



# Our GNI data tools to help News Publishers

Turning Data into Action to drive engagement & revenue



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# Your Performance

**Content**

**Ad. Revenue**

**Reader Revenue**

*(subs., contributions...)*

“ I want to **reach and inform my audience** ”

“ I want to **maximize Ad Revenue** ”

“ I want to **sell more subscriptions** ”

**User Engagement and Audience Development**

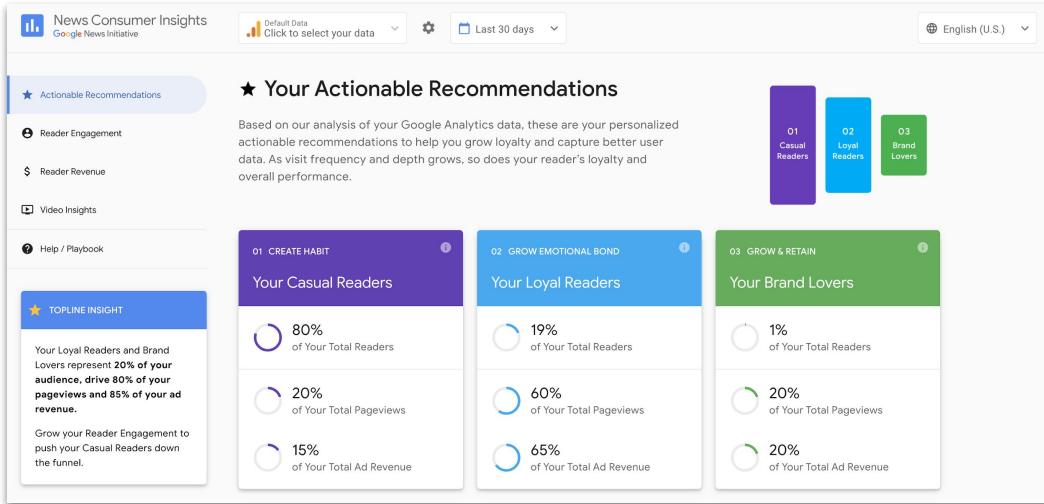


# News Consumer Insights

Google News Initiative

[goo.gl/datatools](http://goo.gl/datatools)

## Maximize Reader Engagement and Reader Revenue across your site



Identifying reader funnel optimization opportunities to increase profitability and build deeper relationships with your readers.

**VISIT NCI NOW**

### 13 Case Studies published :

- BuzzFeed News**  
BuzzFeed News launched a contribution model
- BUSINESS INSIDER**  
Business Insider grew their subscription business
- LEE ENTERPRISES**  
Lee Enterprises Tripled Digital Subscriptions
- Independent News & Media**  
News & Media Group reached new users



GA, mention to RCI

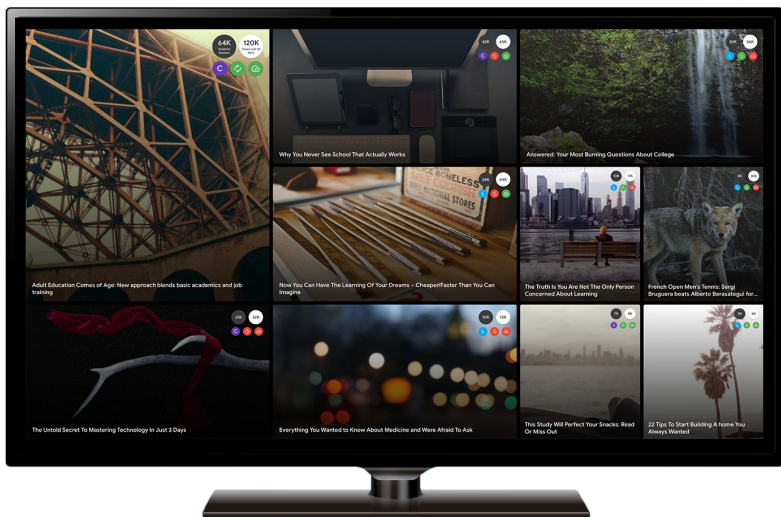


2020 Finalist



Best use of Data

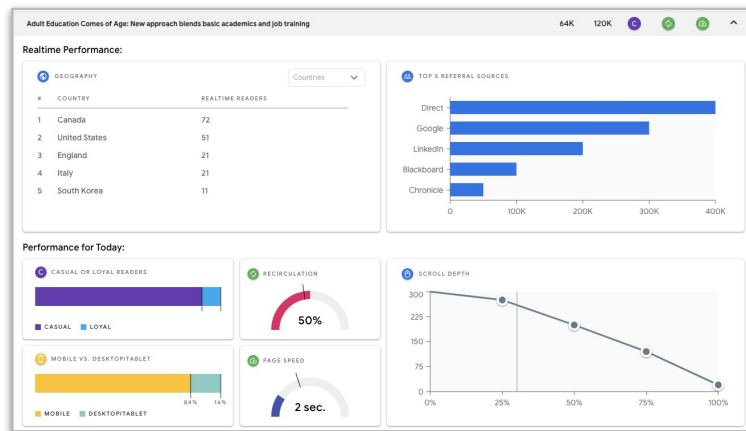
Improve your Content Distribution and Creation performance



The “Newsroom” mode

**VISIT RCI NOW**

Identify in real-time which articles are the most popular with your readers and what broader topics are trending in your region.



Article details in realtime and throughout the day



# News Tagging Guide

Google News Initiative

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Capture more and better data to get deeper Reader Insights in NCI & RCI

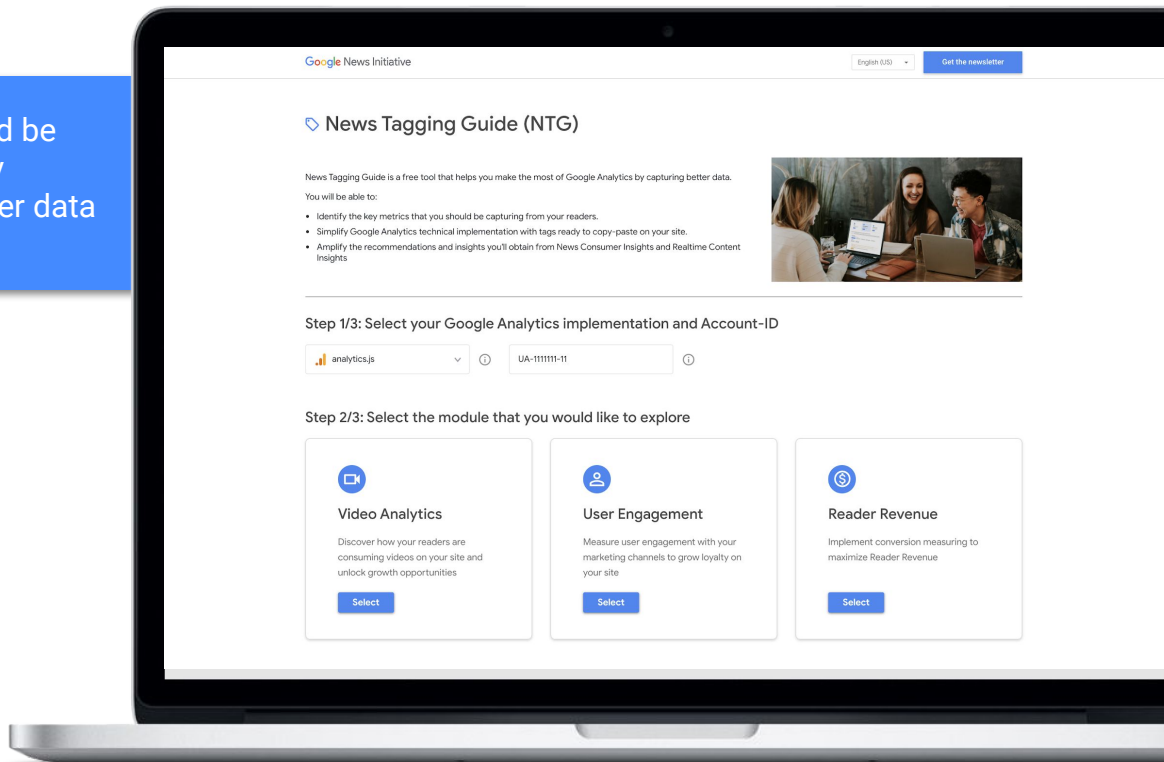
Identify what reader behaviors you should be measuring in Google Analytics and easily generate tags for your site to collect better data and unlock new insights.

**VISIT NTG NOW**



To get the best of NCI and RCI reports, you should implement the following NTG components:

Reader Engagement	Reader Revenue
Video Analytics Scroll Depth Newsletter Signup Social Sharing	Subscription or Membership Conversion Marketing Messages Impression Paywall Prompt Impression Adblock Detected



# Demo time!

Proprietary + Confidential



Optimize your data collection



Optimize your reader engagement funnel



Optimize your content in realtime



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Identify what reader behaviors you should be measuring in Google Analytics and easily generate tags for your site to collect better data and unlock new insights.

Learn more

Try it Now



## News Consumer Insights

Google News Initiative

Powered by **Use All Five**

Identify reader funnel optimization opportunities

[goo.gle/datatools](https://goo.gle/datatools)

Analytics data to help grow Reader Engagement and Reader Revenue.

Learn more

Try it Now

Privacy Policy



## Realtime Content Insights

Google News Initiative

Powered by **Use All Five**

Identify in realtime which articles and videos are most popular with your readers and what reader topics are trending in your region.

Realtime Content Insights enables engaging data visualization for your newsroom and is available for publishers using all versions of Google Analytics.

Learn more

Try it Now

Privacy Policy

Thanks