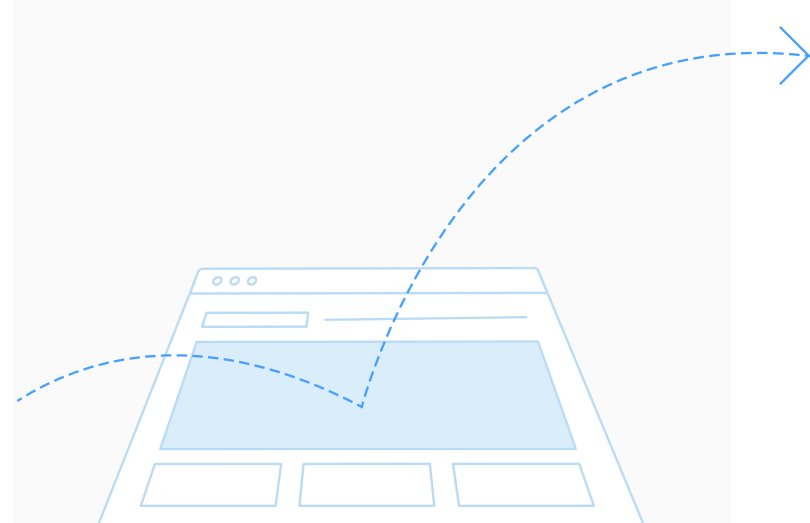




Real-time data, long-term reader engagement

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



Make your actions speak louder.

Given the ever-accelerating news cycle, editors have less time to make important decisions that impact real-time reader engagement. While publishers are increasingly building content strategies informed by data, traditional platforms cannot keep up with the swift changes in reader behavior.

When you have that data in real time, you can quickly diagnose the problem and reduce the risk of losing engaged, loyal readers.

So where should editorial teams devote their time, particularly when 45% of the readers who load an article will leave within the first 15 seconds?

It's a question with significant implications — more than 60% of those readers that leave your site will not return. This translates to lost opportunities for reader acquisition, retention, and ultimately, revenue. The good news is that the longer a reader engages, the more likely they are to come back. Our research across global publishers has shown that small adjustments in real time can increase reader engagement and loyalty.

Readers expect nothing less than a high-quality digital experience. Accurate, actionable data allows publishers to optimize workflows, encourage deeper engagement, and expand reach. Most importantly, real-time analytics allows organizations to better leverage its most valuable resource — its people.

Encourage deeper site visits.

Publishers have the opportunity to turn reader visits into high quality interactions. More challenging, however, is encouraging certain behaviors, including:

- Reading as much of the story as possible.
- Reading more than one story before they leave.

Making small adjustments to stories while they are trending in real time allows editors to make these desired behaviors a reality.

These adjustments sound easy to make, but the opportunity to make them will quickly come and go without real-time metrics that are tailored for the digital experience.

PRO TIP

Make small adjustments to stories while they are trending in real time.



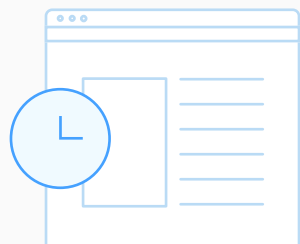
Improved ledes. A great lede can keep readers highly engaged.

Powerful quotes. Move them higher up in the story to encourage deeper reads.

Placement of visual elements. Photos and videos make readers more engaged with the text.

Linking strategy. Add links to the related stories, placing them where most readers are likely to see it.

SUGGESTED READER BEHAVIOR METRICS



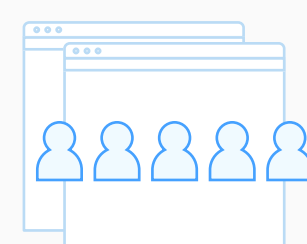
Engaged Time

Average period visitors are actively interacting with your content. Engaged readers typically spend more than 15 seconds on a page.



Scroll Depth

How far readers went down your page in the last two hours. As you scroll down the page, the percentage decreases, indicating that readers are steadily dropping off.



Recirculation

Compares the number of people on a given page to the number of people who have traveled from that page to another article page.

Give stories new life on social media.

Digital editorial teams spend a substantial amount of time leveraging social platforms to connect with readers. With the help of real-time data, publishers can see the effectiveness of content immediately after being posted.

When performance doesn't live up to expectations, real-time data is useful to experiment with minor changes that help publishers reach their goals. Here are a few examples of small adjustments that create big impact:

Be cognizant of tone. Readers respond to the human or emotional angle of a story, especially on social media.

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

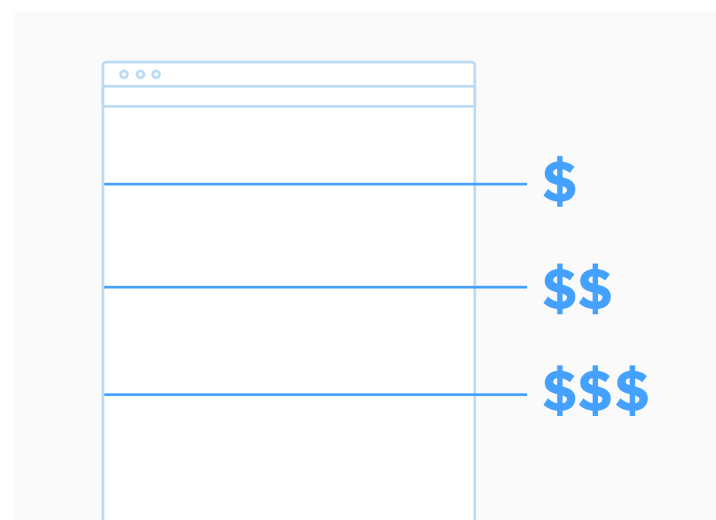
Uncover opportunities to capitalize on organic sharing. Articles that are trending on social offer the chance to boost performance in real time. Share content directly with followers across social accounts to give stories new life.

We believe a proactive approach to promotion strategies is crucial, particularly as platforms and reader habits evolve. Running targeted, data-informed experiments can increase the efficiency and outcomes of anyone who works with social media.

How real-time analytics lead to growth.

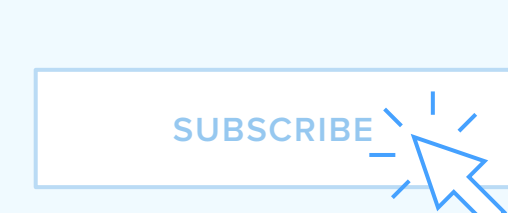
The competition for readers is substantial. Even more so: the competition for revenue. We've seen that a higher engagement has a direct tie to reader revenue goals. Whether you monetize via advertising or subscriptions, longer reads and deeper visits will help your bottom line.

Real-time data addresses the level of immediacy needed to encourage the greatest possible engagement and future visits from your readers. By leveraging real-time data to supplement overarching reader growth and retention strategies, publishers can align their organizations and build an end-to-end sustainable revenue model.



On average, readers from social media only return to a site about **1.2 times** per week.

By combining your social strategy with an engagement strategy, you can begin converting those side-door visitors into brand loyalists.



Make the case for subscriptions.

The ability to quickly identify loyal non-subscribers creates a massive opportunity for direct appeals to subscribe. Additionally, real-time data can improve retention by identifying paying subscribers that show lower levels of engagement.

What next?

Sign up for [Chartbeat's Data Digest newsletter](#) and receive updates on our latest data science findings, blog posts, and announcements before anyone else.