




Publisher Audience Analytics

Jumpshot quantified the value of the audiences visiting 5 premium publishers: The New Yorker, CNN, The Huffington Post, The New York Times, and The Washington Post. Jumpshot analyzed the online behaviors of each site's visitors compared to the behavior of the general population.

Cross-visitation patterns across 4 premium publisher sites

By using cross-site visitation, we found that The New Yorker attracts the most heavy consumers of news as its audience is 5 times more likely to visit the other 4 publications than the audiences of any of the other 4 publishers. CNN, on the other hand, attracts the most loyal audience as more than half of its audience does not visit any of the other 4 premium publishers. If an advertiser wants to target heavy consumers of news, then The New Yorker is the best fit. If they want to target an exclusive audience, then CNN is the better choice.

| Number of Sites Visited | CNN |  |  |  | top |
|-------------------------|-----|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----|
| 1 | 54% | 42% | 43% | 20% | 27% |
| 2 | 20% | 24% | 22% | 16% | 24% |
| 3 | 13% | 17% | 16% | 15% | 24% |
| 4 | 9% | 13% | 14% | 19% | 19% |
| 5 | 3% | 4% | 5% | 30% | 6% |



Amazon conversion rates for 5 premium publisher audiences

The New Yorker is a very strong channel to promote e-commerce retail offers because its audience is very active on Amazon. The New Yorker's audience is 10% more likely to purchase on Amazon than the general population and is more inclined to shop online than the audiences of the other 4 publishers. CNN, on the other hand, might want to steer away from advertisers that have purely online e-commerce goals, as their audience is less likely to purchase on Amazon than the audiences of the other 4 publishers and the general population.

| Publisher | Amazon Conversion Rate | Comparison to General Population |
|---------------------|------------------------|----------------------------------|
| The New Yorker | 29% | 10% |
| The Washington Post | 26% | -1% |
| The Huffington Post | 25% | -4% |
| The New York Times | 25% | -5% |
| CNN | 23% | -15% |

Amazon conversion behavior at the category level



Transaction data at the category level shows that The New Yorker has an advantage in reaching Amazon buyers in 16 of 20 categories analyzed. The New Yorker's audience is 269% more likely to buy books than the general population, 197% more likely to buy pet supplies, and 145% more likely to buy products related to patio, lawn, and garden.

| Product Category | CNN | H |  |  | wp | All Publishers |
|--------------------------|-----|------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------|----------------|
| Books | 51% | 96% | 269% | 112% | 108% | 97% |
| Patio, Lawn & Garden | 77% | 87% | 145% | 95% | 120% | 95% |
| Pet Supplies | 50% | 105% | 197% | 77% | 82% | 82% |
| Tools & Home Improvement | 53% | 47% | 90% | 54% | 61% | 55% |
| Beauty | 24% | 63% | 143% | 44% | 55% | 49% |
| Home & Kitchen | 18% | 57% | 121% | 46% | 45% | 43% |
| Health & Household | 22% | 45% | 103% | 48% | 46% | 42% |
| Health & Personal Care | 18% | 45% | 127% | 48% | 45% | 41% |
| Beauty & Personal Care | 19% | 51% | 92% | 47% | 29% | 38% |
| Grocery & Gourmet Food | 22% | 54% | 110% | 26% | 32% | 36% |

*Compared to the general population

Amazon conversion behavior at the brand level










The New Yorker has an advantage over the other 4 publishers in reaching Amazon buyers for 15 out of 26 brands analyzed, allowing its sales reps to prioritize selling to the brands where it has an advantage and deprioritize selling to the brands where it doesn't have an advantage.

| Brand | CNN | H |  |  | wp | All Publishers |
|--------------|------|------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------|----------------|
| BLACK+DECKER | 95% | 100% | 103% | 94% | 124% | 102% |
| Etecity | 38% | 62% | 86% | 66% | 62% | 57% |
| Energizer | 26% | 29% | 70% | 55% | 57% | 42% |
| Panasonic | 19% | 41% | 103% | 41% | 47% | 38% |
| Intex | 1% | 81% | 38% | 28% | 51% | 38% |
| SanDisk | 17% | 22% | 36% | 22% | 38% | 25% |
| Sabrent | 14% | 26% | 81% | 21% | 28% | 24% |
| Brother | 20% | 4% | 58% | 20% | 20% | 18% |
| SquareTrade | -25% | -26% | -30% | -49% | -28% | -32% |
| HP | -51% | -31% | -29% | -27% | -27% | -35% |

*Compared to the general population

Amazon conversion behavior at the product level

Visitors to The New Yorker not only buy more pet supplies on Amazon than visitors to any of the other 4 publications as well as the general population, but they are also far more likely than the general population to buy Milk-Bone Flavor Dog Biscuits, and Fancy Feast Wet Cat Food. The Washington Post does well in reaching consumers with intent-to-purchase patio, lawn and garden products, therefore it's also good at reaching buyers of specific products. The Washington Post's audience is more likely than the general population to buy BLACK+DECKER's trimmer and edger combo.

| |  |  |  |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Category | Pet Supplies +197% | Patio, Lawn and Garden +120% | Toys and Games +53% |
| Brand |  141% more frequently |  73% more frequently |  39% more frequently |
| Specific Product | Fancy Feast Wet Cat Food Classic  322% more frequently | Lithium High Performance Trimmer and Edger  180% more frequently | Imploding Kittens  88% more frequently |






*Compared to the general population

Accommodation booking behavior on Expedia by hotel chain

Visitors to all 5 premium publishers are 33% more likely to book major hotel chains on Expedia than the general population. The New Yorker's audience, however, is the least likely to book accommodations on Expedia.

The Washington Post does the best at reaching people who use Expedia to book the leading hotel chains. Overall, its audience is 41% more likely to book via Expedia versus the general population. This is 8 percentage points higher than the average across the 5 premium publishers.






Diving deeper into specific hotel chains, people who book Hyatt with Expedia, for example, are the easiest to find on The New York Times. In contrast, people who book Choice Hotels tend to visit The Huffington Post, as its audience is 52% more likely to book a Choice Hotel via Expedia than the general population.

| Hotel Chain |  |  |  |  |  | All Publishers |
|-------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------|
| Hyatt | 46% | 50% | -6% | 71% | 60% | 54% |
| Hilton | 38% | 35% | 28% | 43% | 56% | 42% |
| Choice | 38% | 52% | 29% | 39% | 38% | 41% |
| Marriott | 31% | 20% | 4% | 28% | 41% | 29% |
| IHG | -4% | 13% | 5% | 16% | 18% | 10% |
| Total | 29% | 33% | 16% | 35% | 41% | 33% |

*Compared to the general population

Shopping for domestic vs. foreign cars on Cars.com






The New Yorker's audience shows a higher intent to purchase domestic cars on Cars.com than any of the other 4 premium publishers and is 16 percent more likely to purchase than the general population. This would certainly be a selling point for domestic car advertisers. However, foreign car advertisers may be more interested in The Huffington Post, whose audience shows more interest in purchasing foreign cars than any of the 4 other publishers as well as than the general population.

| |  |  |  |  |  | All Publishers |
|----------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------|
| Domestic | 8% | 9% | 16% | 12% | 8% | 9% |
| Foreign | 2% | 7% | -5% | 1% | 4% | 3% |

*Compared to the general population

Shopping behaviors by maker on Cars.com

The collective audience of the 5 premium publishers over index on reaching car shoppers who have indicated an interest in purchasing a vehicle from manufacturers including Mazda, Tesla, Saab, Maybach and Pontiac. The New Yorker's audience leads this preference, mostly towards luxury cars, as they are 840% more likely to show interest in Maybach and 572% more likely to shop for a Tesla versus the general population. On the other hand, visitors to The New York Times show less interest in Maybach than the general population.

| Maker |  |  |  |  |  | All Publishers |
|---------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------|
| Mazda | 63% | 39% | 140% | 59% | 95% | 66% |
| Tesla | 87% | 17% | 572% | 39% | 39% | 66% |
| Saab | 90% | 28% | 121% | 63% | 64% | 65% |
| Maybach | 1% | 36% | 840% | -100% | 178% | 53% |
| Pontiac | 36% | 41% | 21% | 7% | 79% | 40% |

*Compared to the general population

Methodology

Jumpshot leveraged its 100-million consumer panel to analyze the clickstream activity of 3 million of its US panelists that visited five premium publishers between April and June 2016 to detect online shopping trends, accommodation bookings and car shopping preferences.

Jumpshot is the only company that unlocks walled-garden data to empower marketers to target and expand their customer base. Our data reflects consistent, real-time behavior, not projections from spotty recruitment panels. We provide key insights into how specific audiences behave throughout the entire digital ecosystem, using real consumer behavior to inform marketing strategies and help quantify the impact of campaigns. Learn more about Jumpshot at jumpshot.com.

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