

ezy insights®



CASE STUDY

# **“WE NOW HAVE CONCRETE PROOF OF STORIES THAT WORK”**

**HOW AUSTRALIAN ASSOCIATED  
PRESS IS TRACKING THEIR NEWSWIRE  
PERFORMANCE**

Like many news agencies, Australian Associated Press (AAP) has been under pressure to prove their value and justify allocation of resources. Lacking a clear picture of their content's performance, they built their own tracking system. The need was clear: to understand where their stories were going and how well they performed. The system provided some performance metrics, though it quickly became apparent that improving and maintaining it would be expensive and time-consuming.

That's why AAP looked for a technology partner to build a more sophisticated system that matched their needs. We at EzyInsights already have the fastest discovery platform and are developing a content tracking solution for news agencies. Adopting our Newswire tracking service would be cheaper, faster, and offer a lot more features.



## KNOW WHAT WORKS AND WHAT DOESN'T

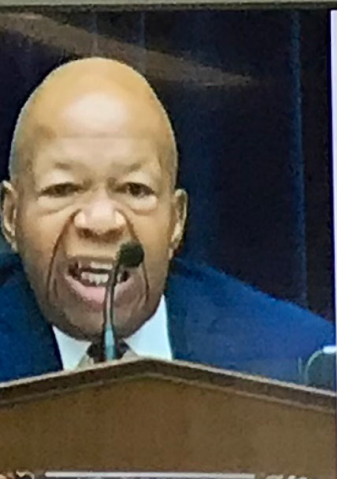
Newswire tracking offers a real-time dashboard and historical reports that track text and image usage and social performance. Access to this data helps AAP make informed decisions and prove their content's value.

"It's been insightful," says Steve Jancetic, Product Manager at AAP. " Previously, we didn't have proof to back up our claims that something is working. Now I have the stats that prove that a certain story works - it's getting a lot of matches and engagement. I can see what's popular and what our subscribers are interested in. It helps us to know which stories to pursue."

**“  
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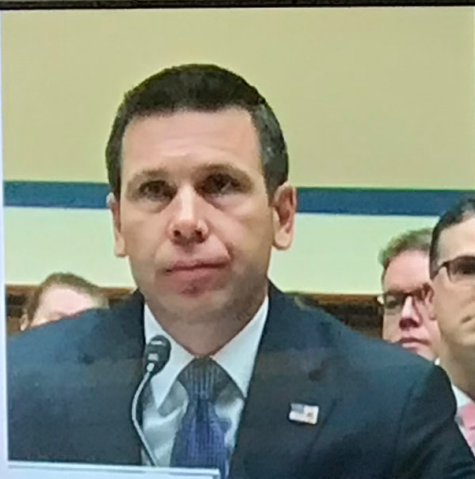
**Steve Jancetic  
Product Manager at AAP**





# POWERFUL CONGRESSMAN CUMMINGS DIES

CURRENCIES AUD-USD 58.68 ▲ 50 AUD-NZD \$1.07 ▼ 50 AUD-JPY \$74.10 ▼ 50.03



PORTUGAL

Elena Bryan

Former US senior trade official in the EU

BBC WORLD NEWS

INTERACTIVE

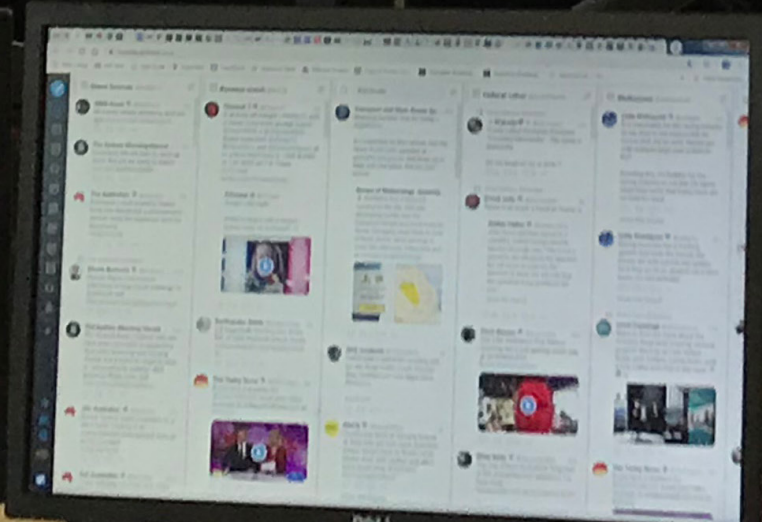
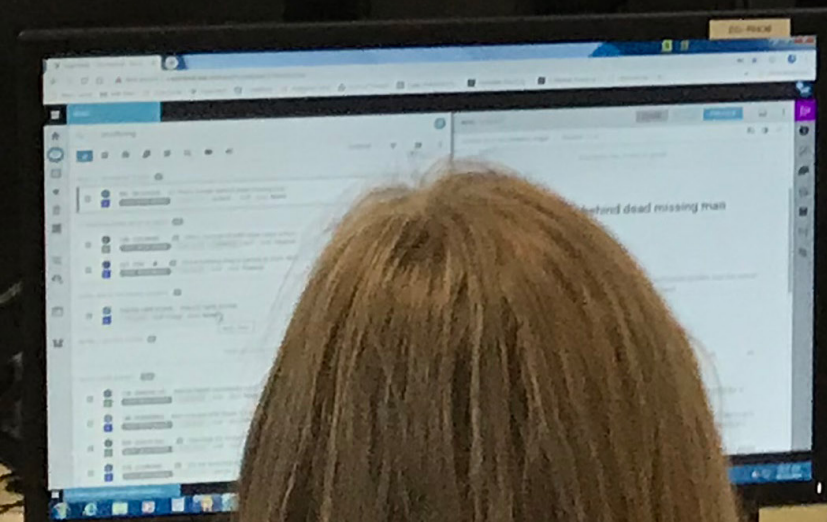


SYDNEY • LIVE



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my Eyenights

app.eyenights.com/news/

Newscentre

Fastest stories, Customers only, last 8 hours, from All. Text similarity medium; Content Usage medium; Showing no syndicated stories.

**Tourists race to beat Uluru climb ban**

Tourists are in a race against time to beat the controversial ban on climbing Uluru, in preparation of that Indigenous nation's flag raising.

10

**Cage proving Sydney CBD garage blaze**

A fire that destroyed a garage on George Street, in Sydney's CBD, is being investigated by police detectives and fire and rescue.

24

**CBA says sorry for banking system outage**

Commonwealth Bank of Australia has apologised to customers for a banking system outage after a routine update went wrong.

11

**'We are spending' Button**

Commonwealth Treasurer Scott Morrison says the government is spending, but not going to 'spend money around' the Labor 100th.

10

**Couple aged in 90s 'need the help now'**

National Health Department secretary George Russell says the couple need the help now.

10

**McLean loses fight against Racing Victoria**

Trainer Jerrad McLean has lost his Supreme Court case against Racing Victoria after claiming police unlawfully gave the industry.

20

**Blast of spring heat in Vic ahead of cold**

Sunshine will heat up Victoria before chilly weather rolls in to bookend the spring heat, with temps ranging from 15C to 25C.

10

**Lawyer says Palfreeman situation a 'mess'**

A prominent Brisbane civil rights lawyer says the legal situation surrounding their past Palfreeman is facing has turned into a 'mess'.

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**Solar cars continue race into Adelaide**

Solar cars in the 2019 World Solar Challenge will continue the race to Adelaide in one of the most dramatic contests in the history.

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**Wallabies back future star Petaia to Rio**

Supporting Wallabies 2019 World Cup and Japan Rugby World Cup debutant Petaia as a future star.

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**MURDER CHARGES**

Charged over two deaths from house fire in Tamworth

Leaders reach Brexit agreement in Brussels overnight

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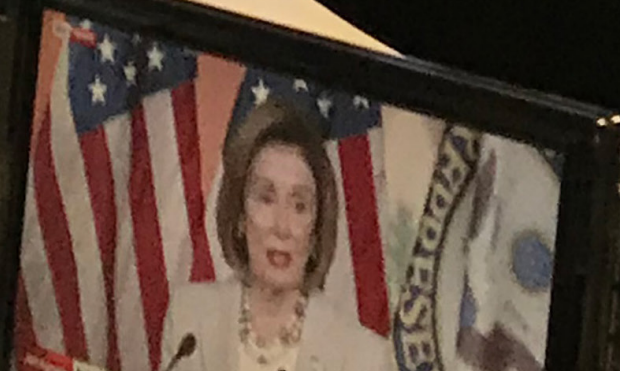
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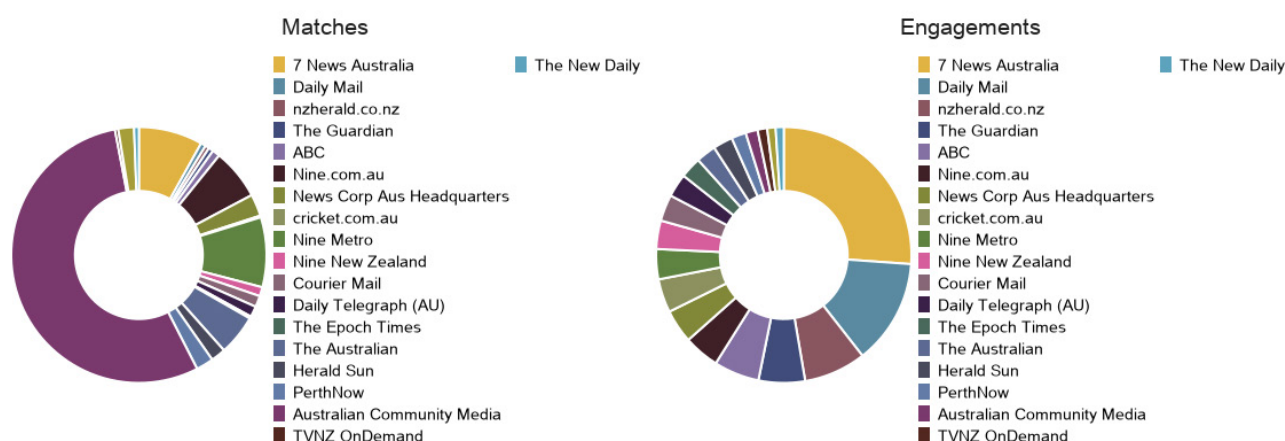
## PROVE YOUR VALUE

Without knowing how your customers use your product, it's not clear what value you provide and how to calculate its worth. Sales negotiations can turn into a haggle of discounts and counter-offers. That's why from the very beginning AAP used EzyInsights historical reports to have better meetings with their customers and stakeholders.

"The report's data helped our sales team keep a big contract at the same level as before, even though the customer was demanding a discount," says Mike Osborne, Editor at AAP. "When you have the concrete proof of your value, negotiations are based on facts and everyone gets a fair deal. We also go over quarterly reports from EzyInsights in our board meetings to prove our value to our key stakeholders."

**“When you have the concrete proof of your value, negotiations are based on facts and everyone gets a fair deal”**

### Publication Summary



An example of an EzyInsights Newswire Usage and Performance report



# JUSTIFY RESOURCE ALLOCATION

One example of how EzyInsights data helped to justify resource allocation came from the foreign correspondent assignment.

AAP sent a reporter to cover the World Athletics Championship in Doha. Australian athlete Kelsey-Lee Barber won the gold medal in women's javelin throw and AAP was the one to cover the news.

"Generally, we'd think sending a journalist abroad costs a lot of money, but we can now see that the story got a lot of matches – it was a big, popular story," – comments Steven Jancetic. "It justified the resource allocation and I could send that data to our reporter too. At the time, there was a big political news story going on domestically about our Prime Minister and Donald Trump, but this sports story was beating it – it showed us that's what people want to read."

## GETTING THE WHOLE TEAM ONBOARD

Rolling out new tools to an already busy team is a challenge. AAP approached the onboarding in three ways:

- through early adopters among top-level management,
- by displaying the real-time dashboard on a big screen in the newsroom,
- through daily email reports spread across the staff.

"It's still a work in progress," says Steve Jancetic. "But we can see that people are slowly starting to pay attention to the numbers – everyone wants to do something that's useful. So far, the insights have cemented things we suspected – like the fact that sending reporters to big events works."

## PROVE YOUR VALUE

On top of finding story and image matches, EzyInsights shows social performance of each published article – how many likes, comments, or shares it received. That data is not something news agencies paid attention to traditionally, though it can also provide fresh insights.

“It’s been an educational process for our entire newsroom to understand social media engagement and how that works relative to success.” says Steven Jancetic. “We learned that if we get one match that goes to one of our bigger clients, that story would have greater social reach since these publishers have a big social audience. Whereas if we have 100 matches from smaller publications, a story might have low engagement, though it doesn’t mean people aren’t reading the story. Engagement and matches really depend on the type of story and the publications’ demographic.”

“During the morning news cycle, people are more active on social media. If we do breaking news on sporting results or a story about a popular band announcing their tour of Australia, that’ll get a lot of social engagement. Other times we have a big political story with many matches but low engagement: it’s interesting seeing that dynamic and how that works.”





## "IT'S A JUGGLING ACT"

The difference between what's popular versus hard news that are important but less popular is something AAP is continuously grappling with.

"It's a juggling act between giving people what they want and providing real news," says Steve Jancetic. "The data we get from EzyInsights is one element, which should steer what we do but we shouldn't rely on it solely. It gives us an idea of what's happening and we use it together with other considerations."

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