

CUSTOMER WEBINAR

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

Industry tools

Why should anyone care about data?

Google Analytics 4

What we're doing, what you'll need to do, and by when

Data Insights

Trending Dashboard, Author Dashboard, and much more

Q&A

Get your questions answered by our panel of experts

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, BI
Publisher, Power BI

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

**Deadline:
June 1st, 2023**

BLOX VMS

(Formerly Field59)
More information
coming soon!

Rayos Platform

Create a GA4 account
and provide via a
support ticket

BLOX mobile apps

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

BLOX CTV/OTT

More information
coming soon!



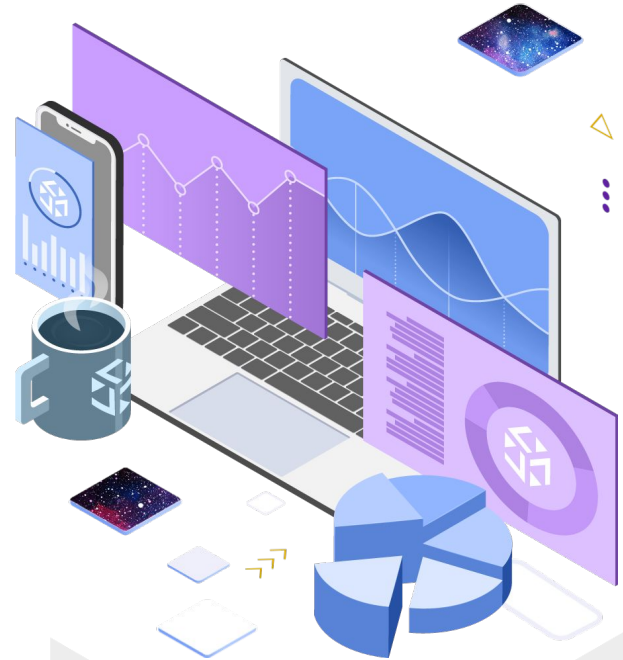
What will change in the BLOX CMS Admin?

► 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



	"Users"	"Views"	"Conversions"	"Events"
Universal Analytics (UA)	Total users	Counted separately	One per session	Category, action and label
Google Analytics 4 (GA4)	Active users	Counted together	Every instance	Generic hits

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

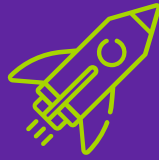
Custom reports and
30-day or 60-day
support

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

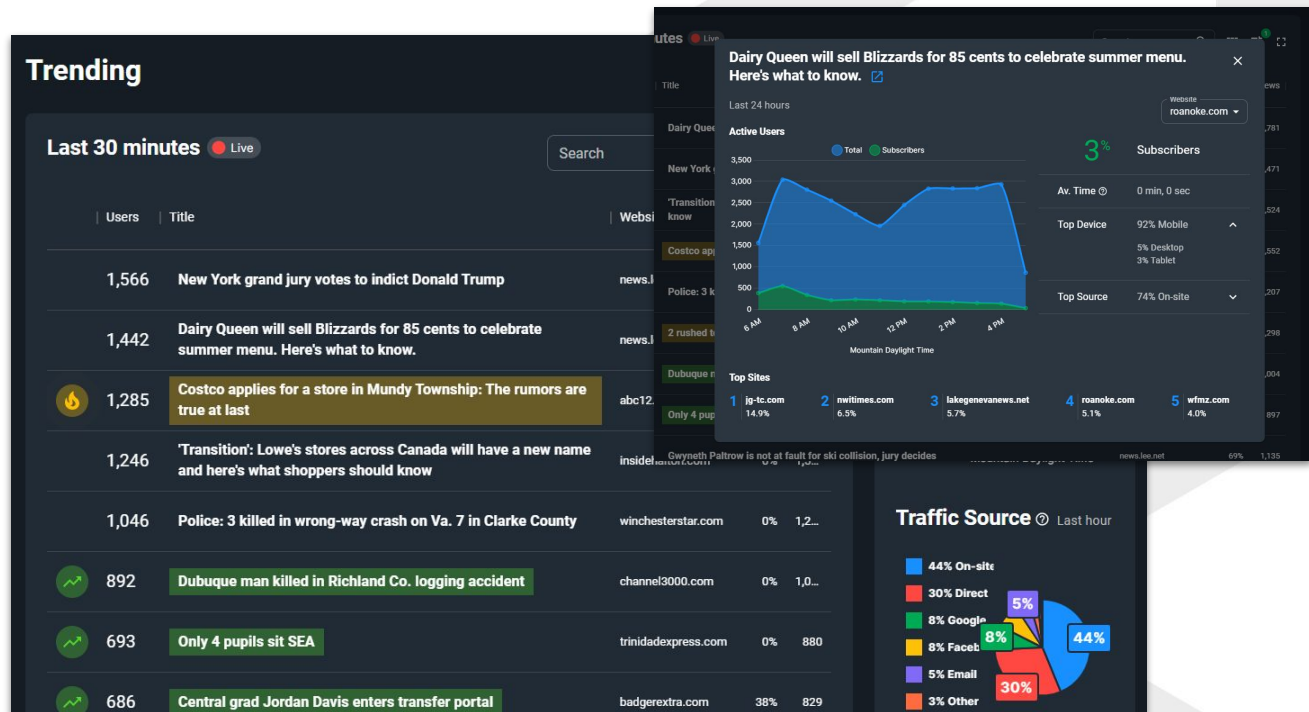
Data Insights is now available for BLOX CMS



Trending Dashboard

Make reaction-based decisions:

- ▶ Optimizing distribution
- ▶ Identifying odd behavior



Editorial Dashboard



Top Content Producers

Local By Conversion Leads

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

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Understand traffic:

- ▶ Performance of distribution channels
- ▶ Popular content/sections

Understand output:

- ▶ Quantity of media types
- ▶ Content producer performance

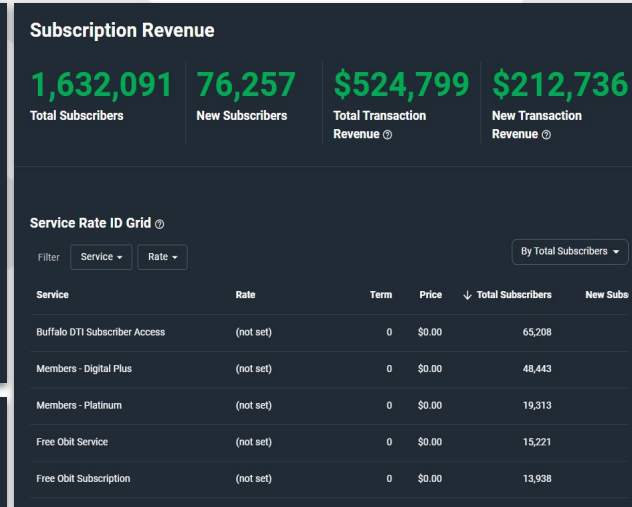
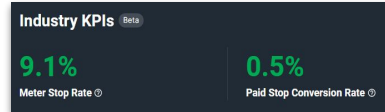
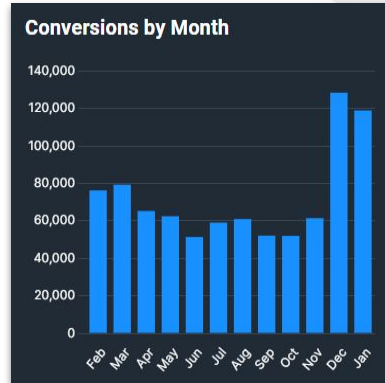
Subscription Dashboard

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





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

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

Subscription teams

Tracking offerings, new subscriptions, BLOX Audience+ performance

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 [sales representative](#) about Data Insights for BLOX CMS
- ❑ Share the recording with your team
- ❑ Find documentation at help.BLOXDigital.com
- ❑ Ask about our professional services and strategy sessions





Questions?



Stay connected



Documentation

help.BLOXDigital.com



Support

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