Monetizing Engagement with Raw Data

Taking a look at the recent history of The Telegraph, a pattern quickly emerges: its focus on digital transformation. After becoming the first newspaper in Britain to produce an online website, in 1994, innovation has remained a constant — their offerings have included a multi-platform presence on Apple News, Facebook News, Google Showcase, Amazon Echo, Snapchat, a native app, and a highly successful digital subscription proposition, with over 600,000 paying subscribers in total.

True to this nimble approach, The Telegraph continues to pave the way for publishers looking to further use data to inform company-wide strategies. Having used Chartbeat's real-time audience monitoring and optimization tools since 2012 to help their editorial teams make informed decisions about content in real time, they are now among the first publishers worldwide to integrate Datastream — Chartbeat's raw-data pipeline — into their operations.

Emma Wicks, The Telegraph's Head of Editorial Insights, leverages Datastream to enrich data and shape innovative business strategies.

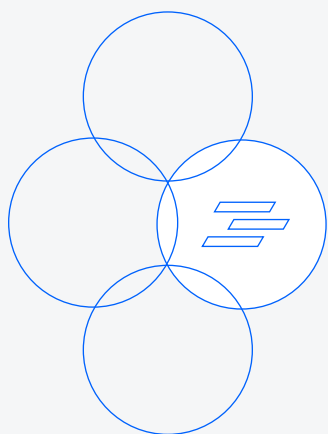### The Telegraph

1855
NEWSPAPER FOUNDING YEAR

1994
WEBSITE LAUNCH YEAR

600,000+
NUMBER OF DIGITAL SUBSCRIBERS

PRO TIP

Datastream can be easily integrated with other data sources for custom analysis.

After evolving their editorial strategy to prioritize subscriber acquisition and retention, a need emerged for the Telegraph newsroom to understand how audience engagement and reader revenue work hand-in-hand. Datastream met that need.

"We needed to communicate to our journalists that they can write a piece of content through the lens of driving new subscriptions, while also filling in the top of the funnel and engaging existing readers," says Wicks. To do so, Wicks, the Editorial Insights and Technology teams have developed an internal real-time dashboard, called Pulse, which does just this. By blending Datastream-measured metrics like Average Engaged Time and Scroll Depth (how far readers are scrolling into your page) with bespoke metrics on subscription activity from Adobe's real-time API, The Telegraph has effectively invented a custom metric that scores articles based on their propensity to bring in readers, engage with them *and* convert them.

"Datastream allows us to bring synergy to all the data sources our business uses," notes Wicks. "It also means that, when we're making strategic decisions, real-time data is utilised allowing us to keep pace with the fast moving news scene." The Telegraph has since evolved *Pulse* to include a historical view as well, which allows them to understand conversion metrics at the page- and section level over a period of time to measure the health of their business.

"Our [custom] historical dashboard allows us to monetize engagement, which is a really difficult thing to do," cites Wicks. "We would normally have to wait three or more months to build strategic insights and make decisions around this, but Datastream allows us to bring that forward."

Additionally, the ability to see users' subscriber status (anonymous, guest, registered, or subscriber) via Datastream means the Editorial Insights team at The Telegraph can help provide direction throughout the entire reader journey. "On one side of the funnel we're looking at driving anonymous and registered users into our subscription base — and then we're looking at what is working for our current subscribers, that can lead to greater retention," says Wicks.

"Datastream helps us put this all into one metric for the editorial floor, so that every decision that they're making will be in the right direction for The Telegraph."

PRO TIP

Engaged Time and Scroll Depth are only two of the dozens of metrics Datastream can add to your data lake.