Verity will deliver the truth in numbers that matter.

Verity is a new proprietary analytics platform designed to become the single source of truth. It empowers our Editors, newsrooms and content promoters with real-time information to understand and influence the content for which our audiences are willing to “pay & stay”.

Verity integrates multiple big data sources covering content, customer subscriptions, web analytics, social and promotional channels into a simple and intuitive platform for both mobile and desktop. Future releases will add even greater depth and insight to support audience and subscription growth.

Verity provides an invaluable competitive advantage that will strengthen our newsrooms for future growth.
Verity combines multiple big data sources to give real-time visibility of performance metrics across content and customer behaviour.

**Online Data**
- Content Management Systems
- Audience Metrics
- Web Analytics

**Business Insights**
- Combined all data sources
- Real-time stream
- Cleansed source data
- Secure access for any business tools and Verity user interface

**Business Data**
- Core Business Systems
- Transactions
- Data Warehouse
- Reports (batch)
- Business Reports

- Big data sets
- Real-time data
- Transaction volumes
- Typically batch
- Operational focus
- Historical trends
Newsrooms are empowered through a suite of dashboards to facilitate quick and easy access to real-time insights driving dynamic editorial decision making.

*Verity dashboards populated with dummy data for illustrative purposes*
Real-time visibility of consumption behavior allows editorial to make immediate decisions on content strategy, placement and promotion improving conversion

Dashboards of article details include icons to identify promotion to date

Article insight views graph the velocity of page views and subscription conversions from each promotion event

* Verity dashboards populated with dummy data for illustrative purposes
Live insight matrixes by content category and trending topic allow the business to rapidly identify where topics are underrepresented and refocus on high value content.
It is this type of analytics that has driven our focus on crime content. True Crime Australia, launched in July, packaged crime content within its own branded vertical.
Verity has provides a technology solution which empowers the business to act fast, experiment, test and learn with mobile data at their finger tips

Mobile optimised management summaries and author/article specific statistics drive engagement at all levels in the newsroom

Real-time article insights prompt authors to constantly test, learn and improve content creation highlighting: new subscriptions, page views, audience platform, engagement time & content “most read” before/after

* Verity dashboards populated with dummy data for illustrative purposes
Verity provides an invaluable competitive advantage that will strengthen our newsrooms for future growth

- Verity has accelerated the use of data in newsrooms and shifted the culture of the business to insight led decision making.

- In 2018 new subscriptions driven from premium content breach increased by +133% year-on-year.

- Content driven acquisition as a channel accounted for 35% of new subscriptions in 2018 up 19 percentage points versus 2017.

- True Crime Australia launched in July 2018 packaging crime content within its own branded vertical and improving crime content subscription sales by +272% year-on-year.