# What We Measure

One of the most powerful aspects of the StudioStack platform is reporting. The reporting dashboard provides a summary of how all the stories in a campaign are performing, in aggregate as well as individually.

Detailed story reports show an exceptional amount of data to help you better understand your story performance, from reads, to active reading time, to clicks and traffic sources. StudioStack even measures scrolling behavior.

There are two ways that reports can be viewed: first, by clicking the graph icon in the top right corner of a campaign to view aggregate results; and second, by clicking the **'View Reports'** button next to a story to view individual results.
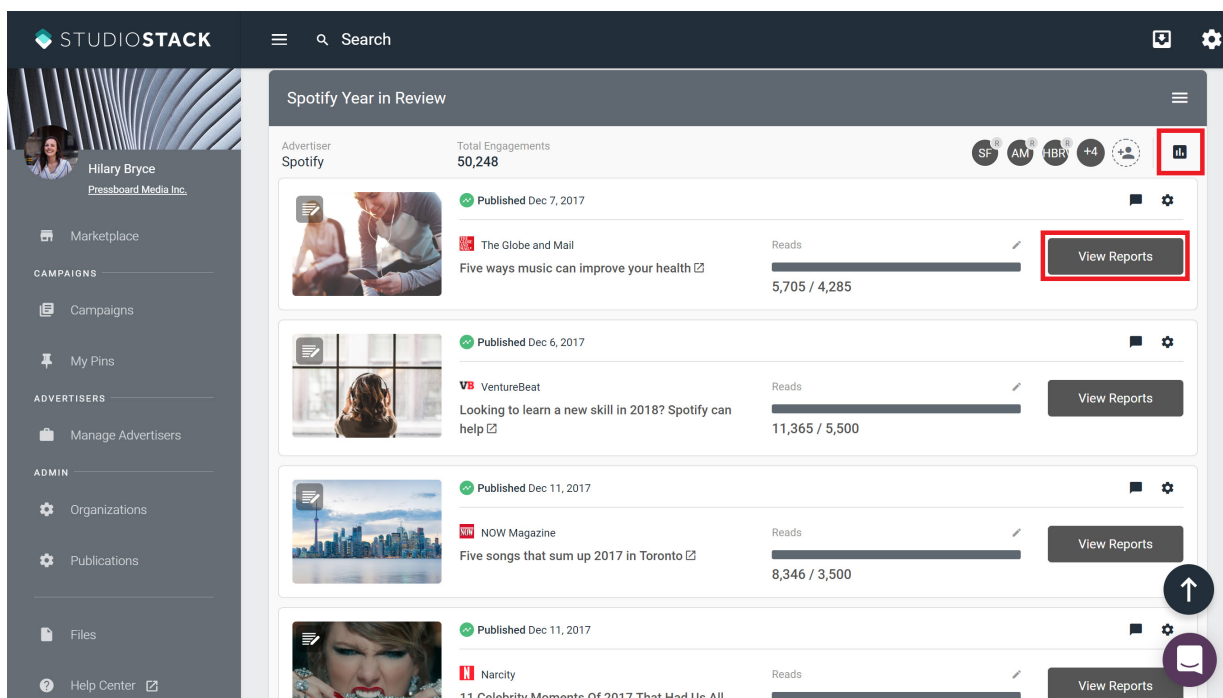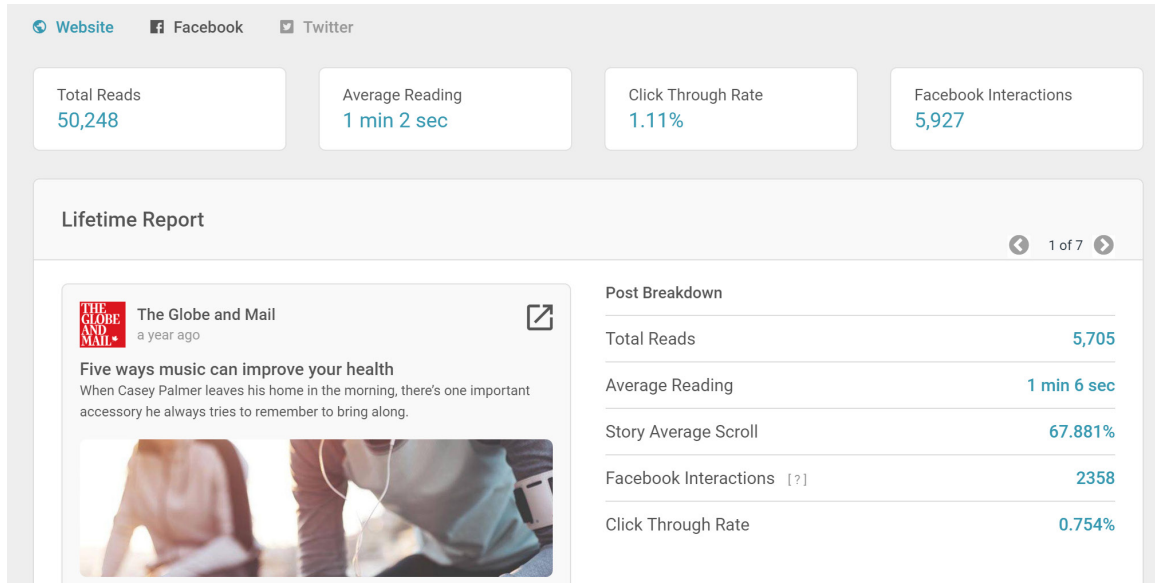

The screenshots and descriptions below explain what we collect and how we report on each metric:

1. Overview
2. Filters
3. Reads
4. Attention
5. Traffic Sources
6. Locations
7. Viewability

8. Devices
9. Links
10. Tweet Shares and Favorites
11. Facebook Shares
12. Facebook Post/Video Engagements
13. Facebook Ad Impressions and Clicks
14. Nativo Ad Impressions and Clicks

1. Overview

These are lifetime metrics for all stories in a campaign at a glance, including total reads, average reading time, average scroll, Facebook interactions and click-through rate.

🌐 **Website**   ⬛ Facebook   ⬜ Twitter

Total Reads	Average Reading	Click Through Rate	Facebook Interactions
50,248	1 min 2 sec	1.11%	5,927

Lifetime Report

◀ 1 of 7 ▶

THE GLOBE AND MAIL
The Globe and Mail
a year ago

Five ways music can improve your health
When Casey Palmer leaves his home in the morning, there's one important accessory he always tries to remember to bring along.

Post Breakdown

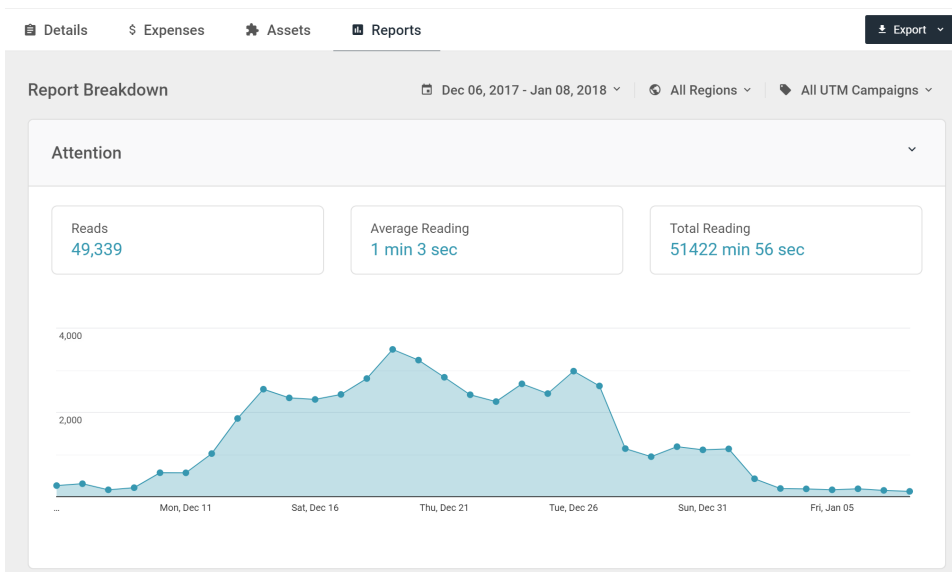|	
Total Reads	5,705
Average Reading	1 min 6 sec
Story Average Scroll	67.881%
Facebook Interactions [?]	2358
Click Through Rate	0.754%

2. Filters

Reports can be viewed and filtered to the following dimensions:

- **Date:** Filter data to a given date range.
- **Location:** Filter data to the geographical origin of the viewer.
- **UTM Campaigns:** Filter data tagged with a specific utm_campaign to segment on different traffic drivers.

3. Reads

What we refer to as reads are essentially page views. These are the number of times our JavaScript loads on an article. If the same viewer reloads the page five times, we'll register five reads.

We track unique reads by generating a unique identifier for a user and storing it in a cookie. On subsequent visits, if we find the cookie, we'll record the unique identifier as part of the read for the user. This allows us to

📄 Details $ Expenses   ✱ Assets   📊 Reports   ⬇ Export ⌄

Report Breakdown   📅 Dec 06, 2017 - Jan 08, 2018 ⌄   🌐 All Regions ⌄   🏷 All UTM Campaigns ⌄

Attention ⌄

Reads	Average Reading	Total Reading
49,339	1 min 3 sec	51422 min 56 sec

4,000

2,000

...   Mon, Dec 11   Sat, Dec 16   Thu, Dec 21   Tue, Dec 26   Sun, Dec 31   Fri, Jan 05

de-duplicate reads for that user and determine unique engagements. Other than the unique identifier that we generate and store in the cookie, the cookie does not contain any personally identifiable information. Due to the limitations of browser cookies, this technique is also limited to identifying unique users per browser, per device. The user may also choose to remove the cookie at any time.

4. Attention

Unlike traditional time spent measurements from tools like Google Analytics, we employ a technique called **'Active Time'** to measure attention. When measuring Active Time, the content must be in an active tab in the user's browser, during which time we look for signals like scrolling and mouse movements to ensure that the user is in fact active on the page.
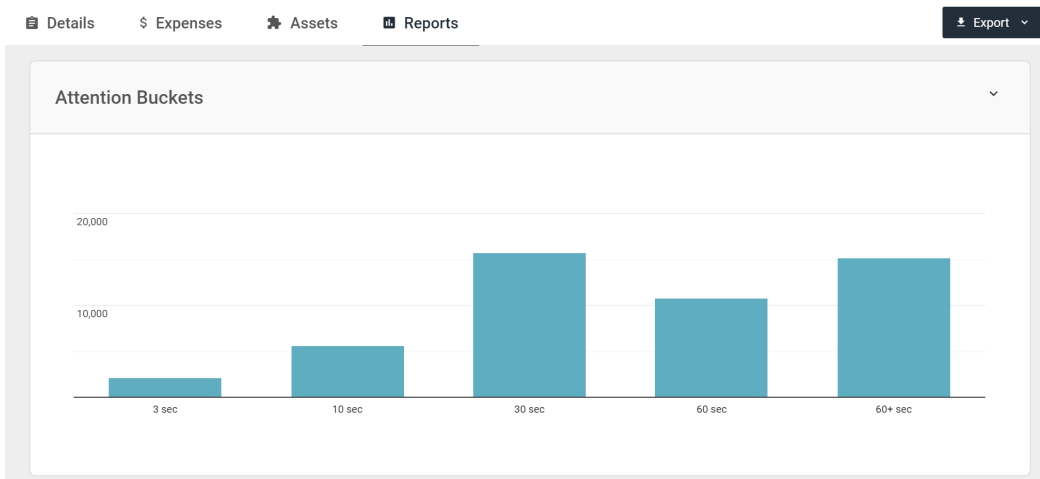
We continue to look for such signals through a heartbeat on the page; the heartbeat stops if we haven't received any signals from the user for more than 20 seconds. At that point, we stop measuring time spent. If the user ever comes back to the content and continues engaging, we'll resume the heartbeat where we left off. Otherwise, we close the session and assume the user has moved on, even if the page is still open in their browser.

We use this active time metric to report on total time spent and average time spent, and segment reads into time buckets to better demonstrate quality of engagement.
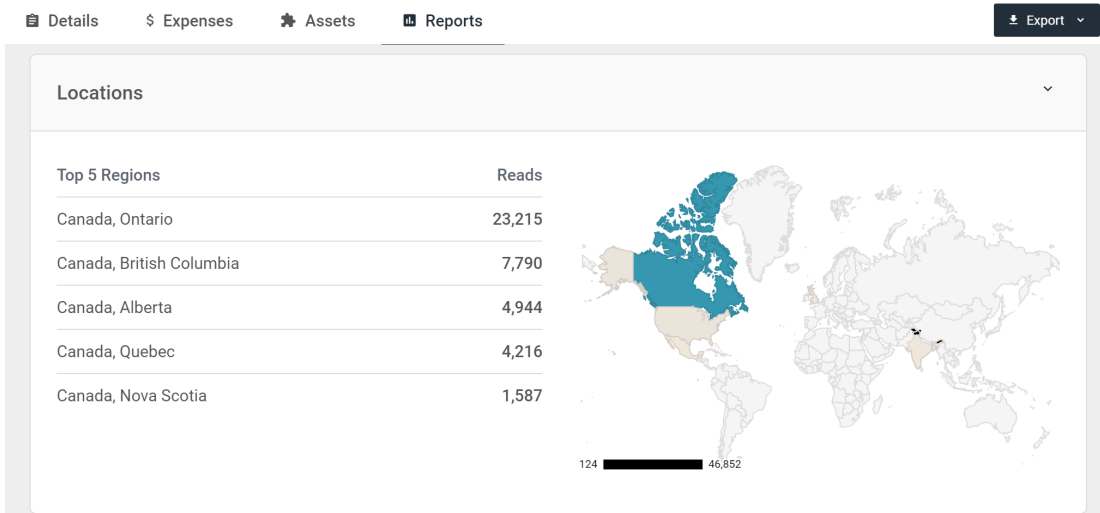
5. Traffic Sources

We use the **'Referer'** HTTP header of the incoming request to report on the source of traffic to an article. This is standard practice and part of the open web. We use the Referer to report on how much of the story's readership is coming from social media compared to direct traffic, search traffic or referrals. We further break down the social traffic to see how many readers are coming from Facebook versus LinkedIn or other social platforms.
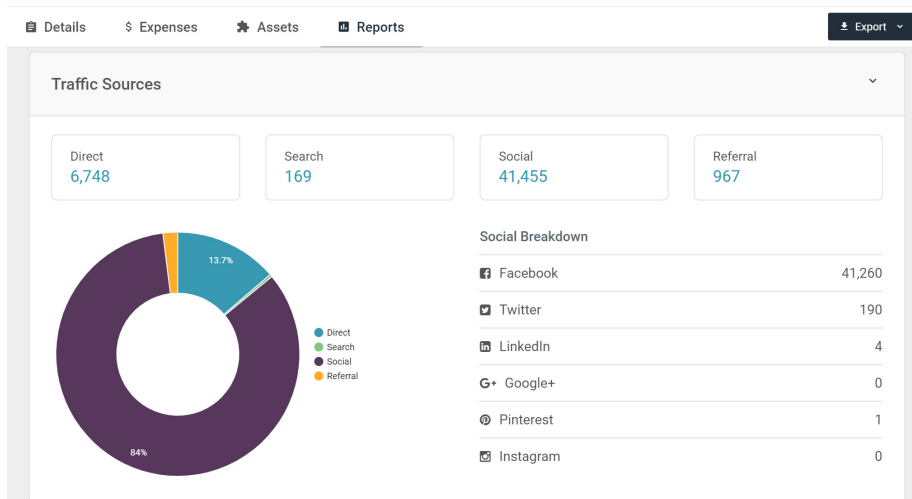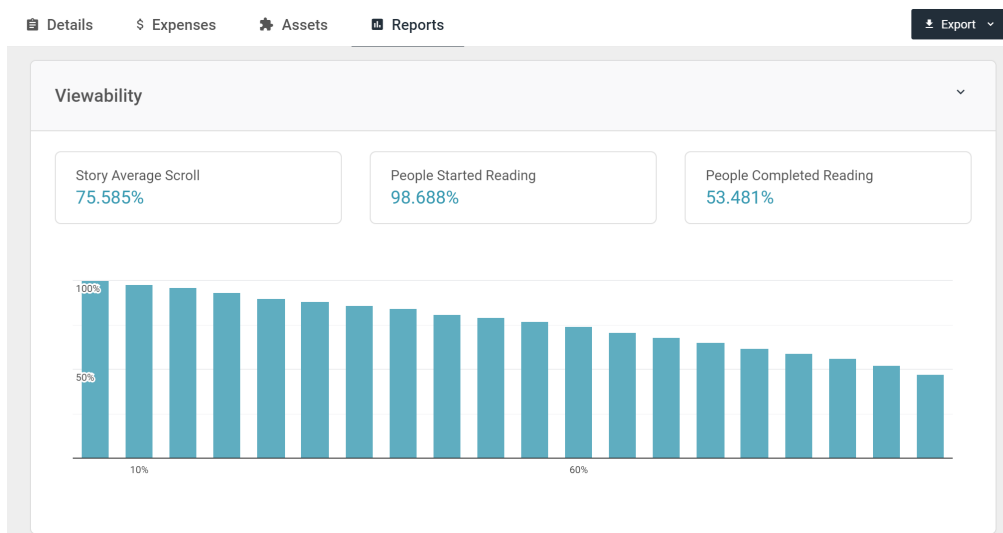
6. Locations

In compliance with the General Data Protection Regulation (GDPR) and other privacy laws, we use the IP address of the user to determine the geographic location of where they are consuming the article. We use a MaxMind GeoIP database to loosely map the IP for the location of the read and report down to the region. We also use this data for our locations filter.

| Details | $ Expenses | Assets | Reports | | ⬇ Export ⌄ |

Locations ⌄

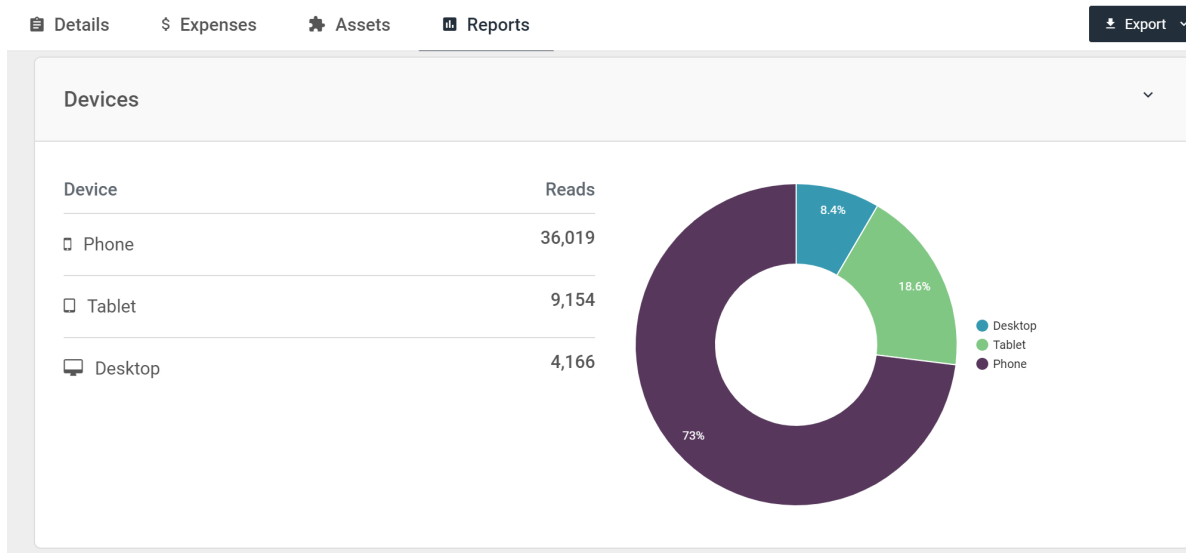| Top 5 Regions	Reads
Canada, Ontario	23,215
Canada, British Columbia	7,790
Canada, Alberta	4,944
Canada, Quebec	4,216
Canada, Nova Scotia	1,587

124 ▬▬▬▬ 46,852

7. Viewability

The viewability report shows where readers are dropping off in a story. This report also shows the average scrolling depth of the stories and how many people read the story in its entirety.

In order to determine viewability, we utilize an HTML tag at the beginning and end of a piece of content and record their positions in the article once the page loads. We also record the height and width of the browser to determine the most a user can view at once. Then, we use the same scrolling signals that trigger our attention heartbeat to determine how far down the article the user scrolls. We also pinpoint the velocity at which the user scrolls through the content, paired with a timestamp, to report on quality of engagement.

| Details | $ Expenses | Assets | Reports | | ⬇ Export ⌄ |

Viewability ⌄

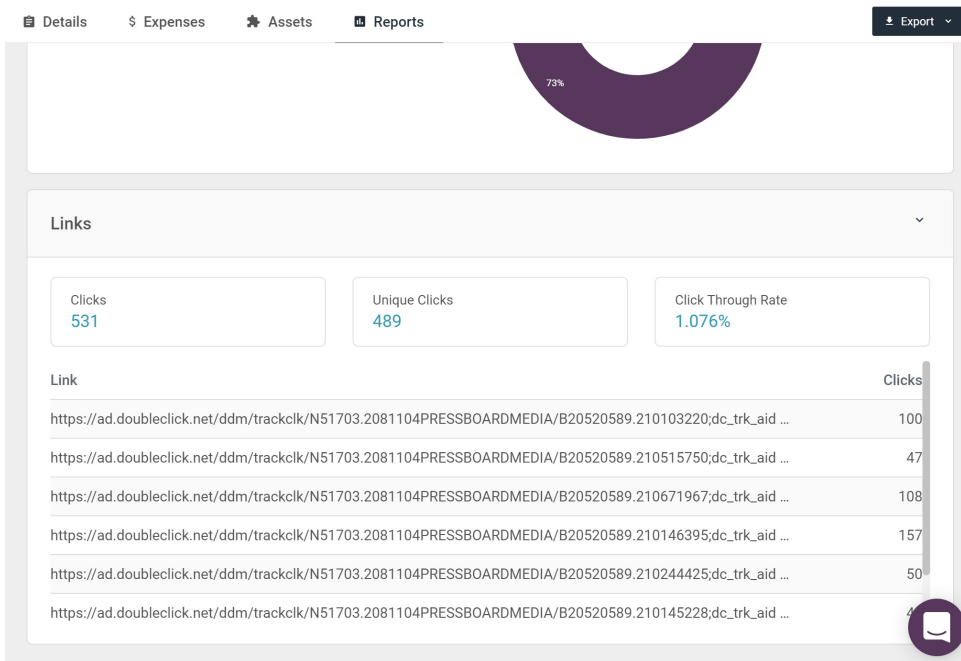| Story Average Scroll	People Started Reading	People Completed Reading
75.585%	98.688%	53.481%

100%

50%

10%   60%

8. Devices

The device report shows what readers are seeing your story on, whether mobile, tablet or desktop. We use the browser user-agent and the size of the device's screen to determine the device type.

| | Details | $ Expenses | 🧩 Assets | Reports | ⬇ Export ⌄ |

Devices ⌄

Device	Reads
📱 Phone	36,019
▢ Tablet	9,154
🖥 Desktop	4,166

8.4%
18.6%
73%

● Desktop
● Tablet
● Phone

9. Links

The links report shows the number of clicks on the **'Presented By'** logo, the footer image, the hyperlinks included in the footer message and any trackable links added to your campaign.

| | Details | $ Expenses | 🧩 Assets | Reports | ⬇ Export ⌄ |

73%

Links ⌄

Clicks	Unique Clicks	Click Through Rate
531	489	1.076%

Link	Clicks
https://ad.doubleclick.net/ddm/trackclk/N51703.2081104PRESSBOARDMEDIA/B20520589.210103220;dc_trk_aid ...	100
https://ad.doubleclick.net/ddm/trackclk/N51703.2081104PRESSBOARDMEDIA/B20520589.210515750;dc_trk_aid ...	47
https://ad.doubleclick.net/ddm/trackclk/N51703.2081104PRESSBOARDMEDIA/B20520589.210671967;dc_trk_aid ...	108
https://ad.doubleclick.net/ddm/trackclk/N51703.2081104PRESSBOARDMEDIA/B20520589.210146395;dc_trk_aid ...	157
https://ad.doubleclick.net/ddm/trackclk/N51703.2081104PRESSBOARDMEDIA/B20520589.210244425;dc_trk_aid ...	50
https://ad.doubleclick.net/ddm/trackclk/N51703.2081104PRESSBOARDMEDIA/B20520589.210145228;dc_trk_aid ...	4

10. Tweet Shares and Favorites

If a Twitter account is configured, we use the Twitter Application Programming Interface (API) to find any tweets in a feed that have a specific article URL. We then report on the number of re-tweets and favorites the tweet has in relationship to that article. It is also possible to attach a tweet manually to pull additional data.

11. Facebook Shares

We use Facebook's open APIs to report on related shares, reactions and comments on posts that contain the URL for an article.

12. Facebook Post/Video Engagements

If a Facebook account is configured, we use the Facebook Graph to report on:

- **Impressions** (unique, total, organic, paid)
- **Fan Reach** (unique, total)
- **Clicks** (unique, total, organic, paid)
- **Engaged Users** (unique, total)

This is in addition to Facebook Share data.

A video post can also be attached to a story to further report on:

- **Video Views** (unique, total, organic, paid)
- **View Time by Top Audience** (age, gender)
- **View Time by Region**
- **Video Time Spent**

13. Facebook Ad Impressions and Clicks

Our Facebook Marketing integration allows you to promote your content on Facebook and acquire qualified reads. Once configured, we pull daily impressions and clicks data from the Facebook API for all the promotions executed through StudioStack.

14. Nativo Ad Impressions and Clicks

Our Nativo integration allows you to connect your Nativo campaigns to your stories. Once configured, we pull daily impressions and clicks data from the Nativo API for each linked story.