



LONG BEACH POST



OIL CITY NEWS

Partnership

The GNI Ad Revenue Lab is a partnership between the [Google News Initiative](#), [LION Publishers](#) and [10up](#) focused on developing best practices to generate revenue in the hyper local news space. . The pilot program kicked off in September 2019 with several publishers from the [LION Publisher](#) organization and will continue throughout 2020.

Overview

The [Long Beach Post](#) is a daily, digital publication covering news, life, business, placemaking, food, sports, LGBT issues and more in the city of Long Beach, California. The Post continues to invest in expanded coverage of the city and its people, creating new technologies to increase readership, and remaining nimble so changing reader demands are opportunities, not threats. The Long Beach Post was founded on February 13, 2007.

[Oil City News](#) is Central Wyoming's largest locally owned, independent news platform. They specialize in hyperlocal coverage of the people, places and events that shape the community they love. Oil City's award-winning staff of Casper-based, professional journalists are dedicated to bringing readers stories fast, first and forever free.

[San Angelo LIVE!](#) is an award-winning hyper local online news service for the San Angelo, TX region. Independently owned and operated by San Angelo's digital experts at Hyde Interactive, San Angelo LIVE! launched on September 4, 2013, and reports on breaking, civic, and non-traditional news in West Texas.

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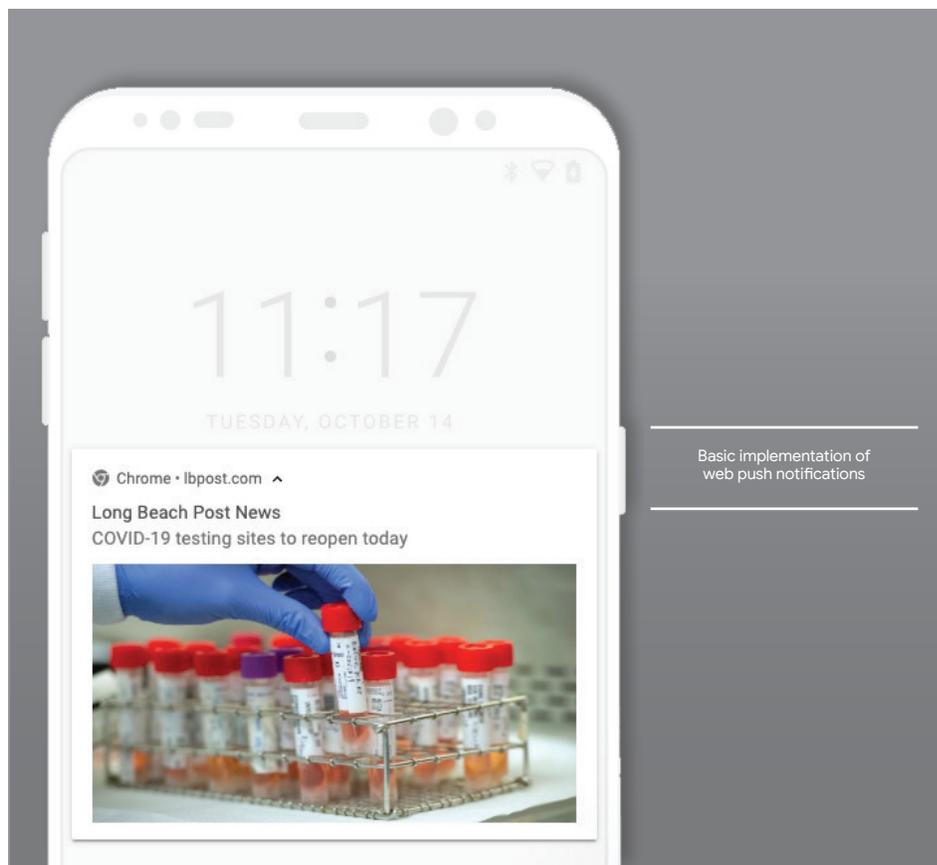
Driving Returning and Engaged Users with Web Push Notifications

After implementing web push notifications, one publisher increased returning visitors, while two other publishers saw increased engagement from these users.

The Project

Web push notifications continue gaining popularity as a medium of delivering breaking news, as they give publishers the ability to get their most important stories in front of their readers in real-time. After kicking off the GNI Ad Revenue Lab, it became apparent that this was also a potentially impactful opportunity for user retention and increased pageviews, as none of the participating publishers had been utilizing web push notifications.

Since the goal of the Lab was to drive revenue, not spend it, it was recommended that participating publishers use the free version [OneSignal](#) for delivering web push notifications. OneSignal, along with other notification platforms, can be utilized as a standalone product or as a WordPress plugin. For the most part, publishers opted for a basic implementation of web push notifications, sending them automatically as part of their publishing process.





The Results

Now with news stories being delivered in real-time to readers who opted into notifications, these publishers have seen two distinct results of the implementation. For Long Beach Post, web push notifications have become a consistent, high-volume driver of returning visitors to the site in the first eight months since implementation.

RESULTS IN THE FIRST EIGHT MONTHS SINCE IMPLEMENTATION

25K

Over 25k readers have opted into web push notifications, with a steady 5% weekly growth rate.

350K

Sessions started from clicking a web push notification, making it the sixth highest current source of traffic to the site.

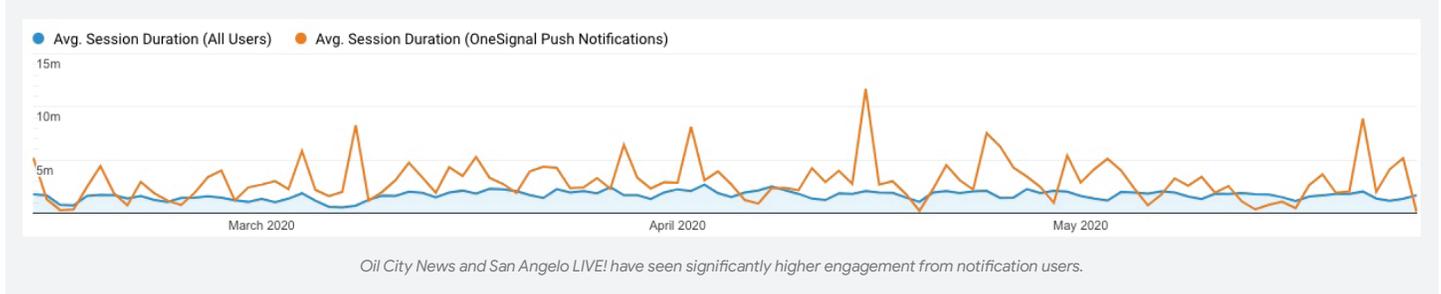
38%

Returning visitors to the site have increased 38%

\$600

Over \$600 of programmatic ad revenue generated from web push notifications.

Oil City News and San Angelo LIVE! joined the GNI Ad Revenue Lab and implemented web push notifications more recently, so this medium has not had ample time to grow like it has with Long Beach Post. However, while the Post's notification users show similar engagement to the site as a whole, both Oil City News and San Angelo LIVE! have seen significantly higher engagement from notification users.



The Impact

Web push notifications proved to be a versatile tactic for the publishers who implemented them. Long Beach Post has seen a substantial increase in returning visitors since offering notifications, and has watched this medium develop into a steady, high-volume source of traffic to the site. Oil City News and San Angelo LIVE!, both covering less populous areas, have observed that notifications cater to their most engaged audience, with users entering through this medium spending longer on the site, viewing more pages, and bouncing less on average.

OIL CITY NEWS' WEB PUSH NOTIFICATION USERS

60%

Spend 60% longer on the site

29%

Higher pageviews per session

14%

Less bounce rate than normal site

SAN ANGELO LIVE!'S WEB PUSH NOTIFICATION USERS

34%

Spend 34% longer on the site

8%

Higher pageviews per session

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