

Marketplace

2023 Tile Performance and Guidance on Improvement

Overview of Marketplace Tile Performance Assessment

The Marketplace Team assessed tile performance based on tile views and engagement (including time spent on the tile, interaction with content, etc.). The bottom 30 dataset tiles and 20 solution tiles by tile views and time spent on the tile were reviewed to understand common features likely impacting performance. These tiles were compared to the best performing tiles to provide guidance on potential ways to improve traffic, as well as engagement with tile content.

Please see guidance on improvements to **[Dataset Tiles here](#)** and **[Solution Tiles here](#)**.

For additional support, please contact the Marketplace Team at marketplacesupport@spglobal.com.

Marketplace Tile Performance Assessment Findings (1 of 2)

Datasets

Category	% of Bottom 30 Tiles
Tiles without a visualization	100%
Tiles that have not been updated in the last 3 months	77%
Tiles without a User Guide	73%
Tiles that do not have 'Related Datasets'	67%
Tiles without 'Related Research & Insights' links	63%
Tiles published in 2023	53%
Tiles that are not listed on other tiles as a 'Related Dataset'	43%

Solutions

Category	% of Bottom 20 Tiles
Tiles that have not been updated in the last 3 months	85%
Tiles without a User Guide	60%
Tiles without additional documentation or 'Useful Links'	45%
Tiles without an Overview Image / Video	25%
Tiles published in 2023	25%

Marketplace Tile Performance Assessment Findings (2 of 2)

Other factors impacting tile performance beyond tile content include:

- **Tile Age:** 53% of the bottom 30 datasets and 25% of the bottom 20 solutions were added in the last year. Most of our best performing tiles have been on Marketplace since its inception and have an established audience.
- **Marketing Campaigns:** Tiles included in marketing campaigns are more likely to experience higher traffic and engagement.
- **Product Finder:** Tiles suggested through [Product Finder](#) may be more likely to experience higher traffic and engagement. Please consider reviewing Product Finder and assessing whether a product should be featured in a new or existing segment / role / workflow.
- **Delivery channels for Dataset tiles:** Most tiles with less engagement have fewer delivery platforms compared to the best performing tiles. Users searching by delivery channel or platform may impact tile traffic and engagement.

Marketplace Dataset Tile Performance

Guidance on Improving Dataset Tile Performance

To action recommendations outlined below, please log onto the [Marketplace Content Management System \(CMS\)](#) (must be authenticated on Zscaler) to edit tile content. Please refer to the [Getting Started with Marketplace tile](#) (must be logged in on Marketplace) for additional resources, including the Marketplace CMS User Guide.

Common Features of Poor Performing Dataset Tiles	Guidance	Estimated Effort
No showcase / coverage visualization(s) are featured on the tile	<ul style="list-style-type: none"> Visualizations provide users with a way to explore and interact with datasets, supporting engagement on Marketplace and increasing session duration Average time spent on tiles with a visualization is 21% higher than those without 	High
Limited resources provided under the 'Support' and 'Related Research and Insights' sections	<ul style="list-style-type: none"> Hyperlinks to User Guides, Methodology documentation, and relevant research provides more content for users to engage with Regularly updating content under 'Support' and 'Related Research and Insights' can encourage returning users looking for new content 	Low
No datasets listed in the 'Related Datasets' section	<ul style="list-style-type: none"> Users are unable to easily find datasets that can be used in conjunction with the dataset they are viewing Ensuring relevant dataset tiles are featured on other tiles supports engagement across the platform 	Low
Too few details are provided in the long description	<ul style="list-style-type: none"> Each tile long description should include an introduction to the dataset, addressing target users with potential use cases of the dataset, in addition to bulleted points highlighting competitive features (i.e. history, coverage, unique data points, etc.) 	Medium
Too many details are provided in the long description	<ul style="list-style-type: none"> Enable users to quickly understand what the dataset is and identify its value by ensuring conciseness and user readability of the long description, as well as consistency with other Marketplace tiles' format 	Medium
Too few search tags	<ul style="list-style-type: none"> It is recommended each tile has 15-20 search tags to help users efficiently find relevant products through Marketplace search 	Low

Marketplace Solution Tile Performance

Guidance on Improving Solution Tile Performance

To action recommendations outlined below, please log onto the [Marketplace Content Management System \(CMS\)](#) (must be authenticated on Zscaler) to edit tile content. Please refer to the [Getting Started with Marketplace tile](#) (must be logged in on Marketplace) for additional resources, including the Marketplace CMS User Guide.

Common Features of Poor Performing Solution Tiles	Guidance	Estimated Effort
Limited resources provided under the 'Documentation' and 'Useful Links' sections	<ul style="list-style-type: none"> Hyperlinks to User Guides and relevant research provides more content for users to engage with Regularly updating content under 'Documentation' and 'Useful Links' can encourage returning users looking for new content 	Low
No media featured in the 'Overview' section	<ul style="list-style-type: none"> The 'Overview' section should feature either an image or a video providing a preview of the solution or demonstrating its value proposition to the potential user The 'Overview' image or video provides users with a tangible way to better understand what the solution is beyond the long description 	Low
Too few details are provided in the long description	<ul style="list-style-type: none"> Each tile long description should include an introduction to the solution, addressing target users with key features 	Medium
Too many details are provided in the long description	<ul style="list-style-type: none"> Enable users to quickly understand what the solution is and identify its value by ensuring conciseness and user readability of the long description, as well as consistency with other Marketplace tiles' format 	Medium
Too few search tags	<ul style="list-style-type: none"> It is recommended each tile has 15-20 search tags to help users efficiently find relevant products through Marketplace search 	Low