

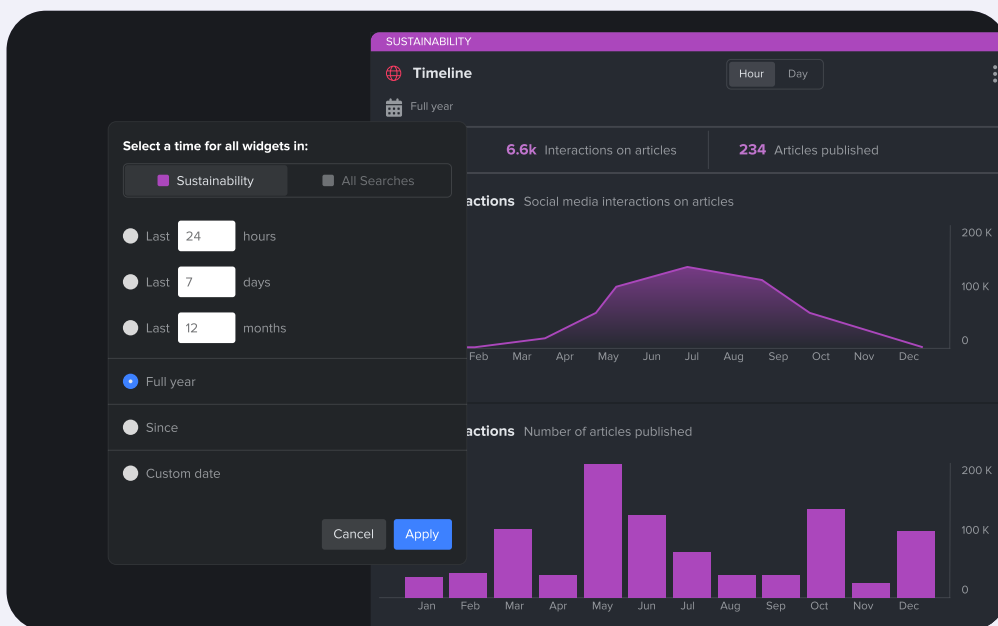
# How to turn insights into strategies that resonate with audiences across platforms

A publisher's guide to NewsWhip for audience teams to uncover trends, benchmark effectively, and build deeper connections with their community.



# NewsWhip identifies the content that matters most to your community

**Pain:** Our community isn't engaging with our content, and we need to better understand what captures their interest



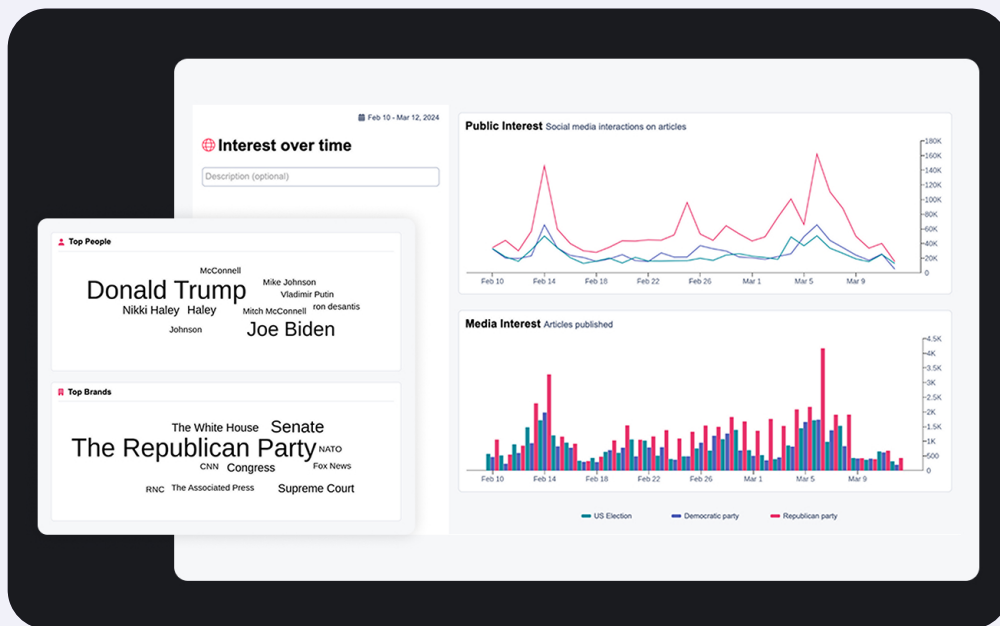
**Solution:** NewsWhip's dashboards, historical data, and predictive metrics simplify trend discovery and empower you to uncover what drives audience engagement

- Spot early:** Use Top Themes and Interest Quadrant to uncover patterns in emerging topics that align with audience interests
- Track trends:** Leverage Timeline and Historical Analysis to identify seasonal and historical spikes in interest around key events, ensuring you can plan and prepare effectively
- Refine strategies:** Analyze Overperforming metrics to pinpoint high-impact content and identify opportunities for replication

**Result:** Build informed, data-backed strategies that resonate deeply with your community

# NewsWhip helps you beat your media competitors

**Pain:** Comparing competitors and generating actionable newsroom reports is time-consuming and fragmented



**Solution:** NewsWhip's automated tools and customizable dashboards streamline reporting, competitor analysis, and insights sharing

**Compare effectively:** Build dashboards for competitor benchmarking, enabling direct comparisons of performance across platforms, regions, or formats

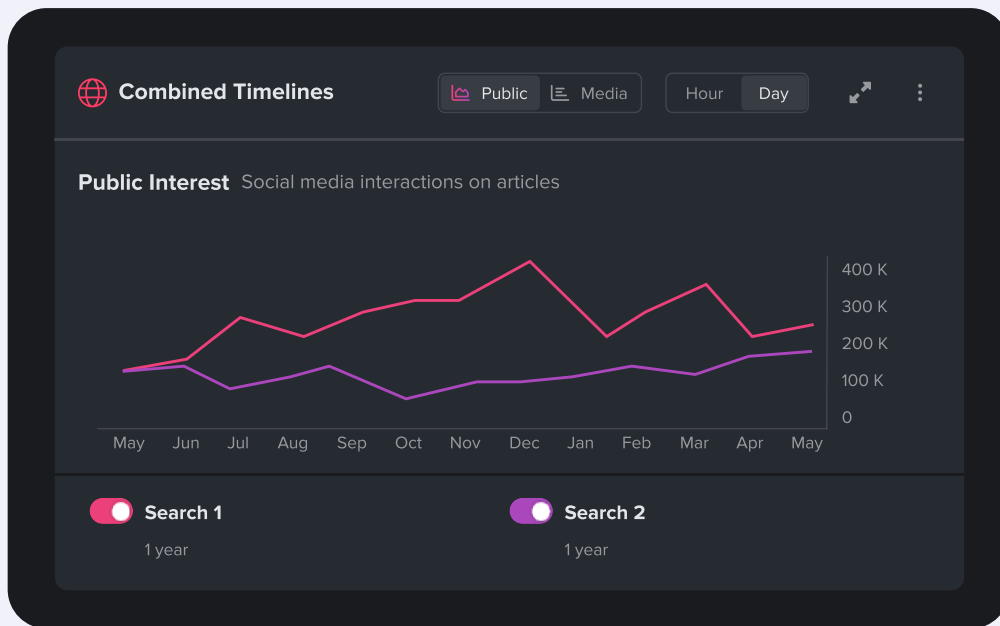
**Deliver insights:** Use AI Digests to deliver daily or weekly summaries of trending topics and performance data tailored to your team

**Streamline reporting:** Use Report Builder to create polished, executive-level reports with key metrics, top stories, and competitor highlights

**Result:** Save time, share data, and ensure your team stays informed and prepared

# NewsWhip equips you with data to adapt in a rapidly evolving digital landscape

**Pain:** Audiences demand tailored content strategies, but identifying what works across channels is a challenge



**Solution:** NewsWhip's cross-platform insights and customizable tools let you adjust your strategies with precision

- Visualize performance:** Use Timeline visualizations to track how content performs across platforms and timeframes
- Cross-platform focus:** Identify what resonates on each channel by comparing engagement metrics, enabling you to tailor strategies for maximum impact
- React strategically:** Monitor overperforming stories to identify emerging opportunities and adjust plans accordingly

**Result:** Maximize efforts across platforms and audiences, amplifying engagement and impact

# Why NewsWhip?

NewsWhip helps publishers embrace a sustainable approach to social media business and audience development, moving beyond reactionary strategies and allowing teams to stay in sync with the biggest digital trends.

With our extensive web and social coverage, rapid content discovery, and predictive analytics, we empower newsrooms to strategically engage with platforms in ways that drive lasting value.

NewsWhip equips audience teams with the tools to:

- | **Discover trends and audience insights** with precision and clarity
- | **Automate benchmarking and reporting** for actionable, time-saving insights
- | **Adapt strategies** quickly to meet audience needs across every platform

With NewsWhip, audience teams can plan strategically, act decisively, and craft content that truly resonates with their audience no matter the platform.

*“ Spike ensures that everyone gets out of work at a reasonable hour because we never miss the big stuff. ”*

SVP, Publishing & Insights, NowThis



[www.newswhip.com](http://www.newswhip.com)

**Dublin:** Huckletree, 42 Pearse Street, Dublin 2

**NYC:** WeWork 1460 Broadway, New York, NY 10036



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