



Parse.ly Introduces Video Analytics to Provide Digital Publishers and Brands with a 360-Degree View of their Content

New Addition to Parse.ly's Analytics Dashboard Helps Online Media Companies to Better Understand their Audiences, Optimize Content Strategy, and Drive Revenue

New York – February 1, 2017 – Advancing its mission to provide online content creators with a holistic view of their audience, [Parse.ly](#), the leading provider of audience insights for digital publishers and brands, today announced the availability of [video analytics](#) as part of its comprehensive analytics platform. Parse.ly enables online media companies to understand their entire content strategy in one place by including video content alongside text-only posts in an intuitive dashboard.

“Until now, it’s been difficult to measure and understand how audiences are interacting with video,” said Matt Weinberg co-founder and president of development at Vector Media Group, an interactive digital agency that works with publishing clients. “That’s a problem, because defining a video strategy is expensive, and you want to know what works.”

Parse.ly’s content dashboard already helps online media sites track audience growth, engagement and loyalty. With video growing in popularity with online audiences, providing easily accessible video analytics gives digital publishers and brands a complete breakdown of their content and how it is performing. Using the insights gleaned from their audiences, media companies and brands will be able to invest in more strategic and targeted video content, which is especially useful for sites looking to video as a way to generate revenue.

“Digital publishers are relying more and more on video, not just to improve engagement and bolster revenues, but to tell better stories,” said Austin Smith, CEO of Alley Interactive, a digital agency working with top publishers. “Opening video metrics across an organization allows producers and marketers to align their goals and create multimedia products that their viewers will love.”

Metrics and views in Parse.ly’s video analytics show which posts include video content and which embedded videos are performing well across multiple pages. Users can easily track visitors, starts, and minutes watched on every video in their network, regardless of video player. Like other content, editors can use Parse.ly to evaluate their video audience by author, section, tag, or date published. This information helps digital publishers and brands to increase inventory for pre-roll -- which is an area where they can still demand high CPMs in the face of declines in display advertising.

“Producing video content with no real strategy is not smart or sustainable,” said Sachin Kamdar, co-founder and CEO at Parse.ly. “By introducing video analytics to the Parse.ly dashboard, our team has found another way to ensure that our clients can create content of any form with an underlying data-driven strategy.”

Video analytics is available now on the Parse.ly dashboard. For more information, please visit <https://www.parse.ly.com/video-analytics/>.

About Parse.ly

Parse.ly partners with digital publishers and brands to provide clear audience insights through an intuitive analytics platform. Thousands of writers, editors, site managers, and technologists already use Parse.ly to understand what content draws in website visitors, and why. Through powerful dashboards, reporting, APIs, and streaming data services, customers build successful digital strategies that allow them to grow and engage a loyal audience.

For more information please visit: <http://parse.ly.com/>

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