



## About Jagran

Dainik Jagran is an Indian Hindi language daily newspaper. As of January 2020, it is the largest newspaper in India by readership and the second largest by circulation. The newspaper was launched in 1942 by Puran Chandra Gupta and later edited by Narendra Mohan.

## Overview

Jagran, one of the largest newspapers in India, saw a substantial increase in traffic ahead of the country's 2019 general election. In order to capitalize on this opportunity, they explored new ways of increasing audience engagement by creating and recommending the right content. Jagran used News Consumer Insights (NCI) and Realtime Content Insights (RCI) to better understand what people were searching for during the election so that they could prioritize content that their users were looking for.

### AUTHORS:

- **Shreya Dutta**  
Strategic Partner Development Manager,  
Large Partnerships Solutions - India
- **Munish Taneja**  
Partnerships Lead, Google News Initiative  
Data Tools

# Dainik Jagran improved engagement during India's General Election by Taking advantage of a cultural moment

**Dainik Jagran uses [News Consumer Insights \(NCI\)](#) and [Realtime Consumer Insights \(RCI\)](#) to boost engagement strategy during India's 2019 General Election.**

Election seasons are of unparalleled importance to news organizations, which often serve as educational resources for their readers. During elections, news outlets have an increased responsibility to help readers develop an understanding of policy, trends, candidates and issues. It's also a time when a news organization expects extensive traffic and monetization growth.

India is the most populous democracy in the world. Dainik Jagran, a Hindi language daily newspaper, was a leading news source heading into, and during, India's 2019 general elections. Dainik Jagran has always taken a data driven approach to increasing reader engagement and market monetization. As site traffic continued to grow in the run up to the elections, Jagran began to see their engagement KPIs (sessions per users, time spent and pages per session) increase with that growth. After identifying this growth as an opportunity to further drive engagement, develop brand loyalty, and maximize revenue amongst new and current users, Jagran developed a strategy to take advantage of the cultural moment.

Because audience engagement and brand loyalty were at the foundation of Dainik Jagran's business objectives, they built a strategy informed by Google News Initiative data tools: News Consumer Insights (NCI) and Realtime Consumer Insights (RCI) to further their engagement strategy.

## A data led approach to driving engagement

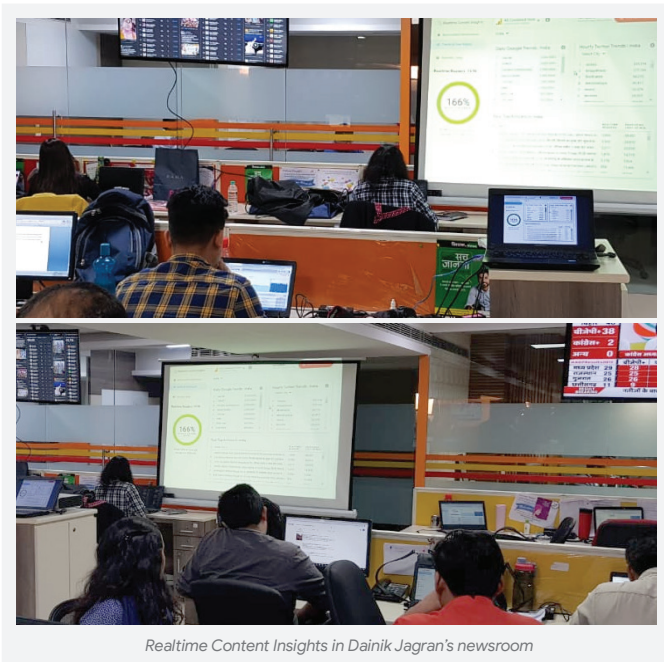
Dainik Jagran publishes more than 500 editorial articles and 5,000 news articles over the course of each day across a wide variety of categories. Serving the right content at the right time has been of critical importance to the organization.

In early 2019, Jagran developed a proprietary Content Recommendation Engine (CRE). This allowed them to deliver personalized content to their audience via customized push notifications. The engine personalized content recommendations by suggesting published articles that it believed would be of interest to the user. In order to do this Jagran relied on a topic based model, as well as Google Analytics. A topic based model was required to categorize all historic and current content and Google Analytics was used to capture user behavior data, in order to understand the content that readers are interested in.

WITH THIS INFORMATION, THE CRE WAS ABLE TO DRIVE SIGNIFICANT RESULTS, WHICH INCLUDED:

**145%** **Higher Avg. Session Duration:** Users reading the recommended articles from the CRE stayed on the site for a longer period of time. The session length for mobile web users presented with content from the CRE was 145% higher than for those who were not.

**92%** **Higher Pages / Session:** Users who were presented content from the CRE also consumed more content and saw pages per session increase by 92% vs users who were not.



Realtime Content Insights in Dainik Jagran's newsroom

Knowing that the elections were fast approaching, Jagron wanted to enhance their recirculation and recommendation strategy. After research, they identified NCI as the right tool to use for achieving their goal due to its focus on long term engagement.

**They wanted to ensure they followed some of the NCI best practices, which includes the following:**

- **Prioritize positioning of recirculation units especially for mobile users:** Recirculation units should be easily discoverable, across articles and above the fold. Leveraging anchor formats on mobile or push notifications can make it easy for a user to consume more content.
- **Prioritize your own articles:** Leverage recommendation engines, but ensure a healthy balance between external and internal article recommendations.
- **Look and feel:** Use contrasting colors so that the eye of a user is attracted to the recirculation content.
- **Personalize content:** Present content that the user will be interested in based on what they're already reading or what you know about their content consumption habits.

Dainik Jagran also used RCI to continuously monitor Google search trends and conversations on Twitter to determine what people were searching for during this time. This helped their newsroom capture specific questions that readers were asking, and topics they wanted to learn more about.

Two months before the elections, Jagran began leveraging NCI and RCI to help their editorial team prioritize news stories, and develop new content where they determined there were informational gaps in the stories they were producing. For example, Jagran noticed that candidates from parties trailing in the polls were trending more on Twitter than candidates from the party that were leading. This inspired Jagran to start creating more content that covered these candidates extensively as well.

Creating and serving relevant and timely content ensured that readers would come to the site and also continue to engage because Jagran was a consistent source of answers.

## Understanding audience engagement

The NCI framework focuses on segmenting audiences based on their consumption patterns and bucketing them into 3 distinct groups - casual readers, loyal readers and brand lovers. Where a user sits in these segments is dependent on how often a user is engaging with a brand. Dainik Jagran used this segmentation to better understand how they could move people down the marketing funnel, and convert more casual readers to loyal readers and brand lovers. They exported these segments to Google Adwords, and used it to reach casual readers the day of elections, in hopes of driving continued loyalty.

As a result, on Election Results Day, Jagran saw returning users account for 50% of their total traffic vs the expected 30%. The increase in returning users provided an opportunity for Jagran to again grow their base of habitual users. By leveraging NCI and RCI to develop their engagement framework and tactics, Dainik Jagran was not only able to ensure that they developed their audience throughout the elections, but they were also able to bring users back to the publication whilst building long term brand loyalty. After the 2019 elections, they saw a 16% increase in returning users, and an 11% increase in daily pageviews.

**Dainik Jagran plans to continue leveraging NCI and RCI in their newsroom.**

