1) BIGGER SCREEN, MORE READERS

Comparing iOS sessions during Q1 of 2013-2015, we find that while readers from 5" smartphones visited 5.8% fewer pages, they spent 12.3% longer on each page.

2) SHARING IS CARING

Aggregate data over the past 5 years shows that people really prefer to keep things private from over 350,000 above, 11% of people share privately.

3) WHO’S THE MOST SOCIAL OF THEM ALL?

Different readers have different tastes. For our Source and readers are most engaged and likes users who leave a comment.

4) TOTAL PAGE VIEWS


5) APP LAUNCHES ARE ON THE RISE

Comparing the number of apps launches from Q1 2014 to Q1 2015, we find that there has been a 4X increase across all categories.

6) GIVE MORE, GET MORE

With readers who give more, they get more. When a reader gives us $50, the average reader has read 16% more.

7) PUSH NOTIFICATIONS

Users are 1.9 times more likely to open a push notification if it is from a non-profile brand.