

NewsWhip Spike's Custom Metrics & Methodology

NewsWhip Spike uses patented metrics to help you discover the best performing stories and social posts across the entire web in real time.

Our discovery engine tracks hundreds of thousands of websites and all major social networks, discovering breaking content within minutes of being published. As they gather social engagements across multiple networks, stories are passed through our algorithmic engine in real-time, so you can easily track high-performing stories via the Spike dashboard.

If you look to the metrics dropdown in Spike, you'll see a range of metrics to choose from, including: Highest Velocity, Predicted Interactions, and Overperforming.

Highest Velocity

Highest Velocity shows you the stories spreading fastest amongst audiences. Velocity is the rate of change of engagement with content across multiple social platforms. Velocity tracks how many new interactions an article, photo or video is getting in a given time frame.

For Facebook, these interactions can be a share, like, reaction or comment. For Twitter, a tweet or retweet of a link. For Pinterest — pinning a piece of content. And for LinkedIn, a share of a piece of content.



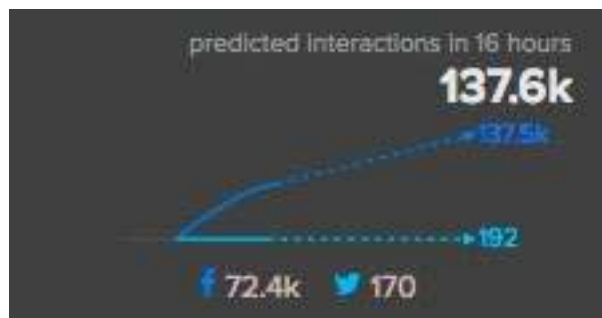
Highest Velocity tracks how much engagement stories are receiving across social networks every two minutes, then ranks those stories in your dashboard by the speed at which they're growing. With Spike's Velocity, you can predict 79% of major viral stories.

You should use Highest Velocity if you're interested in tracking breaking news, the spread of a keyword or trend, or simply what's most popular right now.

Predicted Interactions

Predicted Interactions gives you a view of what's most likely to go viral today — in other words, it helps you predict the future.

Our algorithm analyzes the timeline of social interactions on a story, and detects trends based on the most recent behavior to forecast how a story will evolve. Using Predicted Interactions, you can see the likely amount of interactions a story will collect over the next hours.



If your time filter is set to the past 30 minutes, Predicted Interactions will show you what's most likely to happen over the next two hours. The longer we observe a story's social interactions, the better we can predict its performance in the future.

Overperforming

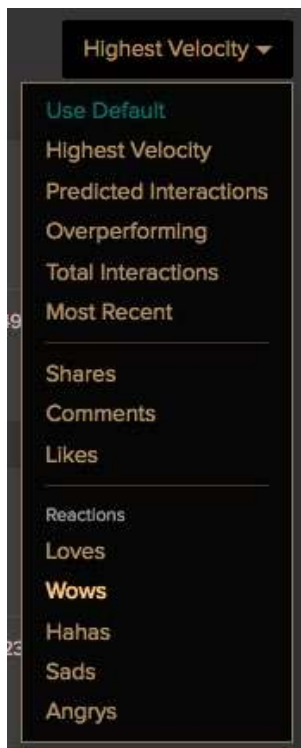
Spike's Overperforming metric shows you what stories, topics and formats have been especially successful over time. With Overperforming, you can see what's done unusually well for certain publishers and sites, or what works best within different topics and content formats. Whatever the size of the publisher, if a story is doing well relative to their past performance, you'll find it using this metric.

Overperforming is calculated by comparing a story or post's performance to the publisher's historical average — so you can easily identify outliers. Overperforming also works to filter out high performing content within certain formats, like Branded Content or Live Video.



If you filter by Overperforming on the social networks or web, you'll see the content that is performing unusually well within your select search. Overperforming is especially useful for competitive analysis and determining what works best within formats and niches.

Tailored Social Metrics



The “Sort By” options on your dashboard change depending on which network you are viewing. For example, if you're looking at Facebook posts, you can sort by native Facebook metrics like shares, comments, likes and specific Facebook Reactions.

You can also sort by custom media types based on the network you're browsing, to filter by Branded Content, Live Videos, Instagram Videos, and more.

Still have questions? Want to learn more about the ways that Spike can help you? Reach out to us any time at customer.success@newswhip.com and we'll be in touch!