Mark your calendar

World Publishing Expo 2013,
7–9 October, Berlin

www.wan-ifra.org/expo2013

Media Port

**World
Publishing
Expo** 2012

Session: **Tuesday 30th October**

Title:
Real-time content trending & optimization

Speaker:
Stuart Wilkinson, VP Marketing, eZ Systems

Real-time content trending & optimization

Stuart Wilkinson, VP Marketing, eZ Systems, sw@ez.no, www.ez.no

FIPP
Strategic Sponsor

WAN IFRA
World Association of Newspapers and News Publishers
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Associate Member

Since 1999 - Global Enterprise Customer Base – Global # 1 in Media vertical

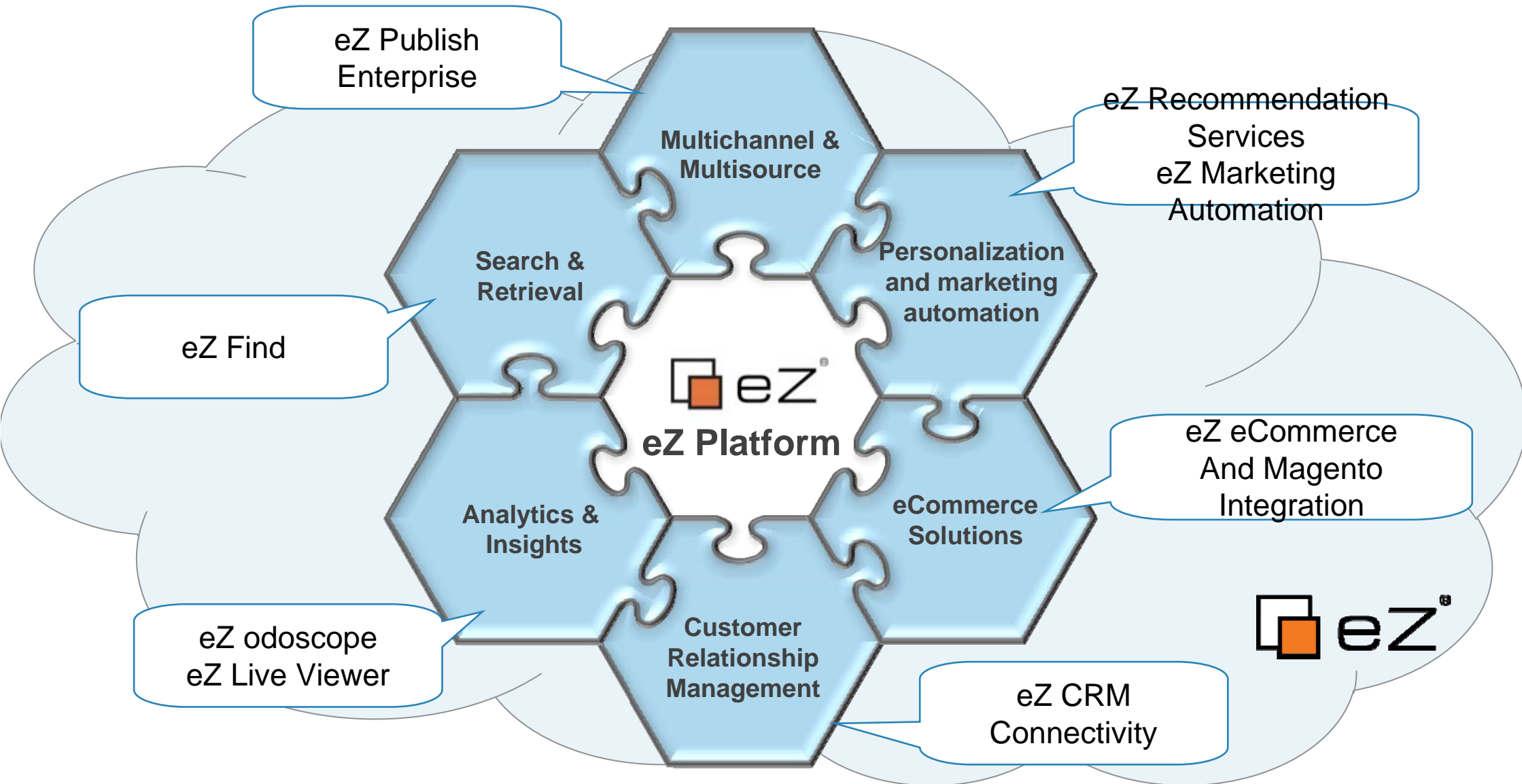eZ´s installed base in 160 countries, 250 000 installations, 42.000+ community members

eZ enables your digital brand & business model

The open and standards based software platform with the freedom to create, deliver and optimize your digital experience
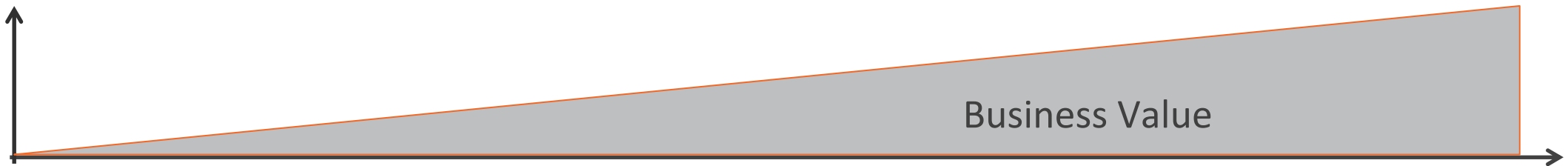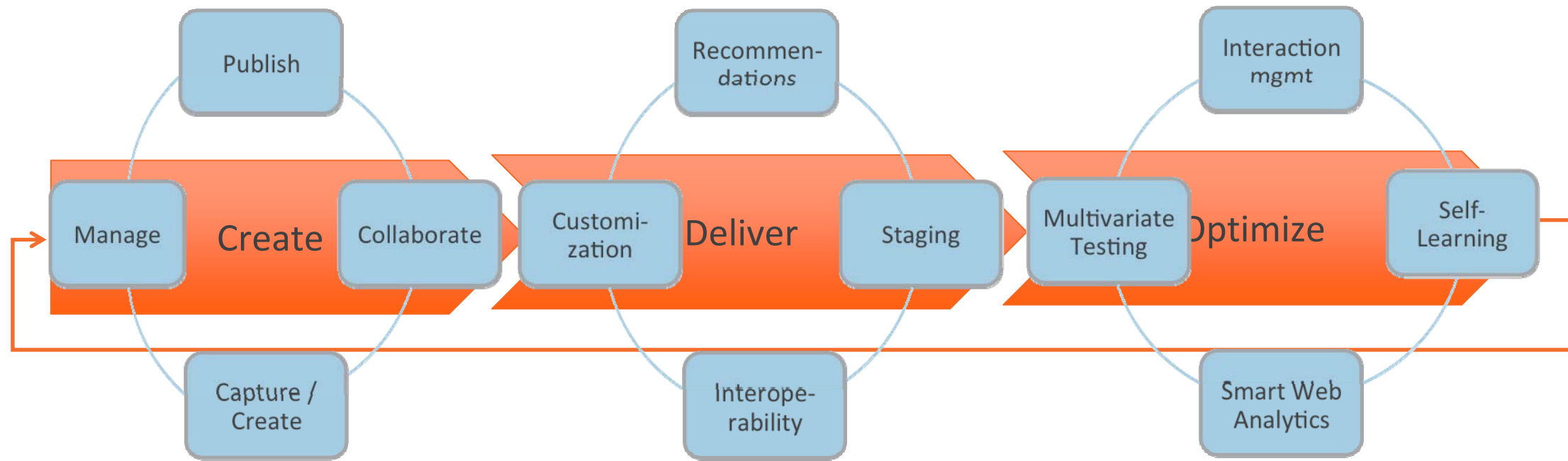
"Freedom to create your experience"

Compelling Experience needs continuous optimization

Multi-channel experience and controllable life cycle management is key for sustainability

Publish

Recommen-dations

Interaction mgmt

Manage — Create — Collaborate

Customi-zation — Deliver — Staging

Multivariate Testing — Optimize — Self-Learning

Capture / Create

Interope-rability

Smart Web Analytics

Business Value

Available Solutions

Are analytics tools tailored to news media's needs?
Web analytics tools have evolved to suit the needs of a wide group of users

Circulation and readership figures were a major source of interest for journalists in the past. Editors were often bonused on increased circulation and/or market share.

Has this truly crossed over in the multi-channel (print/web/mobile) era?

Do "traditional" Web Analytics tools tell us enough about:
- Users' engagement on site?
- What is happening now across full content repository?
- Is the content curation and navigation strategy working to maximize engagement?

Do editorial staff use the data live and daily to improve their brand's performance?
- Is the analytics role elsewhere in the business?
- Should analytics be a daily concern for journalists?
- Do they have easy to use and understand tools to do this?

eZ Solution 1: eZ odoscope – Smart Site Analytics

**Editors can visualize the user journey – a user centric view**

Description

Unique Web Analytics tool on the market.

Benefits

- Visualization of the user journey of any audience or segments from the administration interface of eZ Publish;
- Immediate optimization through the journey visualization;
- Shows immediately the areas that are not performing independently from the digital channels.

How does it look like?
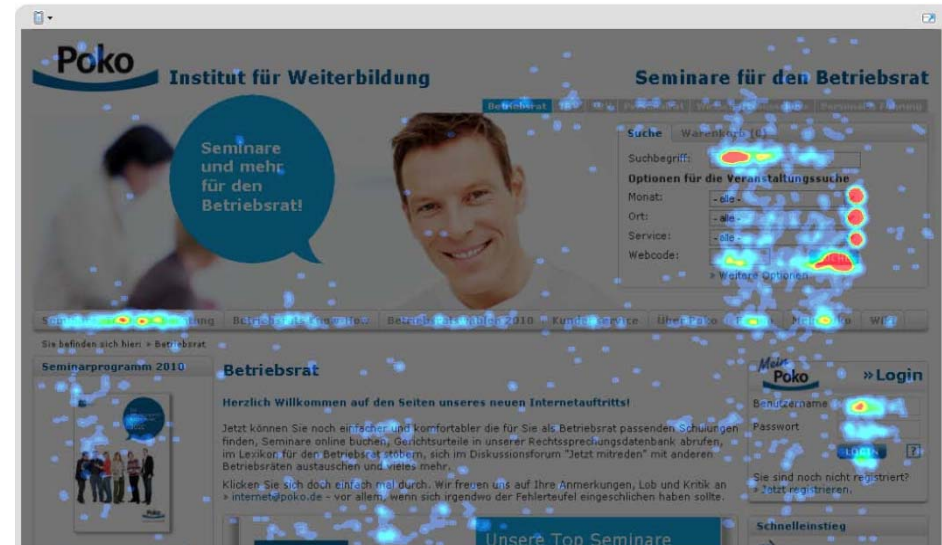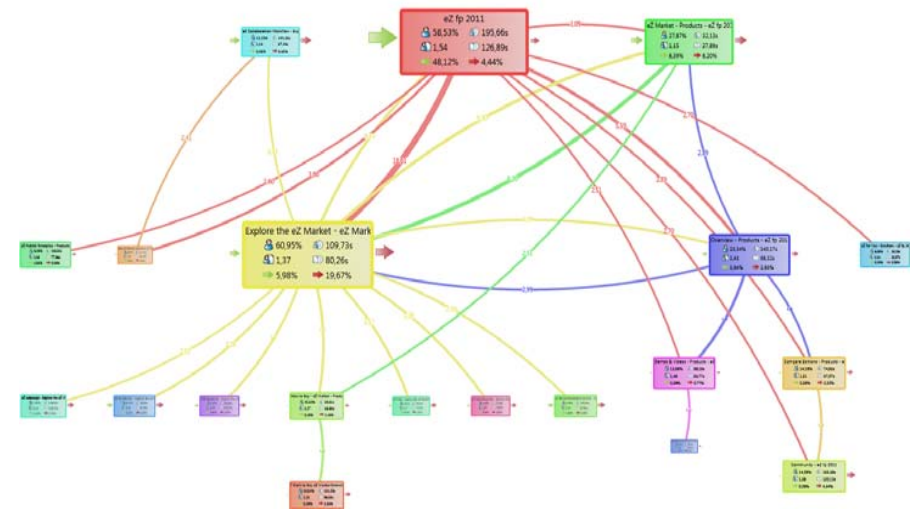
eZ Solution 2: eZ Live Viewer – a content centric view
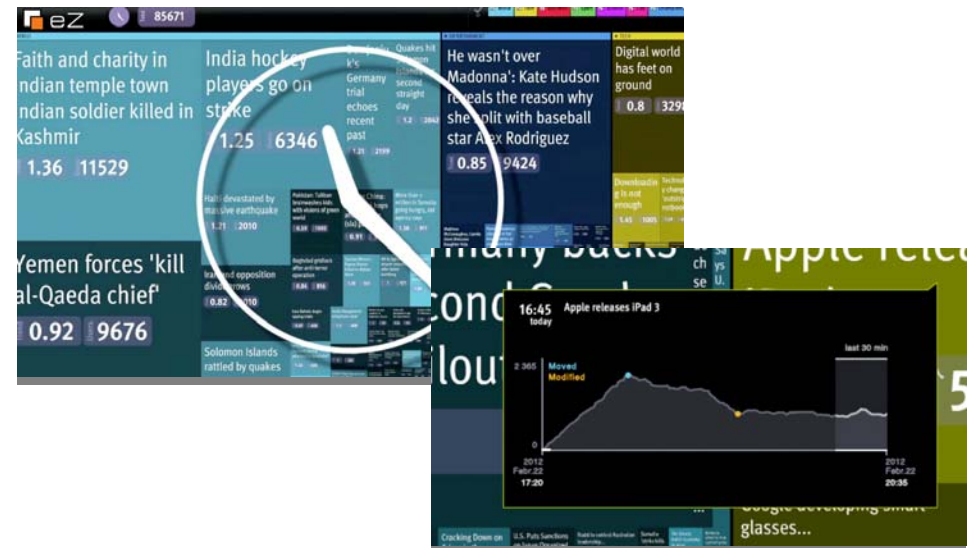**Live Content Trending**

Description
It tells how the content is performing…
NOW!
eZ Live Viewer is a game changer for eZ customers, especially the ones having traffic based business models.

Benefits
• Shows live trends on whole content repository - take immediate actions.
• It helps to identify the performing content items that are not necessarily the ones editorial teams think;
• Used by web content managers for live optimization or by a newsroom on a large screen;
• Opportunity to react instantly to trends – e.g. tweet, change images, alter headline, develop story further, move position.
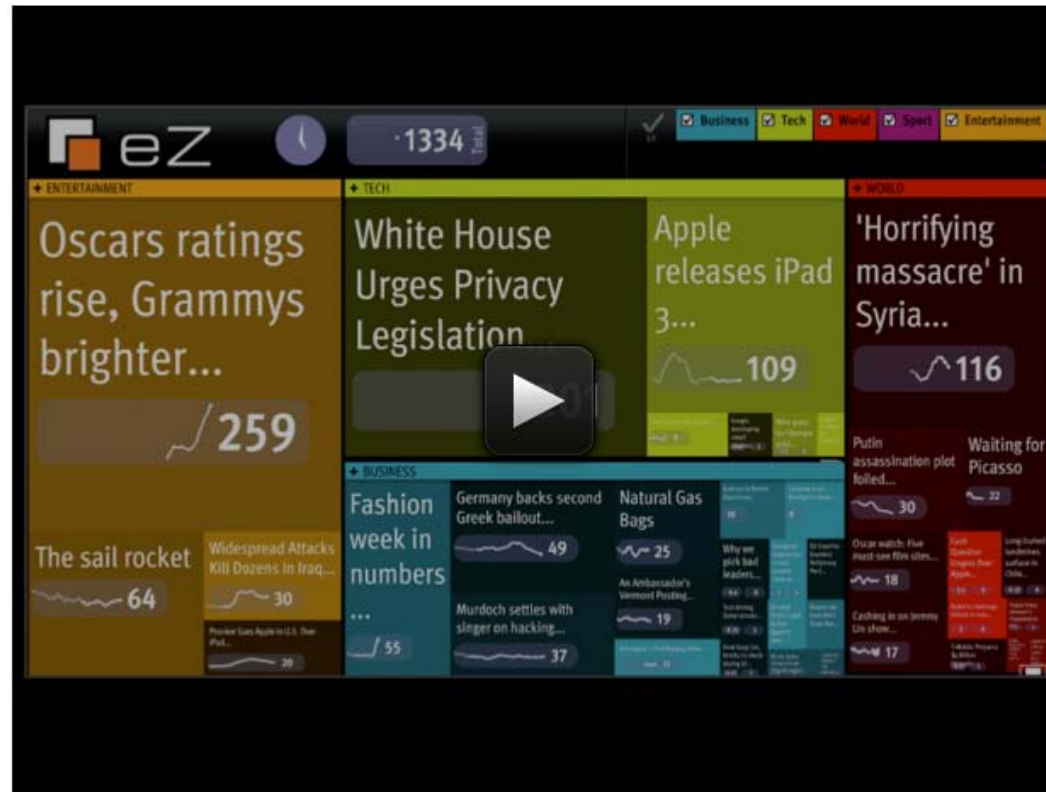
How does it look like?

OPTIMIZATION in real-time: eZ Live Viewer

eZ Live Viewer helps editors view content trends in real-time so they can act in real-time

eZ®

Create Your Experience