

Reading Analytics

Communications & Media

Getting a decision out of a dashboard rather than a mood.

Do

- Compare to the same period last year
- Segment by source before concluding
- Watch loyalty, not just totals
- Set the decision before reading the data
- Note platform changes on the timeline

Beware

- One viral item skewing the average
- Bot and preview traffic in the totals
- Changed definitions between tools
- Small denominators in percentages
- Reading noise as a trend

THE DIFFERENCE THAT MATTERS

Decide what a number would change before you look, or you will find a story either way.

Returning visits are a better predictor of a sustainable audience than any single traffic peak, and far harder to manufacture.