

## ZEMANTA 2010 USAGE SURVEY ANALYSIS

Recently we have pooled our users to gain insight into how Zemanta works for them and here are our findings.

A total of 478 users responded to your survey and we are happy to observe a 100% survey completion rate. We have timed the study at last week of February, first week of March 2010, with the highest answer density reached between February 26<sup>th</sup> and March 9<sup>th</sup>.



Territorial distribution of the online survey shows a strong majority in the English speaking world, but overall our reach covered 48 different countries

### Top Countries

	<b>United States</b>	239	50%
	<b>Unknown</b>	76	16%
	<b>United Kingdom</b>	32	7%
	<b>Canada</b>	20	4%

### Satisfaction with recommendations

Zemanta gives good recommendations.

97% of survey participants shared their service satisfaction with us. And we are happy that overall 52% claims satisfaction and 13% claims ultimate satisfaction. That means we're doing something right but nonetheless a lot remains to be done to get you to shift from satisfied to very satisfied. Of the remaining 35%, 24% of you are neutral and we would love to hear more about that. As for the less satisfied 11%, we just want you to know we're working on it around the clock. Our user network has very high expectations for recommended images and we seem to be reaching those expectations quite well. We also provide users with good articles, but we do even better with tags and links. Our goal for the near future is to be able to see what you see, feel what you feel and become a reflection of your own mind ;) – consequently recommending things that fit your content completely.

How satisfied are you with recommendations from Zemanta

Answers **466** 97%  
 Skips **12** 3%

	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	I DON'T USE IT
<b>Images</b>	49	193	119	64	16	24
<b>Articles</b>	48	173	141	35	9	50
<b>Tags</b>	89	170	123	23	5	38
<b>Links</b>	65	185	133	25	7	39
<b>Overall</b>	60	243	111	16	4	16

### Personal content source preferences

Personal content options are not as broadly embraced as they could be.

When we asked if you configured Zemanta to recommend you articles from your preferred list of sources - your own blog, your friends, things you read in feed readers... It turns out 42% didn't know about this feature! s-h-a-m-e on us! Loud and clear this time: You should go to [preferences](#) and check this out, our [read this tutorial](#) first if you don't already belong to the 38% of our user network fully embracing this feature. If you belong to the 20% of those, who prefer to use the wealth of public knowledge to enhance your posts, we are glad to be of service there.

Have you added your personal content sources into your Zemanta preferences?

Answers  
**468**  
98%

Skips  
**10**  
2%

	0%	21%	42%	COUNT	PERCENT
Wait, I can what?				196	42%
Of course! I love seeing my personal photos, contacts and blog posts appear in my list of recommended content suggestions				180	38%
Nah, I prefer to use the wealth of public knowledge to enhance my blog posts				92	20%

### Zemanta experience satisfaction

The Zemanta experience is what users are more than just satisfied with.

Integrating Zemanta into blog editing platforms was luckily easy enough for 51% percent of users and very easy for another 24%. The new interface scored a sound 51% satisfaction as well and topped that with another 17% of very satisfied users, adding up to 68% support for our redesign. User satisfaction on the variety of sources and loading time is mostly satisfactory. Still we will not sleep until you give us a straight A's report.

How satisfied are you with Zemanta experience

Answers  
**459**  
96%

Skips  
**19**  
4%

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
Integration into your blog editor	22	22	72	231	110
User interface	21	14	106	233	80
Variety of sources	20	55	163	180	34
Loading time	26	41	101	198	86

### Favorite blogging platform

Our users are fans, we already knew that.

What we learned from this very high 97% response is that it matters very much to our users what environments their blogs live in. Two major platform habitats correspond with 86% of our bloggers. So 53% of fan votes went to the Wordpress.com team and 32% to the Blogger.com teams.

What blogging platform are you a fan of?

Answers  
**462**  
97%

Skips  
**16**  
3%

	0%	27%	54%	COUNT	PERCENT
Team Wordpress				247	53%
Team Blogger				154	33%
Other Option				41	9%
Team Tumblr				15	3%
Team MovableType				12	3%
I love my blogging platform, but you do not support it!				8	2%
Team Typepad				8	2%
Team Joomla				8	2%
Team LiveJournal				4	1%
Team Posterous				2	0%
Team Ning				2	0%
Team Drupal				2	0%
Team MySpace				0	0%

## Related articles most important quality

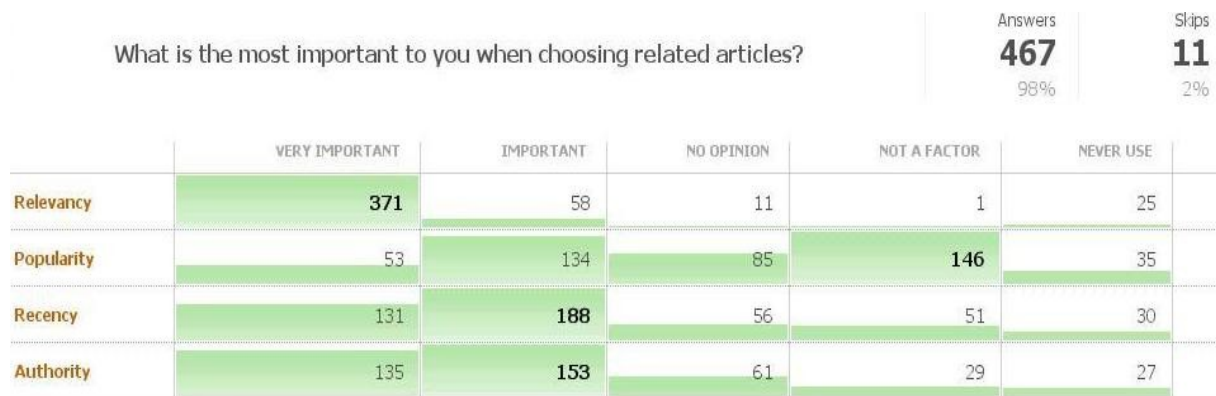
### Relevant articles rock!

We've asked about more specific attributes of what's really important and the good news is, almost everyone has an opinion, proved by an amazing 98% response rate.

It is reassuring to hear related article relevance is regarded by you as the most important thing in our recommendations. We believe in the democratic nature of blogging and are happy to see you will consider opinions from non-established sources if content proves relevant. So hooray - relevant recommendations are very important to 79%, while another 12% still find it important although not that important, adding up to a full 91% score for relevant recommending.

The importance of article authorship was another point of interest for our survey. It turns out that related articles written by authority are very important to 29% of users and important to another 33%. This shows good judgment in finding your own trusted sources. Popular 31% claim popularity is not a factor at all.

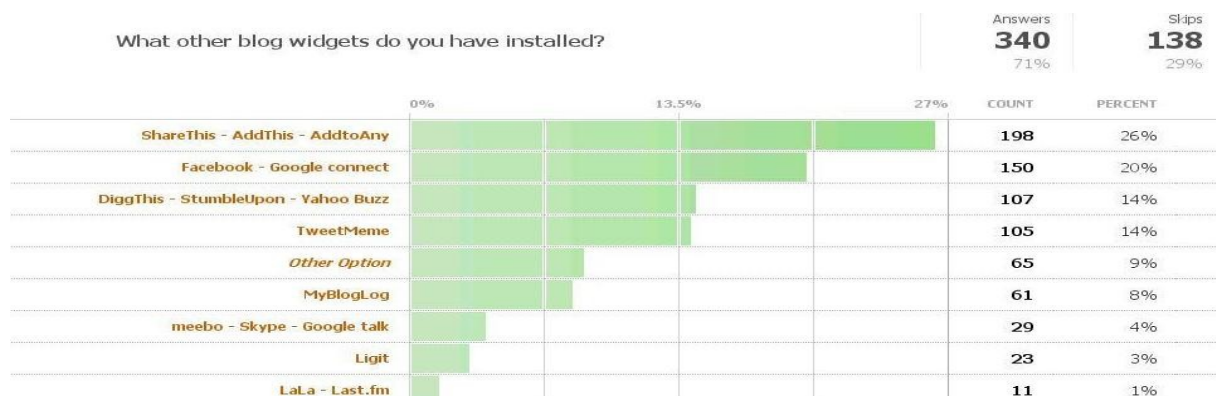
How recent related articles are is very important to 28%, while another 40% joins in stating that up to date articles are important, leaving 32% of users who have not yet formed an opinion or find the article dates irrelevant to their subject.



### Other blog widgets in use by our users

Widgets come in all shapes and sizes.

This question caught the least of your attention as 29% of users avoided the widget talk. The 71% who responded divided your preferences amongst 4 main groups but showing an overall widget diversity supporting high prominence of community and social sharing through Share this-Add this-AddtoAny (26%) and Digg this-StumbleUpon – Yahoo Buzz (14%), boosting your network and connecting with Facebook –Google connect (20%), and broadcasting with Twitter (14%).



## Pie flavor

Our user network can be said to have a sweet tooth. A hefty 93% of the participants decided to reveal their taste in pies, 90% of them seem to have a positive attitude towards these delights. We are seeing a very definite tendency to experiment with nonstandard pie flavors, even though amongst the identified examples the chocolate mud pie is a strong leader with an independent 23% votes. Cherry, strawberry rhubarb, pumpkin, banana cream and coconut follow in that order all with about only half the attention of the chocolate mud....yummy.

