



Online User Behavior Study

Results of an in-depth survey, focusing on
content and ad consumption

2016



We partnered with Nielsen, a global information and measurement company, to discover factual online user behavior across all screens. Nielsen are trend specialists, operating in over 100 countries and employing approximately 44,000 people worldwide.





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Ad Consumption

The power of ads

Ad frequency & motives

Video ad behavior

Intent behind sponsored content

THE POWER OF ADS

When integrated correctly, ads can enhance the user experience, when integrated poorly, they have the power to damage it. It has been proven that targeted, native ads bring exceptional value to the user experience.

We asked questions to better understand the frequency and intent of clicking on display ads, video ads and sponsored, suggested content.

79% VS 43%

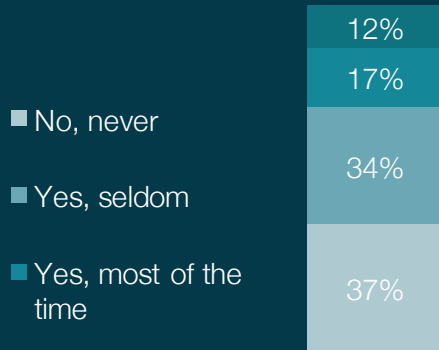
Prefer To Access
Free (Ad Supported)
Content

Will Fully Watch
A Video Ad With
Interesting Content

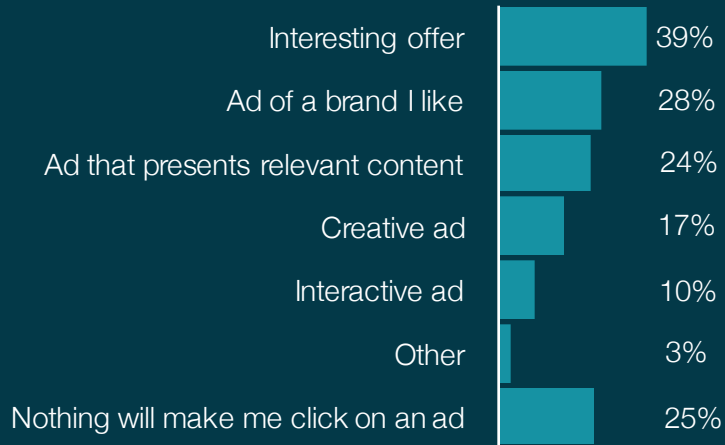


AD FREQUENCY & MOTIVES

Heavy and medium users are clicking on ads more frequently than light users. Generation X, Y and Z are clicking more on ads when compared to Boomers and Silent users.



The main reason for clicking on an ad is either an interesting offer or a solid brand reputation



39%

Will Click On An Ad
That Holds An
Interesting Offer

26%

Will Click On A Display
Ad If It's From A Brand
The Users Like



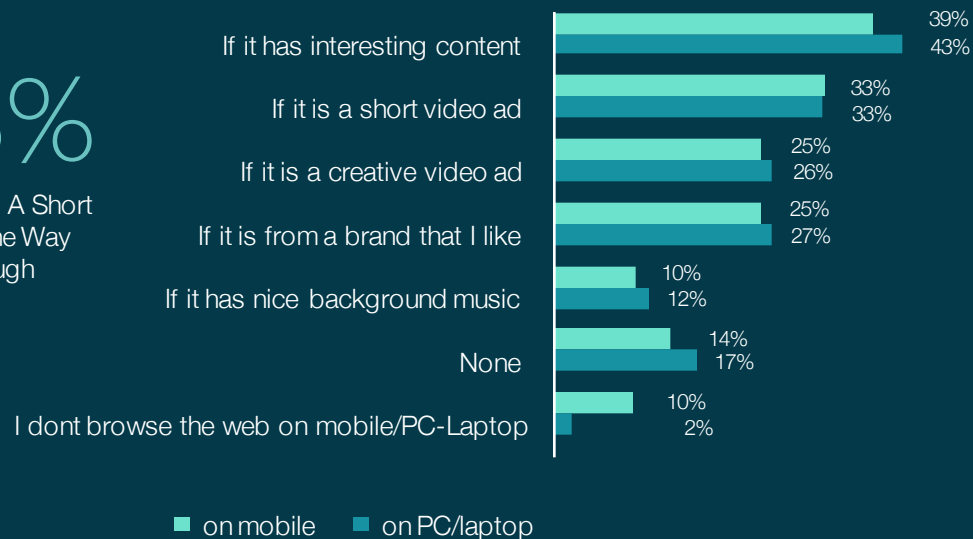
VIDEO AD BEHAVIOR



What will make users watch a video ad until the end without skipping?

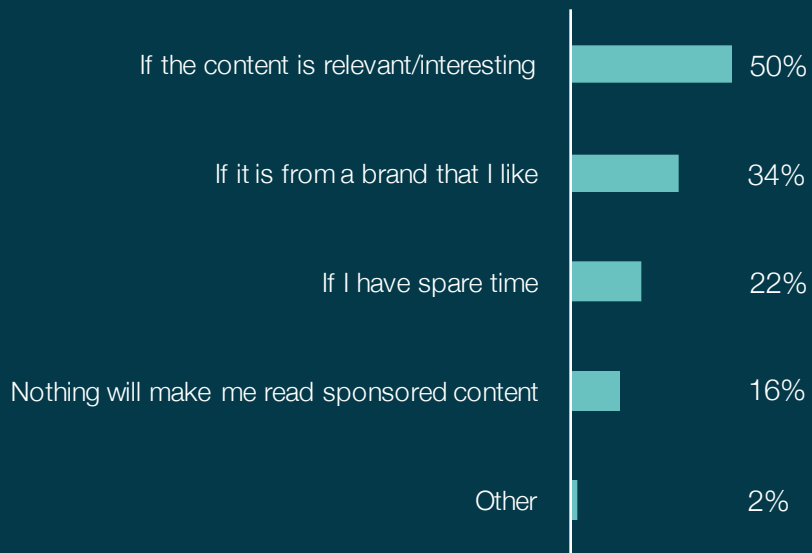
33%

Will Watch A Short
Ad All The Way
Through

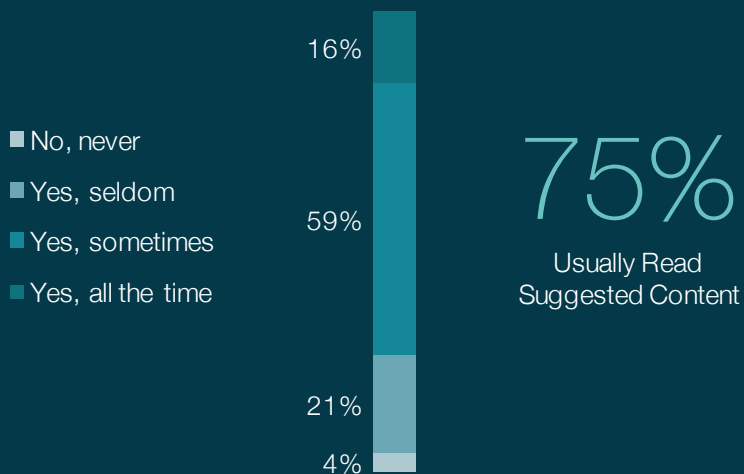


INTENT BEHIND SPONSORED CONTENT

The primary reasons for visiting sponsored content



Almost all respondents have experienced additional suggested content





Devices

Constant access

Preferred tools

Trends

Browsing methods

CONSTANT ACCESS

User habits are changing. We are living in a world where valuable content is readily available from everywhere online, from the biggest publishers to fresh faced independent bloggers. We wanted to better understand site popularity, use of social, preferred platforms, motives, methods and times spent on site.

38% vs 48%

Use Mobile Use PC / Laptop



PREFERRED TOOLS

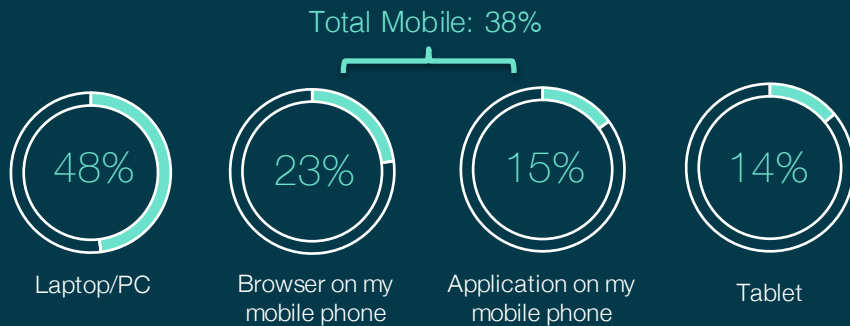
Content is better viewed on a larger screen.

Websites are visited more so on desktop with a large chunk of users accessing from mobile.

23% vs 15%

Mobile Web Users

Mobile App Users



TRENDS

Men tend to prefer desktop access, women generally prefer mobile.

49%

Of Mobile Users Are Women

56%

Of Laptop Users Are Men



Laptop/PC



Browser on
my mobile phone

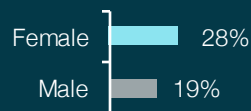


Application on
my mobile phone



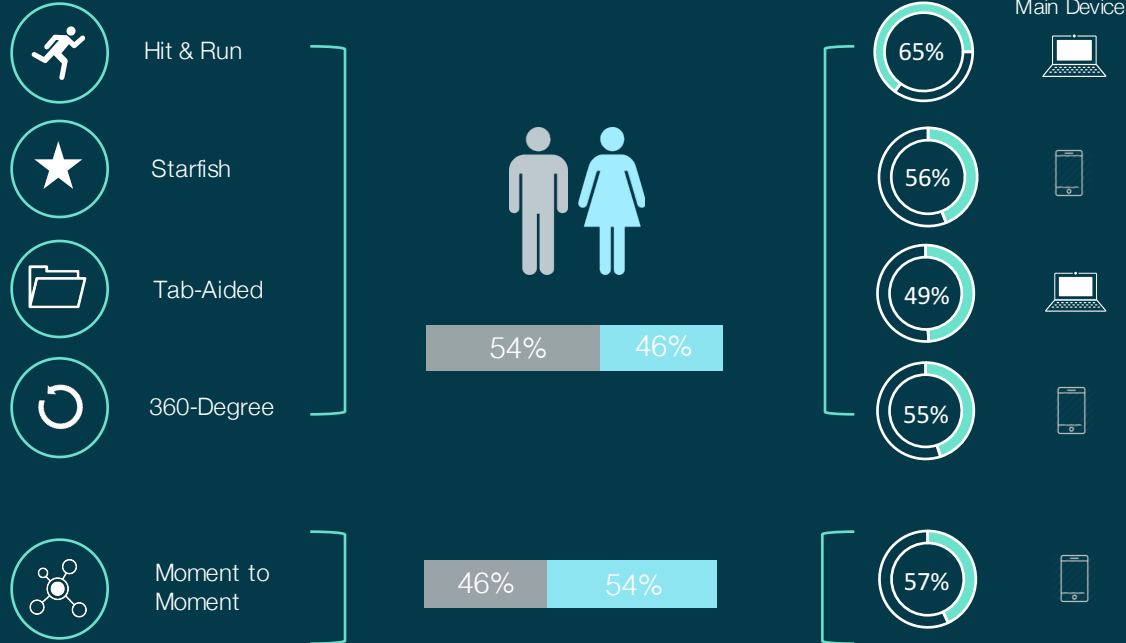
Tablet

Especially
among...



BROWSING METHODS

Most users have a fixed method for browsing content websites. The most popular browsing style is starfish, and then tab-aided.



Social Media vs. Content Websites

Preferred methods

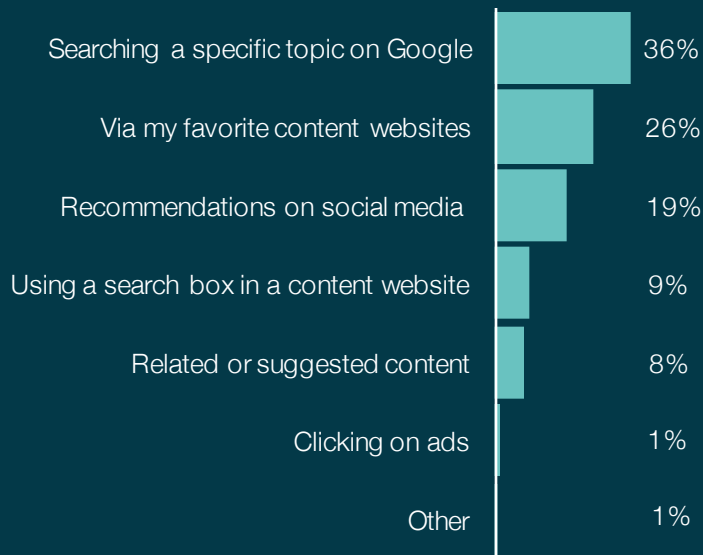
Traffic movement

Further discovery



PREFERRED METHODS

More than a third of users prefer to find their content via Google, 'favorite' content websites hold second place.



26%

Use Content Websites To Find
What They Are Looking For

32%

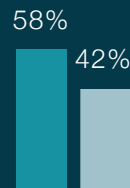
Of 'Medium' Users Browse Content
Websites More Than Social Networks



TRAFFIC MOVEMENT

Traffic coming from the home page of a content website will generally stay for a longer period of time. Visitors from social have a tendency to leave after a shorter period of time. Long loading times and popup ads are the main reasons for abandoning site visits. There is a preference to digest written content on certain topics. The most popular motive to visit content websites is to stay updated on specific subjects.

When reaching content websites
via its home page

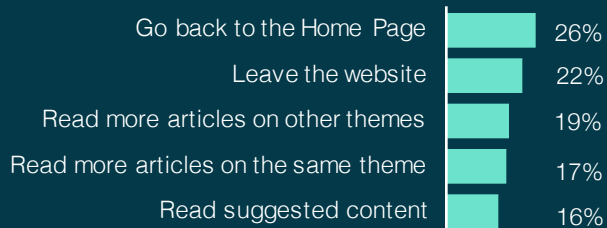


When reaching content websites
via recommendation on social media

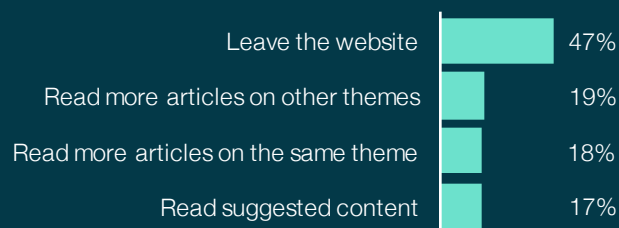


User behavior when finished reading an article

When reaching content websites via its home page



When reaching content websites via recommendation on social media



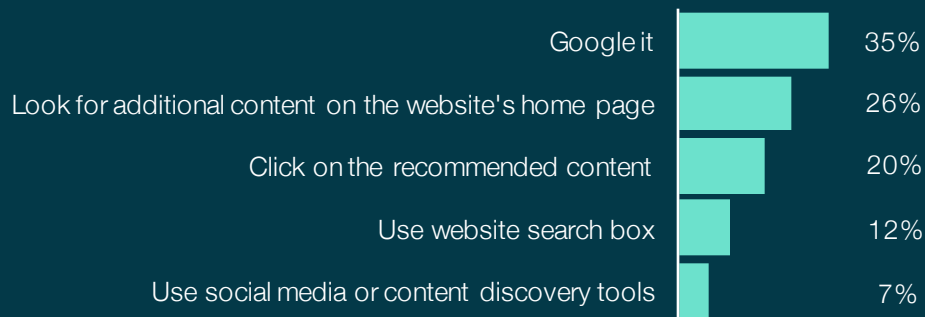
FURTHER DISCOVERY

Content websites have more traffic and higher engagement than social networks when it comes to discovering additional content on the same subject: that's why when users reach an article via the home page, they tend to stay on site for longer and look for additional content (compared to those who reach the website via social channels).

How Content Is Discovered

58%

Stay Longer On Site,
When Reaching From HP





Content Consumption

Time spent online

Main motives

Video trends

TIME SPENT ONLINE



More than a third of users prefer to find their preferred content via Google - their 'favorite' content websites follow in 2nd place (26%).

Users spend significantly more hours per day visiting content websites and social networks than any other website.



MAIN MOTIVES

'Getting the latest updates' is the main motive to visit content websites at any part of the day, especially during the morning period. Users visit content websites less frequently as the evening approaches.

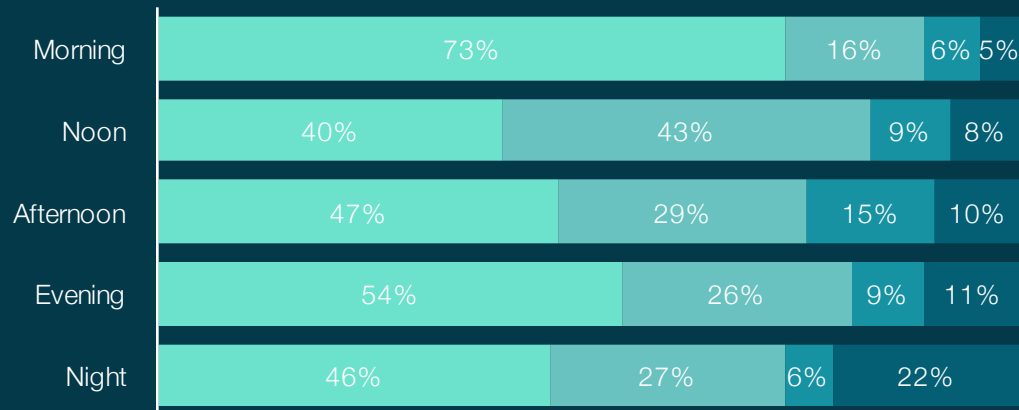
43%

Browse Content
Websites During The
Afternoon To Take
A Break

73%

Browse Content
Websites During The
Morning To Get The
Latest Updates

- get the latest updates
- take a break
- work/ study
- I don't visit content websites at this time



VIDEO TRENDS

Video is a massively growing media. Users prefer to consume content as video across all screens.

Women tend to look for content on style, fashion and cooking.

Men tend to look for content on technology, cars and sport.

Generations Y and Z prefer to consume relevant content as video on cooking (40%), entertainment (39%) and sport (34%).

39%

Prefer To Consume
'Entertainment' Content
As Video

70%

Prefer To Consume
News As Written
Content

31%

Prefer To Consume
'Tech' Content As
Video



Browsing Behavior

User interaction

Habits & trends

Consumption styles

Why the quick departure?



USER INTERACTION

2-4

Favorite Website

Understanding exactly how users interact with content websites is fundamental for CodeFuel to build strong and optimized solutions. We need to fully understand all user methods and browsing styles and how they can impact the ad ecosystem.

5

Browsing Styles

Users tend to have a fixed method for browsing content websites. The most popular browsing style revolves around navigating around the home page. Candidates aged 54+ don't have a fixed method for browsing content websites- those aged 18-49 generally prefer a tab aided content browsing experience.

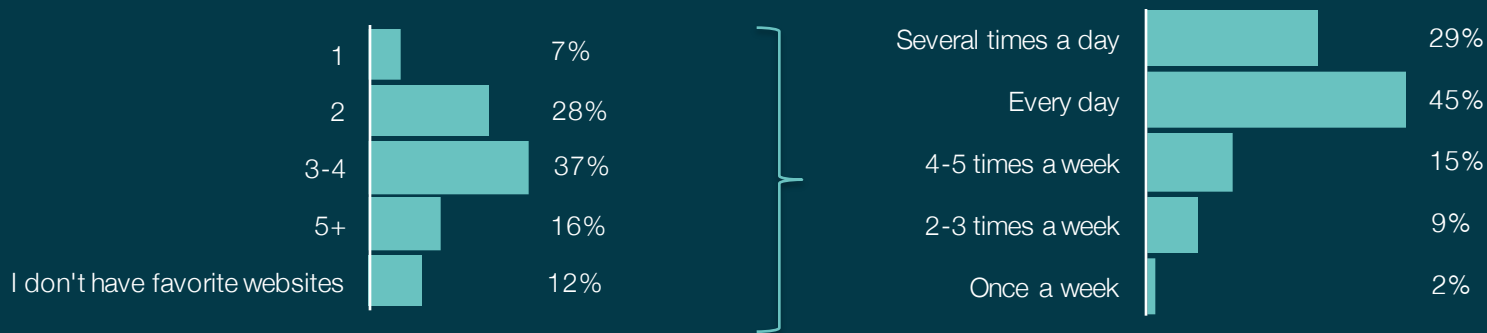


HABITS & TRENDS

Content websites and social networks are most frequently visited. A large portion of users have 2-4 websites that they visit daily.

Content websites come second only to Google for consuming information online. One fifth of users engage in recommended content services.

Favorite content websites and frequency of visits

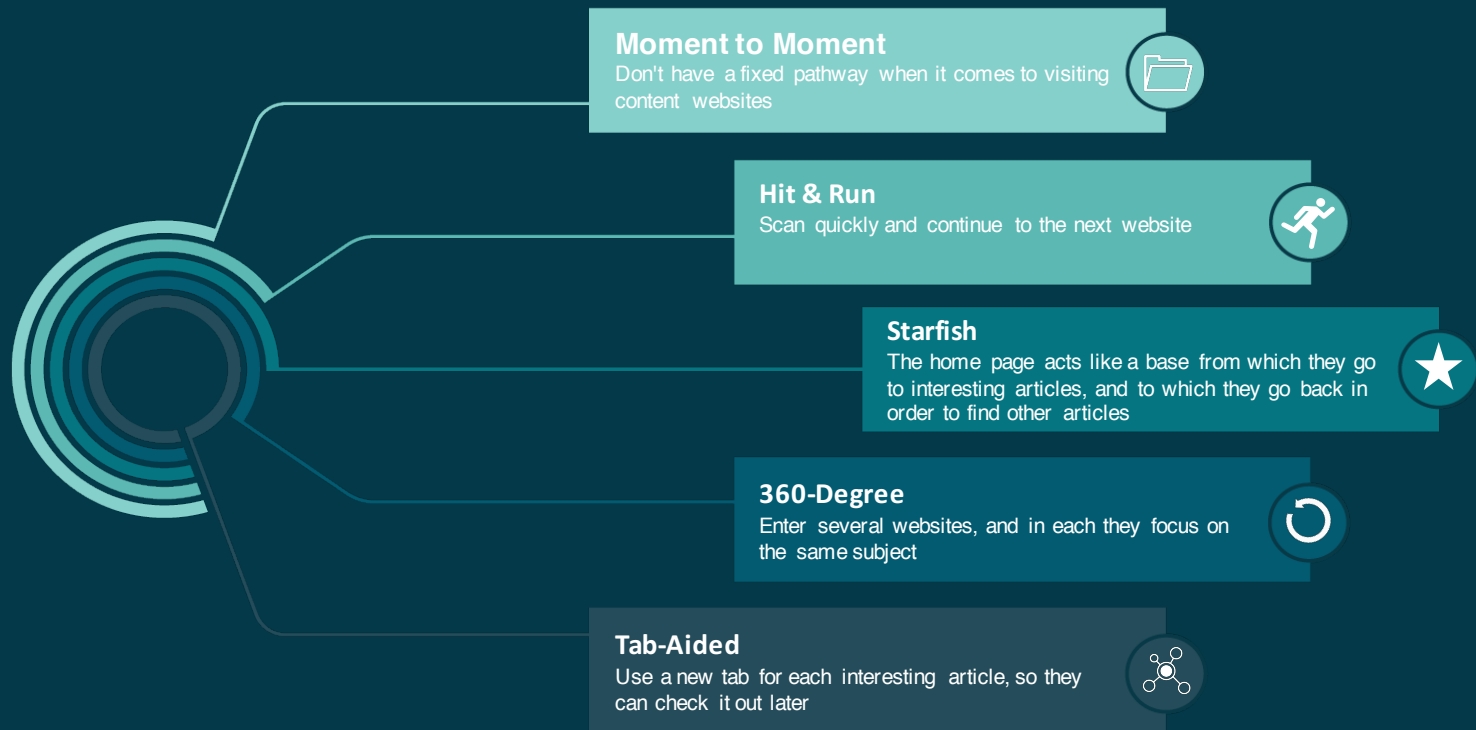


Most users have 2-4
favorite websites that they visit daily

More frequent users
have more favorite websites



CONSUMPTION STYLES



CONSUMPTION STYLES

Most users have a fixed method for browsing content websites. The most popular browsing style is starfish, and then tab-aided.



Hit & Run



Starfish



Tab-Aided

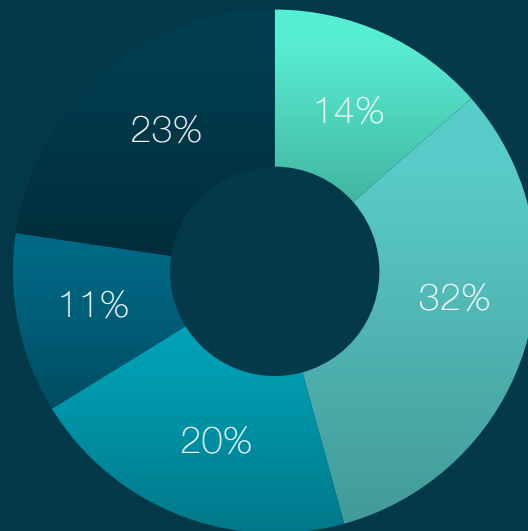


360-Degree

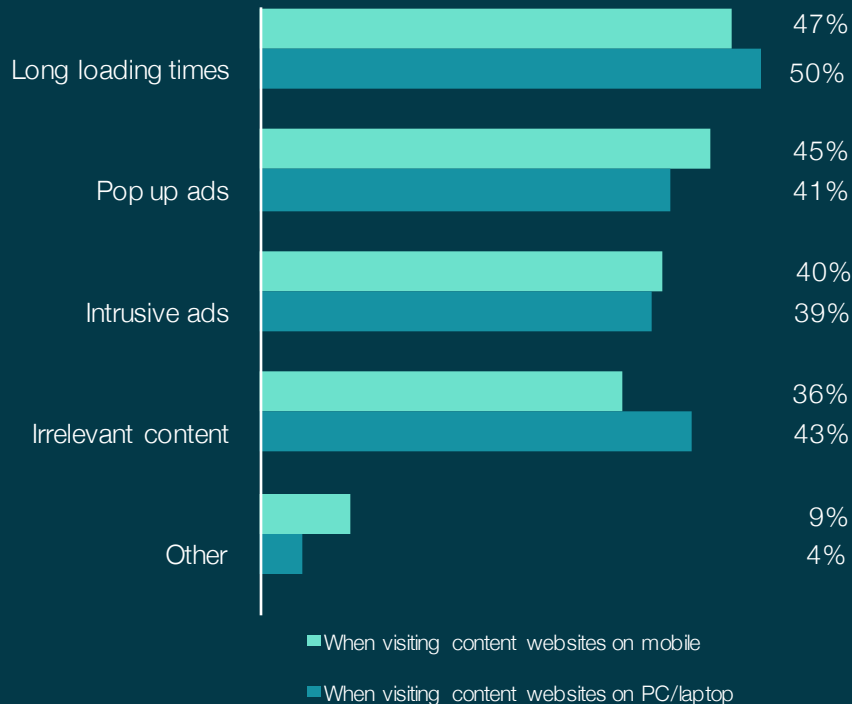


Moment to
Moment

- I scan quickly and continue to the next website
- The home page acts like a base from which I go to interesting articles, and to which I go back in order to find other articles
- I use a new tab for each interesting article, so I can check it out later
- I enter several websites, and in each I focus on the same subject
- I don't have a fixed pathway when it comes to visiting content websites



WHY THE QUICK DEPARTURE?



50%

Of Users Will Leave
Because Of Long
Loading Times

43%

Of Users Will Leave
Because Of Irrelevant
Content



Impact of Results

[Enter CodeFuel](#)

[About CodeFuel](#)



ENTER CODEFUEL

CodeFuel delivers a native ad experience based on powerful algorithms and user intent. We implement tags which are seen by many as an intuitive way to quickly escort you to related content and to explore a chosen subject effortlessly and concisely. According to our test subjects, they are a step in the right direction.

53%

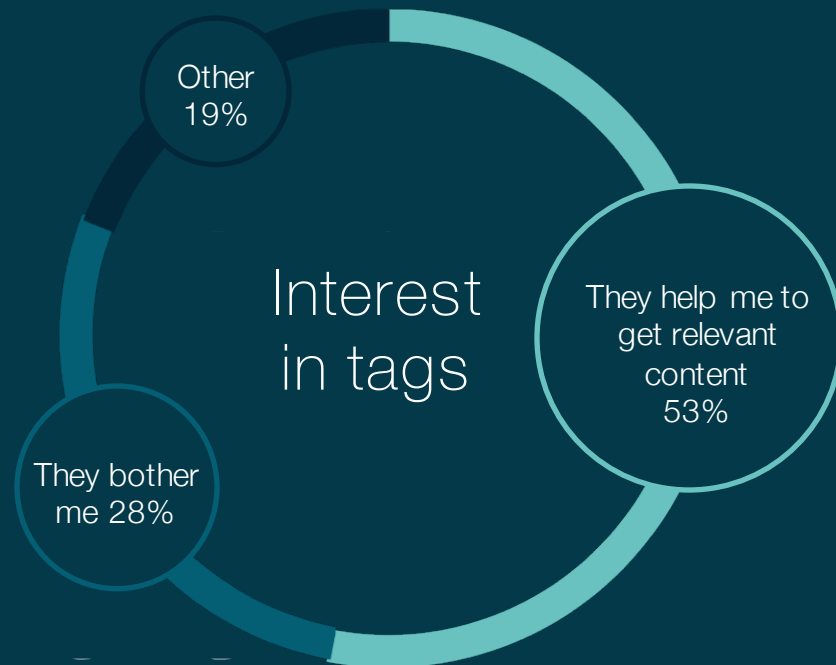
Say That Tags Help
Them To Get
Relevant Content

75%

Will Often Read
Suggested Content
When Offered

34%

Read Sponsored Content
If Its From A Brand
They Like





About

CodeFuel

CodeFuel is a part of Perion Network (NASDAQ: PERI), operating in 8 major worldwide locations with over 650 employees.

CodeFuel creates intuitive and powerful native ad solutions based on user intent. Our solutions for content publishers keep their end users engaged and on site for longer.

We keep the end user in mind every step of the way in order to develop the very best solutions based on powerful technology.

CodeFuel helps content publishers monetize by opening revenue sockets all over their online real estate.

Visit codefuel.com for more information.

Summary of Findings

The importance of research

Audience statistics

Content website: defined

Key findings



The Importance of Research

To create powerful products for the publisher's end user, it is imperative to understand every stage of the user cycle. CodeFuel applies findings collected from this research across their solutions to create optimized products with impactful results.

Methodology

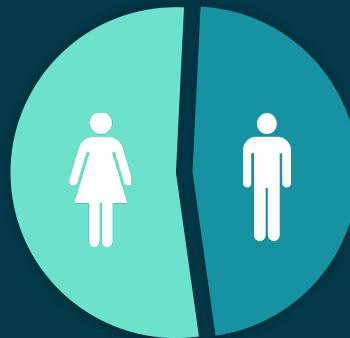
All data from this report was taken in May 2016 from a Nielsen survey (number of participants: 503).
All respondents are male and female US residents, aged 18+.

AUDIENCE STATISTIC

Content websites are wildly popular across all age brackets and incomes. To understand associated user behavior, we needed to dig deeper and better comprehend just how users engage with online content on a daily basis – keeping in mind all variants including gender, age, education and time spent on site.

53%

Gender Men



47%

Gender Women

Education

40%

college / technical

40%

university

Household Income

46%

above average

22%

average

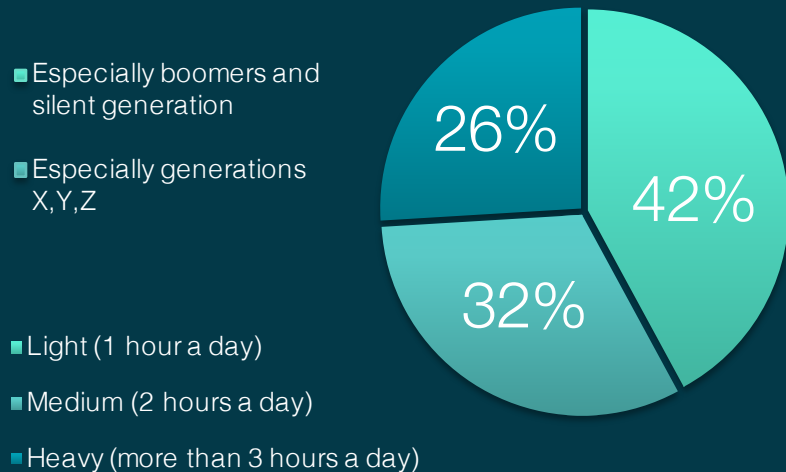
32%

below average

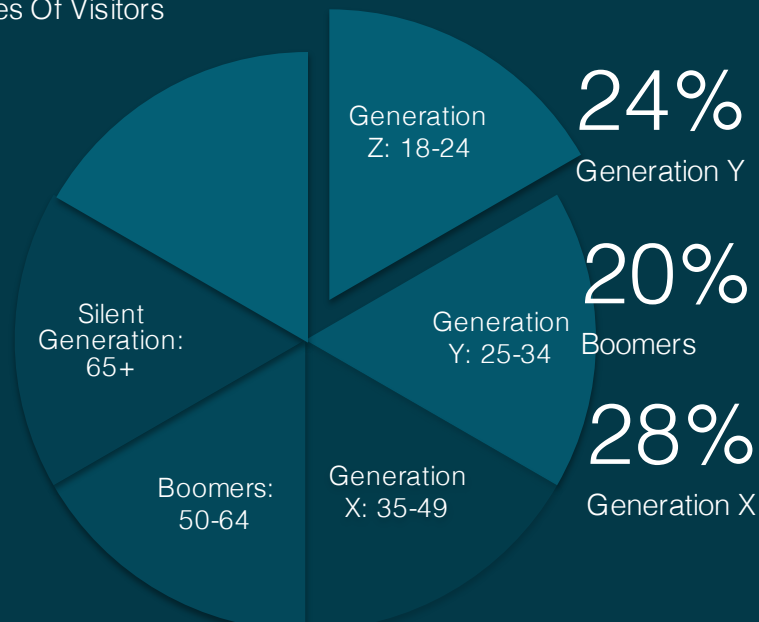
CONTENT WEBSITE: DEFINED

Content websites can be defined as popular websites that are rich in content- from CNN to HuffPost to TechCrunch. This eBook is dedicated to the findings of an in-depth survey of these specific site visitors.

Time Spent On Site



Types Of Visitors



KEY FINDINGS

Through this extensive and thorough research session we extracted the following key pieces of information which relate directly to users of content websites:



For Finding Relevant Content

82%

Of Online Users Visit
Content Websites On
A Daily Basis

39%

Prefer To Consume
'Entertainment' Content
As Video

58%

Stay Longer On Site,
When Reaching From
HP



KEY FINDING

- ✓ 39% of users will click on an ad that holds an interesting offer, 26% will click an ad from a preferred brand.
- ✓ 48% of candidates access content websites and social media via desktop, while 38% access via mobile.
- ✓ Candidates aged 18-34 prefer to receive content as video on cooking, technology, entertainment and sport.
- ✓ When reaching content websites via a homepage, users tend to have a longer time spent on site, compared to volume of content that arrives via social recommendation.
- ✓ Google is the primary choice to search for relevant content (36%); Content websites come 2nd (26%).
- ✓ Most candidates spend up to 2 hours on content websites. These websites and social networks attract the vast majority of users per day (on average 2-3 hours per day).
- ✓ A primary motive to visit content websites is to consume the latest updates on certain subjects.
- ✓ These users visit content websites throughout the entire day. Peak time is morning. Numbers decline in the evening.

82%

of adult Americans visit content websites. Based on our research, they can be categorized as highly educated with higher levels of income.



Thank You

CodeFuel would like to thank all participants and our research partners Nielsen for helping to complete this study.

