



The right analytics solution can transform your business.

Tested with editorial, analytics, and product teams worldwide, Chartbeat for Publishing is the only platform that combines all the features media teams actually need — engagement analytics, optimization tools, reporting, and workflow integrations — in one easy-to-use suite. It includes:

Ways to fully measure genuine engagement

Real-Time, Historical, and Video Dashboards gauge readership across distributed content channels

Tools to convert skimmers into readers

Dynamic headline testing and an in-browser heads up display integrate your audience optimization efforts with your production workflows

Your data at any depth

Reporting with flexible perspective, from auto-generated email reports to a customizable query builder for in-depth analysis



Should you choose Chartbeat?

See how Chartbeat compares to other data platforms, and decide which is best for your business.

	Discovery and Native Advertising Platforms	Branded Content Analytics Solutions	Enterprise Marketing and Web Analytics	Chartbeat
Digital Publishing and Media Focus	●	●	●	●
Quality Metrics (e.g., Recirculation)	●	●	●	●
Built-in Optimization Tools	●	●	●	●
Intelligent Reporting	●	●	●	●
Configurable Integrations	●	●	●	●

- matches Chartbeat capabilities
- partially matches Chartbeat capabilities
- doesn't match Chartbeat capabilities

FEATURE BY FEATURE

		Discovery and Native Advertising Platforms	Branded Content Analytics Solutions	Enterprise Marketing and Web Analytics	Chartbeat
MEDIA AND PUBLISHING FOCUS	Subscriber and Loyalty Analytics	●	◐	●	●
	Unique Quality Metrics	◐	●	●	●
	Offsite Social Analytics	●	◐	◐	●
	Dark Social Monitoring	●	●	●	●
	Push Alert Analytics	●	●	●	●
OPTIMIZATION CAPABILITIES	Built-In Content Optimization Tools	●	●	●	●
	Campaign Tracking	●	●	●	●
	Video Analytics	●	●	◐	●
	Headline Testing	●	◐	◐	●
	Homepage Overlay	●	●	●	●
	APIs	◐	●	●	●

Interested in learning more? Reach out to your Customer Success Manager.

