other events on the desktop, mobile web, and mobile apps of three large media organizations

2. We analyzed how headline structures, images used, interactives used, and position of images influence the clickability, shareability, user retention, and user-frequency on web and app

3. This increased daily engagements per user by more than 15%, and increased engaged time per user by 40%

Approach

1. Clients added a small (6.5kB) javascript snippet to their sites, and defined the events (taps, hovers, scrolls etc) that they wanted to measure

2. We log all of these events, along with user-specific data, in our data warehouse

3. Our AI engine consumes the stored data every hour, and automatically populates a dashboard with human friendly visualizations and text recommendations
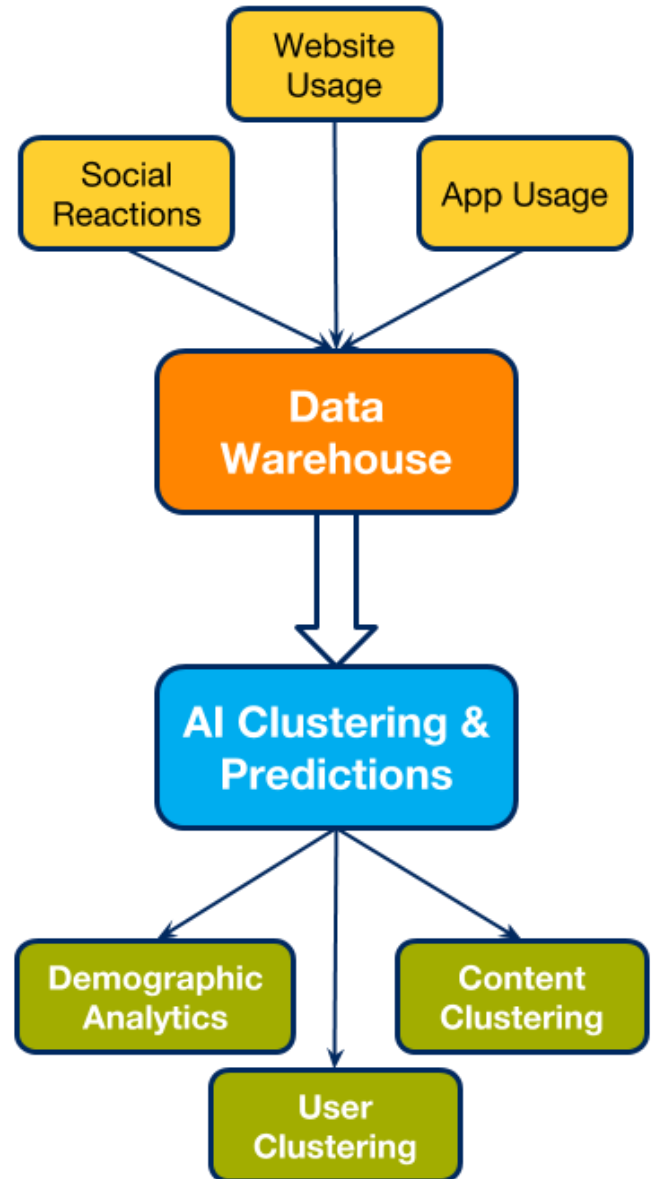
Using Big Analytics for Better Decisions

Driving organizational change with data

We drove change across product, design, and editorial by showing stakeholders what worked and what didn't. Previously intractable arguments about design and product decisions were not solved with data - without causing unnecessary organizational turbulence.

Sample Findings

We found several insights that helped improve user engagement and frequency of usage. These included:

1. Content about live cricket scores on some news sites tends to get a high number of pageviews, but users typically leave the site/app soon after seeing this content - presumably to consume it on a cricket focused app or site.

2. Randomizing the order in which news items appear on the top of a mobile web or app homepage increases homepage CTR by 35%.

3. Stories with a high number of comments tend to much higher repeat-readings, likely because users keep coming back to the page to see who responded to their comments.

The Impact

Better Organizational Processes

We helped our clients improve their organizational processes, by using data to inform every step of design, product, and content decisions.

We also ensured that are stakeholders were kept accountable, and that processes were strong enough to identify problems early.

Better User Engagement and Loyalty

With stronger products and better design, average engagements per user increased by more than 15%, and daily engaged time per user increased by 40%.

This was helpful both in driving subscriptions, and in increasing ad revenue.

About Us

Loki.ai is a Singapore-based startup that helps content companies improve their analytics, advertising, and content-creation processes. Our proprietary, innovative products have been recognized by clients across South- and South-East Asia, as well as the Global Editors Network.

The company was founded by Rishabh Srivastava. Rishabh has more than 5 years of experience in creating cutting-edge technology solutions for the media industry, and has helped some of the biggest media companies across South-Asia, South-East Asia, and the Middle-East in their analytics and content strategy.

Contact Us

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