# NewsCred

⏚ TECHNOLOGY

NewsCred's Action Analytics

NewsCred's Action Analytics measure the impact content has on causing your readers to take an action like subscribing to a newsletter or visiting a pricing page. Understanding which content is prompting visitors to convert on these goals is a critical step for optimizing content marketing ROI.

☑ Show content marketing is driving results that matter to your business

Prove program impact at all stages of the funnel with aggregate metrics that measure the influence content has on a reader's behavior toward a purchase decision.
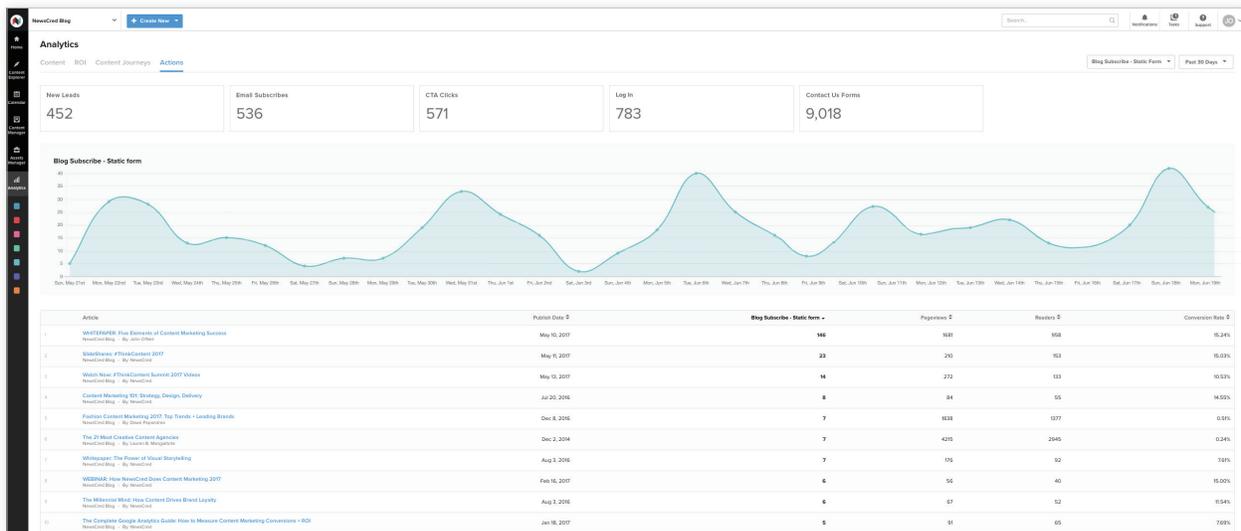
☑ See which content drives action on your site

Gain unparalleled content-centric visibility into which topics, authors, and formats are resonating most by driving micro-conversions on your site.

☑ Make better decisions about content creation

Leverage our granular, content-centric insights to make the smartest, fastest decisions that move your audience from visitor to customer.
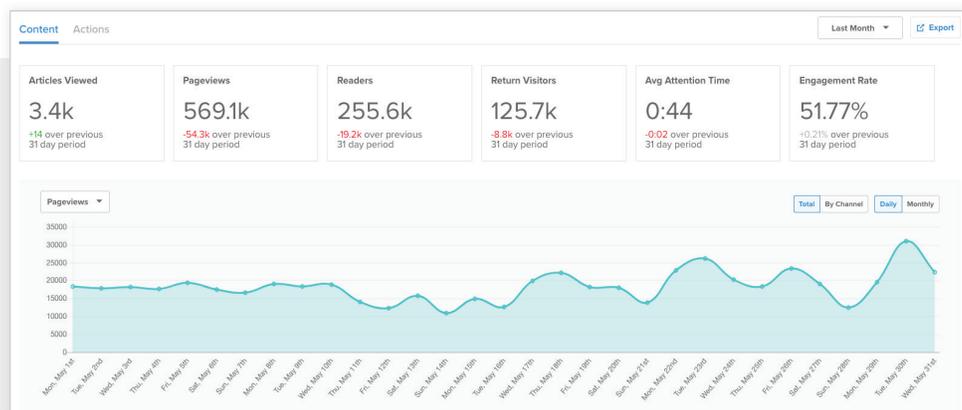
What Do Action Analytics Measure?

+ Email sign-ups
+ CTA Clicks
+ Last touch attribution on outbound traffic

eCommerce | Customer Case Study

The Problem:

Prior to Action Analytics, NewsCred was only able to give this eCommerce company a data view that looked through the lens of content engagement as opposed to business impact.

While content analytics show an impressive story for the past month – nearly 570,000 pageviews, 250,000 readers and a strong engagement rate, *it does not tell a story about whether this content drives readers toward a purchase decision.*

The Solution:

With Action Analytics, we can show the business impact of content marketing in driving behavioral conversions.
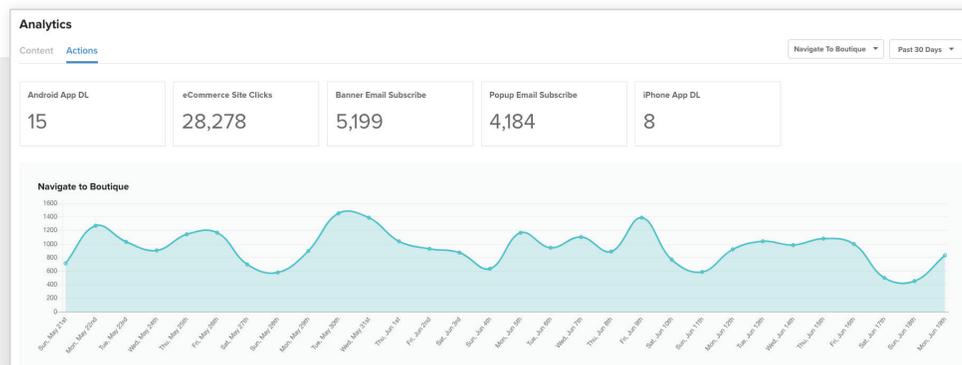
During this same month, we drove close to 30,000 readers towards the eCommerce site from a content experience. In addition, the company drove nearly 10,000 people towards opting into the newsletter program which drives the majority of the company's traffic. Action Analytics demonstrate the clear purchase intent of visitors who consumed content and then took action.