When You Put Chartbeat Editorial Tools to the Test

Chartbeat measures and monetizes attention on the web. That means we align editorial teams around the right audience development goals and give them data to adapt when it matters. It means we work with organizations to quantify an audience's active time and attention, not just pageviews and impressions. And it means we understand that it's the consumption, not the click that matters—that building a loyal audience requires engaging readers' minds, not simply chasing their fingers for another click.

Create a highly efficient workflow that aligns teams around meaningful metrics that work toward your organization's journalistic mission and business objectives.

MAXIMIZE IMPACT

Write to be read.

Your job isn't to chase any traffic you can. It's to create amazing content that engages and inspires people. Our Engaged Time and Recirculation metrics show you what's resonating with every audience, so you can capture and hold readers' attention article after article, day after day.

ADAPT INTELLIGENTLY

Work smarter, not harder.

Real-time and historical feedback lets you take action when it matters. Adapt continuously based on the attention and interests of visitors as they engage with your site in the moment and over time.

INCREASE AWARENESS

Capitalize on quality.

When you know what's capturing your audience's attention, you can drive visitors to that engaging content. That means more people spending more time with the messages that impact your mission and drive the success of your organization.

This is what making your best even better looks like.

Track the second-by-second attention of visitors across your entire site — see the quantity of time each individual story is accruing and know what's capturing and holding your audience's attention.

Capitalize on articles that readers are spending time with — drive visitors to your most engaging content and identify an optimal content promotion strategy that encourages visitors to explore more of your site.

Filter users by geography, referral source, device, or visit frequency — identify audience segments with a high propensity to return to your site and convert those visitors into a loyal audience.

Improve underperforming stories — adapt content and design based on visitor behavior to create great content experiences that keep readers coming back.

Know which stories to post or recycle on your social media — drive social traffic directly to article pages and convert those valuable visitors into a direct, returning audience.

Identify stories that have been picked up by search engines or big news aggregators — make top articles or quality evergreen content engaging for new visitors.

See trends over time and gain insight from your successes — double down on what's working and learn how you can capitalize on future opportunities.

Understand the impact of your messages — measure growth, evaluate the cumulative audience attention your content captures (by day, week, month, or year), and easily share your collective impact with supporters and shareholders.