



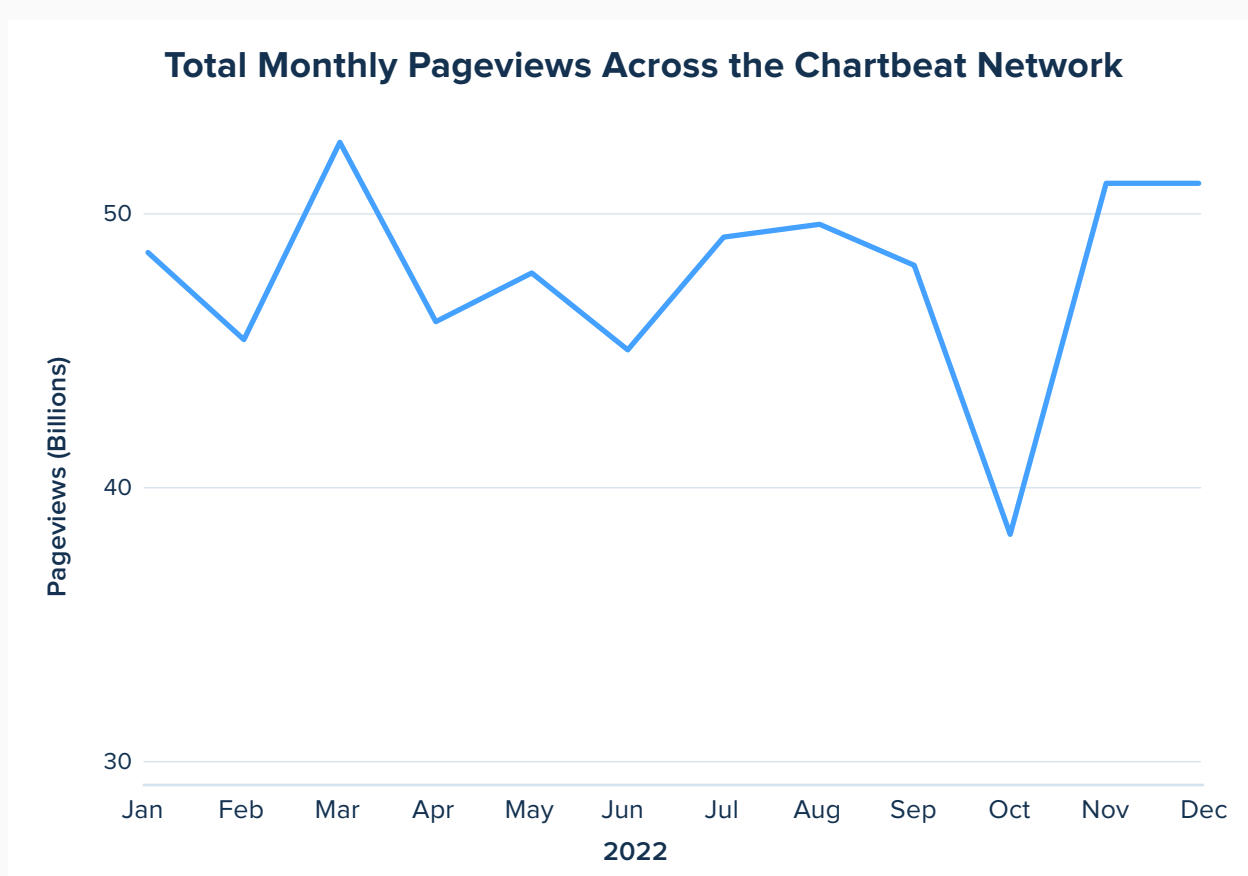
Traffic, Engagement, and Device Trends from 2022

5 takeaways to help you plan for 2023

We analyzed traffic, engagement, referral sources, and device types across our network of global publishers to uncover five major trends that will inform audience engagement strategies this year.

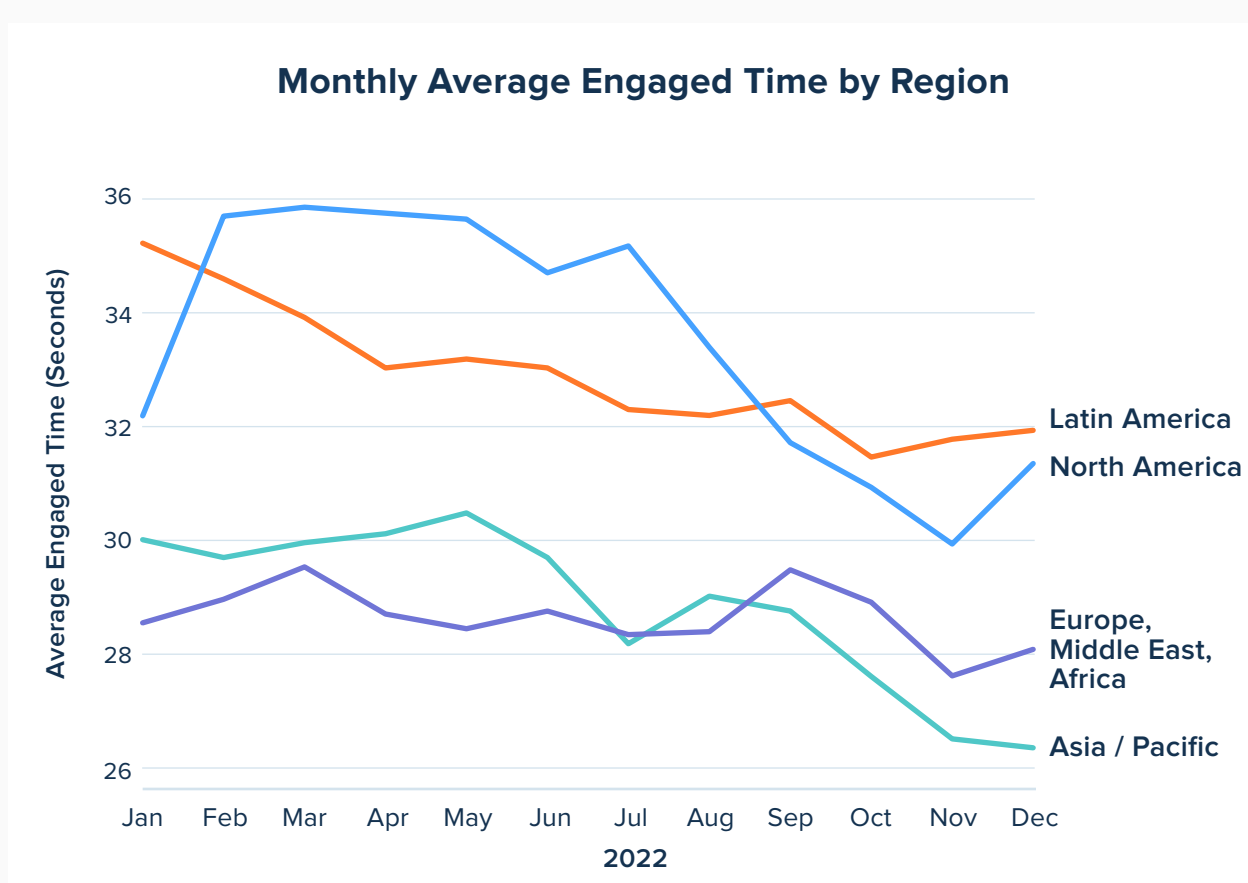
1 Traffic has returned to pre-pandemic levels.

Pageviews across our network peaked at the beginning of March as the world turned its attention from COVID-19 to the war in Ukraine. Despite this bump and a dip in the fourth quarter, overall traffic finished roughly where it started the year. If we look closer, the Middle East was the only subregion to experience sustained year-over-year increases besides North America and Latin America during important regional events like midterm elections and the world cup.



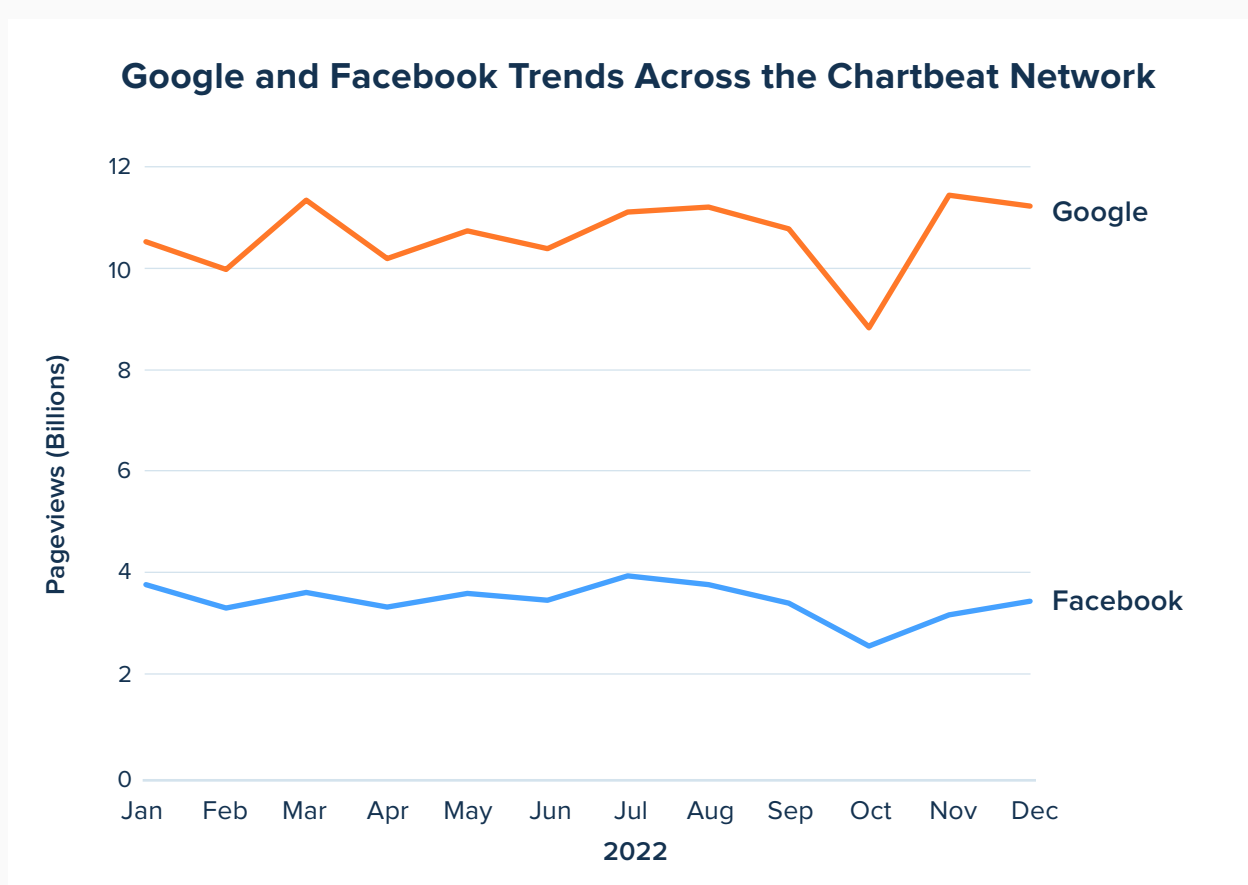
2 Audiences are more engaged early in the year.

The increase in pageviews near the end of February also resulted in an increase in engagement. Outside of this period, however, Average Engaged Time across the world declined throughout 2022, dropping 6.9%, or 2.15 seconds, from Q1 to the end of Q4. This follows the trend of gradually decreasing engagement throughout the year that we saw in 2019 and 2021.



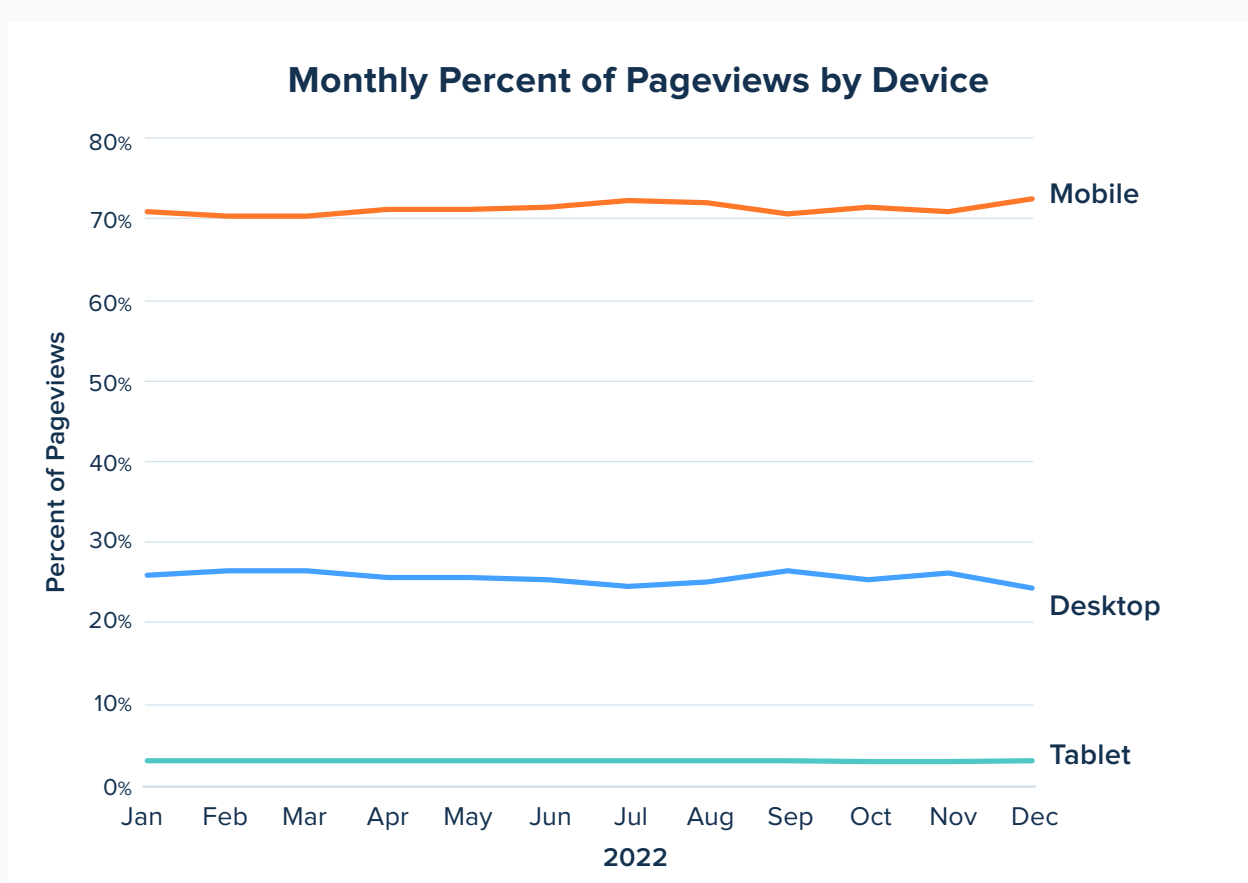
3 Search continues to outpace Social at a rate of 3 to 1.

Search continues to be the largest external source of traffic, with Google in particular driving referrals. Over the course of the year, pageviews from Google Search increased 7% while Facebook traffic fell nearly 9%. Google has produced roughly 3 times the amount of pageviews as Facebook for a number of years, and it's a trend we don't expect to change in 2023.



4 Mobile is the dominant device (and it's not even close).

Mobile continues to grow its share of overall traffic while Desktop declines. At the end of 2022, 3 out of every 4 visits across our network were happening on phones. Throughout the year, Tablet traffic remained flat at around 3%.



5 If External traffic slows, recirculation strategies will become even more important.

Internal traffic, or traffic that is already on site and recirculating to additional pages, accounted for about 36% of total traffic on average in 2022. When we look at traffic that originates externally, Search was the largest referrer at 23%, with Direct and Social at 13.6% and 15.7%, respectively. While Search traffic grew about 1% over the course of the year, Direct and Social decreased by a similar amount. If pageviews from external sources remain flat or decline, it will only make recirculation strategies more important for retaining loyal readers.

