

BUSINESS INSIDER

The Modern Newsroom

*How research and data insights have shaped
the rise of Business Insider*







DO: Understand what works so we can do more of it.

DO: Offer a
personalized
experience.

Don't: Write stories
based on
trending
algorithms.



HOME PAGE ANALYTICS

BUSINESS INSIDER Tech Finance Politics Strategy

Australian Fisherman Catches A Rare Filled Shark From The Prehistoric Age
CHRIS PASH, BUSINESS INSIDER AUSTRALIA
11 MINUTES AGO 52 **229** 14

The Downed AirAsia Plane's Alarms Were 'Screaming' Before It Crashed
AFP 20 MINUTES AGO 165 **65** 4

Scientists Will Make A 'Major Announcement' About The Cold War Doomsday Clock On Friday
PETER FARQUHAR 23 MINUTES AGO 79 **98** 6

Snapchat Revenue Boss Resigns
LARA O'REILLY 27 MINUTES AGO 135 **65** 4

This homepage has been in effect for 10 minutes 48 seconds
Red numbers are clicks per hour. Black numbers are total clicks.
Total clicks: 48613

Tootsie Roll Stock Soars After CEO Dies At 95
3000 540

SHANE FERRO *14,717 *12

What's Happening Trending

Everything Microsoft Showed Today
MATT ROSOFF JAN. 21, 2015, 2:45 PM *24,211 *26 **2767** 498

A LOT More Money For Uber
ALYSON SHONTELL JAN. 21, 2015, 2:18 PM *3,478 *8 **1567** 282

The Canadian Dollar Is Going Crazy After The Bank Of Canada Hits Rates *46,382

Stunning Photos Show What Happens To Retired Subway Cars (And It's Not What You Might Expect) *244,373

The Surprising Real Names Of 30 Celebrities *1,731,164

The 20 Best Hotels In America, According To Travellers *76,777

Inside One57, x

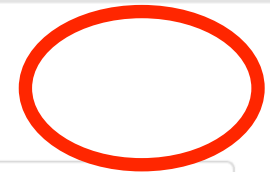
REFERRAL ANALYTICS



BUSINESS INSIDER

MARKETS

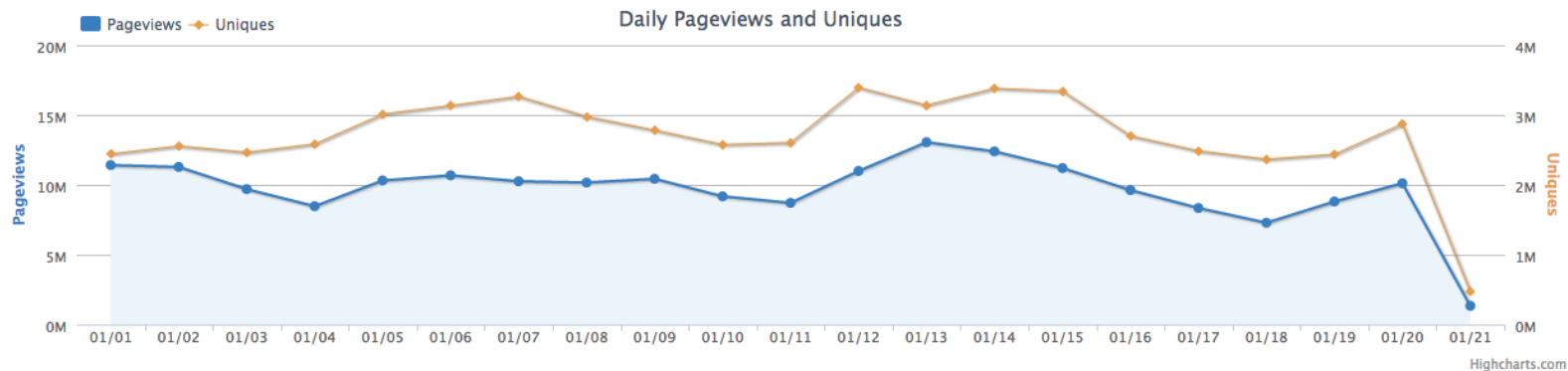
Referrers - Today



Referer		Views	Referer Type		Views
https://t.co/friUoY57UA		103	BI Internal Link		2417
https://t.co/LAR0hfo0Dr		40	Direct/Bookmarked/No Referrer		371
https://t.co/LBWa97rKle		33	Other External		261
http://www.smartnews.com/		28	Search Engine		20
https://news.google.com/		23	Social Media		6
http://pulse.me		8	Email		4
https://www.google.com/		8	RSS Feed		3
http://news.google.com/		5			
http://mobile.businessinsider.com/		3			

SECTION ANALYTICS

CMS > Daily Pageviews and Uniques



	sai	enterprise	science	wire	sports	uk	cluster	money	yourmoney	wealthadvisor	green	retail	careers	smallbusiness	thelife
Wed Jan 21	289,022	11,942	45,354	49,432	52,268	1,098	43,899	39,030	52,862	342	168	20,577	66,505	72	130,7
Tue Jan 20	1,878,651	73,698	284,337	911,018	485,128	6,800	413,056	335,509	177,518	5,939	1,483	137,621	468,607	362	1,143,
Mon Jan 19	1,163,660	55,097	290,535	1,450,556	358,302	1,745	347,082	292,981	109,863	1,121	1,030	172,102	437,189	298	988,4
Sun Jan 18	926,057	66,121	338,849	214,633	501,523	2,655	404,519	200,442	122,895	1,301	1,089	180,291	303,098	227	1,103,
Sat Jan 17	993,972	56,181	358,318	251,542	696,319	4,779	557,343	266,662	113,608	1,518	1,131	251,546	240,258	162	1,449,
Fri Jan 16	1,317,957	187,462	491,773	290,953	537,167	15,636	438,985	321,584	97,114	3,574	1,074	388,787	290,389	174	1,652,
Thu Jan 15	1,713,388	117,898	464,304	407,876	507,119	5,548	711,908	355,597	114,235	7,700	1,467	244,072	397,999	272	2,106,

TOP PAGES

CMS > Top Pages (Today)

page	views	
/	51,377	
/obama-i-know-cause-i-won-both-of-them-2015-1	41,296	
/ceos-meeting-preparation-2015-1	16,671	
/lasting-relationships-rely-on-2-traits-2014-11	15,459	
/lumio-on-shark-tank-2015-1	14,765	
/most-popular-passwords-of-2014-2015-1	14,159	
/best-iphone-accessories-2015-1	13,079	
/why-one-man-lies-on-his-resume-2015-1	9,180	
/1700-private-jets-are-flying-to-davos-2015-1	8,001	
/afp-airasia-plane-climbed-at-speed-beyond-normal-then-stalled-2015-1	7,442	
/best-iphone-accessories-2015-1?op=1	7,202	
/this-city-is-offering-7000-towards-your-student-loans-2015-1	7,007	
/here-comes-obamas-state-of-the-union-address-2015-1	6,604	
/las-vegas-super-bowl-point-spread-2015-1	5,947	
/rich-people-who-lost-their-money-2015-1	5,493	
/marvel-universe-is-ending-2015-1	5,316	
/the-cost-of-living-worldwide-2015-1	5,078	
/abstaining-from-alcohol-significantly-shortens-life-2013-12	4,903	
/2012-seahawks-draft-2015-1	4,800	

“What gets measured
gets managed.”

– Peter Drucker

AUTHOR ANALYTICS

CMS > Per-Author Viral Uniques

December 2014

Tom Hanks	1,779,906
Will Smith	1,667,682
Tom Cruise	1,587,021
Brad Pitt	1,408,403
Robert De Niro	1,389,988
Al Pacino	1,372,054
Samuel L. Jackson	1,345,087
Kevin Costner	1,326,386
Anthony Hopkins	1,248,506
Jeff Bridges	1,197,506
Alfred Hitchcock	1,182,119
Robert Redford	1,177,882
Paul Newman	1,163,647
Timothy Dalton	1,127,200
Robert Duvall	1,096,503
Michael Douglas	1,079,513
Jack Nicholson	1,055,143
Robert Downey Jr.	1,011,746
Alfred Hitchcock	990,961
Robert De Niro	962,514
Tom Hanks	958,658

January 2015

Tom Hanks	1,672,736
Will Smith	1,215,803
Tom Cruise	1,116,168
Brad Pitt	977,988
Robert De Niro	943,198
Al Pacino	939,996
Samuel L. Jackson	848,043
Kevin Costner	845,566
Anthony Hopkins	841,861
Jeff Bridges	809,356
Alfred Hitchcock	768,974
Robert Redford	726,909
Paul Newman	718,262
Timothy Dalton	670,978
Robert Duvall	655,169
Michael Douglas	655,154
Jack Nicholson	651,172
Robert Downey Jr.	644,214
Alfred Hitchcock	637,056
Robert De Niro	611,283
Tom Hanks	593,396

AUTHOR ANALYTICS (MONTHLY EMAIL)

Author Stats: October 2015 - jhansen@businessinsider.com - Bu...

<https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1les3ks2w...>











Move to Inbox

Author Stats: October 2015

Business Insider <noreply@businessinsider.com> Nov 1 (3 days ago)
to monthlystats

Monthly Stats: October 2015			
Author	Uniques	Pageviews	Editor
Kathleen Elkins	2,912,288	13,580,254	1,435,265
Hayley Peterson	2,099,619	1,796,456	51,520
Jacquelyn Smith	1,612,918	3,837,258	1,167,722
Cork Gaines	1,384,828	5,796,424	8,380,009
Colin Campbell	1,347,633	1,630,775	279,877
Nathan McAlone	1,307,668	11,198,970	4,563
Jillian D'Onfro	1,271,659	1,587,683	214,745
Biz Carson	1,251,381	1,769,539	1,058,228
Richard Feloni	1,188,994	3,872,550	0
Amanda Macias	1,165,199	4,632,459	2,442,162
Julie Bort	1,151,932	4,372,612	164,487
Mallory Schlossberg	1,140,502	3,451,781	7,931
Jessica Orwig	1,069,268	2,915,063	615,628
Maya Kosoff	1,066,600	6,114,650	17,694
Matt Weinberger	1,046,490	2,334,964	102,368
Jeremy Bender	967,124	3,539,896	796,775
Ashley Lutz	964,262	447,442	13,158,633
Brett LoGiurato	944,413	2,592,975	7,639,532
Graham Flanagan	927,223	593,151	18,585

"VIRAL SCORE"

TODAY			BUSINESS INSIDER		
	POSTS	SCORE			
 ANDY KIERSZ	0	251,851	HAYLEY PETERSON	1	15,453
 ASHLEY LUTZ	0	51,346	GEOFFREY JAMES	0	15,043
 HARRISON JACOBS	0	49,012	COLIN CAMPBELL	2	14,769
 WILL MARTIN	3	28,983	JULIE BORT	0	13,083
 STEVE SIEBOLD	0	27,692	DRAKE BAER	5	12,984
 TRENT HAMM	0	24,327	BUSINESS INSIDER	4	11,686
 KELLY DICKERSON	1	18,810	SARAH KIMMORLEY	1	11,623
 BILL GERTZ	0	16,805	MARCUS GEDULD	0	11,080
 RICHARD FELONI	0	15,655	SHANA LEBOWITZ	4	10,683
 JACQUELYN SMITH	0	15,453	EMMIE MARTIN	1	10,653
			TANYA LEWIS	0	10,601
			ADAM LAPETINA	0	9,995
			MATT WEINBERGER	1	9,346
			EUGENE KIM	0	9,186
			KATHLEEN ELKINS	1	8,977
			JENNIFER WELSH	0	8,832
			KENNETH HAUG	0	8,811
			MIKE BIRD	5	8,094
			JEREMY BENDER	0	7,811
			JACQUELYN SMITH	1	6,662
			MEGAN WILLETT	0	6,621
			BIZ CARSON	1	6,619
			KEVIN REILLY	0	6,601
			JILLIAN D'ONFRO	1	6,548
			VIVIAN GIANG	0	6,360
			DENNIS GREEN	1	6,247
			JESSICA ORWIG	0	6,136
			GUS LUBIN	0	6,105
			MALLORY SCHLOSSBERG	0	6,030
			MAYA KOSOFF	2	5,976
			ALYSON SHONTELL	1	5,886
			PAMELA ENGEL	0	5,765
			MAX SLATER-ROBINS	5	5,672
			STEVEN TWEEDIE	1	5,656
			CORK GAINES	0	5,568
			EMILY ESFAHANI SMITH	0	5,452
			ALY WEISMAN	0	5,443
			STEVEN HILL	0	5,410
			NATHAN MCALONE	1	5,329
			JOE AVELLA	0	5,239
			JIM EDWARDS	2	5,060
			BRETT LOGIURATO	2	5,020
			TALIA AVAKIAN	0	4,998
			KATE TAYLOR	1	4,819
			DAVE MOSHER	0	4,776
			JULIA LA ROCHE	0	4,752
			ARIEL SCHWARTZ	0	4,714
				0	4,690
				0	4,624

VIDEO TOO

[CMS](#) > Video Dashboard

Business Insider Video Dashboard

Top Editors This Month

Author	Views	Avg. Time
Tom Ichniowski	118,941	01:50
Tom Ichniowski	104,297	03:20
Tom Ichniowski	58,500	02:20
Tom Ichniowski	51,972	01:19
Tom Ichniowski	32,079	01:10
Tom Ichniowski	29,724	02:00

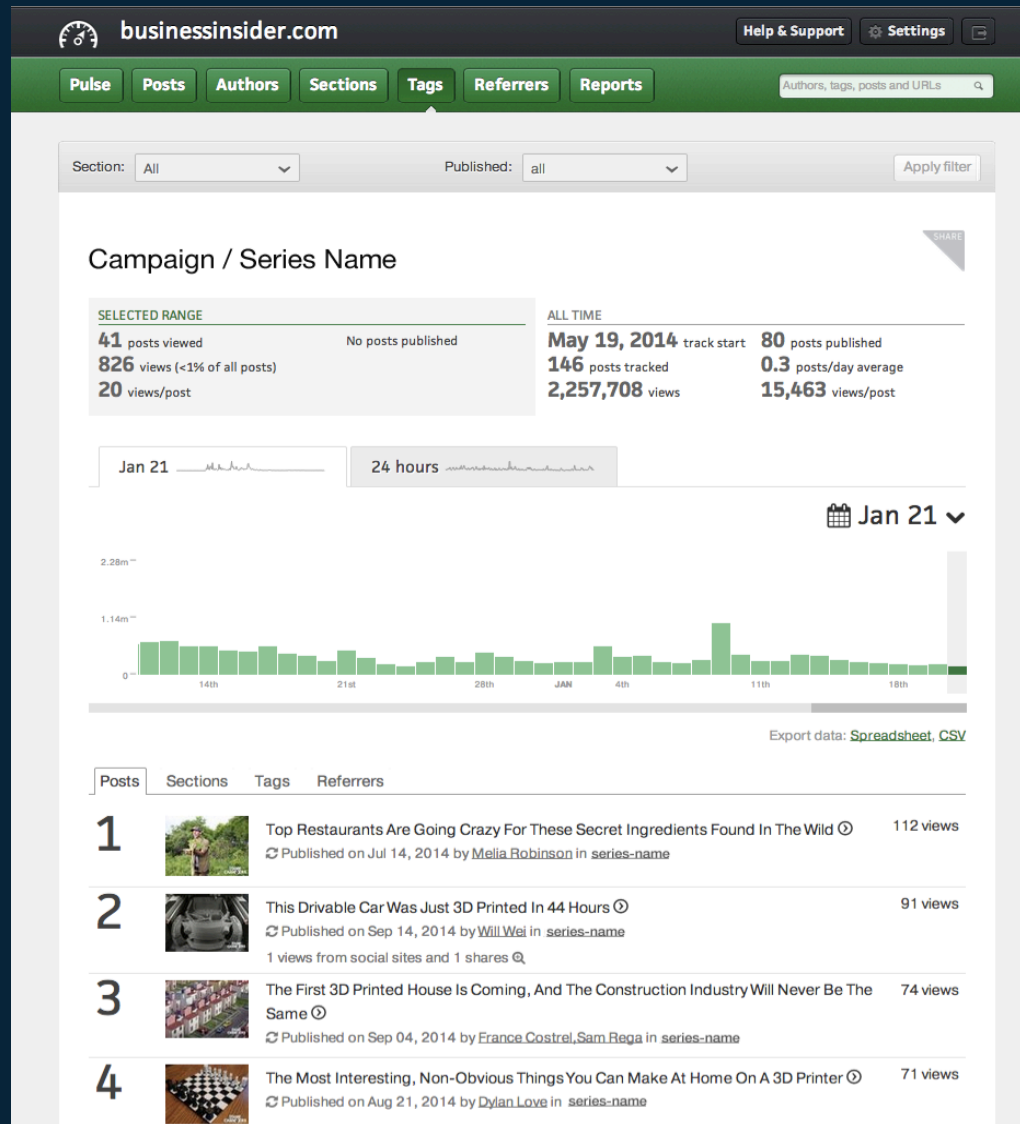
Top Verticals This Month

Vertical	Views	Avg. Time
Politics	118,941	01:50
Life	104,297	03:20
Entertainment	58,500	02:20
Science	51,972	01:19
science	32,079	01:10
Strategy	29,724	02:00

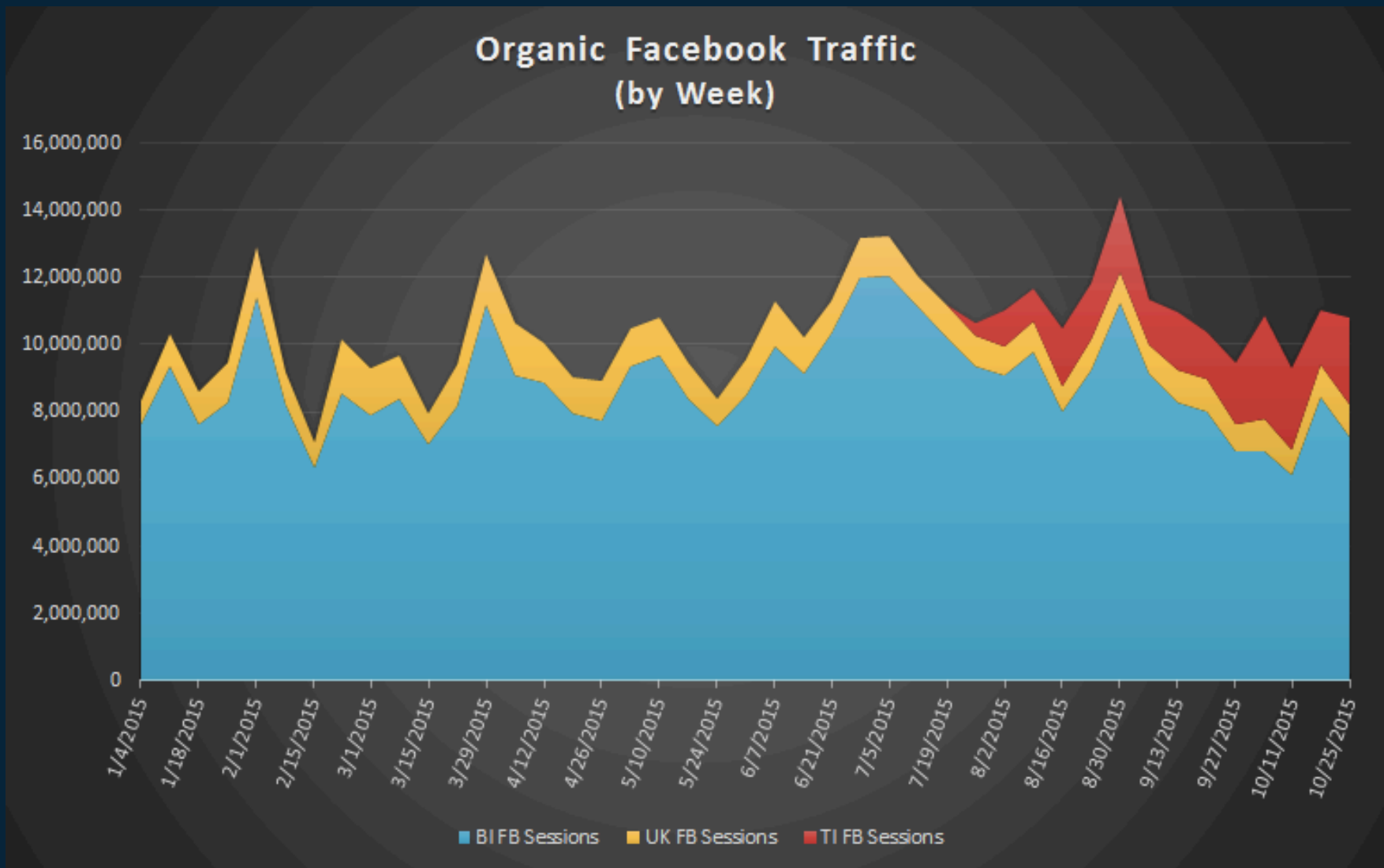
Most Popular Videos Today

Video Title
How To Respond To 8 Illegal Interview Questions
These Amateurs Recreated Hollywood-Like Action Scenes — And The Results Are Pretty Awesome
Watch That Dash Cam Video Tribute Of A Police Officer Singing Taylor Swift's 'Shake It Off'


























SPONSOR CONTENT ALSO



TRAFFIC SOURCES



PERFORMANCE CULTURE

1:18 pm	 lightsaber battle during their first dance.				0:25 / 0:47
10/05/2015 4:35 pm	 How baby photographers get such heart-melting pictures of newborns. Special		11.9m 	3m 	53% 0:53 / 1:40
10/05/2015 12:19 pm	 This woman used some epic dance moves to get her labor going.		10.5m 	2.6m 	63% 0:34 / 0:54
10/09/2015 11:02 am	 A melty wheel of cheese getting scraped into a bowl. It's called raclette. It looks like		9.4m 	2.5m 	68% 0:26 / 0:38
10/26/2015 11:57 am	 Say hello to the gooey, melty cheese pie — served only in Japan.		8.2m 	2.4m 	67% 0:18 / 0:27
10/13/2015 3:06 pm	 Here it is: The best cookie in all of New York.		5.4m 	2.3m 	32% 0:24 / 1:18
10/12/2015 3:59 pm	 A bizarre wife carrying championship went down in Maine this past weekend.		4.2m 	1.8m 	41% 0:37 / 1:30
See More					

One final chart. INSIDER is no longer "pre-revenue" on Facebook. Facebook's new "suggest video" program started paying out this month. The first check INSIDER got was for \$600. A week later, the number was \$1658. INSIDER is also generating a lot more revenue distributing video to Business Insider, where our Ooyala views increased from 400,000 in September to 3mm+ in October. Thanks to Breton, INSIDER is also going to start distributing video to MSN as well.

Page	Time spent (minutes)	Revenue Payout	Vid
INSIDER	2,507,976	\$1,658.27	
Tech Insider	1,422,657	\$1,061.15	
Business Insider Video	19,034	\$11.69	
Business Insider	352,992	\$241.02	
Business Insider UK	11,083	\$5.52	

Thanks for your time. Please send me any and all questions!

PERSONALIZED EMAIL

BUSINESS
INSIDER

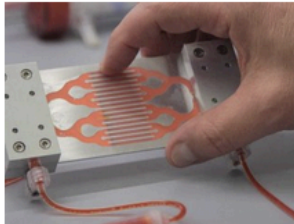
Business Insider Select

October 24, 2014

Researchers At Harvard Discovered A Potential New Treatment For Ebola

VIDEO: The Wyss Institute at Harvard University has developed a device that can remove Ebola among other viruses from the bloodstream. [Read»](#)

Share this story: [f](#) [t](#) [e](#)



NFL WEEK 8: Our Official Predictions For Who Wins This Weekend

Perhaps you heard that Peyton Manning broke the all-time touchdown... [Read»](#)

Share this story: [f](#) [t](#) [e](#)



This Incredible Star-Shaped Superyacht Will Cost Half A Billion Dollars

This new superyacht — called the STAR — doesn't even look like... [Read»](#)

Share this story: [f](#) [t](#) [e](#)



How To Write A Résumé If You've Never Worked A Day In Your Life

So you just graduated high school or college and you are ready to enter... [Read»](#)

Share this story: [f](#) [t](#) [e](#)

The 18 Most Cliché Halloween Costumes Of 2014

Advertisement



BUSINESS
INSIDER

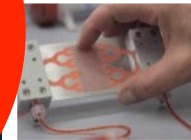
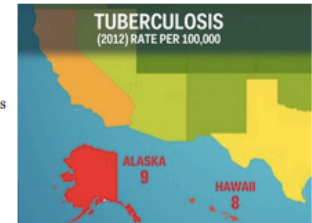
Business Insider Select

October 24, 2014

Americans Are More At Risk For These Contagious Diseases Than Ebola

VIDEO: This series of maps show where contagious diseases are concentrated in this country by state. [Read»](#)

Share this story: [f](#) [t](#) [e](#)



Researchers At Harvard Discovered A Potential New Treatment For Ebola

VIDEO: The Wyss Institute at Harvard University has developed a device that can remove Ebola among other viruses from the bloodstream. [Read»](#)

Share this story: [f](#) [t](#) [e](#)



Researchers Have Found That Plants Know They Are Being Eaten

Vegetarians and vegans pay heed: New research shows plants know when... [Read»](#)

Share this story: [f](#) [t](#) [e](#)



Here's What It Means When Your Headache Is In A Specific Part Of Your Head

BI Answers: What does the location of the pain tell you about your... [Read»](#)

Share this story: [f](#) [t](#) [e](#)

How To Decide How Much Time Children Should Spend On Digital Media

Advertisement



60%
better

“RECOMMENDED FOR YOU”

50%
better

Recommended For You



Why Most Restaurants On 'Kitchen Nightmares' Fail



The Pirate Bay Is Coming Back



Windows 10 Will Be A Free Upgrade If You Have Windows 7 Or 8



One Of Apple's Biggest Competitors Just Slammed The iPhone 6 Plus In Its New Video Ad



Scientists Have Detected A Mysterious Radio Signal In Space

See Also



One Of The World's Biggest Consulting Firms Reveals How Companies Are Thinking About The Oil Crash



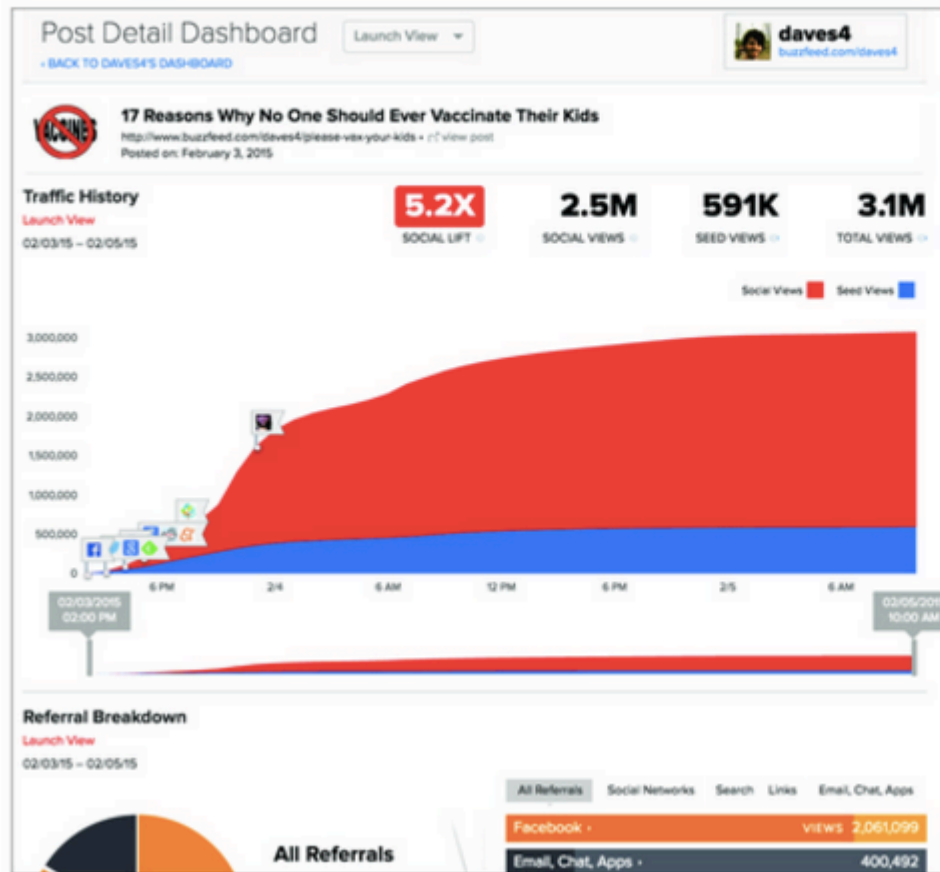
Oil Is Rallying, Currencies Are All Over The Place, And Stocks Are Surging



The Oil Freak-Out Is Everywhere

BUZZFEED ANALYTICS

Human Algorithm

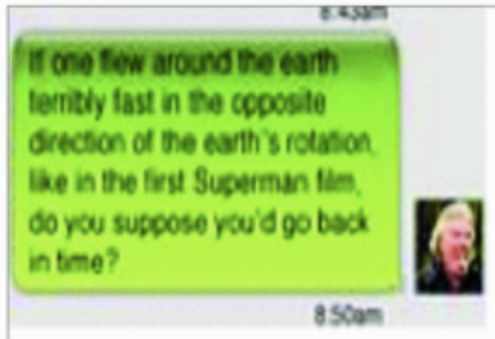
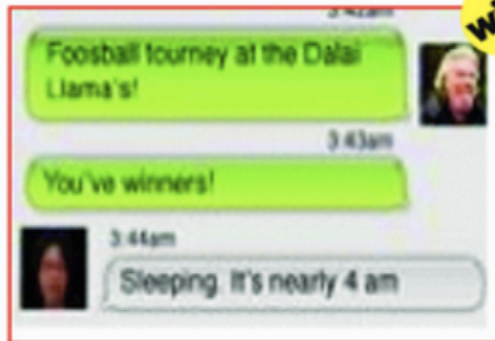


Self-optimization based on
intelligent data dissemination

WHAT WORKS

Promotions Insights

Less text vs more text



Standalone faces vs groups

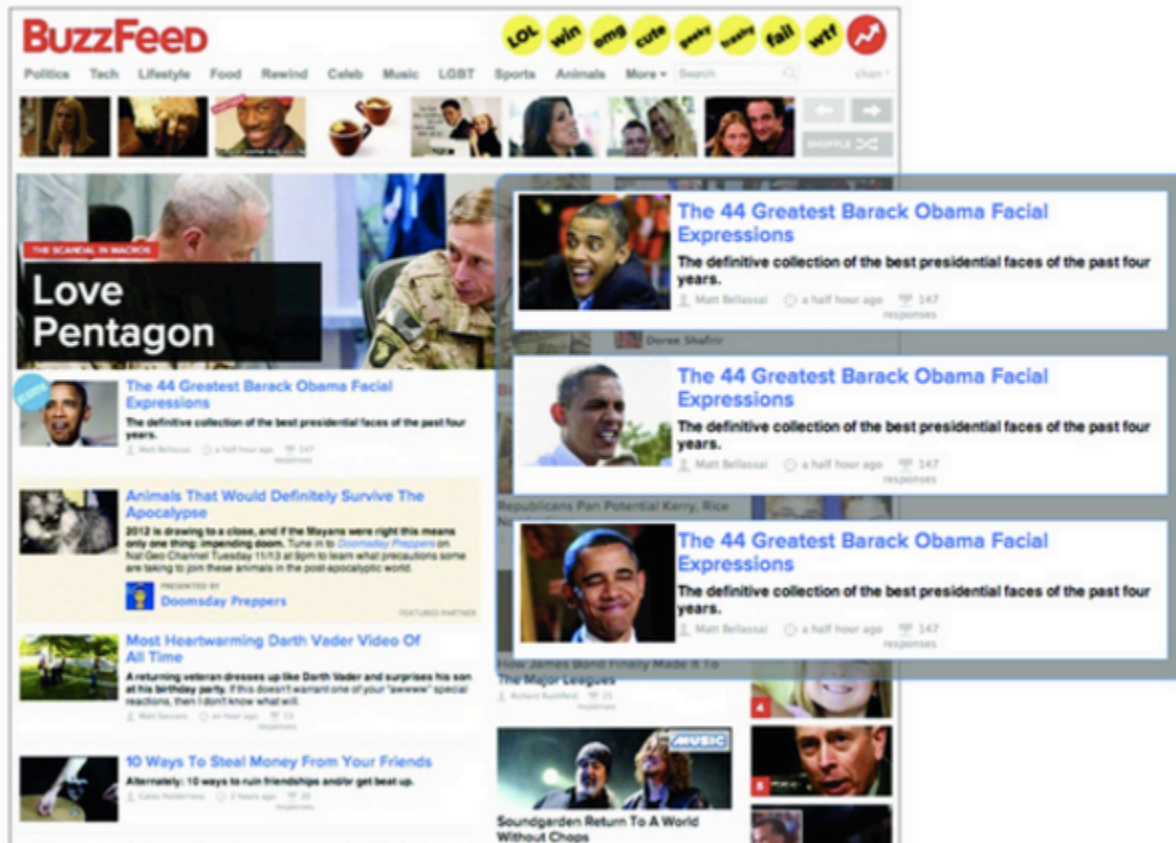


Color photos vs B&W



HEADLINE TESTING

On-Site Promotion



Testing headline-thumbnail combinations in real-time

Feedback provided to editors

DATA AS EDITOR

What to write?



BuzzFeed VS traditional newsrooms

Discover what's trending on the web
VS shareability, and guide content
creation strategy

Consistent data feedback makes
editors better at picking stories

“ Great (digital) stories
drive everything.

– Henry Blodget

Thank you.