

Engaging Generation Social

How LADbible Leverages Chartbeat & Tubular to Understand Evolving Interests & Preferences

As one of the world's largest digital publishers, **LADbible Group** reaches global audiences through GAMINGbible, SPORTbible, UNILAD, and Tyla. Their real-time news and viral entertainment define how Generation Social consumes content.

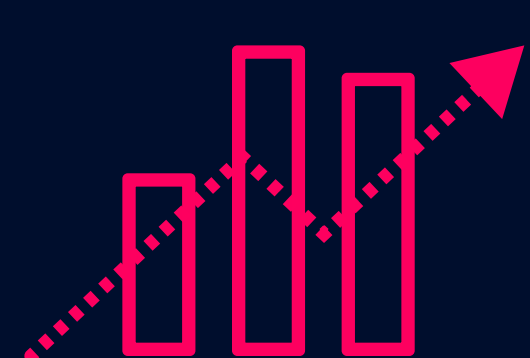
To deepen audience connection and unlock new revenue, LADbible combines Chartbeat and Tubular to unify editorial and social strategy — fueling engagement, guiding innovation, and proving audience value to advertisers.

“Tubular informs our strategy around formats that perform best across platforms... Chartbeat influences our teams by the second and builds deeper audience relationships.”

JON BIRCHALL, DIRECTOR OF EDITORIAL STRATEGY, LADBIBLE

Challenges

Connecting with Generation Social



Staying Ahead of Social Trends

With constantly shifting audience preferences, LADbible needed **granular, cross-platform insights** to understand and respond to trends faster than competitors.



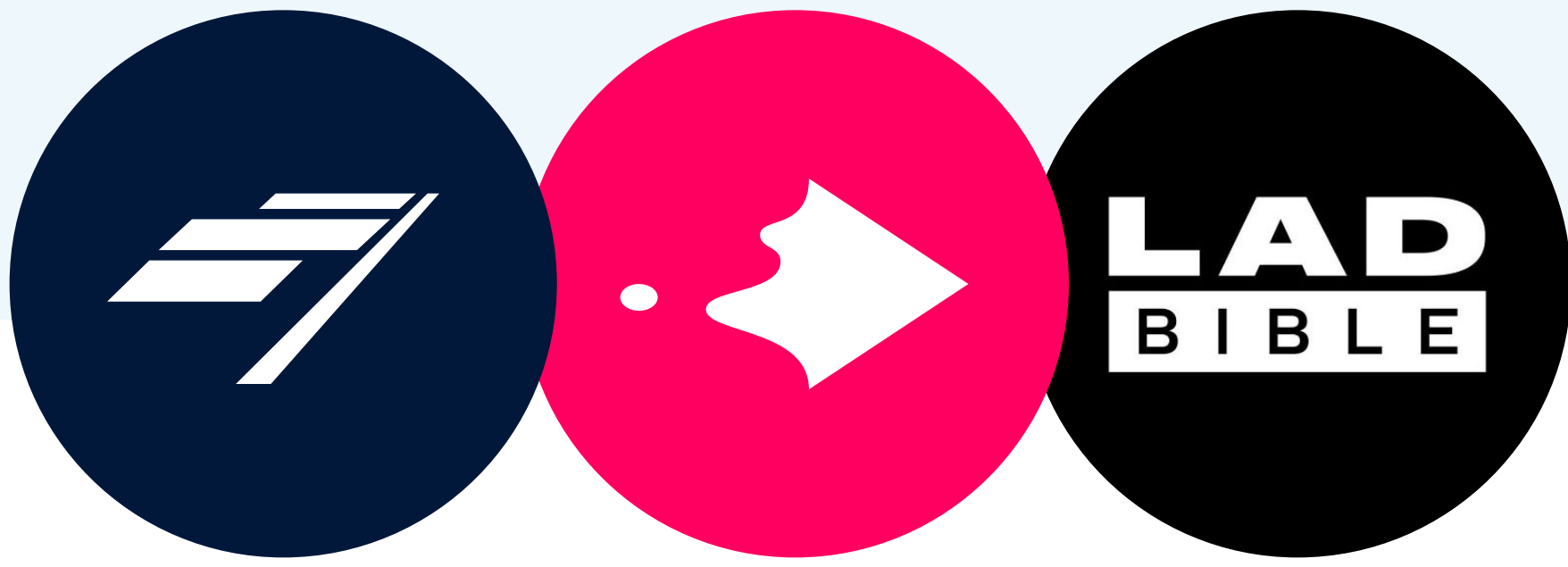
Proving Value to Advertisers

Advertisers demand more than views. LADbible needed data on **loyalty, engagement, and affinity** to win commercial partnerships.



Driving Deep Site Engagement

LADbible sought real-time, site-level data to help teams **react fast** and craft content that drives **return visits and long-term loyalty**.



Solutions

Unified Editorial + Social Intelligence

With Tubular and Chartbeat combined, LADbible aligns teams across content creation, audience growth, and monetization. The result? A clear, shared view of what’s working — and why.



Shows real-time site data to guide minute-by-minute newsroom decisions

Provides detailed engagement insights by topic, content type, and audience

Empowers teams to adapt quickly to increase engagement and deepen loyalty







Surfaces high-performing social video trends and whitespace opportunities

Provides actionable competitive and audience data across platforms

Fuels creative ideas that resonate and drive commercial success

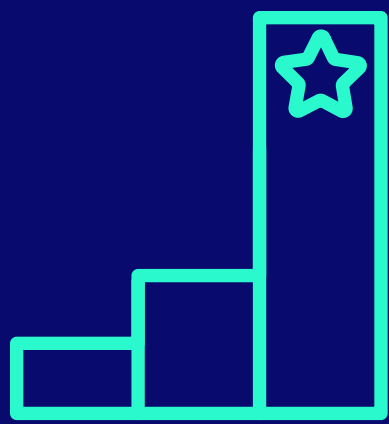
LADbible uses Chartbeat & Tubular to:

-  Align editorial and social strategies
-  React to trends in real-time
-  Standardize analytics and reporting
-  Prove audience value to advertisers
-  Deepen engagement on-site and on social

Results



#1 Media & Entertainment property across Facebook & YouTube



More engagement than 10 competitors combined



Unified strategy that drives audience growth & commercial wins

Ready to drive engagement, loyalty, and revenue?

See for yourself how unified audience data transforms content performance across owned and social channels.

Learn more about Chartbeat and Tubular — and request personalized demos on our websites.

chartbeat.com | tubularlabs.com