

Youneeq's Q&A about Content Analytics with Lorain Publishing

ABOUT LORAIN

The Lorain County Printing and Publishing Company own and operate Chronicle-Telegram and Medina Gazette newspaper, and other print, radio, and online web properties. The company was founded in 1829 and is based in Elyria, Ohio.



Kymerli Hagelberg, Assistant Managing Editor, Digital & Audience Growth



Why did Lorain start using Youneeq?

This system was chosen before I came on board, but I have worked with other engagement systems, most recently Chartbeat. I find this comparable in content and superior in the way it alerts and displays the information collected.



How does Youneeq fit into decision-making (editorially and otherwise)?

What the data has illuminated is ways in which we could deliver ads to a wider audience, as well as what type of content has the best chance of attracting monetized subscribers.

Youneeq went live on Lorain with a Libercus CMS integration June 30, 2017.



How does Lorain use Youneeq on a daily basis?

We display it in the newsroom, and it is used to determine topics we will expand upon and follow. Although news judgment could answer those questions, YQ makes the data easy to see

without digging for it, which is a good thing with shrinking personnel and resources.



What practices/protocol are different now that you're using Youneeq?

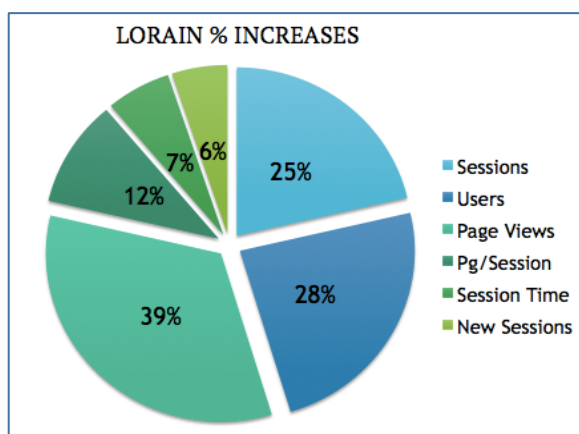
It's evolving, but having data should eventually take the emotion out of choices made about how news and other content is presented on the web, what design decisions do and don't make sense, etc.

YQ *How has data influenced content at Lorain in terms of its topic, structure, frequency of posts, or other metrics?*

I am pushing for more content to be moved to the web, and use the numbers to allay fears that in posting content once reserved for print that we are somehow robbing one audience to attract another.

YQ *What feedback have you gotten from the staff about having access to the analytics they receive now?*

Many newsroom folks are particularly happy to see their stories take off. They hear newspapers are dying every day, but that's a separate issue from the appetite for news and other content. These metrics are a visualization of that.



% change as a result of our full site content curation.

YQ *What do you see as the biggest value in taking a "bird's-eye" view of how all your posts, authors, sections, tags, and traffic sources are performing across your entire network of sites?*

You don't have to dig—I can, but don't have time. As long as I can trust the data, it's helpful to at least minimize that task. Also, because there are many ways to search and present data it helps me analyze the findings for short and long-term projections.

YQ *How do trends uncovered in one local newsroom translate into actionable insights across the entire Lorain network?*

That is more in the types of content that appeal to users, and in the timing—you can clearly see how a post made in a timely manner capitalizes on the interest window, what topics are transferable, and what content can be repurposed.

Youneeq is committed to helping our clients become more successful through data analytics.

Learn more at www.youneeq.ca or contact us at mark.walker@youneeq.ca.