

# Enabling Reach and Revenue: Lineup & Chartbeat Synergy

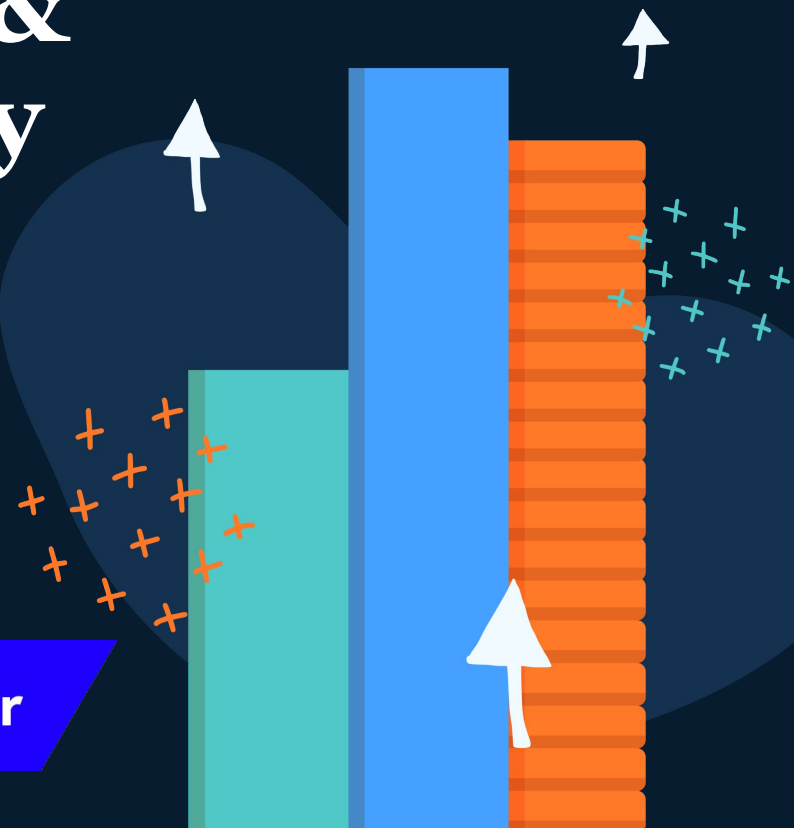
**Jill Nicholson**  
Chief Marketing Officer

**Jessica Woods**  
SVP of Product & Design

 Chartbeat

 lineup

 tubular



## About Chartbeat

Chartbeat for Publishing is a category-leading solution for digital media companies around the world.

The suite brings together a set of powerful tools built for the unique workflows of online publishing.



### Monitoring

Get an instant read on KPIs and important trends in real time.



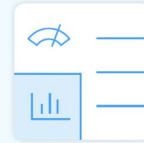
### Optimization

Adapt and improve the homepage experience in minutes.



### Analytics

Become experts on content performance and audience behavior.



### Add-ons

The more, the merrier.





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# Powerful analytics to grow reach and revenue for enterprise content teams.

700

Enterprise Partners

65 Billion

Monthly Pageviews  
Tracked

70+

Countries

6

Continents

The Washington Post

CNN

**H E A R S T**  
newspapers

*News Corp* Australia

 **ALJAZEERA**

The Telegraph

**FUNKE**  
»»» **MEDIEN**  
**GRUPPE**

The New York Times



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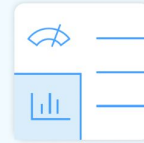
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**Tubular is the global leader  
in social video intelligence  
and measurement.**

**11B**

Videos across social platforms:  
YouTube, Facebook, Instagram,  
TikTok, Twitter & Twitch

**1M+**

Video categories &  
topics that organize the  
social video universe

**32M**

Creators including both  
media companies +  
influencers & brands

**100K+**

Products and websites  
tied to social video  
viewership

**MEDIA**

*Paramount*



CONDÉ NAST

**BuzzFeed**



**PLATFORMS**



**AND MORE**

**BRANDS**

**ACTIVISION**



amazon.com

benefit  
SAN FRANCISCO

**Walmart+**

**SONY**



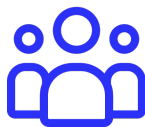
## The Tubular Solution

A unified view of interests and behaviors of audiences across YouTube, Instagram, Facebook, Twitch, Twitter and Tiktok.



### Content

Viewership and engagement data  
for videos & creators



### Audience

Get closer to the viewers behind  
the views

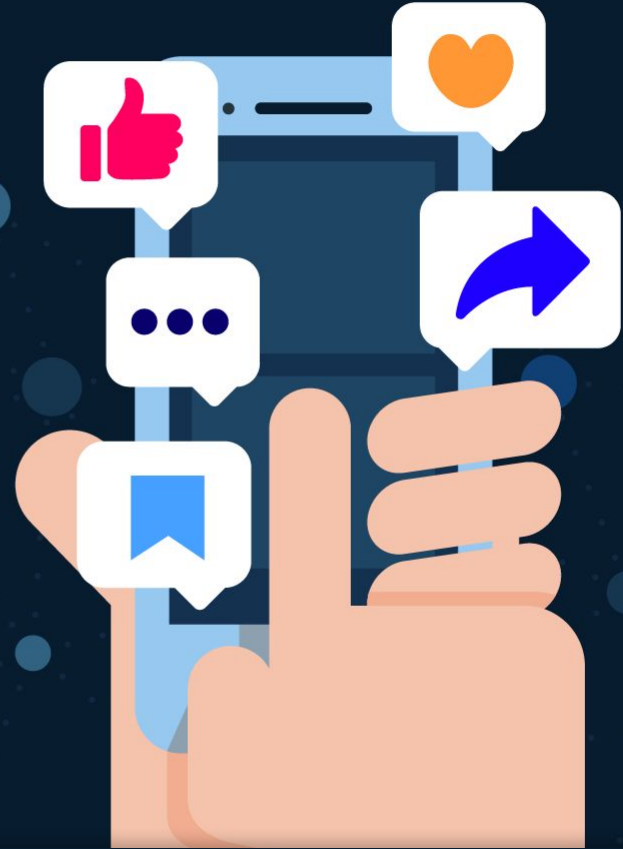


### Behaviors

Connect social video viewership  
to off-platform digital behaviors.



**By joining forces, we can expand the ecosystem of insights we provide to publishers, and enable our partners to develop audiences and revenue streams across channels.**





# Data-driven goals play a critical role in accelerating what media companies can do.

Most of our partners have used audience analytics to do just that over the years:

- Grow audience reach
- Increase engagement and loyalty
- Monetize the right opportunities
- Most importantly, drive better decisions more quickly across their entire organization.



# But why do so many media companies struggle to achieve their goals for data-driven initiatives?

Some examples we often hear about from prospective partners:

- Ambitious reporting project fizzles due to low adoption
- Creating cross-functional teams to grow reader revenue with little to show for its efforts
- Ongoing struggles to win resources for data infrastructure/operations



# How can this be done?



Enabling Reach and Revenue

## Monetizing engagement by bridging the gap between reader and revenue data

The Telegraph, the first British newspaper with an online website, created bespoke metrics for Editorial and Subscription teams:

- Building an integrated real-time view to measure the relationship between scrolling and subscriber behaviors
- Inventing a custom article score based on propensity to bring in readers, engage them, and convert them
- Creating the right content to users down the funnel, while improving retention of existing subscribers

*“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.”*

—

**Emma Wicks**

Head of Editorial Insights,  
The Telegraph



## Gannett evaluated whitespace and drove new franchise opportunities.

Using Tubular's insights, Gannett drives success with both audience and advertisers in the dynamic world of social media:

- Demonstrate to advertisers an accurate, objective measure of Gannett's compelling video audience value
- Use performance metrics to differentiate its brand to advertisers, dramatically increasing the pre-roll sold year-over-year
- Understand why a sponsored piece of content isn't performing as expected and quickly make adjustments

*"We use Tubular to get at the type of videos that we think our readers and viewers will watch and want to consume, as a one-stop shop looking across social platforms in one-consolidated dashboard."*

—

**Russ Torres**

VP of Digital Content and Strategy,  
USA TODAY



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Growing reach and revenue for enterprise content creators.

## LEGAL DISCLAIMER

The following represents Chartbeat and Lineup's current view of its product roadmap. The company releases software continuously and adjusts its roadmap based on market conditions and updated requirements between releases. This document is intended for informational purposes only — and because of potential volatility, it should not be used to develop contractual commitments, make assumptions about product pricing or packaging, or used for planning purposes.

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# The Reach & Revenue Flywheel

## Strategize

Create more engaging and targeted content.  
Grow your audience and attract advertisers.

## Optimize

Measure content performance and optimize  
for consumption. Use performance metrics to  
sell with confidence.

## Monetize

Enrich packages with audience and content  
insights. Win more deals by supplying accurate  
and objective projected reach.





# Chartbeat & Lineup Partnership



Enabling Reach and Revenue



### Trending Content Discovery

Identify trends that match advertisers' preferences and offer opportunities with the most engaging content



### Audience Insights and Benchmarking

Understand your audience, their behavior and where you fit in the competitive landscape

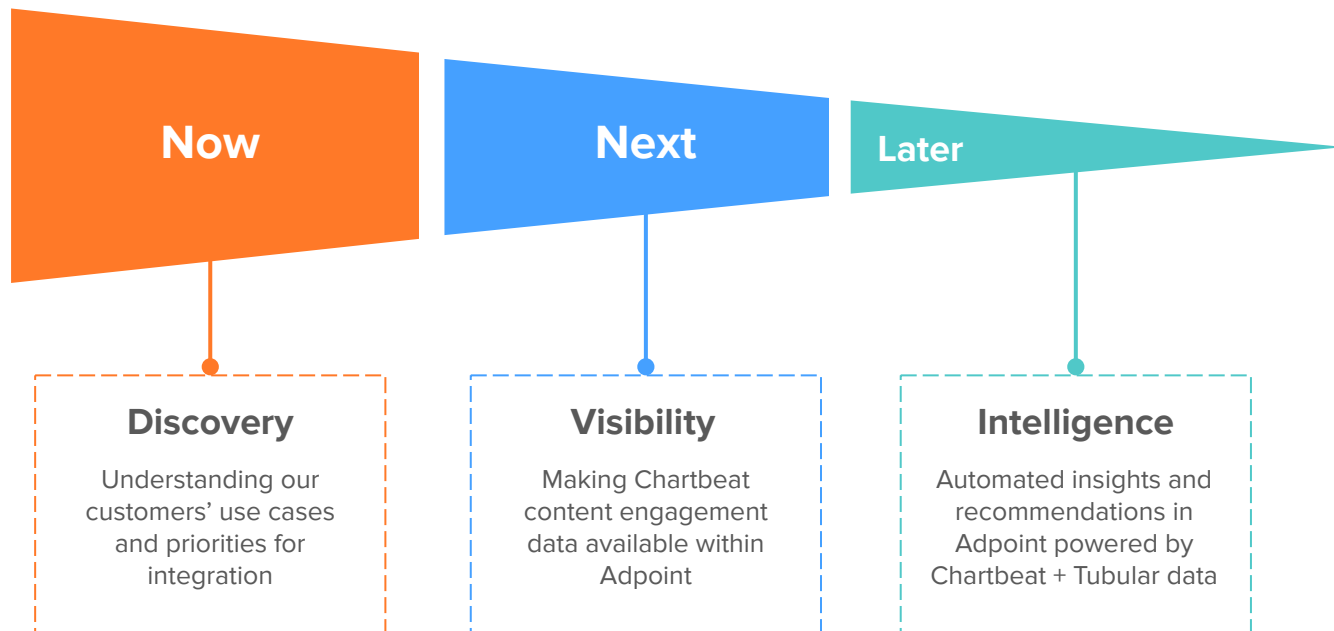


### Enhanced Sales Packages

Enrich packages and optimize package design with audience insights and behavioral data



## INTEGRATION ROADMAP



# We need your feedback!

TALK TO US

