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Simplify and contextualize your audience data

Case studies with newsroom partners using Metrics for News

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Product portfolio:
- [Metrics for News](#)
- [Source Matters](#)

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Agenda

1. Simplify your data to know what's working
2. Use data to make decisions
3. Build data literacy across teams
4. Strategies you can use now
5. Sign up to learn more about Metrics for New

Simplify your data to know what's working

How it works

- **Integrates with existing data platforms** Adobe, Chartbeat, Facebook, Twitter and more.

- **Pulls in content from RSS feeds or custom imports**, including historical data.

- **Automatically tracks journalistic qualities** through rule-based tagging and NLP

- **Defines the engagement scores** based on business objectives.

- **Dashboards build for different users:** reporters, team leads, audience engagement gurus.
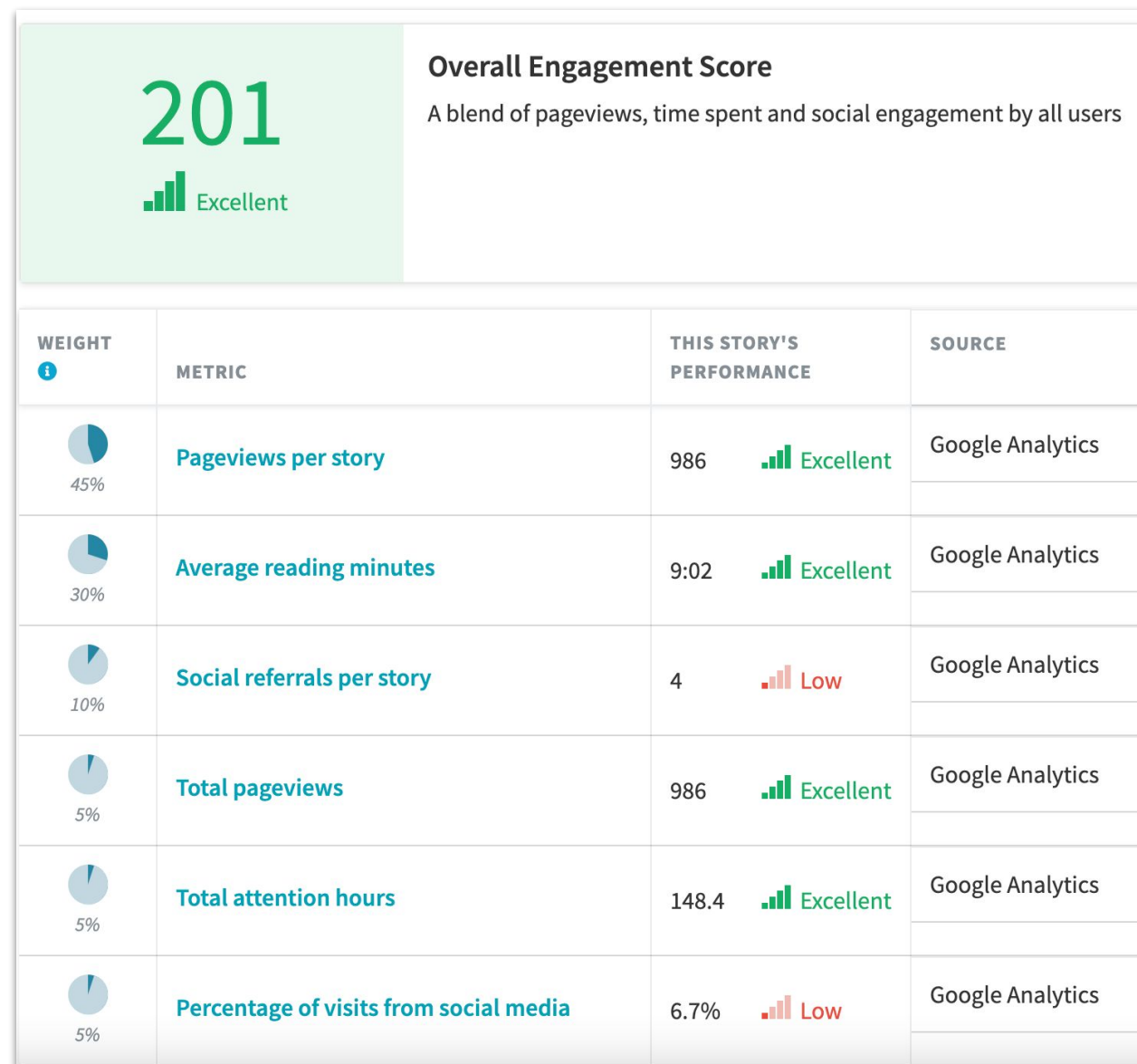
201

Excellent

Overall Engagement Score

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

WEIGHT ⓘ	METRIC	THIS STORY'S PERFORMANCE		SOURCE
45%	Pageviews per story	986	Excellent	Google Analytics
30%	Average reading minutes	9:02	Excellent	Google Analytics
10%	Social referrals per story	4	Low	Google Analytics
5%	Total pageviews	986	Excellent	Google Analytics
5%	Total attention hours	148.4	Excellent	Google Analytics
5%	Percentage of visits from social media	6.7%	Low	Google Analytics

Blended scores:

Overall Engagement Score

54 Excellent

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

WEIGHT	METRIC	THIS STORY'S PERFORMANCE		SOURCE
45%	Pageviews per story	508	Good	Google Analytics
30%	Average reading minutes	0:56	Good	Google Analytics
10%	Social referrals per story	1	Low	Google Analytics
5%	Total pageviews	508	Good	Google Analytics
5%	Total attention hours	7.9	Good	Google Analytics
5%	Percentage of visits from social media	0.4%	Low	Google Analytics

Students share perceptions of safety on campus following increased alerts ↗

Allie Seibel   November 6, 2024

Nov 5, 2024 to Feb 5, 2025

Select from your newsroom's priorities: ⓘ

Growing online audiences	54	Engaging Stump subscribers	74

Stump subscribers Score

74 Excellent

Measures the level of engagement by Stump subscribers

WEIGHT	METRIC	THIS STORY'S PERFORMANCE		SOURCE
40%	Stump subscribers pageviews per story	77	Excellent	Google Analytics
35%	Stump subscribers average reading minutes per story	1:30	Excellent	Google Analytics
15%	Percent of traffic from stump subscribers segment	15.2%	Good	Google Analytics
5%	Stump subscribers total pageviews	77	Excellent	Google Analytics
5%	Stump subscribers total attention hours	1:55:35	Excellent	Google Analytics

MFN provides signals to the newsroom

Those who have the most success with Metrics for News typically go into the program with a **mindset of transformation.**

Metrics for News does:

- Helps you test + improve judgement.
- Surfaces quick targeted insights.
- Help you make better decisions.
- Make measurements that matter.

Metrics for News does NOT:

- Replace human editorial judgement.
- Demand a lot of time or new work.
- Make decisions for you.
- Measure everything that matters.

"It's Adobe Analytics with training wheels"

MFN helps **identify actionable trends** and **solve mysteries**:

- Put content in easily sortable buckets
- See the bigger picture of what worked – and what didn't
- Validate, or refute, newsroom hunches
- Discover "hidden gems"
- Engage audience at every step of the path to conversion

Are we covering the right things?

Using MFN as a tool for conversation. Refining beats, pop-up and mini beats

How to make the significant interesting?

Some coverage is mission critical. MFN can help craft a strategy to ensure audiences respond.

Metrics philosophy at Crain's

Data-informed, not data-led

Use metrics to do impactful journalism, not "chase clicks"

Metrics without action are just numbers

Metrics toolkit at Crain's

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Chartbeat

Gives insight into **traffic as it happens**

Helps **win the day**

Spots audience engagement opportunities for **individual stories**

Metrics for News

Gives insight into **past traffic**

Helps **win the week, month and beyond**

Spots audience engagement patterns and **big-picture opportunities**

Use data to make decisions

To answer content strategy questions

Are we posting too many wire stories?

This project takes a lot of time – should we do it again next year?

Why are my stories never at the top of the big board?

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To answer important audience questions

- Learn what has value to audiences

- Identify what to stop doing

- Spot opportunities for experimentation (reach, conversion, retention)

Education engagement up 22% YOY

- Prior to Covid-19, education beat not on radar during conversion + engagement discussions

- **Spotting an Opportunity:** Education consistently indexed higher than average for overall engagement and driving conversions in weekly content strategy huddles

- **Digging into Audience Interest:** Higher education and private schools drove higher subscriber engagement, thus increasing the chances for conversion

- **Adjusting Focus + Testing:** Insight informed reporter to focus efforts on these topics instead of city public schools which is widely covered by competitors.
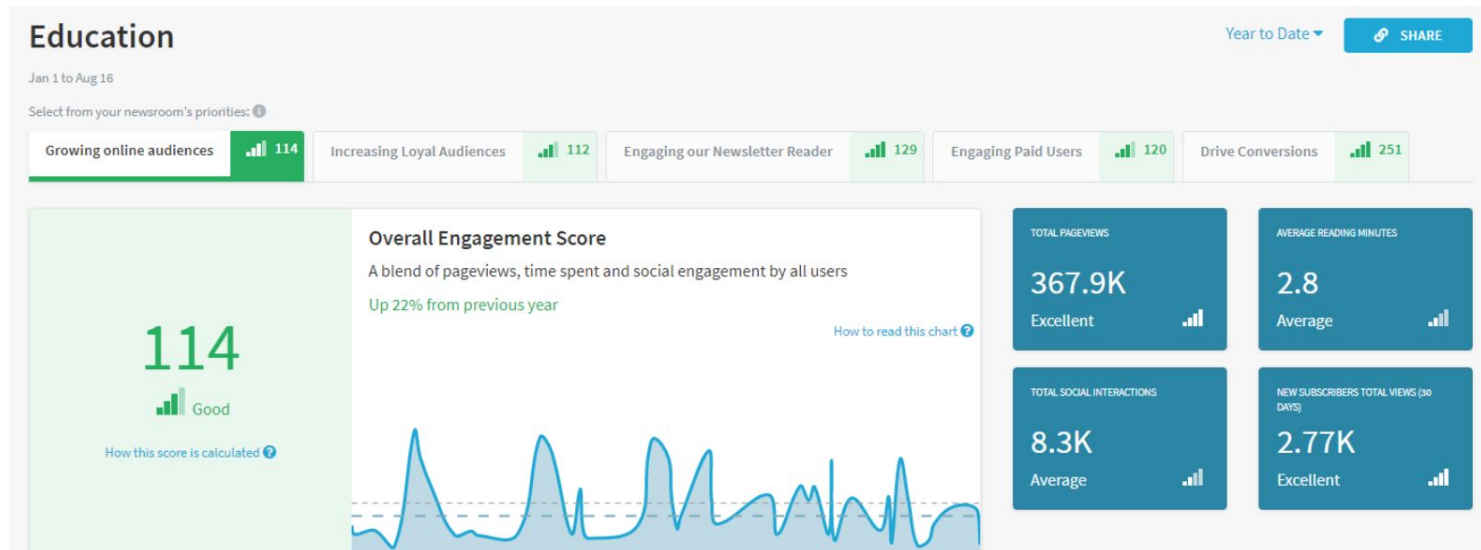
Using data to change model

- Analysis and exclusive content is worth paying for
- Aggressive hardwell plus opening up content for public good
- Subscriber volume increased 50% and remained higher than without hardwall.

New Subscribers

People who just recently purchased a subscription.

Up 50% from previous timeframe

How to read this chart ❓
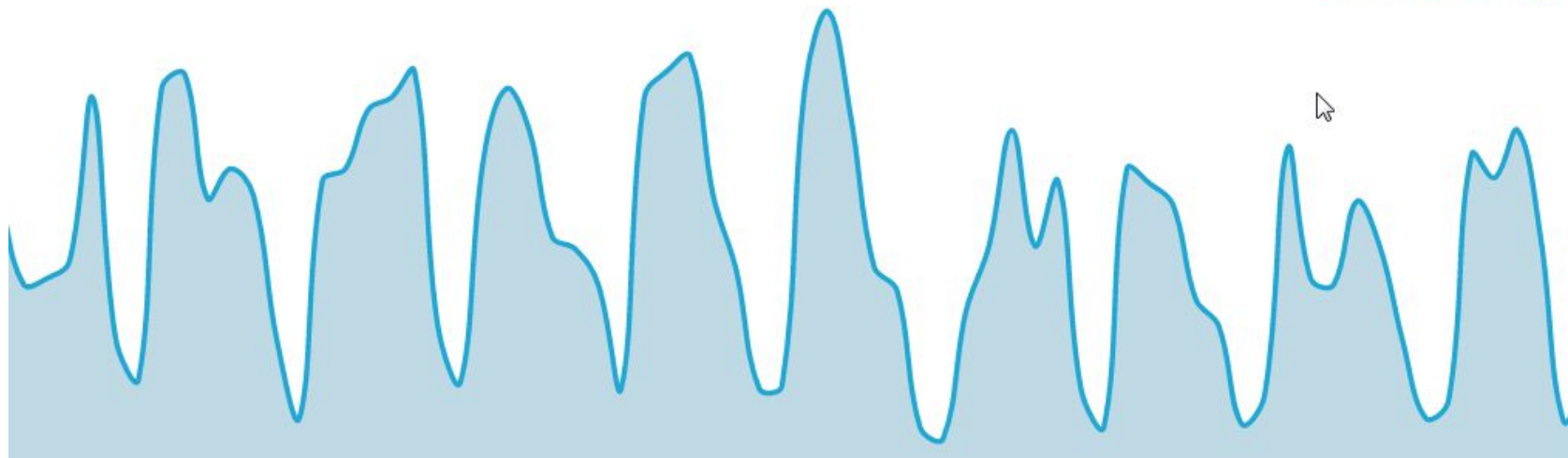
Launching a new newsroom!

Crain's Grand Rapids Business launched in April 2023, marking the first new city brand in a generation.

"We started with one reporter in our Detroit newsroom." - Elizabeth Couch

Build data literacy across teams

Keeping metrics "middle of mind"

A no-pressure approach that built habits and sustained a yearlong mat leave

Expanding "downtown" coverage

How this score is calculated ✕

> ❓ **Why use an Engagement Score?**
> Any one metric has limitations, and too many metrics can be overwhelming. We've worked with your newsroom to blend several important metrics into a single number. ✕

189
▂▃▅ Excellent

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

> ❓ **Why use an Engagement Score?**
> Any one metric has limitations, and too many metrics can be overwhelming. We've worked with your newsroom to blend several important metrics into a single number. ✕

239
▂▃▅ Excellent

New Subscribers Score
Measures the level of engagement by New Subscribers

Downtown building once headquarters of prominent architecture firm is for sale

Ben Waldman

April 4, 2022

SOCIAL MEDIA USERS FAVORITE   NOT LOGGED IN FAVORITE

RURAL MANITOBA (EXCLUDE WINNIPEG +35 KM) FAVORITE

WINNIPEG +35 KM FAVORITE

NOT LOGGED IN OR NO ACTIVE SUBSCRIPTION OR TRIAL USERS FAVORITE

NEW USERS FROM MANITOBA AND SNOWBIRDS FAVORITE

LOYAL READERS FAVORITE

271

Business
Coronavirus
Real estate / construction

›

Tending to the neighbourhood

AV Kitching

August 27, 2022

NOT LOGGED IN FAVORITE

RURAL MANITOBA (EXCLUDE WINNIPEG +35 KM) FAVORITE

WINNIPEG +35 KM FAVORITE

NOT LOGGED IN OR NO ACTIVE SUBSCRIPTION OR TRIAL USERS FAVORITE

NEW USERS FROM MANITOBA AND SNOWBIRDS FAVORITE

263

Arts and life

›

Empty surface-parking lots offer chance to perform cosmetic surgery on downtown

Katlyn Streilein

May 16, 2022

SOCIAL MEDIA USERS FAVORITE

RURAL MANITOBA (EXCLUDE WINNIPEG +35 KM) FAVORITE

WINNIPEG +35 KM FAVORITE   PAYING READERS FAVORITE

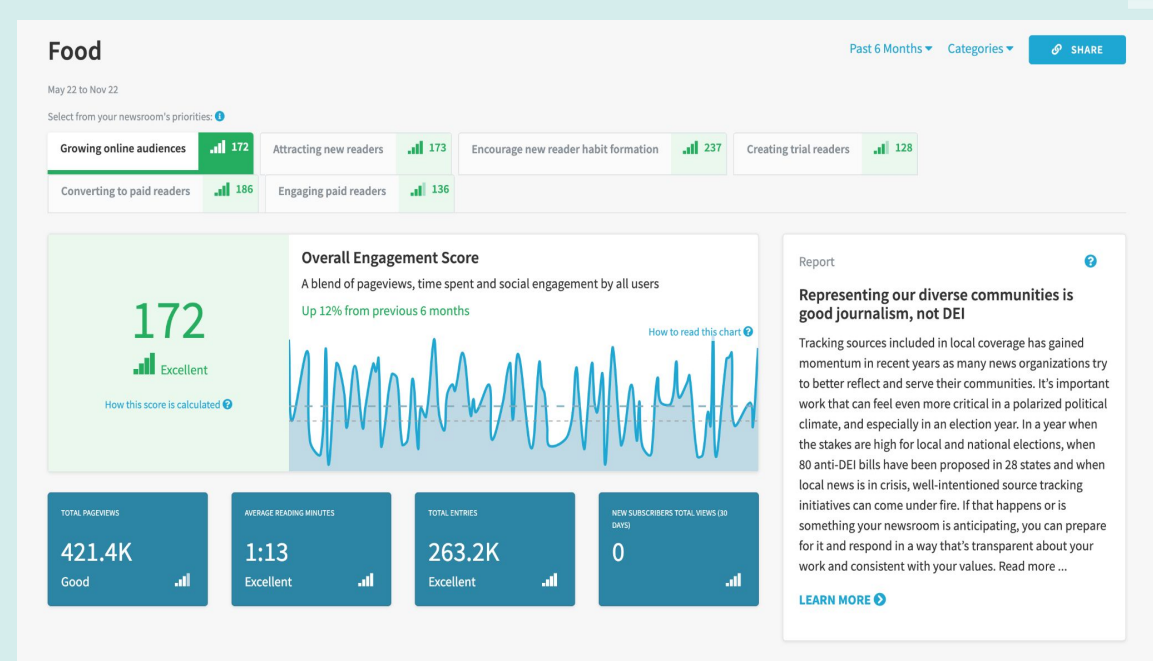**261**

Local
Coronavirus

›

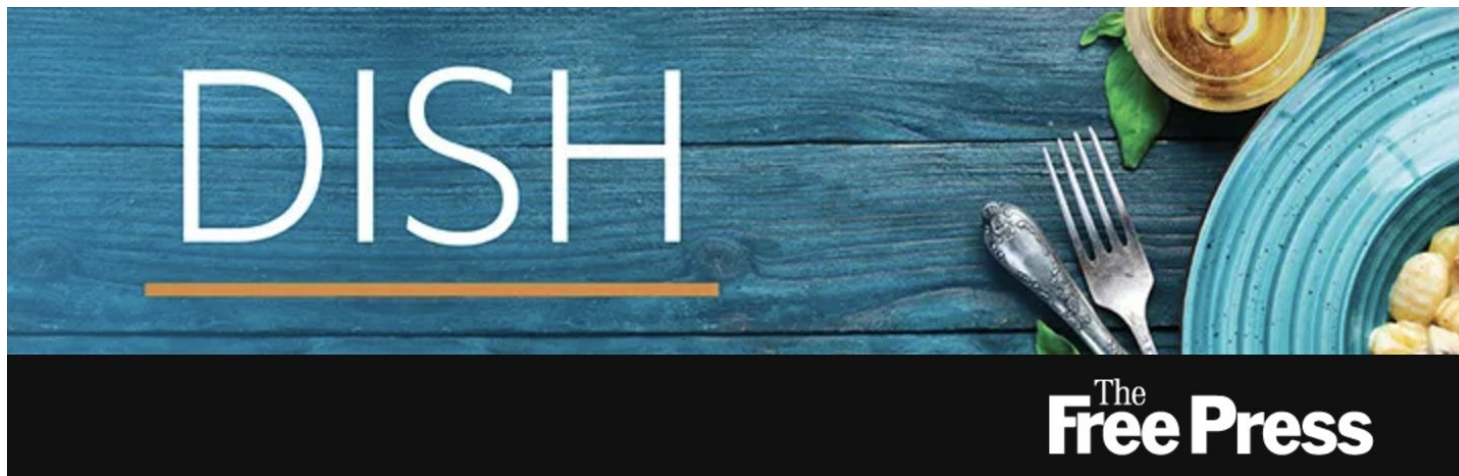# Using data to launch new products

When deciding on newsletter topics to pursue, metrics helped guide our focus.

Food and gardening emerged as popular topics

Both newsletters have maintained an open rate of more than 70%

DISH
The Free Press

For those about to nog*

*with apologies to AC/DC

WINNIPEG GARDENER
The Free Press

November in the garden: The grand

Creating personal content strategies

Audience accelerators to identify actionable insights to owning your beat

EducationWeek®

TEACHING PROFESSION

'Does Anyone Care How Hard I Worked Today?': Principals and Teachers Get Candid

Three conversations reveal what's really going on with teacher

STATES

Trump Admin. Gives Maine 10 Days to Bar Trans Athletes—or Risk School Funding

This is a test case of the president's use of federal funds as a cudgel for compliance.

Brooke Schultz · 6 min read

CURRICULUM

The College Board Adds Two New AP Courses. Here's What Makes Them Different

These courses will equip students with real-world skills.
· Related: How AP Courses Are Changing for the AI Era

Alyson Klein · 11 min read

FEDERAL EXPLAINER

Linda McMahon, U.S. Secretary of Education: Background and Achievements

What to know about the 13th U.S. Secretary of Education.

Education Week Library Staff · 2 min read

Trends in these stories ❓

Click on a trend to filter the list of stories.

What is working best ⬆️
with edweek email readers

STORY LENGTH

⚪ Deep Read (21 stories)

⚪ Long story (106 stories)

DEFINED TOPICS

⚪ Education Funding (12 stories)

⚪ Federal (77 stories)

⚪ School Climate & Safety (7 stories)

What isn't working as well ⬇️
with edweek email readers

STORY LENGTH

⚪ Brief (26 stories)

⚪ Regular story (148 stories)

DEFINED TOPICS

⚪ Classroom Technology (15 stories)

⚪ College & Workforce Readiness (11 stories)

HEADLINE	EDWEEK EMAIL READERS ENGAGEMENT SCORE ❓	TOPIC
Educators Reeling as Trump Takes 'Sledgehammer' to Education Department Contracts Alyson Klein February 11, 2025 `SOCIAL MEDIA USERS FAVORITE` `TEACHERS FAVORITE` `POLICY, RESEARCH & INDUSTRY LEADERS FAVORITE` `EDWEEK EMAIL READERS FAVORITE` `FACEBOOK FAVORITE` `LINKEDIN FAVORITE` `OCCASIONAL FAVORITE` `NEW REGISTRANTS FAVORITE` `KNOWN FAVORITE`	**284**	Federal ❯
Why Are Reading Scores Still Falling on the Nation's Report Card? Sarah Schwartz January 29, 2025 `EDWEEK EMAIL READERS FAVORITE` `OCCASIONAL FAVORITE`	**272**	Student Achievement ❯
Reading Scores Fall to New Low on NAEP, Fueled by Declines for Struggling Students Sarah Schwartz January 29, 2025 `EDWEEK EMAIL READERS FAVORITE` `OCCASIONAL FAVORITE`	**270**	Student Achievement ❯
Trump Has Made English the Official Language. What That Means for Schools		

Data-led experiments:

- Scale back weekly column quotas to pursue most emotional/impactful stories

- Pre-editing for government coverage

- Rethink distribution of opinion content

- Transform restaurant coverage from traditional reviews to openings, best dishes

- Stop doing so many dailies in favor of enterprise coverage

Strategies you can use now

Focus on metrics that matter

Grow Audiences

How many people are you reaching?

- Listeners, viewers or users
- Views, plays or listens to content
- Social followers
- Newsletter subscribers
- Total subscribers, members or donors

Diversify Audiences

Is coverage reflective of the communities you are aiming to engage and serve?

Does your sourcing align with these goals?

Metrics to consider: demographic data, Census data, source tracking data, event attendance, community partnerships

Engage Loyal Audiences

How much or how often do your audiences engage with you?

- Frequency of use
- Time spent with content
- Recirculation
- Conversions (subscriptions, donations, newsletter signups, etc.)
- Social interactions

Messaging and experimentation

American Press Institute

Use data you have to experiment with story formats, workflows, content strategy decisions

Personal content strategies and team strategies (i.e. Education Desk short and long coverage, pre-writing for big events)

Talk about metrics regularly: how to prioritize important work and stop doing the rest

Your turn!

What are your audience data challenges?

Connect with API

- Access these slides:
  bit.ly/4hsgU5h

- Subscribe to our newsletter:
  bit.ly/getNTK

- **Digital Transformation Guide**
- **Develop your influencer strategy**

- **Open role: Community Engagement Director**

Keep in touch:

Sign up for an MFN demo:
Register here

Email:

liz.worthington@pressinstitute.org

Thank you!