From "Using Analytics to Inform Editorial Decisions"
ONA Camp, Indianapolis, June 12, 2015
Presenter: Anjanette Delgado, @anjdelgado
Audience Analyst, The Journal News and lohud.com, a Gannett company

What I'm reading

Let's do more thoughtful audience development before, during and after projects, such as Guardian's TheCounted. And #TheCounted on Twitter and Facebook.

And for The New York Times' "The Price of Nice Nails" project, which was shared in four different languages, timed and then geotargeted on Facebook and Twitter.

And for The New York Times' examination of the Stanford University class of 1994, which graduated into the Silicon Valley just in time for the dot-com boom. Reporter Jodi Kantor was seemingly everywhere online, including Quora, at the time it published.

How do we measure impact? The Tow Center's NewsLynx is one new idea.

Let's share what we learn, like R29 does on its Intelligence blog.

Tools we're using

Chartbeat for live analytics
Adobe Analytics for research
Microsoft Excel spreadsheets, because you should download your data when you can
SimpleReach for social analytics all in one place
Twitter Analytics
Facebook Insights and Domain Insights
Iconosquare for Instagram analytics
Brightcove and Chartbeat for video analytics
ExactTarget for email newsletter subscriber data, open rates and click-through-rates
Moat and Google's DFP for advertising