

# News-Medical Persona & User Behaviors

## Conversion & Engagement by Referral Channel

### Key Insight:

While direct traffic generates the greatest number of users, organic search traffic converts. This means user behavior is largely dictated by the content on the platform.

Source: Google Analytics

Referral Channel Grouping	Gender	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg Session Duration	Goal Generation Rate	Goal Completions	Goal Value
Direct	Female	2439686	65.00%	1572862	58.77%	1.34	56.43	0.00%	0	0.00
Direct	Male	1892381	67.72%	1261576	60.70%	1.14	57.23	0.00%	0	0.00
Direct	35-44	847804	65.87%	537905	62.20%	1.14	47.68	0.00%	0	0.00
Direct	25-34	793142	69.89%	550710	69.66%	1.14	48.10	0.00%	0	0.00
Direct	45-54	675836	61.70%	417077	61.00%	1.13	48.85	0.00%	0	0.00
Direct	18-24	635769	75.08%	478508	55.39%	1.19	88.23	0.00%	0	0.00
Direct	55-64	699177	58.86%	349497	62.39%	1.13	34.58	0.00%	0	0.00
Direct	55+	686841	61.03%	270343	61.60%	1.13	54.09	0.00%	0	0.00
Organic Search	Female	1498811	71.30%	1071588	41.34%	1.22	138.88	0.02%	31	965.41
Organic Search	Male	1208117	73.00%	928502	45.82%	1.21	126.34	0.02%	31	965.41
Organic Search	18-24	679346	71.97%	487837	35.07%	1.26	182.87	0.00%	0	0.00
Organic Search	25-34	615817	75.00%	462368	49.67%	1.10	111.00	0.07%	97	965.41
Organic Search	35-44	482450	75.01%	360330	49.09%	1.16	89.61	0.00%	0	0.00
Organic Search	45-54	326842	71.01%	236156	47.80%	1.14	119.35	0.00%	0	0.00
Organic Search	55-64	226888	67.96%	152835	47.32%	1.26	105.49	0.04%	97	965.41
Organic Search	55+	189353	66.67%	99443	48.64%	1.13	100.70	0.00%	0	0.00
Referral	Female	261086	60.39%	157663	33.02%	1.38	81.43	0.00%	0	0.00
Referral	Male	178779	50.20%	89348	35.58%	1.18	101.23	0.00%	0	0.00
Referral	25-34	32300	66.67%	61485	23.30%	1.21	127.88	0.00%	0	0.00
Referral	35-44	88430	56.07%	98911	41.07%	1.14	87.10	0.00%	0	0.00
Referral	18-24	73473	75.00%	55412	11.04%	1.21	99.47	0.00%	0	0.00
Referral	45-54	66811	45.00%	39123	48.50%	1.18	71.22	0.00%	0	0.00
Referral	55-64	35812	45.00%	24811	43.86%	1.17	66.86	0.00%	0	0.00
Referral	55+	41126	63.00%	22100	42.99%	1.00	63.47	0.00%	0	0.00
Social	Female	163290	55.00%	89685	2.34%	1.69	78.07	0.00%	0	0.00
Social	Male	96542	41.07%	39778	4.42%	1.14	105.40	0.00%	0	0.00
Social	35-44	78859	37.00%	27613	2.22%	1.69	78.72	0.00%	0	0.00
Social	45-54	57639	55.07%	28178	3.18%	1.69	93.48	0.00%	0	0.00
Social	25-34	43126	40.00%	34530	4.92%	1.20	103.13	0.00%	0	0.00
Social	55-64	38488	55.00%	19999	2.94%	1.30	81.69	0.00%	0	0.00
Social	55+	23558	40.00%	9455	2.87%	1.11	98.45	0.00%	0	0.00
Social	18-24	17648	44.00%	7800	2.79%	1.69	98.90	0.00%	0	0.00
Email	Male	8400	26.64%	2221	0.00%	2.38	476.18	0.00%	0	0.00
Email	Female	3572	45.84%	1644	0.00%	1.79	388.00	0.00%	0	0.00
Email	55-64	2930	11.00%	290	0.00%	1.96	305.11	0.00%	0	0.00
Email	55+	2414	36.00%	869	0.00%	1.93	391.27	0.00%	0	0.00
Email	25-34	2211	34.50%	772	0.00%	1.93	529.16	0.00%	0	0.00
Email	45-54	1891	29.00%	579	0.00%	2.10	385.93	0.00%	0	0.00
Email	35-44	1352	64.00%	869	0.00%	3.00	297.36	0.00%	0	0.00

**Date:** 2022

**Client:** Leading content platform in the tech and biotech sectors

**Description:** The project scope was to gain insight and understanding into user behavior and identify the persona of the individuals visiting and engaging with content and products/brands within medical professionals across strategic markets. Personas were developed based on first-party data through a proprietary platform, analytics services, census data, survey data, and audience data resources.

### Goals:

1. Identify the persona of the individuals visiting and engaging with content and products/brands within the News-Medical segment.
2. Develop personas based on first-party data through a proprietary platform and Google Analytics.

**Services:** Market Research, Marketing Research, Buyer Persona Development, Data Science, Marketing Strategy, PPC/SEO, Content Strategy, Social Media Strategy