



skyword®
Moving stories. *Forward.*®

SKYWORD ANALYTICS + GA

Create Your Performance Narrative with Advanced Intelligence

You're responsible for transforming your organization to support original, sustainable storytelling, but still struggling to assemble the right data to effectively communicate your progress. You need easy access to analytics that measure the value of your stories and help inform the future of your strategy. Skyword Analytics + Google Analytics (GA) offers web and story analytics centralized in one dashboard. Skyword combines the reach, engagement, acquisition, and conversion metrics from Google Analytics with social, storyteller, and story performance. Get the insights you need to build and engage audiences, and create a performance narrative to share throughout your enterprise.

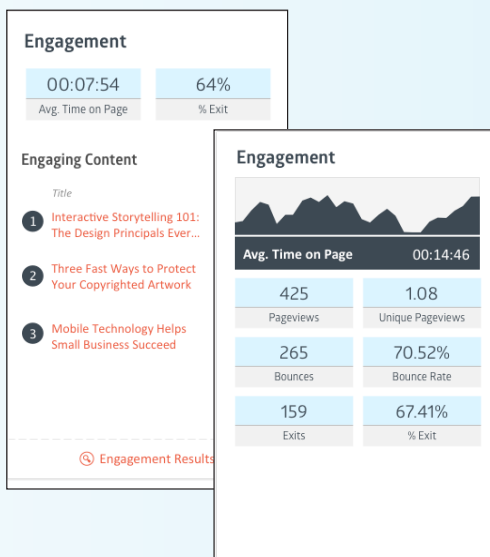
Skyword Analytics + GA

Story Performance Reports for Skyword Analytics + GA

Whether you're looking for high level or highly focused metrics, Skyword provides you with the flexibility to craft your own narrative at a program or individual story-level.

Channel Analytics

Where does your audience come from? Did they click on an ad? Perform a Bing Search? Or come from an email campaign? Source matters because it can help inform your investment in these channels. Track the channel engagement like organic search, direct, paid search, display, and referral – all the way down to the referring source.

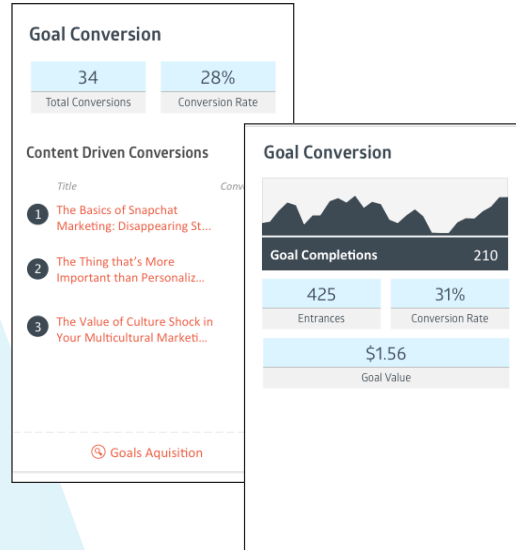


Engagement Analytics

Which stories generate the most excitement from your viewers? Where do they linger? What makes them leave, and what triggers their return? Engagement data helps you better understand how your audience interacts with your published content. All these metrics are condensed into one panel, so that you can easily track their average time on page, pageviews, bounces, and exits.

Acquisition Analytics

Now, it's easy to find out which stories are the most effective in drawing new eyes to your webpages. The acquisition report measures how well your content acquires traffic by tracking the website entrances and user sessions.



Goals Analytics

Every story you publish is a drop pin on your audience's journey to learn more about your organization. Are your stories compelling them to request product demos, sign up for newsletters, or subscribe to your blog? Customize these calls-to-action, and measure the success of content performance by whether or not your visitors are completing these goals. This report shows how your content performs as the first-touch point for conversions.

