

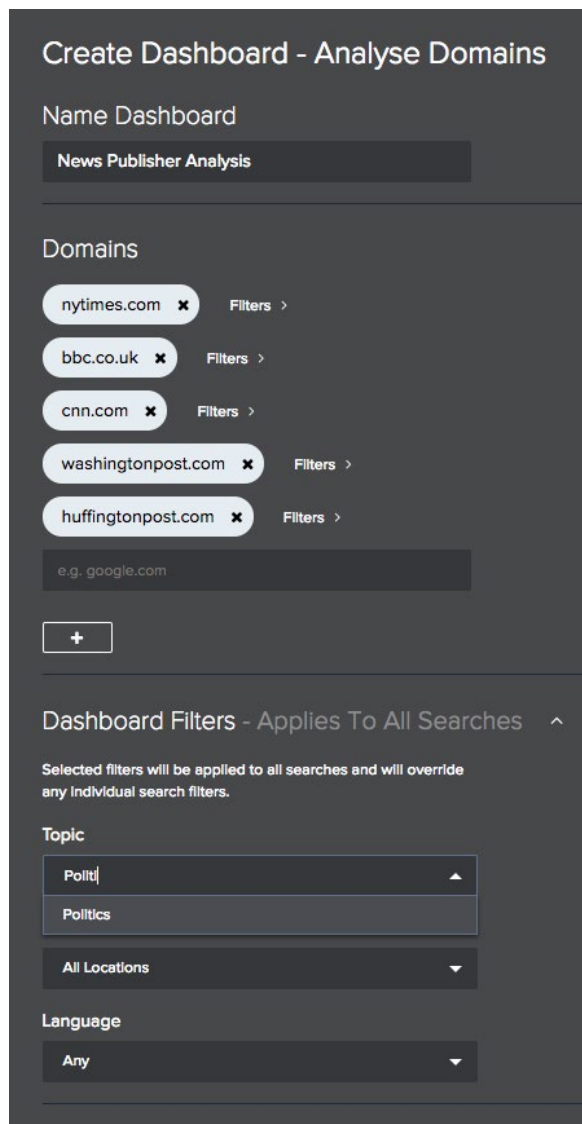


How to benchmark your total content performance against key competitors with NewsWhip Analytics

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

DOMAIN	TOTAL PUBLISHED	AV. ENGAGEMENT	TOTAL ENGAGEMENT
 huffingtonpost.com	14,209	5,128	72,860,083
 washingtonpost.com	7,440	5,609	41,731,220
 nytimes.com	2,790	13,986	39,020,291
 cnn.com	3,674	9,322	34,248,259
 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.

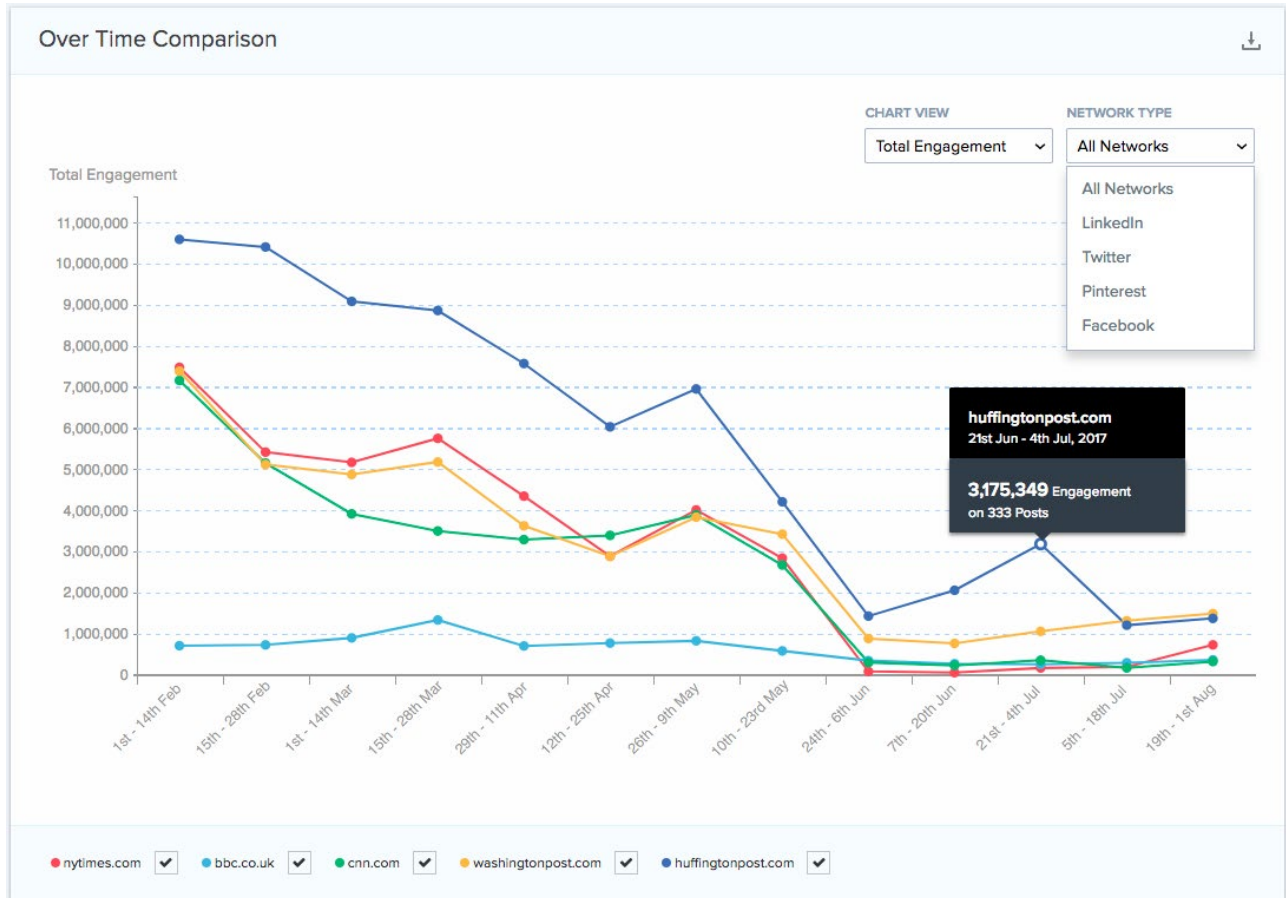
Domain Overview

TABLE VIEW

Av. Engagement

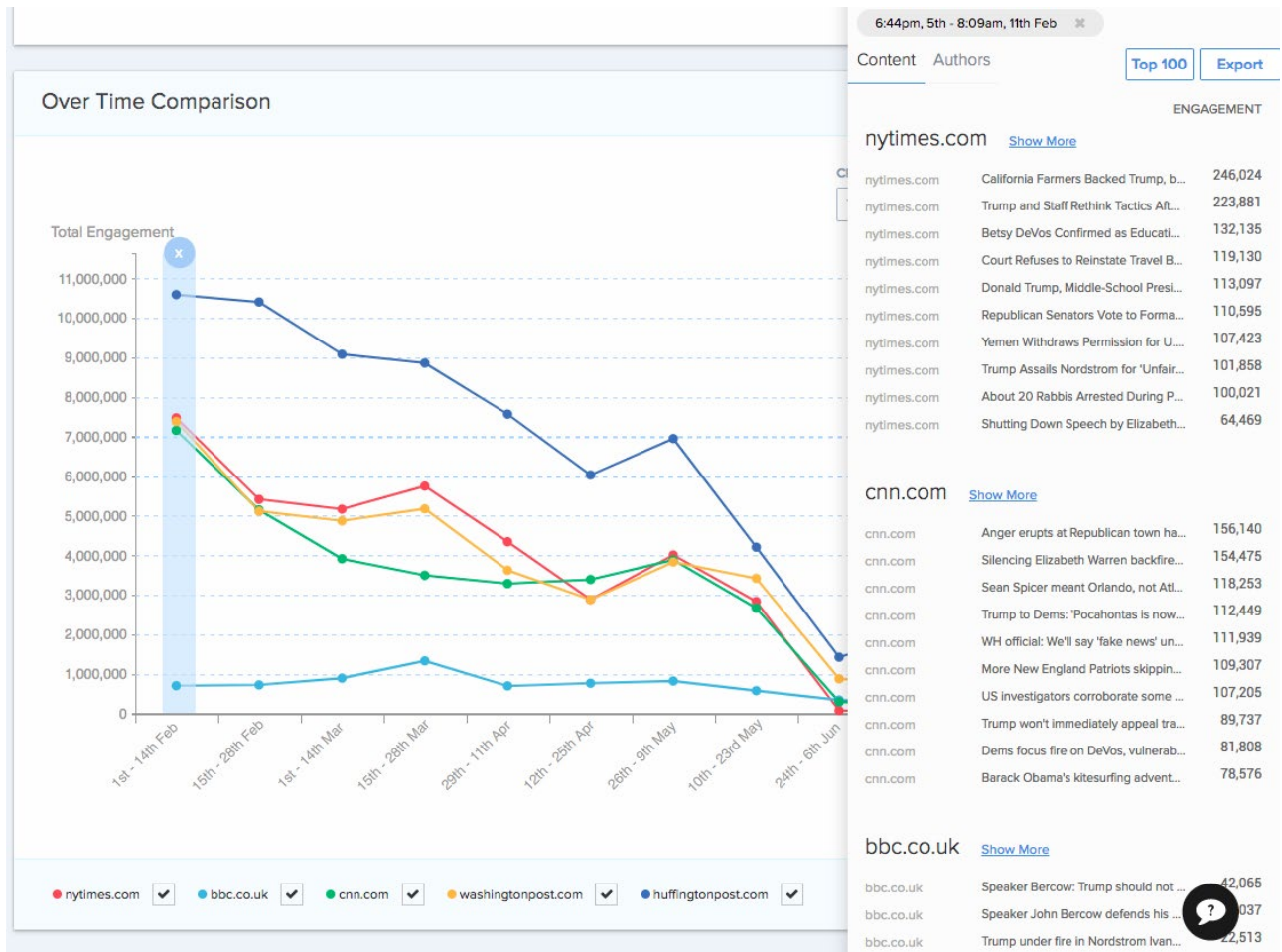
DOMAINS	FACEBOOK	TWITTER	LINKEDIN	PINTEREST	TOTAL	PUBLISH COUNT
nytimes.com	10,950	2,800	225	11	13,986	2,790
cnn.com	7,856	1,425	34	6	9,322	3,674
washingtonpost.com	4,690	864	49	6	5,609	7,440
huffingtonpost.com	4,705	406	11	6	5,128	14,209
bbc.co.uk	902	195	18	1	1,115	7,167

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.

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.

			REFERRALS	FACEBOOK	TWITTER	LINKEDIN	PINTEREST	TOTAL	
nytimes.com Show 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	260,689
Feb 9, 2017	10:00 am	nytimes.com	California Farmers Backed Trump, but Now Fear Losing Field Workers	12	232,577	13,090	308	49	246,024
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	244,946
Feb 2, 2017	5:28 pm	nytimes.com	Trump Vows to 'Destroy' Law Banning Political Endorsements by Churc...	7	212,323	20,140	348	36	232,847
May 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	230,457
Feb 6, 2017	12:56 am	nytimes.com	Trump and Staff Rethink Tactics After Stumbles	22	153,949	69,420	417	95	223,881
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	219,324
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 More									
Feb 23, 2017	10:10 pm	cnn.com	White House: Feds will step up marijuana law enforcement	12	396,773	15,840	316	100	413,029
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	197,257
Feb 1, 2017	4:41 pm	cnn.com	Earth Day picked as date for science march on Washington	8	180,828	6,450	38	27	187,343
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	172,992
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	166,540
Feb 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	165,783
Feb 18, 2017	8:29 pm	cnn.com	McCain: Dictators 'get started by suppressing free press'	12	127,163	35,210	304	92	162,769
Feb 10, 2017	6:05 am	cnn.com	Anger erupts at Republican town halls	9	138,882	17,050	109	99	156,140
Feb 8, 2017	4:38 am	cnn.com	Silencing Elizabeth Warren backfires on Senate GOP	10	139,281	14,730	336	128	154,475
Mar 13, 2017	7:20 pm	cnn.com	Spicer: Trump didn't mean wiretapping when he tweeted about wiretap...	13	132,154	20,710	300	55	153,219

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

