# Master your newsroom's analytics with GA4 and BLOX Data Insights

Thursday, April 13th @ 10:30 AM CT



#### PRESENTED BY:



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# Today's agenda





# Available analytics industry tools

# Universal Analytics (UA)

by Google Analytics; being discontinued

### **Google Analytics 4**

Google's newest version of analytics tools

### Business Intelligence

DOMO, Zoho, Bl Publisher, Power Bl

### **Data Visualization**

Data Insights, Looker Studio, Parse.ly, Tap Clicks, Ninja Cat





# Hello GA4!

Reminder: The free version of Universal Analytics is being sunset by Google on July 1, 2023. In order to have data overlap, BLOX Digital needs your GA4 ID by June 1, 2023.



# What do I need to do?

### **BLOX CMS**

Create a GA4 account and append your ID

### **Rayos Platform**

Create a GA4 account and provide via a support ticket Deadline: June 1st, 2023

### **BLOX mobile apps**

Determine who has access to your firebase account; connect to GA4 for both iOS and Android

### **BLOX VMS**

(Formerly Field59) More information coming soon!

# **BLOX CTV/OTT**

More information coming soon!



# What will change in the BLOX CMS Admin?

## Google Analytics 4 (GA4)

This is now the recommended way to track your website traffic

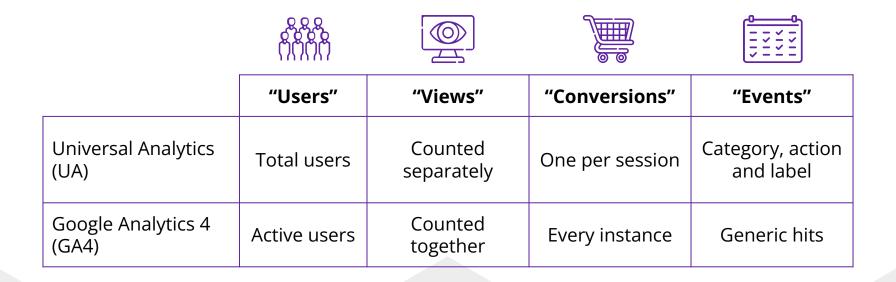
# Upgrade to Data Insights

Stats/Analytics in BLOX CMS will no longer update traffic based reports





# Not an apples to apples comparison





# Data strategy and training for measurable outcomes

Training sessions on your dataset

Hosted leadership and staff training sessions on navigating and pulling reports in GA4 Custom reports and 30-day or 60-day support

On-call and text support to understand data flowing in from BLOX CMS, Rayos, apps, or third-party Google GA and Marketing Platform

- + Evaluation
- + Recommendations
- + Implementation

Based on your news brands, sites, and apps





# The wait is over

Data Insights is now available for BLOX CMS



# **Trending Dashboard**

Make reaction-based decisions:

- Optimizing distribution
- Identifying odd behavior

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Last 30 mi	nutes 🦲 Live	Search		New York	3,500	🔵 Total (	Subscribers	3*	Subscribers	
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686	Central grad Jordan Davis enters transfer portal			rextra.com	38%	829	5% Email 3% Other	0%		

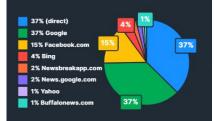


#### Overall





#### Top Sources 📀



# **Editorial Dashboard**



Author	Assets	Pageviews	↓ Conversion I	_eads
(not set)	36,227	3,998,435		355
Josh Shannon	15	19,670		74
Stephen Betts	15	16,664		34
Scott Rains	21	4,949		26
From staff reports	279	154,336		15
		1-5	of 31855 <	



### **Understand traffic:**

- Performance of distribution channels
- Popular content/sections

### **Understand output:**

- Quantity of media types
- Content producer performance

# **Subscription Dashboard**

### Understand what drives conversions:

- Article performance
- BLOX Audience+ access rule performance

### **Define Key Performance Indicators:**

- Awareness of industry KPIs
- Identify KPIs for each project, set your goals and measure over time

Conversions by Month		Subscription Revenue							
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# **Live Demo**

Let's check it out!



# Who can use Data Insights? Everyone!

### **Local journalists**

What's trending, where your traffic is from, output of content, what's driving subscriptions

### **Subscription teams**

Tracking offerings, new subscriptions, BLOX Audience+ performance

### **Regional editors**

What's trending, distribution strategies, understanding what drives subscriptions

# **Corporate editors**

Same as local/regional, along with understanding the power of syndication, deeper strategy analysis

### **General employees**

Site traffic, popular content

### Advertising

Site traffic and users. Coming soon: Revenue Dashboard (GAM stats)



# Align with objectives and improve ROI



Accelerate your digital transformation. Engage your team. Leverage data.

### **Data-informed decisions:**

- Content production opportunities
- Distribution optimization
- Tracking O&O campaigns including email and notifications
- Website layout and advertising updates
- Cost savings and targeting attention



# **Ready to get started?**

- Add your GA4 ID by June 1st, 2023
- Contact your <u>sales representative</u> about Data Insights for BLOX CMS
- □ Share the recording with your team
- Find documentation at <u>help.BLOXDigital.com</u>
- Ask about our professional services and strategy sessions



# **Questions?**



# **Stay connected**



**Documentation** 

help.BLOXDigital.com



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