Chartbeat for Publishing

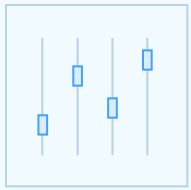
Tested with editors, analysts, authors, and product teams worldwide, Chartbeat for Publishing is an industry-leading solution built for the unique analytics needs of digital publishers and media companies.

CHARTBEAT FOR PUBLISHING

Rich engagement analytics, powerful optimization tools, insightful reporting, and seamless workflow integrations – in one easy-to-use suite.

DASHBOARDS

REPORTING



OPTIMIZATION

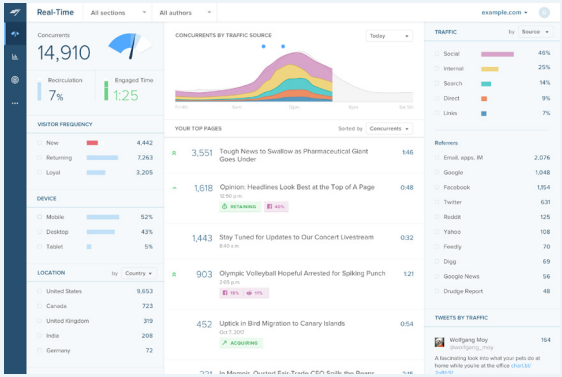
ADD-ONS

DASHBOARDS

Understand readership across channels.

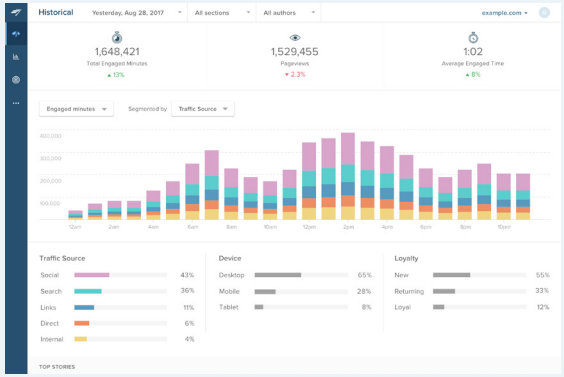
Real-Time Dashboard

Reader attention, measured and visualized instantly across the web. Use to quickly analyze user behavior onsite and across all platforms, channels, and devices.



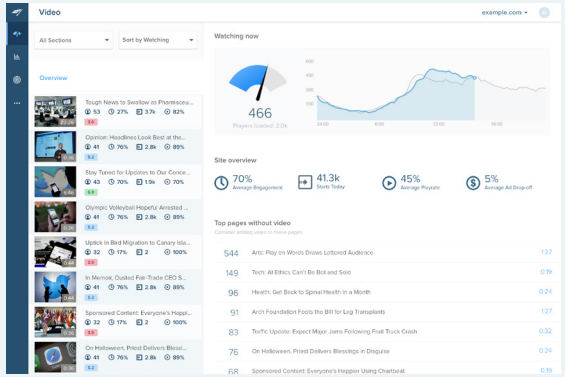
Historical Dashboard

An easy-to-use survey of previous weeks' and months' data on reader behavior, with intelligent benchmarking tailored to the ranges you set.



Video Dashboard PREMIUM

Real-time view of onsite video performance, paired with auto-generated recommendations for optimal placement and integration with Chartbeat's real-time monitoring and querying features.

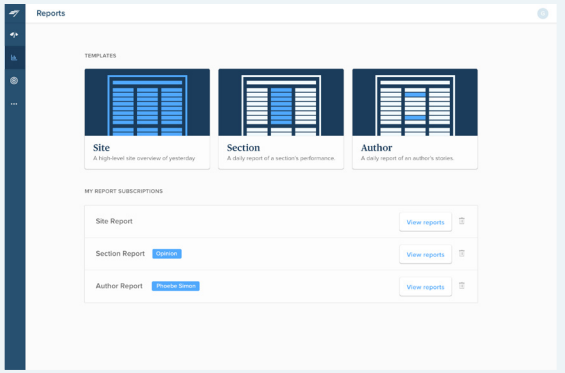


REPORTING

Gain a deeper perspective.

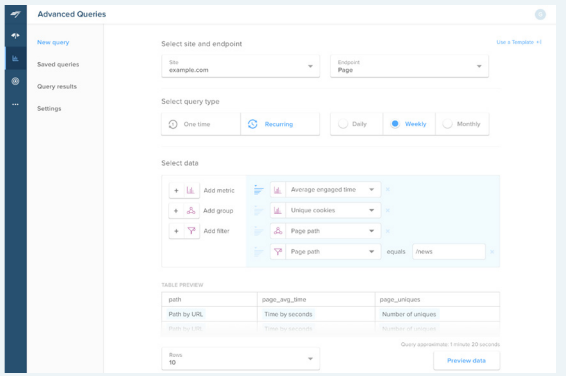
Reports

Receive relevant site, section, and author data daily through recurring email reports, containing unique auto-generated insights fueled by Chartbeat data science.



Advanced Queries PREMIUM

A customizable and flexible reporting tool to build complex analyses. Share queries instantly or set up recurring e-mail reports, and export data results for use in other applications.

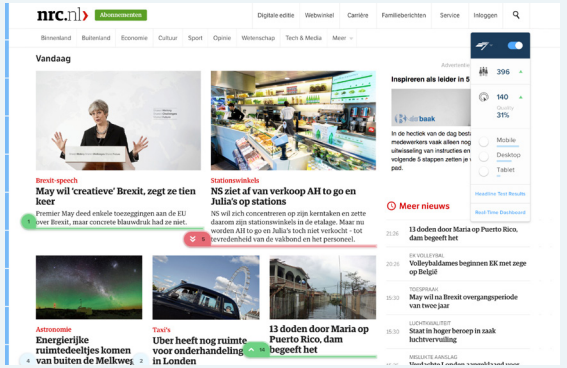


OPTIMIZATION

Engage and optimize with ease.

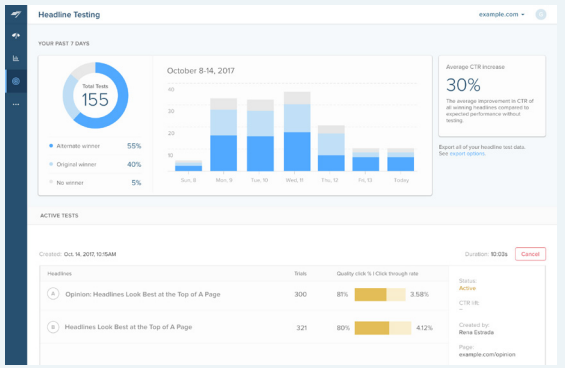
Heads Up Display

Use this unique browser overlay to adapt and optimize onsite experience in real-time with top-performing stories, traffic trends, and scroll depth highlighted for ease of use.



Headline Testing PREMIUM

Run live tests to optimize headlines and track tests even as an article's position moves on the page. Quickly view test results, or export data for further analysis.

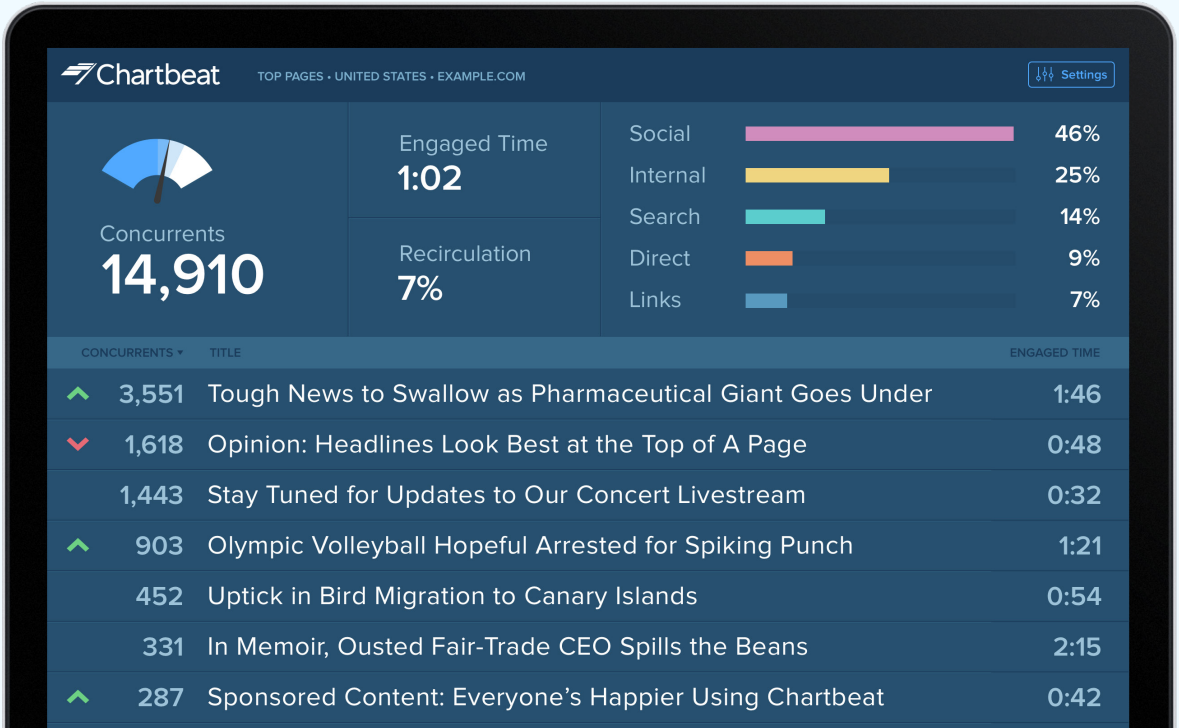


ADD-ONS

Energize your teams.

Big Board

A view of your data designed for large-format display in the office, and a recognizable presence in cutting-edge newsrooms around the world.



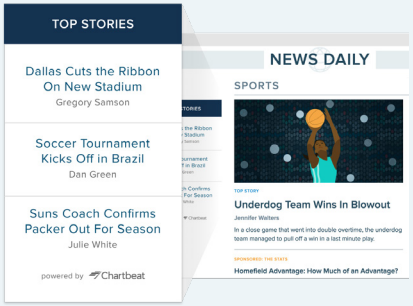
Mobile App

Stay on top of reader engagement with the app version of our flagship product. Available for iOS and Android.

Configure for your needs.

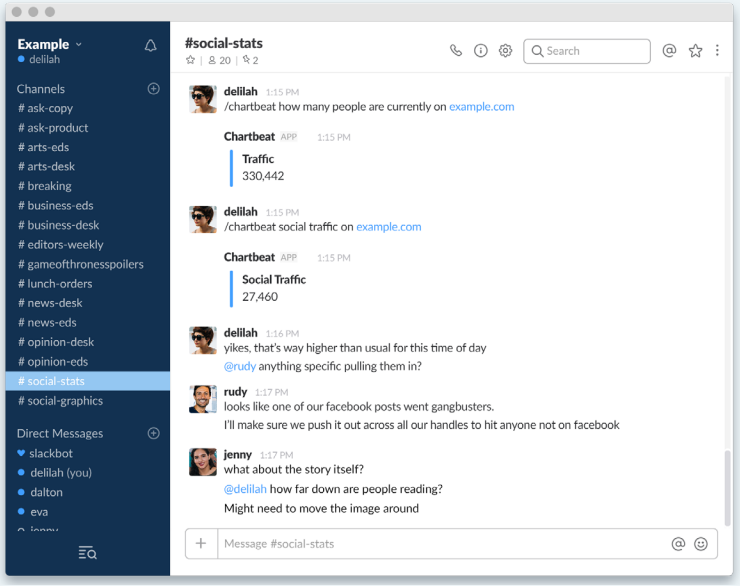
APIs

Connect server-to-server to add our unique and comprehensive reader data to your internal tools. Chartbeat APIs can also help you build custom experiences for readers.



Slack Integration

Connect your all-up communication tool to Chartbeat, and your team can check on traffic status and be automatically notified of optimization opportunities whenever they appear.



Consulting and Research

CUSTOM

Whether best practices, custom analyses, or research on trends in the larger media ecosystem, our experienced team can work behind the scenes to help you discover the insights you need to get ahead.

Contact **insights@chartbeat.com** to learn more about consulting options.

We're proud to partner with leading media companies and publishers worldwide.

The New York Times

The Atlantic

The Telegraph

CNN

The Washington Post

Chartbeat has helped our editors and authors refine content strategy.

DAVID CALLAWAY, CEO, THESTREET

The adoption of Chartbeat has been a major success—it has helped us bring experimentation to the newsroom, and it is transforming our business.

LAURENT SUPLY, COO, LE FIGARO

The Headline Testing tool has been a bit of a life-changer!

GEMMA PEPLOW, CHIEF SUB-EDITOR, SKY NEWS

With Chartbeat we found a tool that could provide a more flexible and more accurate level of real-time analytics data to the newsrooms.

DIRECTOR OF DIGITAL PRODUCTS, LEADING PUBLISHER

chartbeat.com