Realtime Content Insights 2.0 Guide
Table of Contents

03  Overview

07  How to Use and Optimize

  9  Realtime Article Performance

  13 Realtime Video Performance

  16 Historic Performance

  21 Trends in your region

22  Frequently Asked Questions
Overview
What is Realtime Content Insights (RCI)?

Realtime Content Insights (RCI) was designed to simplify consumption of content performance data found in Google Analytics with the goal of supporting content distribution and creation decisions. All of the data presented revolves around what is currently happening on your site, what’s trending on the web, how your content performed today and what content did especially well over previous thirty days.

Our objective in creating RCI is to help you better understand which of your content is resonating (both articles and video), where content can be improved and to provide insights on potential content creation and distribution opportunities.

What do I need to use RCI?

RCI is completely free to use. All that is necessary is to have a Google account associated with Google Analytics (standard or 360 version) implemented on your publication. (some features require some additional tags from News Tagging Guide (NTG))

What can I learn from RCI?

There are four key areas that are displayed within RCI.

1. **Realtime Article Performance**
   Focused on what’s trending on your publication in realtime

2. **Realtime Video Performance (requires NTG to be implemented)**
   Focused on which videos are trending on your publication in realtime

3. **Historic Performance (limited data is displayed without NTG)**
   Insights on content that has overperformed in driving engagement.

4. **Trends in Your Region**
   Insights on what people are searching for across Google and Youtube
What’s new with RCI 2.0?

RCI 2.0 has been redesigned to introduce a number of new features to help you with content creation and distribution decisions:

- **Support for video** - If you have implemented NTG for video, you will see a number of new metrics including:
  - Realtime viewers
  - Casual (new) vs Loyal Users (returning)
  - Completion rate
  - Unmute rate
  - Fullscreen rate

- **Support for historic data** - this new view will give you a content engagement rank for articles and video for a period of time that you can set. This rank can be used to understand which articles and videos are driving the most engagement.

- **Dashboard view** - a convenient way to see how your publication is performing across all the metrics that we’re highlighting for your articles, video and historic metrics.

- **Additional metrics for articles** - we’ve introduced new metrics to help you better understand how your articles are performing including the following:
  - Casual (new) vs Loyal Users (returning)
  - Recirculation and how it compares to your publication on average
  - Mobile speed performance and how it compares to your publication on average
  - Scroll depth to help you understand on average how much of your article is being completed
Get better data with News Tagging Guide (NTG)

We’ve heard from multiple news organizations around the world that it can be complex to identify the right metrics to collect in Google Analytics or even ensure the right technical implementation.

We created News Tagging Guide (NTG) to highlight the right news and publishing metrics to measure in Google Analytics, simplify tagging and amplify the recommendations and insights found in News Consumer Insights and Realtime Content Insights.

These are the data components covered in NTG:

- **Video Analytics**
  Discover how your readers are consuming videos on your site and unlock growth opportunities

- **User Engagement**
  Measure user engagement with your marketing channels to grow loyalty on your site

- **Reader Revenue**
  Implement conversion measuring to maximize Reader Revenue

News Tagging Guide (NTG) and RCI

Implementing specific NTG tags or taxonomy will give you access to specific insights in your Realtime Content Insights report including: scroll depth analysis, video consumption, and a more advanced Content Engagement Rank for your articles.

Please check our FAQ section to identify which NTG tags/events you should implement specifically to get the best of Realtime Content Insights.
How to Use and Optimize

Improve distribution and content creation
How to use Realtime Content Insights (RCI) 2.0

Realtime Consumer Insights (RCI) is completely free to use! The only thing you’ll need to access the tool is an email address associated with your Google Analytics account.

1 - Authorize the tool to get access to your Google Analytics Data, connect your Google Analytics Account and visit the setup tab.

2 - Select the section in RCI that you want to focus on. The first 3 sections: Realtime Article Performance, Realtime Video Performance and Historic performance have a similar structure to the image below.
Realtime Article Performance:
Article View

The article table view shows you which of your articles are generating the most realtime readers and the pageviews they generated in the last 30 minutes. It also shows you which articles are driving the following based on today’s data:

- Casual vs Loyal users (C icon vs L icon)
- Recirculation in comparison to your site average*
- Performance issues that should be addressed* compared to your site average*

*The icon color green represents a rate above site average and red represents a rate below site average

Things to Consider

- If an article is driving more casual readers, perhaps it’s an article you want to use to acquire new users. If an article is driving more loyal readers, this potentially is an article that is resonating well with your current audience. The degree that this article is leaning in one direction should help you determine if you should promote an article.
- If an article has less recirculation, consider the placement of recirculation widgets within the article or if leads to a high degree of recirculation, consider promoting this article or replicating tactics employed.
- If you are seeing that an icon is grey, it means that GA does not have the data yet.
Realtime Article Performance:
Article View - Expanded

When you expand an article, you’re provided with the supporting metrics for each of the icons displayed. In addition, you will see a breakdown of device types and scroll depth if you’ve implemented our NTG Scroll Depth component. Similar to the dashboard, the geography and top 5 referral sources are presented in realtime. The data for casual vs loyal, mobile vs desktop, recirculation, page speed and scroll depth are all presented based on today’s Google Analytics data (or yesterday if you’ve modified which day to use for the dashboard).

Things to Consider

● Take a look at each of the data points being displayed. How does this compare with what you’re seeing in the dashboard view?
● If you see that a specific article is doing especially well for you, is there something in the article content that you can replicate? Should you distribute / promote this article on other platforms?
● If you see that a specific article is doing worse than expected, is there something that you want to modify in the article content?
● If you notice that a box is empty with a yellow warning, this indicates that GA does not have the data yet but it will be presented when it’s available.
Realtime Article Performance:

Today’s Performance Dashboard

The dashboard view on the right shows you how your articles on your publication are performing both in realtime and for today. The following metrics are displayed in realtime:

- **Realtime readers** - how many users are on your site in realtime
- **Geography** - what countries, regions or cities are your users coming from in realtime.
- **Top 5 referral sources** - what sources are directing your users to your site in realtime.

Additional metrics are displayed for today (the point at which GA has been able to obtain data). Daily visits shows you how you are pacing in users for the day vs your average for the past week (the daily average is estimated from your total overall visits over the last 7 days).

We also calculate the averages of the following metrics for today which include the following:

- **Casual vs Loyal readers** - how many new users vs returning users have visited your site on average
- **Mobile vs Desktop** - a breakdown of mobile or desktop for articles on average
- **Recirculation** - your overall average recirculation
- **Pagespeed** - your overall average page load time
- **Scroll depth** - how far do readers read articles on average

**Things to Consider**

- Use the dashboard to understand how your publication is doing for the day and in real time.
- Have any of these numbers changed substantially from day to day? Do they line up with your goals?
- If you notice that you're pacing behind, this may be a good opportunity to release more content or promote content to drive visits. If you're pacing ahead, you may want to wait to release content that isn't imperative for the day.
- These metrics can help you with roadmap prioritization by helping you focus on recirculation and page speed.
- If you're not seeing data for today, this could mean that there is a delay in GA or the data is not available. You can use yesterday’s data by going into the settings tab.
The newsroom view was built to provide a visual of all articles that are currently trending on your publication. In full screen mode, it can be used as a display to ensure that the entire newsroom is aware of what is trending in any given moment and to drive further newsroom involvement. The data will refresh automatically every 180 seconds while in this view.

**Things to Consider**

- Put this view on a large screen in the newsroom so everyone is on the same page regarding what is trending on site.
- Icons aligned with key metrics will be displayed in this view. Look for patterns across these icons and identify items that should be addressed.
- Use the icons presented to also identify opportunities to further promote articles or inspire content.
- Remove the homepage if it’s not something you want to track by using the toggle above the newsroom.
Realtime Video Performance:
Video Table View

The video table view shows you which of your videos are generating the most realtime viewers. It also shows you which videos are driving the following based on today’s data:

- Casual vs Loyal users (C icon vs L icon)
- Completion rate in comparison to your site average*
- Unmute rate in comparison to your site average*
- Fullscreen rate in comparison to your site average*

*The icon color green represents a rate above the site average and red represents a rate below the site average.

![Video Table View](image)

Things to Consider

- If a video is driving more casual viewers, perhaps it’s a video you want to use to acquire new viewers for your site. If a video is driving more loyal viewers, this is potentially a video that is resonating well with your current audience. The degree that this video is leaning in one direction should help you determine if you should promote a video depending on the strategy you want to employ.
- If a video has a low completion rate, consider the length, titles and description. You can learn more about optimizing video content in our NCI guide.
When you expand a video, you’re provided with the supporting metrics for each of the icons displayed. In addition, you will see a breakdown of device types and completion rate. Similar to the dashboard, the geography and top 5 referral sources are presented in realtime. The data for casual vs loyal, mobile vs desktop, unmute, fullscreen and completion rate are all presented based on today’s Google Analytics data (or yesterday if you’ve modified which day to use for the dashboard).

Things to Consider

- Take a look at each of the data points being displayed. How does this compare with what you’re seeing in the video dashboard view?
- If you see that a specific video is doing especially well, is there something in the video content that you can replicate? Should you distribute / promote this video on other platforms?
- If you see that a specific video is doing worse than expected, is there something that you want to modify in the video content?
Realtime Video Performance: Today’s Performance Dashboard

The dashboard view on the right shows you how the videos on your site are performing both in realtime and for today. The following metrics are displayed in realtime:

- **Realtime viewers** - how many users on your site are viewing video content.
- **Geography** - what countries, regions or cities are your video views coming from in realtime.
- **Top 5 referral sources** - what sources are directing views to your site in realtime.

Additional metrics are displayed for today (the point at which GA has data). Daily visits shows you how you are pacing in views for the day vs your average for the past week (the daily average is estimated from your total overall visits over the last 7 days).

We also look at the top 50 videos to calculate the averages of the following metrics for today which include the following:

- **Casual vs Loyal readers** - how many new users vs returning users have watched a video on average
- **Mobile vs Desktop** - a breakdown of mobile or desktop for videos on average
- **Unmute rate** - the unmute rate for videos on average
- **Fullscreen rate** - the fullscreen rate for videos on average
- **Completion rate** - the average % of completion for videos

**Things to Consider**

- Use the dashboard to understand how users are consuming video on your site for the day and in realtime.
- Have any of these numbers changed substantially from day to day? Do they line up with your goals?
- Consider if you’re building the best experience for the device type majority.
- If you’re not seeing data for today, this could mean that there is a delay in GA or the data is not available. You can go into the settings and use yesterday’s data.
- If you notice that you’re pacing behind in viewers, this may be a good opportunity to release more content.
- If you’re pacing ahead, you may want to wait to release content that isn’t imperative for the day.
**Historic Performance:**

**Article and Video Performance Table**

The table below ranks all of your articles and video by pageviews / views generated during the time frame selected (last 30 days by default). We’ve created a **Content Engagement Rank (CER)** that looks beyond pageviews / views and across all key engagement metrics (like recirculation, % loyal readers) to provide a deeper analysis of your content performance compared to your site average. This should allow you to quickly identify stories that have impacted your audience in more meaningful ways.

Make your CER even more valuable! Implement Reader Engagement and Reader Revenue components from [News Tagging Guide](#) and we’ll take those into consideration and adapt our rank to surface the stories that improved performance accordingly.

The article and video performance table also indicates which metric is the highest performing and which metric is the lowest performing for your site within the time period set.

You also have the ability to filter the content being shown on this screen by author or category if you have provided the necessary dimensions in the settings. Find out more about this in our FAQ.

<table>
<thead>
<tr>
<th>Title</th>
<th>CER</th>
<th>Pageviews Rank</th>
<th>Top Performing</th>
<th>Lowest Performing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Education Comes of Age: New approach blends basic academics and job training</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Why You Never See School That Actually Works</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Answered: Your Most Burning Questions About College</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Now You Can Have The Learning Of Your Dreams – Cheaper/Faster Than You Can Imagine</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Untold Secret To Mastering Technology In Just 3 Days</td>
<td>5</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Everything You Wanted to Know About Medicine and Were Afraid To Ask</td>
<td>6</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Truth Is You Are Not The Only Person Concerned About Learning</td>
<td>7</td>
<td>17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This Study Will Perfect Your Snacks: Read Or Miss Out</td>
<td>8</td>
<td>18</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Things to Consider**

- Is there a big gap between pageviews / views and the CER? If so, understand why that gap exists.
- By default, you’re seeing this data by the last 30 days. Modify this to see other time periods if this aligns better for internal strategy or reporting.
We created a metric called “Content Engagement Rank” (CER) to help you analyze your article’s performance beyond just pageviews / views. What content is particularly resonating with your loyal readers? Which stories are overperforming on recirculation or newsletter signups? These are some of the questions we aim to answer with our CER.

We’ve built the CER based on multiple Google Analytics metrics and our score analyses 7 metrics for articles and 4 metrics for videos.

These metrics are dynamically compared to your site’s average (from the top 100 articles or top 50 videos for the publication during the time period selected) and weighted based on their respective importance towards your performance.

The metrics used to calculate the CER for any given story:

- Pageviews generated
- Loyal readers engaged
- Recirculation
- Affiliate clicks (based on your NTG implementation)
- Newsletters signup (based on your NTG implementation)
- Social Shares (based on your NTG implementation)
- Comments (based on your NTG implementation)

The metrics used to calculate the CER for any given video:

- Video Starts
- Video completion rate
- Unmute rate
- Fullscreen rate

Here’s an example of how the Content Engagement Rank is weighted for articles:

\[
\left( \frac{\text{Pageviews}}{\text{Avg Pageviews}} \times 2 \right) + \left( \frac{\% \text{Loyal Users}}{\text{Avg % Loyal Users}} \right) + \left( \frac{\text{Recirculation}}{\text{Avg Recirculation}} \right) + \left( \frac{\text{Newsletter Signup}}{\text{Avg Newsletter Signup}} \times 5 \right) + \left( \frac{\text{Affiliate Click}}{\text{Avg Affiliate Click}} \times 5 \right) + \left( \frac{\text{Social Share}}{\text{Avg Social Share}} \right) + \left( \frac{\text{Comment}}{\text{Avg Comment}} \right) / \text{Total of Weights Included}
\]
When you expand an article or a video, you’re provided with the breakdown of all the metrics that are being used for the Content Engagement Rank. Each of these metrics will have a green or red icon next to it, indicating if this metric is performing above the or below the average of your publication.

**Things to Consider**

- Take a look at each of the data points being displayed. How does this compare with what you’re seeing in the dashboard view?
- If you see that a specific article or video is doing especially well for you, is there something in the content that you can replicate? Should you distribute/promote this on other platforms?
- If you see that a specific article or video is doing worse than expected, is there something that you want to modify in the content?
- If you’re not seeing all of the metrics outlined in the overview of the content engagement rank, this may mean you have not implemented NTG.
Below both the article and video views, you will find a table that shows you the top articles or videos by metrics. This will give you chance to easily see which articles or videos contributed to a specific key data metric for the time period you have set. By default, the rows in this table are collapsed. Expanding a metric will show you the top 5 articles or videos for that specific metric.

**Things to Consider**

- Which of these metrics are most important to your business? Expand that specific row and understand why those specific articles are doing especially well for this metric.
- Consider if that article should be promoted further.
- Use the author and category filters to dig a little deeper.
- If you don’t have an author category filter, set this up the dimensions by using the settings.
Historic Performance:
Historic Performance Dashboard

The dashboard view on the right shows you the key performance metrics averages associated with articles and video across the time period selected (30 days by default).

From your Top 100 articles, we define your average expected performance per story:

- **Pageviews**
  Avg. pageviews for an article
- **Loyal readers**
  Avg. amount of Loyal readers engaged
- **Recirculation**
  Avg. amount of recirculation
- **Newsletter Signup Rate**
  Avg. amount of newsletter signups
- **Social Share Rate**
  Avg. amount of social shares
- **Comment Rate**
  Avg. amount of comments
- **Affiliate Click Rate**
  Avg. amount of clicks on affiliate links

From your Top 50 videos, we define your average expected performance per video:

- **Video Starts**
  Avg. amount of autoplay and click to play generated
- **Video Completion Rate**
  Avg. completion rate
- **Unmute Rate**
  Avg. unmute rate
- **Fullscreen Rate**
  Avg. fullscreen rate

![Average Article Data](image)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>123K</td>
</tr>
<tr>
<td>Loyal readers</td>
<td>65%</td>
</tr>
<tr>
<td>Recirculation</td>
<td>42%</td>
</tr>
<tr>
<td>Newsletter Signup Rate</td>
<td>1%</td>
</tr>
<tr>
<td>Social Share Rate</td>
<td>2%</td>
</tr>
<tr>
<td>Comment Rate</td>
<td>3%</td>
</tr>
<tr>
<td>Affiliate Click Rate</td>
<td>8%</td>
</tr>
</tbody>
</table>

![Average Video Data](image)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Starts</td>
<td>30K</td>
</tr>
<tr>
<td>Video Completion Rate</td>
<td>75%</td>
</tr>
<tr>
<td>Unmute Rate</td>
<td>5%</td>
</tr>
<tr>
<td>Fullscreen Rate</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Things to Consider**

- Use this dashboard to understand how your site has done for a specific period of time. Do these numbers align with what you expect or your strategy?
- Not seeing all the metrics? Make sure you have NTG implemented correctly. Check out the FAQ.
Trends in your region

Realtime Search Trends show you which searches are currently trending in realtime. You can further break down these searches into categories that include the following: business, entertainment, health, science/technology, sports and top stories. You can also modify which country to focus on by using the filter at the top.

Trends in your region is a new module that will provide you with search insights for predetermined events (these events will be updated regularly). Insights include:

- Interest over time
- Related topics
- Related queries

These insight can be found by selecting the key events drop down at the top within ‘trends in your region.’

Things to Consider

- Take a look at the content that is currently trending in a category for search and what’s trending on Youtube. Is there content that aligns with what your users rely on you for?
- How does what’s trending in search and on Youtube align with your top videos? Are there content gaps you could potentially fill?
- Are the events in the ‘trends in your region’ relevant to content you normally produce?
- Is interest growing and relevant today?
- What other questions are users asking? Can you create content to fill this need?
- What topics are related? Is there an opportunity to fill a need associated with the topic?
Frequently Asked Questions
Frequently Asked Questions (FAQ)

Do I need to implement any Google Analytics tags on my site to use Realtime Content Insights (RCI)?

You can use RCI by simply connecting your Google Analytics account. To maximize the value of RCI and receive additional insights and recommendations, you should implement certain News Tagging Guide (NTG) tags. This will also be used to improve the Content Engagement Rank (CER).

Which NTG tags/events should I implement specifically?

Visit News Tagging Guide and implement the following tags to take full advantage of RCI (you can also change your current events based on NTG taxonomy):

- To enable RCI Video reports
  Discover how your readers are consuming videos on your site and unlock growth opportunities

- To enable RCI “Scroll Depth”
  Measure user engagement with your marketing channels to grow loyalty on your site

- To improve your Content Engagement Rank
  Implement conversion measuring to maximize Reader Revenue

- Affiliate link click
- Newsletter signup
- Social Share
- Comment Added
Why am I not seeing any data when accessing RCI?

This likely occurring because you’re not logged in with a Google account that is associated with a Google Analytics account. To fix this,

1. Log out of your current account.
2. Log back in with a Google account associated with the Google Analytics you would like to use RCI with.
3. Close and reopen RCI.

Why aren’t my article images loading in the newsroom view?

This can happen for two reasons:

1. We couldn’t identify your full URL in order to extract the image from each article. Your domain needs to be populated in Google Analytics correctly. You can set Google Analytics to include the full URL in your reports by creating a filter. You can find instructions here (no development required):
   https://support.google.com/analytics/answer/1012243?hl=en
2. You probably don’t have an Open Graph (OG) image tag in place on the specific page (og:image). An OG image tag gives us the ability to detect the image on the page to be used for the newsroom view. You can find more information on implementation here:
   https://developers.google.com/web/fundamentals/discovery/social-discovery

My data isn’t showing up in the dashboard. What do I do?

This is likely due to Google Analytics not having data up until this point in the day. You can either wait until this data is available for you or go into settings and switch the data being used for the dashboard to ‘yesterday’ instead of ‘today’

Can I filter Search trends down to city or region?

This is not possible due to limitations in the Google Search trends API. There is no plan at the moment to make this available.
Do I have to select my Google Analytics account every time?

No, once you’ve selected your Google Analytics account and populated RCI with your data, you can bookmark the URL generated or share the URL so that you can automatically load up your data when you use the RCI tool. This URL can also be shared with other users as long as they are authorized to access this Google Analytics account.

I don’t see any of my authors or categories in the drop down for the Historic Performance section.

You can set this up by going into the settings screen and by providing RCI with the Google Analytics Dimension Index number used for author and category.