

Reviewed

About Reviewed

[Reviewed](#) is a consumer product review website that was founded in 1997. In 2011 Reviewed was acquired by the USA Today Network.

The site is based in Cambridge, Massachusetts and emphasizes a science-based approach that tests consumer products in both everyday and lab environments.

Results

With the guidance of the Google News Consumer Insights team, Reviewed was able to:

- Increase their **affiliate link click through rate by 128%**
- Decrease **page load time by 40%**
- **+35% increase in total users**

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Reviewed improves the performance of their affiliation model with help from News Consumer Insights

Reviewed used News Consumer Insights to boost its site performance and drive engagement.

The Project

[Reviewed's](#) mission is to help their readers “buy the best stuff and make them love what they already have”. Through their science-based testing approach, they offer objective recommendations so their users can make better shopping decisions.

[Reviewed](#) leveraged [News Consumer Insights \(NCI\) and its data framework](#) to better understand their audience’s behavior and uncover actions to grow overall engagement and revenue. Through the analysis of their analytics data, NCI primarily highlighted Page Speed and recirculation (or pages read per visit) as top priorities to address in order to improve the overall performance of their affiliation model.

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Optimizing page speed

To improve engagement and loyalty, [Reviewed](#) focused first on Page Speed specifically by implementing lazy-loading for ads and images. Lazy loading not only improved site load times, but also improved viewability by ensuring that ads and images were never loaded until a reader reached a point on the page where they were actually needed. They also made sure that returning readers aren't required to load certain page assets if they already did so in the past. This is referred to as optimizing the "cache policy" and is a very efficient way to optimize latency which has an important impact on engagement.

Improving reader engagement

Maximizing visit duration is one of the best levers publishers can focus on to maximize loyalty. News Consumer Insights applies a funnel segmentation to each site based on user visit frequency which allows for a simpler analysis of overall behavior across content. In [Reviewed's](#) case, this analysis highlighted the fact that users were not consuming much more than the review or deal that they had originally came for leading to many single page visits.

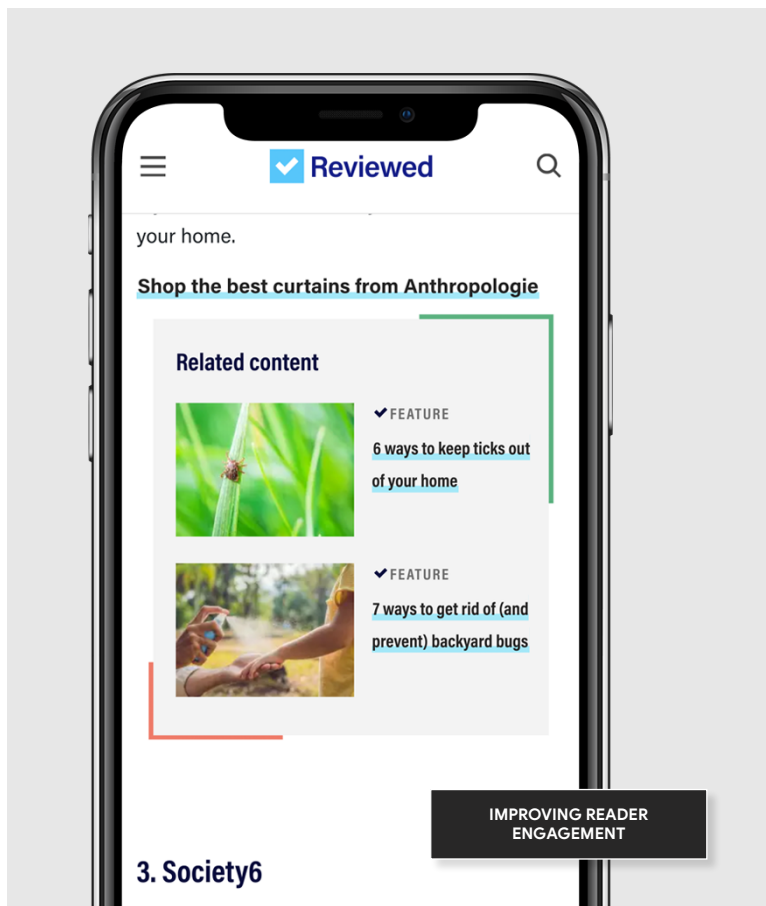
The [Reviewed](#) team followed recommendations from the NCI tool and prioritized making the recirculation widget more prominent and dynamic on their standard and AMP pages. The task of adding a recirculation widget was no longer a manual implementation completed by the editorial staff, ensuring that the recommended additional content would always appear for the user.

Finally they noticed that traffic coming in from social platforms were generating positive engagement but their content was difficult to share as all of their deals content was found on a single page. Following recommendations from the NCI audit, the [Reviewed](#) team decided to move each deal to a separate page, making it much more shareable across social networks for their readers.

Results

The [Reviewed](#) product team worked with their Revenue and Affiliate teams to prioritize the order of the changes with the goal of focusing on increasing revenue and driving further user engagement. Getting this completed required pausing a number of items in the roadmap but seeing the impacts on user growth and affiliate success confirmed it was worth the tradeoff.

With the guidance of the Google News Consumer Insights team, [Reviewed](#) was able to increase their affiliate link click through rate by 128%. The focus on page speed decreased the average page load time by 40%. Finally all of the changes led to a 35% increase in total users. The impact of the changes were measured through A/B testing before deploying sitewide along with assessing the overall impact and metrics in like time periods.



“ The News Consumer Insights team helped us better serve our readers by utilizing insights and data from their analysis. Their customized recommendations have had a significant and positive impact on our overall user experience. ”

SENIOR DIRECTOR OF MARKETING, MELISSA D. COOPER

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