Audience-centric analytics

to support editorial mission and business goals

METRICS FOR NEWS

Enables newsrooms to:

- Learn **what, how and why** readers/users engage

- Track journalism qualities that build **loyalty,** trigger **subscriptions**

- **Segment** key audiences

- Access custom **funnel analytics**

- Identify what to do **more,** do **less** and do **differently**

- Make analytics **accessible** to all newsroom roles

How it works

- Pulls in content from RSS feeds or custom imports

- Integrates with existing analytics platforms (Google Analytics, Adobe, Chartbeat, Facebook, Twitter, comments and more)

- Automatically tracks journalistic qualities through rule-based tagging or Google's machine learning categorization

- Blends key metrics your newsroom cares about into robust engagement scores

A Tour:

Dashboards are designed for all newsroom roles

Reporter Dashboard

A reporter can see how their work is contributing to newsroom-wide goals (i.e. Growing audiences, Engaging Returning Readers and Engaging Subscribers). Each newsroom can customize those goals.

Lee Davidson

Government | Team Harrie

Jan 1, 2019 to Jan 20, 2020

Select from your newsroom's priorities: ⓘ

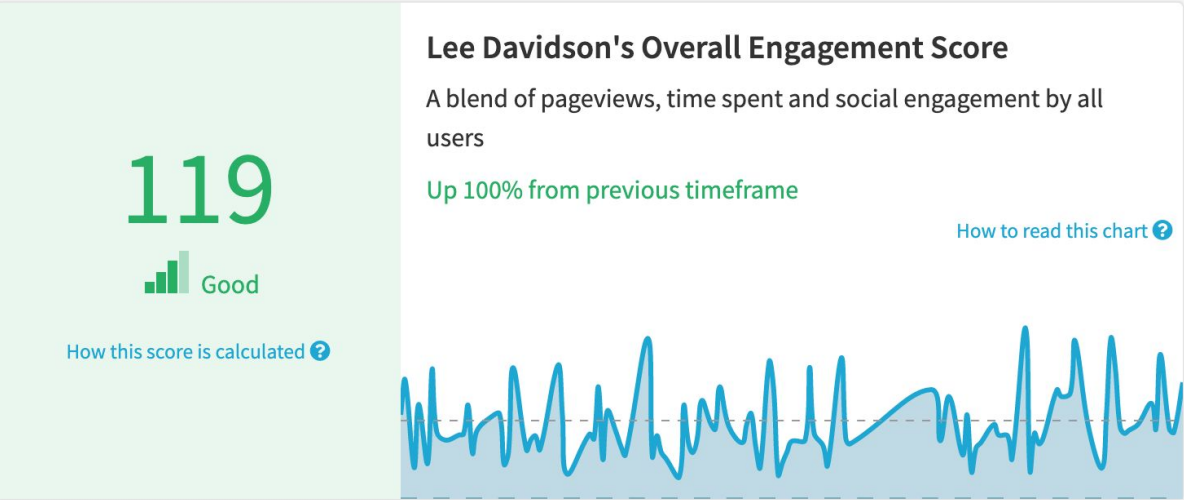| Growing online audiences | ▂▃▅ 119 | Engaging Returning Readers | ▂▃▅ 108 | Engaging Subscribers | ▂▃▅ 162 |

Custom Date Range ▾   🔗 SHARE

119
▂▃▅ Good

How this score is calculated ❓

Lee Davidson's Overall Engagement Score

A blend of pageviews, time spent and social engagement by all users

Up 100% from previous timeframe

How to read this chart ❓

TOTAL PAGEVIEWS
986.9K
Average ▂▃▅

SUBSCRIBERS TOTAL PAGEVIEWS
80.8K
Excellent ▂▃▅

TOTAL SOCIAL INTERACTIONS
150.7K
Excellent ▂▃▅

PERCENTAGE OF VISITS FROM SOCIAL MEDIA
30.2%
Excellent ▂▃▅

The reporter dashboard will also identify how all individual stories performed, as well as surface trends of what's working or not working across audiences.

Lee Davidson's stories **all 177 stories** in this timeframe

🔍 Search for a story...

Trends in these stories ❓
Select a trend to filter the list of stories.

Here's what is working ⬆
with growing online audiences

ENTERPRISE LEVEL
- ⬤ Enterprise story
- ⬤ Major enterprise story

TOPIC
- ⬤ Religion

Here's what isn't working ⬇
with growing online audiences

ENTERPRISE LEVEL
- ⬤ Regular story
- ⬤ Brief

HEADLINE	OVERALL ENGAGEMENT SCORE ❓	TOPIC	
Utah Rep. Ben McAdams will vote to impeach President Donald Trump Thomas Burr | Lee Davidson December 16, 2019 `SOCIAL MEDIA USERS FAVORITE` `SOUTH SALT LAKE FAVORITE` `NEW SUBSCRIBERS FAVORITE` `SINGULAR FAVORITE` `SUBSCRIBERS FAVORITE`	**249**	News, Politics	›
By 3-1 margin, Salt Lake City residents favor converting to a free bus system Lee Davidson August 6, 2019 `SALT LAKE COUNTY FAVORITE` `SALT LAKE CITY FAVORITE` `MIDVALE FAVORITE` `TAYLORSVILLE FAVORITE` `WEST VALLEY CITY FAVORITE` `INTENDER FAVORITE`	**234**	News, Politics	›
How Uber and Lyft are turning Utah transportation upside down — and taxis, transit and even airport parking are reacting Lee Davidson September 3, 2019 `SALT LAKE COUNTY FAVORITE` `SALT LAKE CITY FAVORITE` `SANDY FAVORITE` `SOUTH JORDAN FAVORITE` `SOUTH SALT LAKE FAVORITE` `TAYLORSVILLE FAVORITE` `SINGULAR FAVORITE` `SUBSCRIBERS FAVORITE`	**230**	News, Politics	›
The latest from LDS General Conference: Beware of Satan's disguises, apostle counsels			

Team Dashboard

This Features Editor can see how the team's work is contributing to newsroom-wide goals (i.e. Growing audiences, Engaging Returning Readers and Engaging Subscribers). Each reporter's data is also accessible.

Features

Jan 1, 2019 to Jan 20, 2020

Custom Date Range ▾   🔗 SHARE

Select from your newsroom's priorities: ⓘ

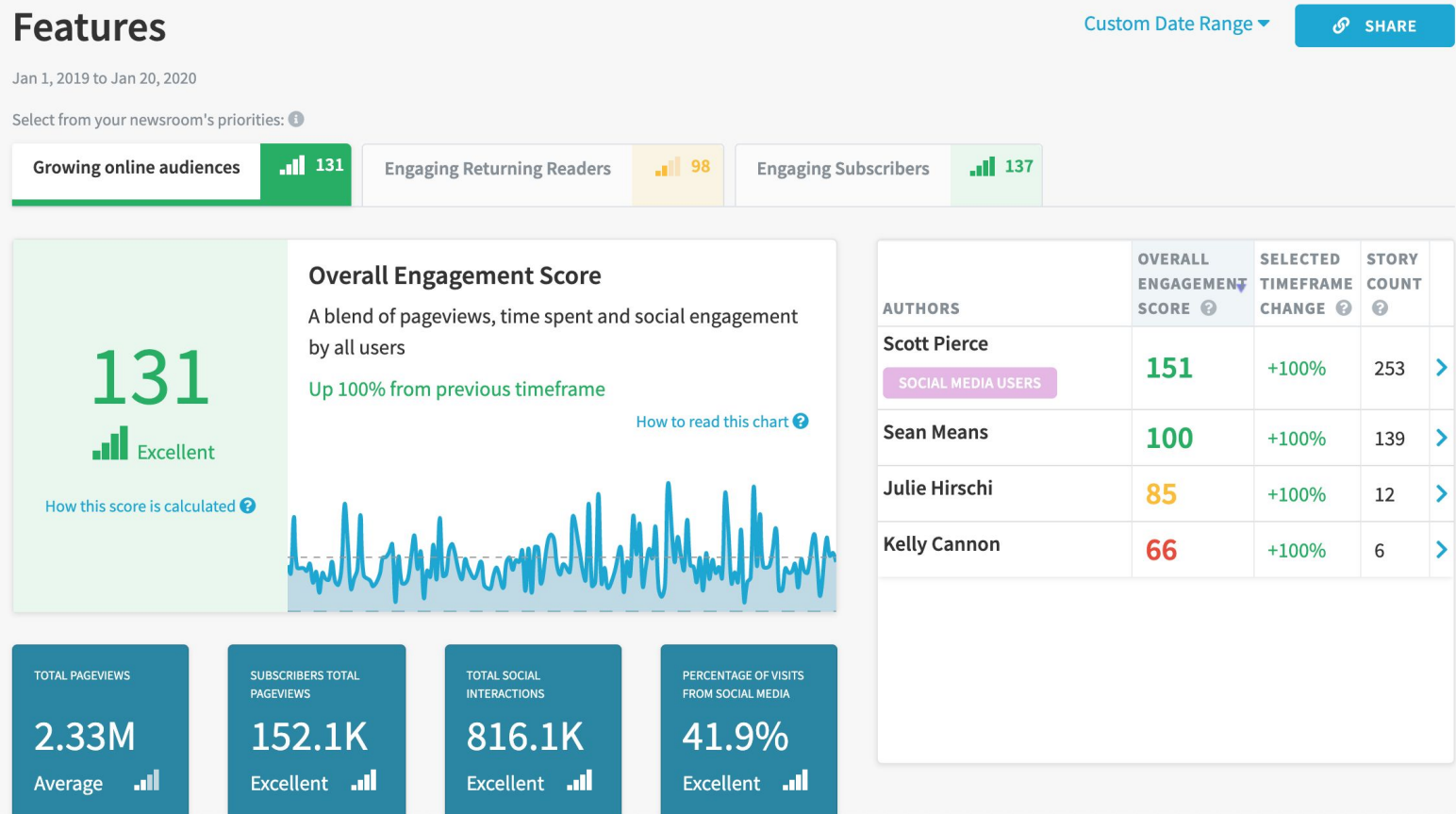| Growing online audiences | 131 | Engaging Returning Readers | 98 | Engaging Subscribers | 137 |

Overall Engagement Score

131

▂▃▅ Excellent

How this score is calculated ❓

A blend of pageviews, time spent and social engagement by all users

Up 100% from previous timeframe

How to read this chart ❓

AUTHORS	OVERALL ENGAGEMENT SCORE ❓	SELECTED TIMEFRAME CHANGE ❓	STORY COUNT ❓	
Scott Pierce SOCIAL MEDIA USERS	151	+100%	253	›
Sean Means	100	+100%	139	›
Julie Hirschi	85	+100%	12	›
Kelly Cannon	66	+100%	6	›

TOTAL PAGEVIEWS	SUBSCRIBERS TOTAL PAGEVIEWS	TOTAL SOCIAL INTERACTIONS	PERCENTAGE OF VISITS FROM SOCIAL MEDIA
2.33M	152.1K	816.1K	41.9%
Average ▂▃▅	Excellent ▂▃▅	Excellent ▂▃▅	Excellent ▂▃▅

Topic Reports

Topic reports can filter through the lens of larger newsroom goals through the tabs seen below. Each topic is organized from highest to lowest performer and all are clickable for more detailed information.

Topics

Custom Date Range ▾   🔗 SHARE

Jan 1, 2019 to Jan 20, 2020

Select from your newsroom's priorities: ⓘ

| Engaging online readers | **Engaging local people** | Retaining subscribers |

Showing 36 topics

🔍 Search for a topic...

TOPIC	FAVORITE AUDIENCES ❓	LOCAL ENGAGEMENT SCORE ❓ ▾	SELECTED TIMEFRAME CHANGE ❓	STORY COUNT ❓	
Prep sports		**120**	+18%	2	›
Federal government / politics		**120**	+21%	13	›
Professional Baseball		**119**	+17%	2	›
International news		**118**	+16%	15	›
Other sports		**115**	+18%	3	›
Marijuana		**114**	+21%	12	›
Arts		**113**	+10%	9	›

Strategic Dashboards on Key Segments and Funnel Stages

Each newsroom can customize funnel stages based on their paywall or business model. Each funnel stage is clickable for more detailed reports.

Path to Conversion

Jan 1, 2019 to Jan 20, 2020

Custom Date Range ▾   🔗 SHARE

🔍 Search for a loyalty stage...

LOYALTY STAGES	STORY VIEWS	HOURS ENGAGING	
Casual Users ❓	141.82M	5.98M	›
Engaged Users ❓	40.62M	3.82M	›
New Subscribers ❓	143 conversions		›
Subscribers ❓	100.99M	10.61M	›

New Subscribers Dashboard:

Helps newsrooms learn WHY people made the decision to subscribe

Trends in topics and storyforms can help newsrooms create content strategies aimed at attracting more subscribers.

Thank you