
Empowering publishers with comprehensive insights.

Newspack Data Dashboard

The Newspaper Data Dashboard is a powerful solution designed to provide publishers with a consolidated view of key business metrics, enabling informed decision-making and strategic planning. Tailored for publishers, this dashboard seamlessly integrates data from various third-party services, allowing users to compare their performance against similar publishers based on size and nonprofit/for-profit status.

Key features

Comprehensive Metrics

Get a comprehensive understanding of your business and site performance with top-line data. The Data Dashboard goes beyond individual metrics, providing a unified view of user acquisition, engagement and conversion, newsletter engagement, advertising and reader revenue performance, and site performance.

Goal Tracking

Track your progress towards specific goals. The Dashboard enables publishers to monitor their performance against standardized objectives, fostering a data-driven approach to achieving success.

Market Comparison

Benchmark your performance against similar publishers to identify strengths and areas for improvement. This comparative analysis aids in strategic decision-making and optimizing your competitive edge.

Solving market challenges

In a market where third-party Business Intelligence tools are expensive and demand manual configuration, the Newspaper Data Dashboard emerges as a cost-effective and user-friendly alternative. Bridging the gap, our solution offers publishers an unparalleled way to access and analyze their data without the complexities associated with traditional BI tools.

AI optimization

Looking ahead, Newspaper envisions the integration of AI to leverage the collected data for optimizing calls-to-action (CTAs) and conversions. This forward-thinking approach sets the stage for a more intelligent and adaptive platform, positioning publishers for enhanced performance.

The Newspaper Data Dashboard is not just a tool; it's a strategic ally for publishers. With a commitment to providing actionable insights and addressing market challenges, Newspaper empowers publishers to navigate the digital landscape with confidence.

Let's talk! Reach out to fernando.diaz@newspack.com for more information.