# A Universal Dataset

**A CASE STUDY WITH** EL UNIVERSAL

El Universal was established in 1916, with roots that trace back to the Mexican Revolution. Founded as a platform to promote a nation's post-revolutionary values, it covered social and economic reform, freedom of speech, and equal rights for women. In 1917, the country's current constitution was first printed on El Universal's rotary press. Hence, its slogan stands — "The Great Newspaper of Mexico".

Over a century later, El Universal continues to inform and influence one of the world's largest populations. As Mexico's most-visited online newspaper, its newsroom relies on analytics and optimization tools to better understand and engage their audience with high-quality journalism. The organization also finds innovative ways to leverage editorial data cross-functionally, and integrates findings with departments like IT, Sales, and Business Intelligence.

**QUICK COMPANY FACTS**

## 1916
Founding year

## 30 million
Monthly Unique Visitors

## 190 million
Pageviews

**eluniversal.com.mx**

## Driving Growth in Real Time

Like most newspapers of record, El Universal takes full advantage of Chartbeat's editorial capabilities. "If our newspaper is the car, then Chartbeat is our dash," says Eduardo Aguilar, Audience Manager for El Universal. "It tells us how fast we're going, if we need to fill the gas tank, or change the oil."

On a daily basis, El Universal's newsroom personnel use the Real-time Dashboard to monitor visitors, traffic sources, Engaged Time, and more. The findings allow them to get the most out of high-performing articles, and give low-performing articles a nudge in the right direction. Since they partnered with Chartbeat in 2016, El Universal has seen a staggering **46% increase in pageviews**.
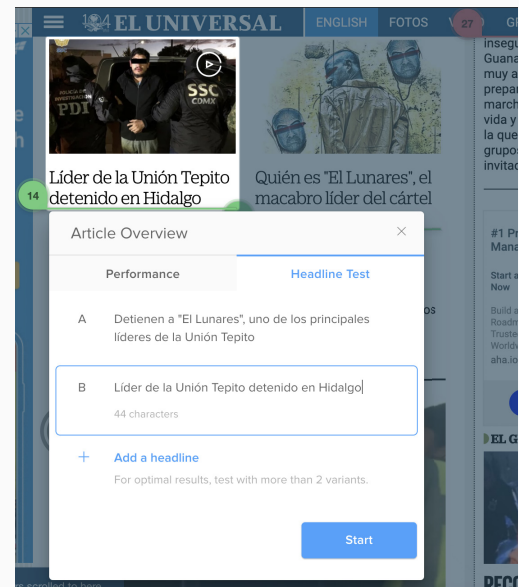
As Audience Manager, Aguilar makes sure readers don't just reach the site, but stay on for extended periods. To do so, his team experiments with headlines, A/B testing story titles for click-through rates and Quality Clicks (readers that stay on a story for more than 15 seconds). "Pageviews are fantastic, but we're also very focused on engagement," says Aguilar. "It's core to our business."

Aguilar attributes Chartbeat's intuitive user experience to their newsroom's success. "The dashboards are clean and friendly," he says. "Even our most senior, data-reluctant editors end up becoming fierce adopters."



El Universal uses Chartbeat's **Headline Testing** tool to optimize reader engagement.
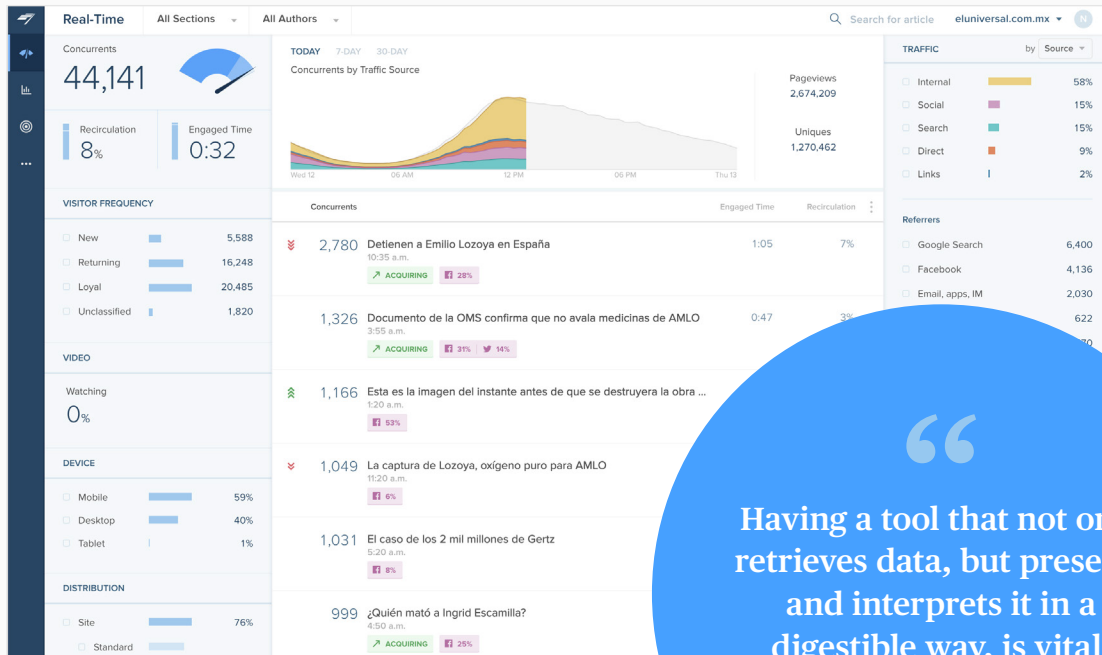
## Engaging the Executive Team

It's precisely the ease of use that encourages teams outside the newsroom to adopt Chartbeat's system of tools. "We've seen a very positive reaction from our executive team to the Chartbeat mobile app," says Aguilar. "Many high-level editorial and corporate decisions are made by executives looking at the Chartbeat app between meetings."

Aguilar recalls an instance where he was asked by El Universal's leadership to increase the visibility of a specific story. In response, he experimented with the article's headline, upgraded its positioning on the homepage, and increased its promotion on social. "This resulted from an executive looking at our top stories from the app," recalls Aguilar. "It gives them visibility into the day-to-day wherever they go."

El Universal uses the Real-Time Dashboard to monitor audience engagement in the moment.

> "Having a tool that not only retrieves data, but presents and interprets it in a digestible way, is vital."
>
> **EDUARDO AGUILAR,**
> **AUDIENCE MANAGER**

## Finding Unique Revenue Opportunities

Chartbeat's use cases go beyond editorial at El Universal. "We're starting to use Business Intelligence at our organization to answer questions quickly and achieve cross-functional goals more efficiently," Aguilar says. "Having a tool that not only retrieves data, but presents and interprets it in a digestible way, is vital."

With Chartbeat, Aguilar can intuitively find implications for other departments, right in the data. "If I go to our Historical Dashboard and see a specific topic has been trending for some time, that's a signal for me to go to our sales and branded content teams and tell them to make some calls. Are readers engaging with stories about high car prices? I'm sure there's an inexpensive car brand waiting to talk to us."

Additionally, real-time data facilitates collaboration with departments like marketing and social media to better engage with readers outside of Mexico City. "We're constantly keeping an eye on traffic from areas like Jalisco and Quintana Roo — how they're getting to our site, what they're reading, when traffic spikes — so we can optimize their experience on social and other channels," says Aguilar.

> # "Chartbeat offers us stability... It's reassuring for us to have this security blanket even when other systems might fail."

—EDUARDO AGUILAR, AUDIENCE MANAGER

## Optimizing UX for Instant Results

Chartbeat's homepage overlay tool, the Heads Up Display, also helps El Universal's tech team make sure their site is optimized. By monitoring a live feed that shows homepage article performance, they can see if readers are having suboptimal user experiences and make real-time adjustments. "Slow page-load times always prevent quality clicks," says Aguilar, "and homepage tools allow our IT team to see if something is wrong on the site and fix it quickly."



**EL UNIVERSAL**

Detienen a "El Lunares", uno de los principales lideres de la Union Te...

Quien es "El Lunares", el macabro lider del cartel Union Tepito

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Article Overview

Performance | Headline Test

Clicks per minute
**7.0**

Quality Clicks
**7.8%**

Link is in the **84th** percentile for this position

Average Engaged Time                                    0:55

Chartbeat's **Heads Up Display** lets El Universal know how an article is performing in the context of its homepage position.

Through experimentation and collaboration, El Universal have found ways to use Chartbeat to achieve goals across the organization. Interested in Chartbeat? Get in touch at **hello@chartbeat.com**.

**Chartbeat**