CASE STUDY

The Telegraph

POWERED BY PARSE.LY

CASE STUDY HIGHLIGHTS

- → Democratizing Data in the Newsroom
- → Connecting Web Best Practices with Success
- → Uncovering Contributions Based on Data
- → Understanding Audience Actions
- → Optimising Sponsored Content

TELEGRAPH MEDIA GROUP

1855 Founded

1994 Website Launched

32M Unique Monthly UK Browser Visits

OVER **100M** Unique Monthly Global Visits

Since long before the digital news age, the U.K.-based **Telegraph** has been a widely read and thoroughly trusted news operation throughout Europe and around the world. In recent decades, it has made equally impressive strides in its shift from print to digital. In fact, more than 20 years ago, it was the very first European news organization to launch a website. Since then, it has remained at the forefront of creative technology, becoming the first U.K. newspaper to put out a daily podcast, and the first to develop a mobile app for its readers.

Today, its website sees 32 million unique monthly browsers from the U.K. and over 100 million uniques each month from across the globe.

The Telegraph has always valued information about their audience and the digital team wanted to ensure that this core value could be accessed and acted on by the entire company in the most accurate, timely and efficient way possible.

In 2014, the digital team brought Parse.ly into the newsroom. Now, they have data that reaches across departments and throughout the newsroom working for reporters, editors, data analysts and sales teams alike.

> ***With Parse.ly, we can learn about our users' journey to and through our site and we're working to optimize that data.***

JOE JENKINS
Mobile Editor

> ***Parse.ly has helped everyone in the newsroom to understand the value of data.*** *There's more interest in and access to the numbers among journalists and editors. Managers are no longer the only ones who hold that information.*

JOE JENKINS
Mobile Editor

PARSE.LY IN THE NEWSROOM: SPREADING THE LOVE OF DATA

The Telegraph has brought Parse.ly right into the heart of the newsroom. Large screens show stories that are rising and falling in real-time, as well as high-level stats like social shares, unique visitors, and comparisons to previous weeks or days. Performance data has become a critical part of reporters' daily workflow.

In order to encourage more people to access the data the digital team employed two strategies: one-on-one coaching and setting up individual reports that arrive in each journalist's inbox. Today, Parse.ly has become crucial to the way journalists and editors understand their readers and measure their own success.

In addition to the reports, Joe Jenkins, Mobile Editor, points to the simplicity of the Parse.ly interface and the instant performance feedback it offers as the reason Telegraph writers now love data — an unexpected but exciting change.

CONNECTING THE **WHAT** WITH THE **WHY**

The methods of discovery and sharing online means that digital publishing often requires additional steps for journalists. The editorial teams have been encouraged to adopt practices like writing for improved SEO, social media participation, and using web-friendly assets.

The Telegraph team reported that many of the journalists finally understand why they're being asked to do things like add images or tweet an article, because they can see the successful results through Parse.ly reports and dashboards.

UNCOVERING HIDDEN SUCCESS

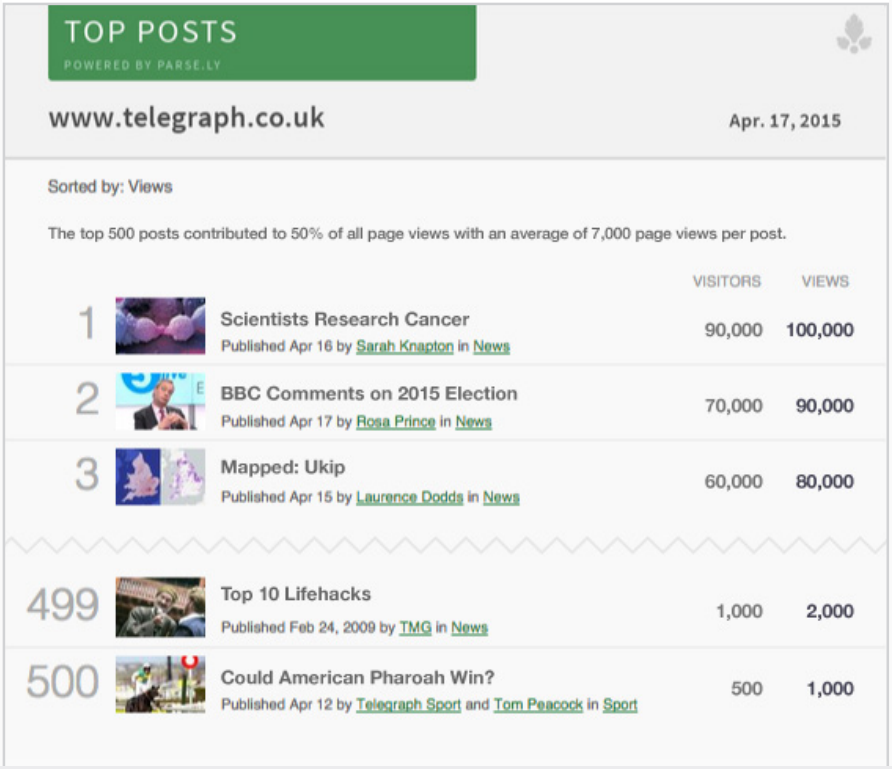
Editors at The Telegraph use Parse.ly to watch real-time performance so they're always ready to recirculate the content their readers are looking for. As Jenkins puts it, "we can make good stories work harder, without burdening the journalists."

And it's not always the content they expect. Single articles that went viral traditionally gained recognition but, in reality, a number of equally valuable stories (and their authors) were flying under the radar.

> ***For so many years, journalism was just based on instinct.*** *Sometimes we need to show our team something concrete that says 'it's not what you thought, or it's not what you like, but it will make you more successful.'*

JOE JENKINS
Mobile Editor

Every day, The Telegraph newsroom receives an emailed report that details the top 500 posts to ensure that everyone has access to the most critical numbers.



UNDERSTANDING THE AUDIENCE & IMPROVING READER EXPERIENCE

Having the newsroom understand data is ultimately just a part of The Telegraph's main goal: creating loyal readers. The staff we spoke with emphasized that loyalty comes from readers having great site experiences, like seeing articles they'd be more likely to read.

Parse.ly data has helped the whole newsroom understand not just what those readers want, but that there is more than one type of audience, that may not all want to see the same articles. Reporters typically write for the "newspaper" - but online analytics showed that they needed to expand that definition. →

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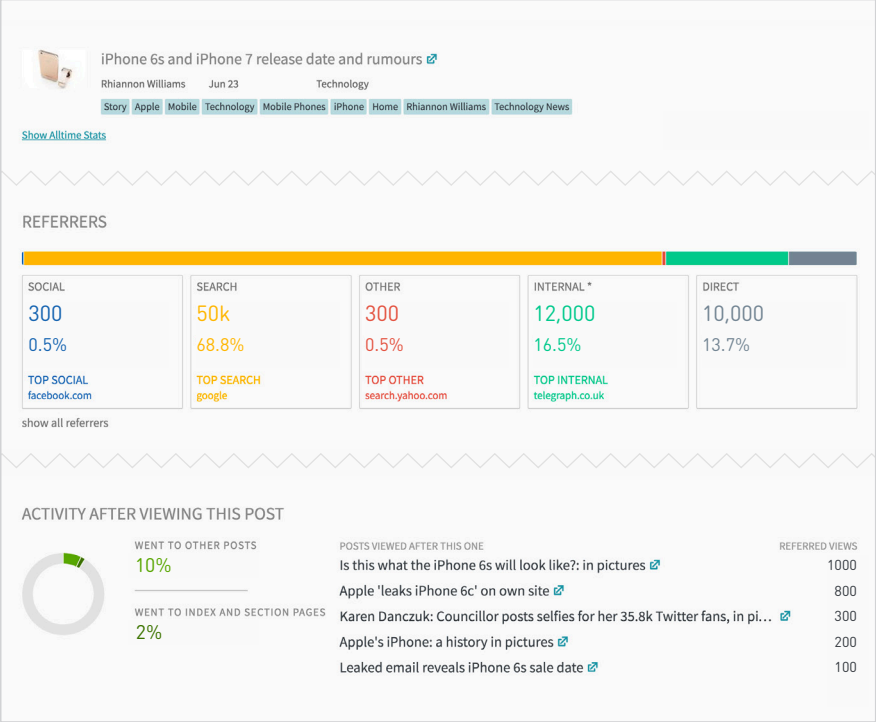
One of the most useful parts of the Parse.ly dashboard for the team is the ability to see where readers are coming from and where they're headed next. This has helped the team understand that readers do come from many outside sources, including social media, directly to the article pages. The team also hopes that, over time, understanding what the most popular destinations are after reading an article will benefit the editorial team as well.



Referral sources help editors and reporters see where the readers of each post are coming from. Knowing what readers do after finishing an article can help editors understand the onward journey of their audience.

Parse.ly has given access and insight to those who would normally steer well clear of analytical platforms. *It's user friendly display and ease of use make it perfect for print editors and sales teams to understand our data.*

GARETH CROSS
Head of Distribution
for Spark

PARSE.LY & SPARK: OPTIMIZING SPONSORED CONTENT

The Telegraph employees who work with sponsored content use daily reports for to-the-moment performance feedback to inform decisions about content circulation. Automatic report generation from Parse.ly frees up more time for the team to develop new products, create valuable content and focus on meeting the demands of advertisers. People who previously wouldn't see data are now relying on it, sharing information between sales teams, writers and advertisers.

The Spark team uses Parse.ly's tagging feature to view breakdowns of their sponsored content microsite and to compare performance across topics and advertisers in a single snapshot. As part of its daily workflow, the team receives emailed reports of the top 100 sponsored posts, including evergreen content, to better understand its audience and inform strategy.

At Parse.ly, we're committed to evolving alongside our partners and helping them to become more powerful through data analytics. Learn more at www.parsely.com or contact us at hello@parsely.com.