



“We already had in mind what to do but we needed the resources and focus to speed up. Google helped us accomplish that goal, and we were able to produce four key metrics for our content generation strategy based on audience behavior. These metrics are updated daily, and they have been essential for our newsroom transformation. Since the organization started focusing on those metrics we have increased traffic and subscriptions as never before.”

Francisco Seghezzo, CEO, La Nación

## The challenge

Create the correct data sets for the newsroom to help them better understand their audience and the way content is consumed in order to generate appealing articles to improve traffic and gain and retain subscribers.

## The results

La Nacion was able to produce more engaging content pieces for their audience, allowing them to achieve 34% growth in unique visitors in Argentina.

The team developed a subscription content metric allowing them to identify what subjects, headers and authors drive subscriptions. Journalists used the data to improve their content and increase La Nacion’s net promoter score by 21 points while reducing churn by 30%.

# 34%

Increase in visitors  
year on year

# +21

Subscribers’  
net promoter score

# 30%

Churn reduction