# Chartbeat

Made to measure.

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.
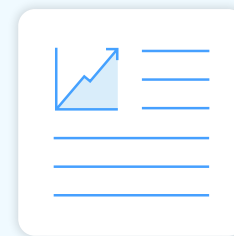
chartbeat.com

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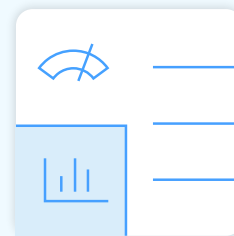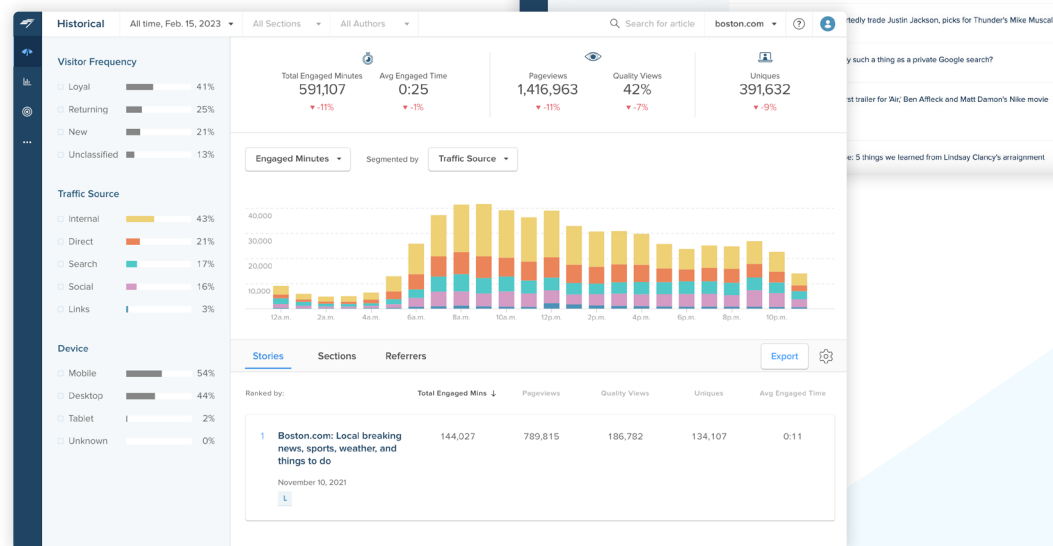
Dashboards

Reporting

Optimization

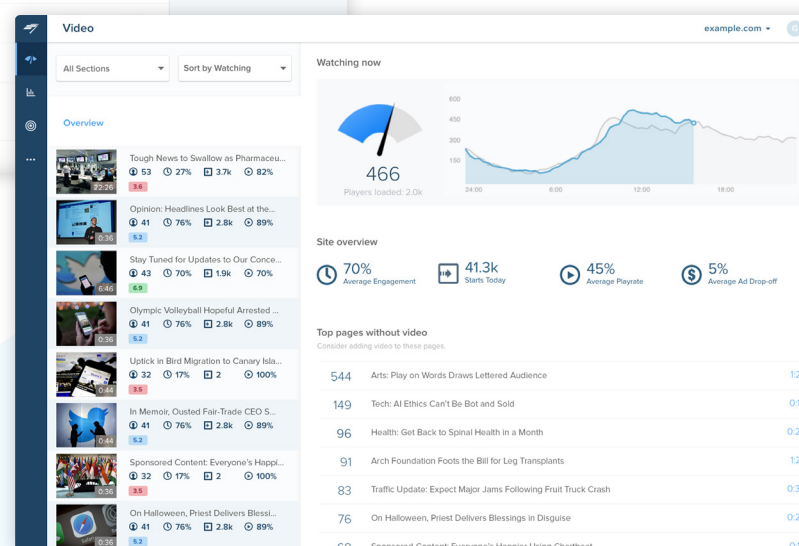**Add-ons**

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

For lookbacks, with insight badges to flag trends and contexualize benchmarks with 13 months of data storage.

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.
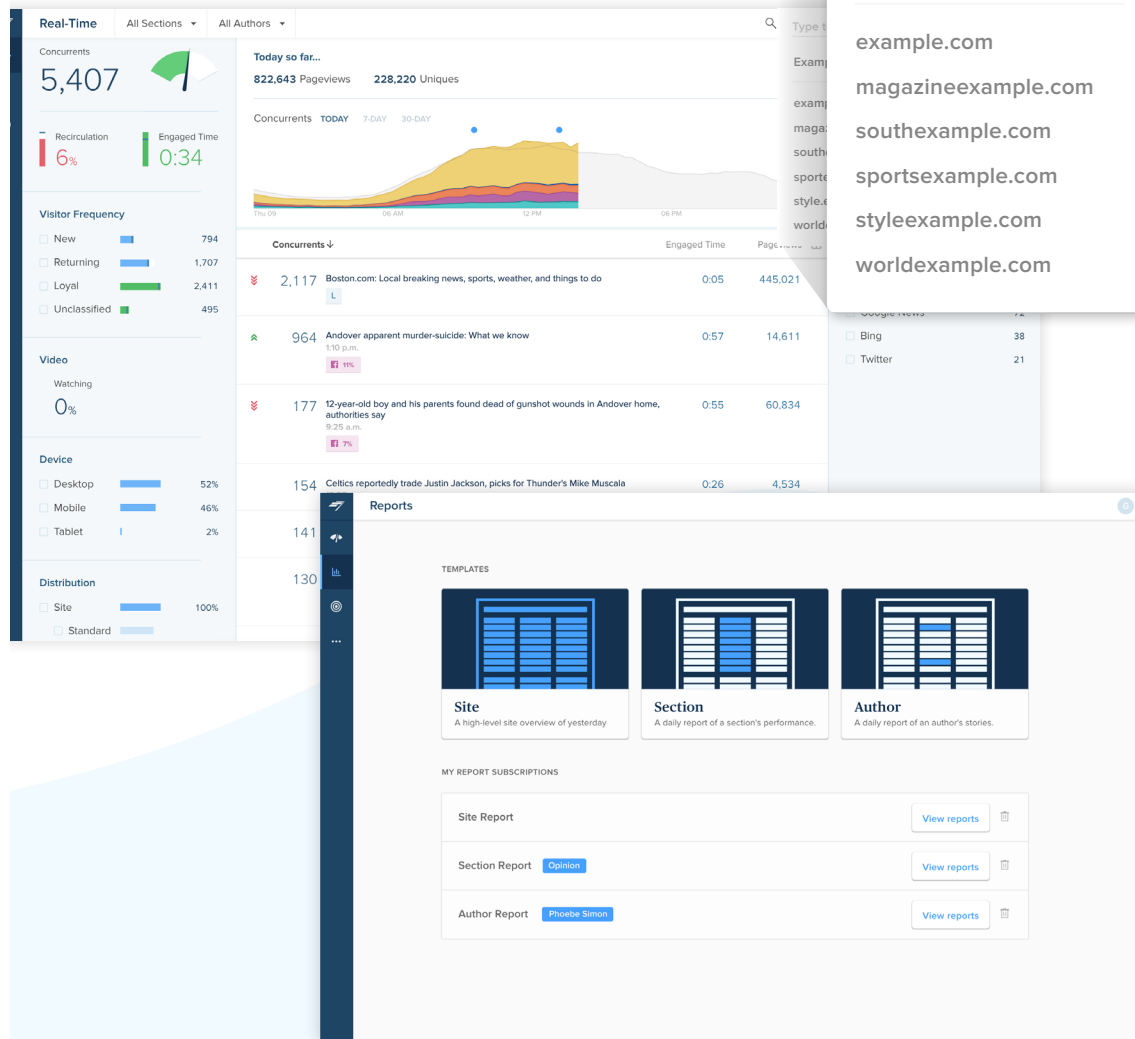
Gain a deeper perspective.
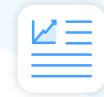
Multi-Site View `PREMIUM`

Simply track how multiple sites are doing —
in real time and looking back over time.

## 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.

Reports

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

Engage and optimize with ease.
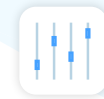
Image Testing `PREMIUM`

Easily test homepage images automatically run the winning variant. Test headlines and images together to find ideal combinations.
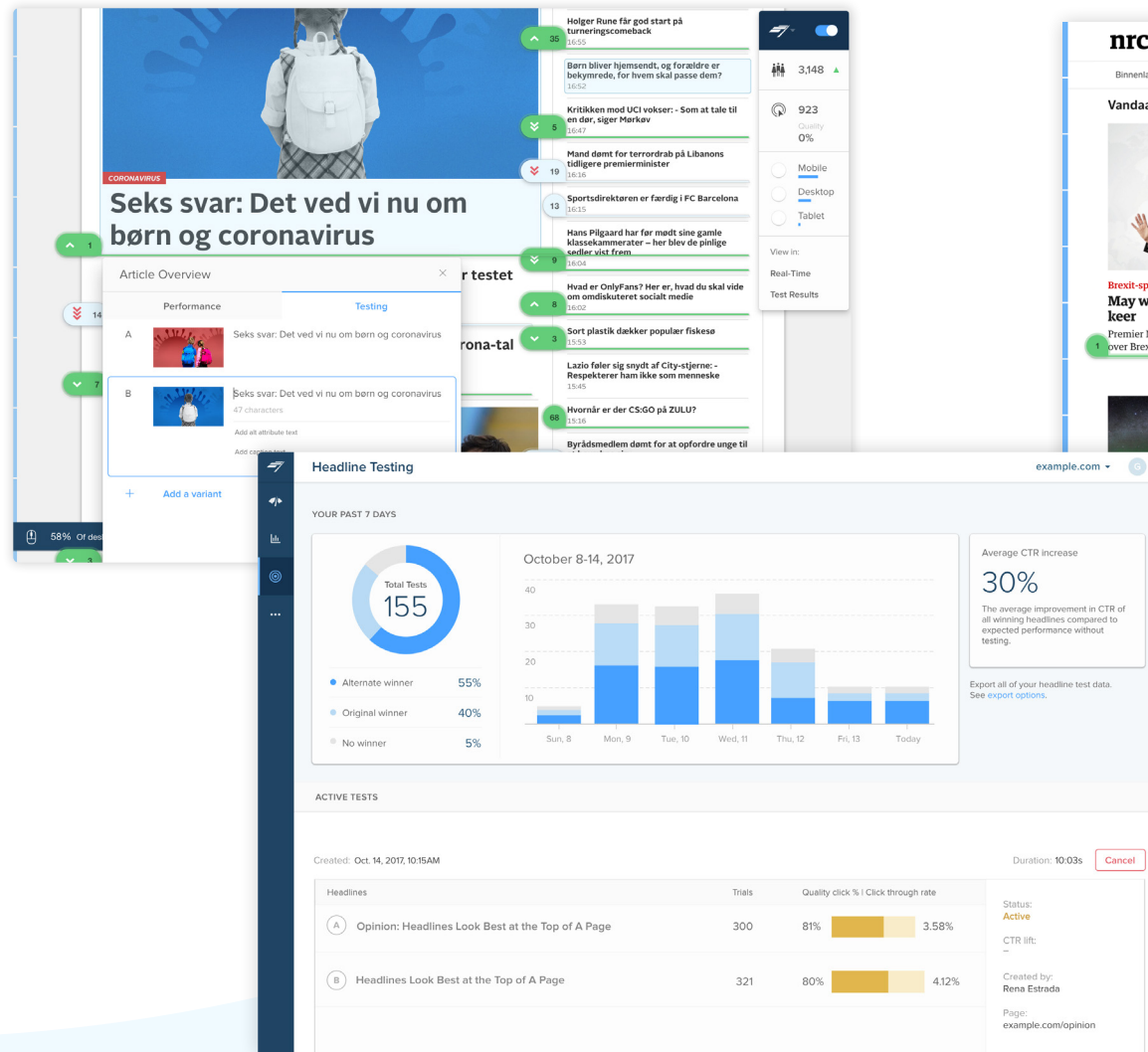
Heads Up Display

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.
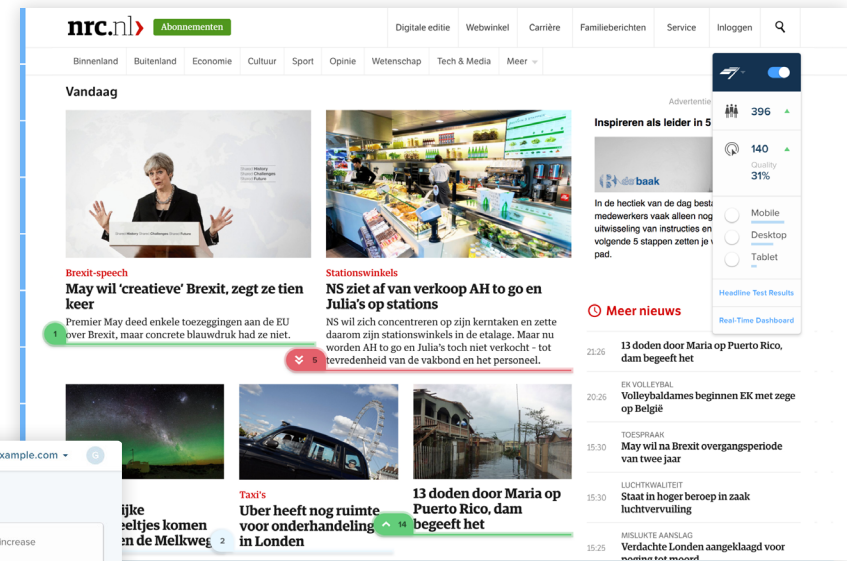
Headline Testing `PREMIUM`

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.

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.

		Chartbeat — TOP PAGES · UNITED STATES · EXAMPLE.COM		Settings

Concurrents
14,910

Engaged Time
1:02

Recirculation
7%

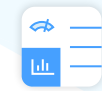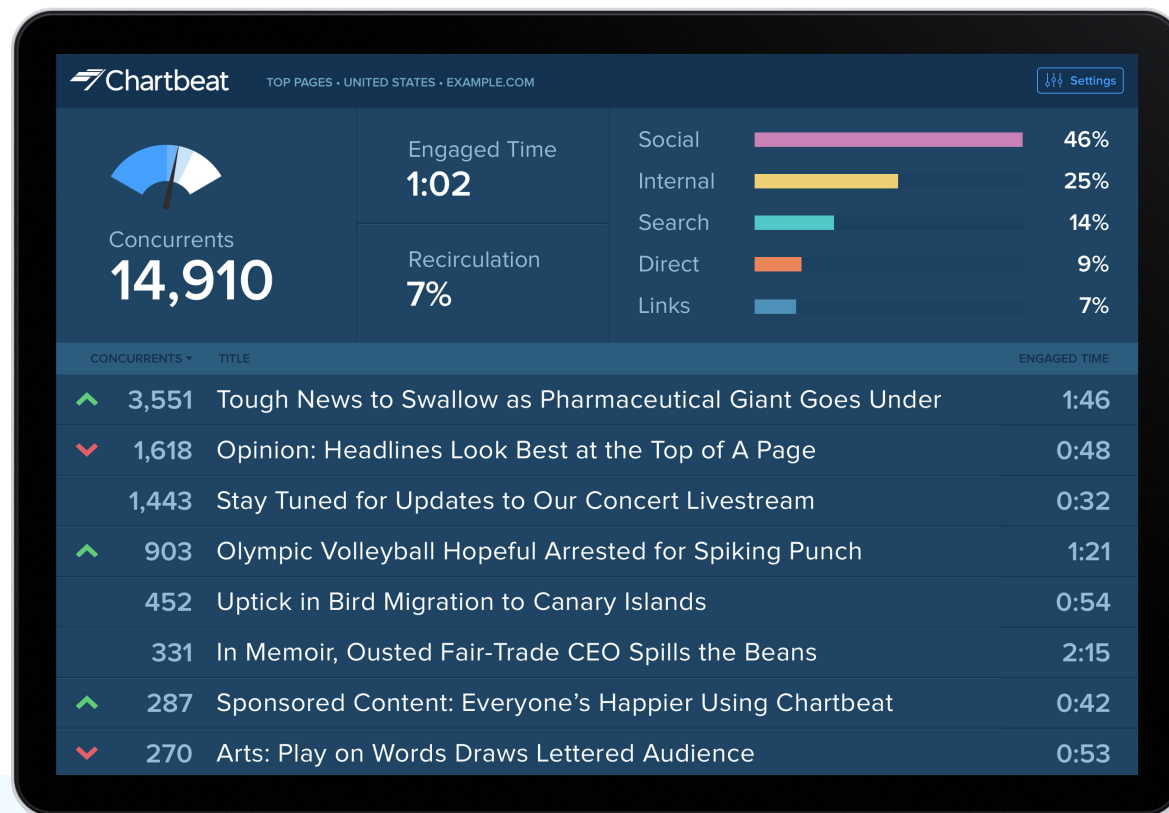|	
Social	46%
Internal	25%
Search	14%
Direct	9%
Links	7%

	CONCURRENTS ▼	TITLE	ENGAGED TIME
︿	3,551	Tough News to Swallow as Pharmaceutical Giant Goes Under	1:46
﹀	1,618	Opinion: Headlines Look Best at the Top of A Page	0:48
	1,443	Stay Tuned for Updates to Our Concert Livestream	0:32
︿	903	Olympic Volleyball Hopeful Arrested for Spiking Punch	1:21
	452	Uptick in Bird Migration to Canary Islands	0:54
	331	In Memoir, Ousted Fair-Trade CEO Spills the Beans	2:15
︿	287	Sponsored Content: Everyone's Happier Using Chartbeat	0:42
﹀	270	Arts: Play on Words Draws Lettered Audience	0:53

Mobile App

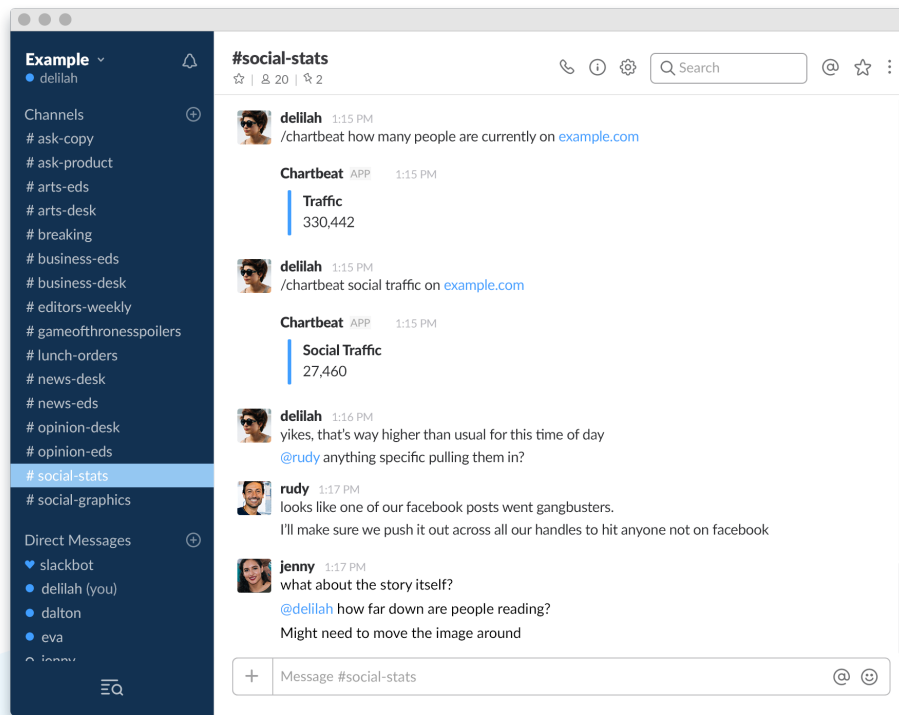Stay on top of reader engagement with the app version of our flagship product. Available for iOS and Android.

Configure for your needs.

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.

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.
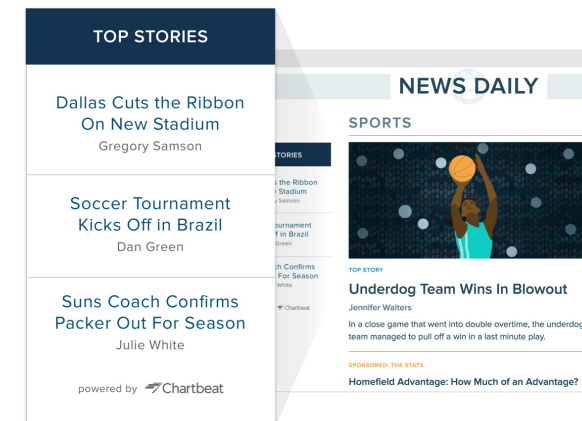
Consulting & Research   CUSTOM

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

ALJAZEERA

The Telegraph

CNN

The Washington Post

> Chartbeat is a key instrument, at the heart of helping us to know when to do what — and what to do.
>
> **DANIEL BACH NIELSEN, DIGITAL EDITORIAL DIRECTOR, JYSK FYNSKE MEDIER**

> 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**