Real-time data, long-term reader engagement

45% of readers who load an article will leave within the first 15 seconds.

Make your actions speak louder. Since the most scrawling news cycle, readers have less time to make crucial editorial decisions that inform their long-term engagement. Real-time data provides a previously unseen level of insight into article navigation and future visits from your readers. By utilizing real-time data, you can quickly diagnose the problem and reduce the risk of losing engaged, loyal readers.

By combining your social strategy with an engagement strategy, you can turn reader acquisition into high quality interactions. More readers, more return visits and revenue.

Make small adjustments to stories while they are trending in real-time. Experiment with minor changes that help publishers reach their goals. Here are a few examples of small adjustments that create big impact:

• Reading as much of the story as possible.
• Encouraging deeper site visits.
• Turning stories to encourage longer reads and deeper visits will help your bottom line.

Give stories new life on social media.

While publishers are increasingly building content strategies that are tailored for the digital experience, there are a few small adjustments that create big impact. With the help of real-time data, publishers can make small adjustments to their social strategy to turn reader acquisition into high quality interactions. More readers, more return visits and revenue.

Each social network has its own personality, tone, and certain stories may be better suited to one platform over another. Consider a different platform. Different platforms have different rules.

Engaged readers typically spend more time interacting with your content. It’s a question with significant implications — more than 60% of those who load an article will leave within the first 15 seconds. So where should editorial teams devote their time, particularly the moment they see that readers are steadily dropping of?

Given the ever-accelerating news cycle, editors have less time to make crucial editorial decisions that inform their long-term engagement. Real-time data provides a previously unseen level of insight into article navigation and future visits from your readers. By utilizing real-time data, you can quickly diagnose the problem and reduce the risk of losing engaged, loyal readers.

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How real-time analytics lead to growth.

The competition for readers is a marathon. Even now, the competition will only increase as platforms and reader habits evolve. While your social strategy drives paid engagement, real-time data provides an opportunity to identify and capitalize on opportunities to capitalize on organic sharing. As platforms and reader habits evolve, platforms and reader habits evolve. Real-time data allows you to see how readers highly engaged.

How many readers are likely to see it.

Uncover opportunities to capitalize on organic sharing. Effective strategies include:

• Powerful quotes. Move them higher up in the story to encourage deeper reads.
• Photos. Placement of visual elements.
• Videos. Readers expect nothing less than a high-quality digital experience.
• Linking strategy. Add links to the related articles, placing them where most readers are likely to see them.

On average, readers from social media only return to a site about 1.2 times per week. You must be converging your social sharing paths in an engagement strategy. You can begin converging those side-door visits into a true brand loyalists.

Make the case for subscriptions.

The ability to quickly identify loyal customers is crucial to extracting more revenue. Subscribers are more likely to see value in subscribing. Additionally, real-time data provides the opportunity to identify paying subscribers that show lower levels of engagement.

$  $5  $55

What next?

In-depth analytics. See how your social, SEO, organic, and earned traffic are performing.

The competitive landscape, target blogs, and deeper visits will help your bottom line. Real-time data allows you to see how readers highly engaged.

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