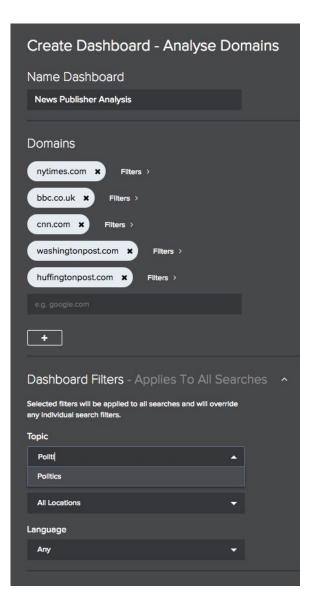


How to benchmark your total content performance against key competitors with NewsWhip Analytics

NewsWhip Analytics allows you to analyze content performance over the past three years. With data on how audiences have interacted with stories and posts on every social network, you can get a true picture of how you have performed. Even better, you can benchmark that data against your top competitors and your entire industry, over any time frame.

First, you'll want to decide what kind of analysis you'd like to run. By selecting "Compare Domains" from the "+New Dashboard" menu, you can benchmark the engagement of web domains across multiple social networks over any time frame. We'll start off with five popular news sites.

If you're looking to dive deeper into these sites' performance, you can add filters to surface topical or keyword-related content from each site, or "Dashboard Filters" that apply to all of the publishers in your search. For example, if we're looking to analyze Political content from these sites only, we'd select "Politics" in the Dashboard Filter section.



Once you've created your dashboard, navigate to the date selector on the top left of your screen, and select whether you'd like to benchmark content from the past week, months, or year.

The first graph shows the overall performance of your selected domains. This graph shows the total performance of news sites from the past 6 months, in comparison to the amount of content they published and their average story performance.

Domain Analysis			Ŧ
DOMAIN		AV. ENGAGEMENT \$	TOTAL ENGAGEMENT \$
	14,209	5,128	72,860,083
WP washingtonpost.com	7,440	5,609	41,731,220
nytimes.com	2,790	13,986	39,020,291
CNN cnn.com	3,674	9,322	34,248,259
BBG bbc.co.uk	7,167	1,115	7,994,292

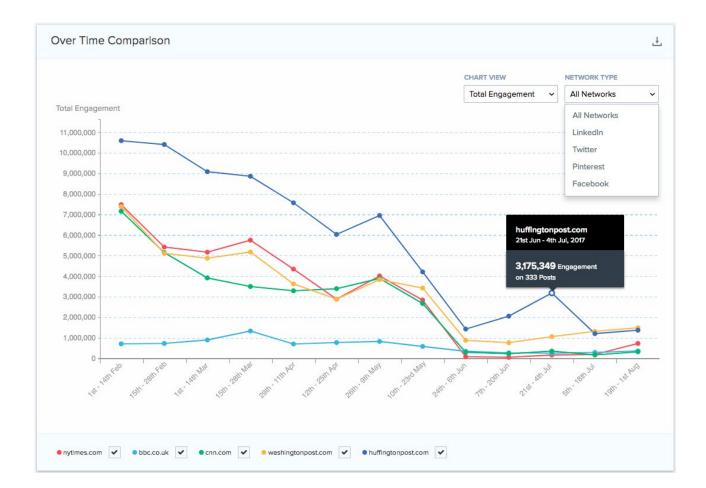
The Domain Overview graph shows the more granular metrics that fueled overall site performance — with engagement rankings across Facebook, Twitter, LinkedIn, and Pinterest. You can filter to see which publishers dominated certain networks, and which performed best overall. Over the past 6 months, we can see that while the Huffington Post drove the most engagement overall, the New York Times drove significantly more engagements on Twitter and LinkedIn.

Similarly, if we switch the table's view to Average Engagement per network, we can see that once again the New York Times comes out on top for average engagements per article across all networks.

						TABLE VIEW	
						Av. Engagement	
DOMAINS	FACEBOOK \$	TWITTER \$	LINKEDIN \$	PINTEREST \$	TOTAL 🗘	PUBLISH COUNT \$	
nytimes.com	10,950	2,800	225	11	13,986	2,790	
:nn.com	7,856	1,425	34	6	9,322	3,674	
washingtonpost.com	4,690	864	49	6	5,609	7,440	
nuffingtonpost.com	4,705	406	11	6	5,128	14,209	
bbc.co.uk	902	195	18	1	1,115	7,167	

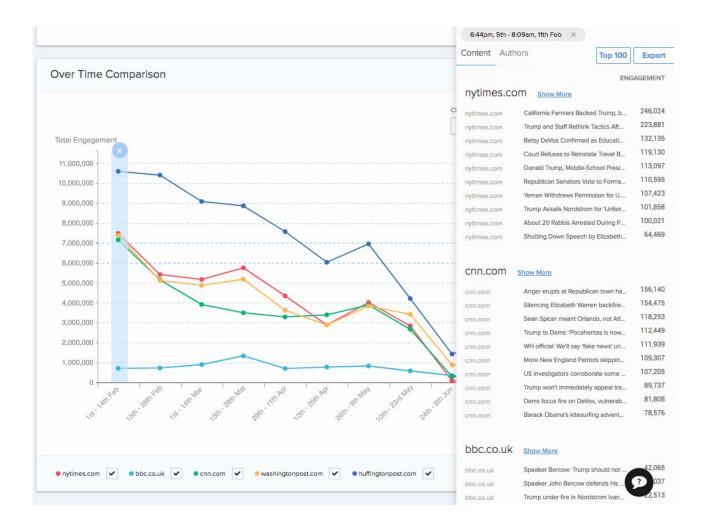
🚺 NEWS**WHIP**

The Over Time Comparison graph shows you how engagement for every site has trended up or down over the past 6 months. We can filter this chart by a variety of filters — to concentrate on specific social networks only, or to track average engagement over time rather than total engagement or output.



As we can see, overall engagement has lessened over the past few months, with many publishers enjoying an uplift from the "Trump bump" following his inauguration in January. How do we know that the lift towards the beginning of February can be attributed to Trump? Simply click on high points and low points on the graph to expand the content table and see the stories responsible for the engagement. W NEWSWHIP

We can highlight the first few days in February, to see the top stories that contributed to the larger engagement numbers for each publisher. The graph shows that the top stories for the publishers selected here revolved around Trump, the Republican party, or other related political stories.



Once we're ready to do a deeper dive into the content performance of each of these publishers, we can fully expand the content table and drill into top stories, referrals, and engagements by network. Here we can see the most engaged stories for each publisher over the past 6 months, and the top referrals that drove their performance.



Less >			Content Panel					Hide	Content
Content A	uthors							Top 100	Expor
				REFERRALS	FACEBOOK	TWITTER	LINKEDIN	PINTEREST	TOTAL
nytimes.	com s	how More							
Mar 25, 2017	6:29 pm	nytimes.com	Donald, This I Will Tell You	12 🗸	305,798	34,710	633	84	341,225
Feb 15, 2017	2:11 am	nytimes.com	Trump Campaign Aides Had Repeated Contacts With Russian Intelligen	65 👻	163,787	165,140	834	195	329,956
May 5, 2017	1:17 am	nytimes.com	In Rare Unity, Hospitals, Doctors and Insurers Criticize Health Bill	15 🗸	235,518	24,050	1,020	101	260,68
eb 9, 2017	10:00 am	nytimes.com	California Farmers Backed Trump, but Now Fear Losing Field Workers	12 👻	232,577	13,090	308	49	246,02
Feb 24, 2017	7:27 pm	nytimes.com	White House Bars Times and 2 Other News Outlets From Briefing	31 🚽	184,427	58,990	1,443	86	244,94
eb 2, 2017	5:28 pm	nytimes.com	Trump Vows to 'Destroy' Law Banning Political Endorsements by Churc	7 👻	212,323	20,140	348	36	232,84
vlay 3, 2017	11:43 pm	nytimes.com	A Little-Noticed Target in the House Health Bill: Special Education	21 🚽	197,127	32,850	420	60	230,45
eb 6, 2017	12:56 am	nytimes.com	Trump and Staff Rethink Tactics After Stumbles	22 🚽	153,949	69,420	417	95	223,88
Mar 22, 2017	6:49 pm	nytimes.com	Arctic's Winter Sea Ice Drops to Its Lowest-Recorded Level	7 🚽	217,119	2,100	96	9	219,32
Mar 30, 2017	2:44 am	nytimes.com	E.P.A. Chief, Rejecting Agency's Science, Approves an Insecticide	29 👻	193,649	22,800	414	59	216,922
cnn.com	Show M	lore							
Feb 23, 2017	10:10 pm	cnn.com	White House: Feds will step up marijuana law enforcement	12 🗸	396,773	15,840	316	100	413,02
Feb 23, 2017	11:03 pm	cnn.com	FBI refused White House request to knock down recent Trump-Russia	21 🚽	104,288	92,260	622	87	197,25
eb 1, 2017	4:41 pm	cnn.com	Earth Day picked as date for science march on Washington	8 👻	180,828	6,450	38	27	187,34
Apr 10, 2017	10:33 pm	cnn.com	Trump on pace to surpass 8 years of Obama's travel spending in 1 year	15 🗸	140,612	32,180	94	106	172,99
Mar 23, 2017	12:00 am	cnn.com	US Officials: Info suggests Trump associates may have coordinated wit	32 👻	80,408	85,410	430	292	166,54
eb 24, 2017	7:11 pm	money.cnn.com	White House blocks CNN, other news organizations from press briefing	24 🚽	123,292	41,550	851	90	165,78
⁻ eb 18, 2017	8:29 pm	cnn.com	McCain: Dictators 'get started by suppressing free press'	12 🗸	127,163	35,210	304	92	162,76
Feb 10, 2017	6:05 am	cnn.com	Anger erupts at Republican town halls	9 🚽	138,882	17,050	109	99	156,14
Feb 8, 2017	4:38 am	cnn.com	Silencing Elizabeth Warren backfires on Senate GOP	10 🚽	139,281	14,730	336	128	154,47
	7:20 pm	cnn.com	Spicer: Trump didn't mean wiretapping when he tweeted about wiretap	13 -	132,154	20,710	300	55	153,21

We can also switch to the Authors tab to see which writers performed best overall and drove the most engagements for their respective publications. Or, if you'd like to see what stories performed best overall for this set of publishers, you can click "Top 100" to see the top stories for the time period in order, rather than segmented by publisher.

This is just a sampling of the data and insights that NewsWhip Analytics provides. You can also drill into the performance of sets of Facebook pages, Instagram accounts, and the performance of keywords across all of the web and social. Still have questions? Visit our other guides at newswhip.com/resources or request a customized demo to walk you through the product today.

Want to learn more about how NewsWhip Analytics can benchmark publishing performance and track the performance of earned and owned media?

Get in touch with our sales team to request your 30-minute free demo today.

Request a Free Trial

or email us at sales@newswhip.com

	demo 2									More Information		
							Date Range			Content T	op Authors	
												TOTAL
										buffingt	onpost.com	
To	otal Enga	aemer	nts							nunngi	onposi.com	
Facel	book + Twitter + Linked	In + Pinterest	100							huffingtonpost.co	Men's Restrooms Will Now Require Baby C	136,37
										huffingtonpost.co	When You're LGBT And Your Family Is Voti	91,315
										huffingtonpost.co	Hurricane Matthew Death Toll Passes 800 L.	82,791
huffingt	tonpost.com							8,074,843		huffingtonpost.or	You Knew Who Trump Was When You End	78,991
	vytimes.com					5.904337				huffingtonpost.co	All Of America's Science Nobel Prizes This	75,335
				-	20220					huffingtonpost.co	Black Men Are Giving Themselves A Spac	75,132
thegu	uardian.com			f	,254,588					huffingtonpost.co	Pro Athletes Say No One Talks Like Trump	74,955
	splegel.de 459									huffingtonpost.co	Hillery Clinton Was Every Woman During T	70,750
	shtimes.com 217,480									huffingtonpost.co	Mom's Crocheted 'E.T.' Costume For Son Is	64,993
ins	shumes.com 217,480									huffingtonpost.co	Robert De Niro Unloads On Donald Trump	62,511
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								E	Sport	Irishtimes.com	Fintan O'Toole: Why the silence? What's ou	4,934
	-									Irishtimes.com	Protestants? They wore underpants, had p	4,015
	Engageme	nts by Net	work							Irishtimes.com	GAA urged to fund defibrillators for every c	3,958
										Irishtimes.com	Chris Johns: Theresa May joins ranks of de	3.862
										irishtimes.com	Both Republic and North 'could benefit fro	3,836
		FACEBOOK	TWITTER	LINKEDIN	PINTEREST	TOTAL ~	ARTICLE COUNT	AVERAGE		Irishtimes.com	Hospice care: The best man for the job is a	3,235
				54,443	2,867	8,074,843	5,743	1,406		Irishtimes.com	Ann McElhinney: Making a film about abort	2,968
	1. huffingtonpost.com	7,451,523	566,010	Defee3	2,007		3,143					
	1. huffingtonpost.com 2. nytimes.com	7,451,523 4,860,727	566,010 937,600	103,598	2,212	5,904,137	1,809	3,264				
								3,264		nytimes	.com	
	2. nytimes.com	4,860,727	937,600	103,598	2,212	5,904,137	1,809					
	2. nytimes.com 3. theguardian.com 4. spiegel.de	4,860,727 3,503,329 413,762	937,600 688,260 44,130	103,598 62,993 1,679	2,212 6 155	5,904,137 4,254,588 459,726	1,809 2,596 750	1,639 613		nytimes.com	A Letter to the Doctors and Nurses Who C	314,54
	2. nytimes.com 3. theguardian.com	4,860,727 3,503,329	937,600 688,260	103,598 62,993	2,212 6	5,904,137 4,254,588	1,809 2,596	1,639		nytimes.com nytimes.com	A Letter to the Doctors and Nurses Who C., Donald and Billy on the Bus	314,54 291,39
	2. nytimes.com 3. theguardian.com 4. spiegel.de	4,860,727 3,503,329 413,762	937,600 688,260 44,130	103,598 62,993 1,679	2,212 6 155	5,904,137 4,254,588 459,726	1,809 2,596 750	1,639 613		nytimes.com nytimes.com nytimes.com	A Letter to the Doctors and Nurses Who C., Donald and Billy on the Bus Tape Reveals Donald Trump Bragging Abo	314,54 291,39 158,95
	2. nytimes.com 3. theguardian.com 4. spiegel.de	4,860,727 3,503,329 413,762	937,600 688,260 44,130	103,598 62,993 1,679	2,212 6 155	5,904,137 4,254,588 459,726	1,809 2,596 750	1,639 613		nytimes.com nytimes.com nytimes.com nytimes.com	A Letter to the Doctors and Nurses Who C., Donald and Billy on the Bus Tape Reveals Donald Trump Bragging Abo., Buffett Calls Trump's Bluff and Releases HL.	314,54 291,39 158,95 125,09
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	2. nytimes.com 3. theguardian.com 4. spiegel.de	4,860,727 3,503,329 413,762	937,600 688,260 44,130	103,598 62,993 1,679	2,212 6 155	5,904,137 4,254,588 459,726	1,809 2,596 750	1,639 613		nytimes.com nytimes.com nytimes.com nytimes.com	A Letter to the Doctors and Nurses Who C., Donald and Billy on the Bus Tape Reveals Donald Trump Bragging Abo., Buffett Calls Trump's Bluff and Releases HL.	314,54 291,39 158,95 125,09 103,86 99,026 93,225