Welcome to Chartbeat Publishing

Chartbeat

Power to the Publisher

BUILT FOR EDITORS

Chartbeat Publishing was built in the newsroom, with the mission of transforming the way writers, editors, and content creators interact with analytics. Our real-time technology can help your team understand what content is resonating, every moment of the day. By measuring time— how long visitors are spending reading an article, writing a comment, or watching a video— you'll always know what's holding your audience's attention. We're proud to work with almost 4,000 clients in 35 countries, including 80% of the top U.S. publishers.

ALWAYS ACTIONABLE

We don't think it's enough to just make real-time data interesting—it has to be actionable. When an article is picking up steam, you need to think about whether it warrants a higher placement on the homepage. Where visitors aren't spending lots of time, you need to consider tweaking the content. And if social channels are driving visitors to an article, you need to know if they're recirculating to other pages on your website. Chartbeat Publishing highlights your big opportunities, so you can you turn them into major achievements.

WALL STREET JOURNAL

TIME

NBC UNIVERSAL

Forbes

ESPN

ALJAZEERA

COMPLEX

GAWKER MEDIA

Chartbeat

An Editorial Suite

EDITORIAL DASHBOARD

Know what's holding your audience's attention every moment of the day. The Dashboard is your home base. It provides a second-by-second, pixel-by-pixel understanding of each user and his or her journey through your site — that means actionable insights not just raw data.

HEADS UP DISPLAY / ENGAGED HEADLINE TESTING

There's no time to lose when it comes to maintaining a dynamic homepage. That's why we built the Heads Up Display, which projects real-time data right on top of your homepage. Colorful, numbered pins provide easy-to-follow signals, so you can make quick, data-driven decisions. And now, test headlines directly within the Heads Up Display with Chartbeat Engaged Headline Testing. Easily identify the headlines that are not just earning

VIDEO DASHBOARD

The Chartbeat Publishing Video Dashboard tracks the second-by-second engagement of your site's viewers. Know what's happening in between the time when a video begins ("the starts") and ends ("the completes"). Just as well, understand how pre-roll ads are affecting drop-off.

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DAILY CONTENT PERSPECTIVE

A popular reference for morning editorial meetings, the Daily Content Perspective provides a brief summary of your day-by-day performance. It can answer questions such as, "How big was my audience? Who was my best referrer? What were my top social and search pages?"

WEEKLY AUDIENCE PERSPECTIVE

To start building a returning and loyal audience, you need to zero in on your most valuable referrers and visitors. The Weekly Audience Perspective gives you insight into where visitors are coming from, for how much time they're engaging, and who's likely to return.

REPORT BUILDER

Understand how your real-time actions lead to over-time success. With completely customizable historical reporting, you'll not only learn the most popular articles of the month or homepage scroll depth by hour, but also build long-term strategies backed up by your site's data.

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Between the Clicks

PITFALLS OF PAGEVIEWS

We're often asked, "How are you different from Google Analytics or Yandex.Metrica?" Google Analytics and Yandex.Metrica use pageviews as their primary unit of measurement. A pageview might tell you that a visitor clicked on a link, but nothing about what they did after the click. Did they read anything? Scroll down the page? Write anything in the comments section? For all you know, the user left for a six-day vacation and left the browser window open. Pageviews count all traffic equally, but we know that's not true.
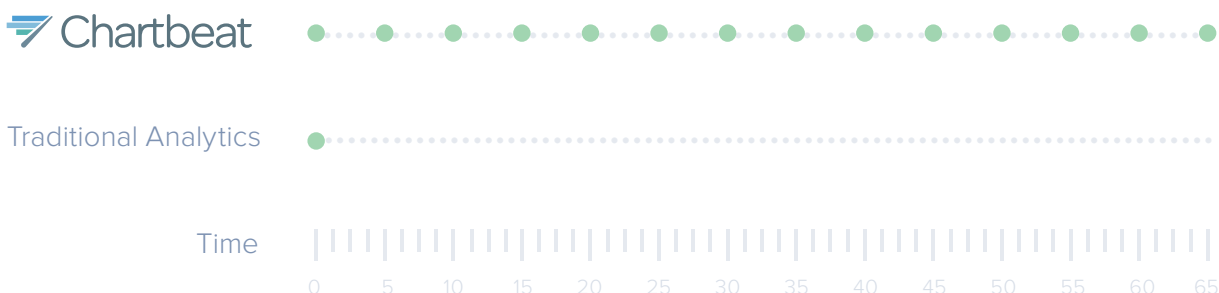
REAL-TIME TECHNOLOGY

Chartbeat Publishing is fundamentally different from any other analytics service. Every day, we process an insane amount of data from over one billion browsing sessions. Every few seconds, we ping every single visitor on your website, essentially asking, "Where are you and what are you doing now?" This allows us to give a uniquely accurate assessment of how many active visits are occurring at any one moment in time. We believe pings, rather than pageviews, help you get to the truth of what's happening on your website.

Engaged Time Matters

GO BELOW THE SURFACE WITH ENGAGED TIME

Publishers have always wondered, "Are people doing something with my content? Does my content have traction? Does it have my audience's attention?" At Chartbeat, we measure engagement with Engaged Time, and it can help you answer those questions. Unlike traditional "time on page" metrics, which track how long users keep pages open, Engaged Time measures the amount of time your audience actively consumes your content: reading an article, writing a comment, or watching a video. We know because we don't measure clicks. Your readers' browsers send us pings every few seconds, so we see what they're actively up to—or if they're idle—and we tell you.

BUILDING YOUR AUDIENCE

Our data science team has found that visitors' Engaged Time is strongly correlated with their loyalty to your website; visitors who read an article for three minutes return twice as often as those who read for one minute.

ENGAGEMENT AND PROPENSITY TO RETURN
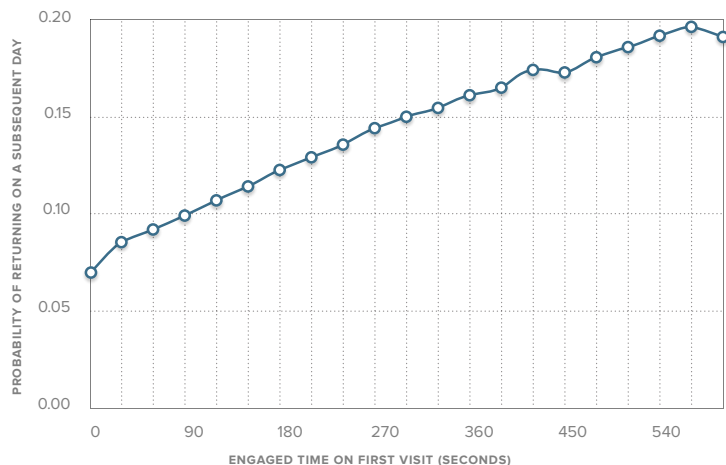
Case Studies

ACTING WHEN IT MATTERS

From the moment the Egyptian protests began on January 25, 2011 through the 18 days of continuous unrest that followed, the world turned to Al Jazeera for second-by-second updates, including the defining moment: Hosni Mubarak's resignation. Al Jazeera turned to Chartbeat Publishing to take advantage of a 300% increase in visitors, and immediately seized the opportunity to double down on social and deploy resources for news updates.

"Without Chartbeat, we wouldn't have known the world was coming to us for this story."

— Mohamed Nanabhay, Al Jazeera

CONNECTING WITH THE AUDIENCE

At NBCUniversal, editors use Chartbeat Publishing to make sure the right audience is connecting with the right content. Editors monitor Chartbeat frequently, looking to see what stories are trending. "It's not always what you'd expect," says editor in chief Diane Davis, who actually monitors Chartbeat on the iPhone app when she is away from the office. The team also uses Chartbeat Publishing to set the agenda for developing coverage plans.

"We can react so quickly we actually can get ahead of something."

— Diane Davis, NBCUniversal

FOCUSING ON ENGAGEMENT METRICS

In August of 2010, Forbes started to shift their focus away from the pageview and toward engagement. The staff now displays Chartbeat Publishing's engagement-focused metrics on large screens around the newsroom to "inform, not rule" the journalism of its 1,000+ contributors. That transformed each writer and editor into an analyst, a strategist, and a community manager—while also creating a unique, personal brand for each contributor.

"With Chartbeat Publishing, we're connecting new editorial management and technology systems for a new model."

— Lewis DVorkin, Forbes

CREATING A CULTURE OF DATA

The Journal News originally integrated Chartbeat Publishing into its newsroom workflows to better understand the performance of their content and the behavior of their audience. But the team never imagined it would so dramatically and positively impact the culture of the newsroom, too. Now, data informs decisions, reporters jockey for top positions on the Chartbeat Publishing leaderboard, and the team can quantify the value of its work.

"Even on our slowest days, Chartbeat helps us sing about our success."

— Anjanette Delgado, The Journal News

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Let's get moving.

CHECK OUT A LIVE DASHBOARD

http://chartbeat.com/publishing/demo

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