Médias numériques

IPSW - Radio-Canada
Determining the right moment for suggesting the creation of an account

21 AOÛT 2023

Overview

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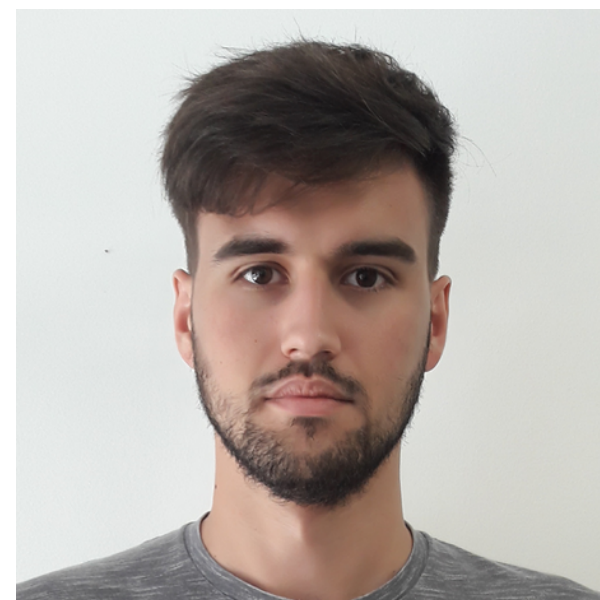
Context

radio-canada.ca

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OUR MISSION

CBC/Radio-Canada promotes Canadian culture and supports democratic life by offering a wide range of diverse content that informs, enlightens and entertains.

Create personalized, relevant and engaging experiences that will fascinate our audiences

Taking

Canada

to the world

Engaging with young audiences

Prioritizing our

local connections

Reflecting

contemporary

Canada

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The more we can get to know our audience, the better we can serve them.

This is why we wish to encourage the users of our platforms to **identify themselves**.

This encouragement must be carried out in a **responsible manner**.

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Understand the path that our users take before creating an account

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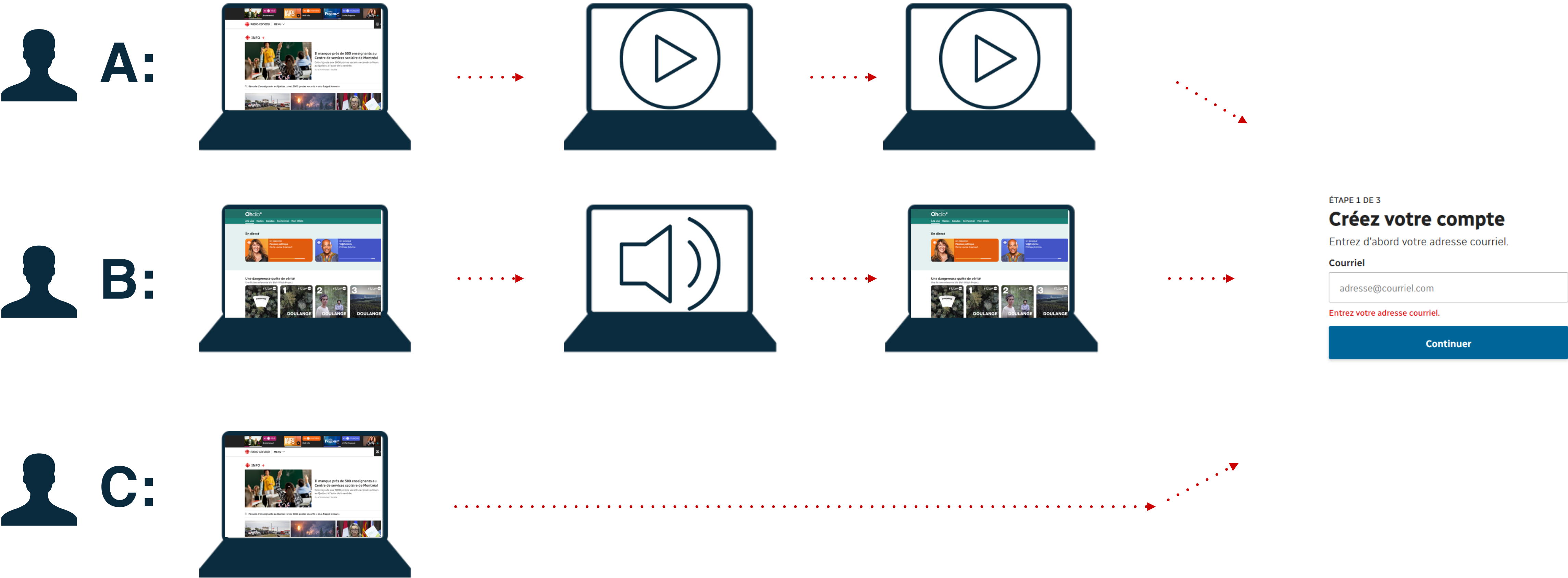
Determine the probability that a user creates an account in order to identify the right moment for suggesting an account creation while mitigating the annoyance caused by an unsolicited interruption

Our data

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What do we measure?

(1) **The users' behaviour:** how they arrived on our platforms, the number of sessions, pages and medias viewed, etc

(2) **Metadata on our content:** site sections, themes of pages and medias, length of videos, etc

(3) **Technical informations:** type of device used, the browser, operating system, …

(4) **The conversions:** the end of the user flow regarding the account creation

How do we measure it?

Each time a user visits our websites, our **Adobe Analytics** tool identifies the browser using **cookies.**

Then, **each event** (or clic) on a page, a media (audio or video) or on a button on our websites is measured and collected.

The information on each action is then enriched with metadata on the content, in order to be able to follow the users' behaviour on all of our platforms and understand what they do and how they engage with our content

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Data description

1 **Behavioural** data of our users on our **website** for the **april-may 2023** period

2 **Of our brands**

3 **2 datasets**

1. Behavioural data of all users that **created an account**
2. Random sub-sample of all events measured for all users, who created an account or not

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Data volume

Our first challenge comes from the fact that our digital services contain hundreds of thousands of pages, videos, and articles. Therefore we must cluster the pages in order to analyze and interpret a user's digital browsing.

→ Balance has to be found between the detailed data and the aggregate one

→ Necessity to work on samples

Class imbalance

As the authentication is not mandatory, a small proportion of ours users creates an account. Hence, we have to deal with a class imbalance regarding the account creation

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Considered methods

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Several methods are considered for now

1 **Patterns recognition**
Being able to identify structures of sub-sequences of events

2 **Clustering**
Realize a clustering analysis on users that created an account in order to find similarities in their behaviour

3 **Predictive modelling**
Apply logistic regressions to help predict the probability that a user creates an account

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Thank you