

| THE REPORT ▼  | THE SET UP ▼  |  |  |  |
|---|---|--|--|--|
| <p><b>Most Popular Articles</b><br/><i>Articles receiving the most Average Engaged Time</i></p>   | <p>METRICS SET<br/>Page</p>   | <p>METRIC(S)<br/>Average engaged time<br/>Unique cookies</p>   | <p>GROUP BY<br/>Page path</p>  |  |
| <p><b>Most Popular Articles, by author</b><br/><i>Articles receiving the most Average Engaged Time, sorted by author</i></p>              | <p>METRICS SET<br/>Page</p>   | <p>METRIC(S)<br/>Average engaged time<br/>Unique cookies</p>   | <p>GROUP BY<br/>Page path<br/>Author</p>                               | <p><i>TIP: Group by Section to find your most popular and engaging articles by section</i></p>   |
| <p><b>Article-specific report</b><br/><i>Which traffic source drove the most attention to a particular article</i></p>                    | <p>METRICS SET<br/>Page</p>   | <p>METRIC(S)<br/>Average engaged time<br/>Unique cookies<br/>Filter: Page Path equals [insert URL]</p> | <p>GROUP BY<br/>Page path</p>  | <p><i>TIP: Group by Hour instead of Page path to see how attention changed throughout the day</i></p>  |
| <p><b>Visitor Journey</b><br/><i>See how people were navigating from page to page on your site—and how much time they spent there</i></p> | <p>METRICS SET<br/>n/a</p>  | <p>METRIC(S)<br/>Your choice (e.g. Average engaged time, Unique cookies, Average scroll)</p>           | <p>GROUP BY<br/>Internal navigation<br/>Page path</p>                  |  |
| <p><b>Author with Twitter Reach</b><br/><i>Which author brought in the most first-time visitors from Twitter this month</i></p>           | <p>METRICS SET<br/>Page</p>   | <p>METRIC(S)<br/>Unique cookies<br/>Filter: Referrer equals Twitter</p>                                | <p>GROUP BY<br/>author<br/>new/returning</p>                           | <p><i>TIP: Change out author for section to see what kinds of content bring in those new readers, or swap out Twitter with another referrer that matters to you</i></p>  |
| <p><b>Homepage Scroll Depth by Hour</b></p>   | <p>DATE RANGE<br/>Previous 24 hours</p> <p>METRICS SET<br/>Page</p> | <p>METRIC(S)<br/>Average scroll<br/>Scroll starts<br/>Filter: page path equals “/”</p>                 | <p>GROUP BY<br/>your choice of hour, client-side hour, or hour UTC</p> | <p><i>TIP: Make a recurring report to graph every day, giving your homepage team a visual representation of average scroll depth changes during the day. Add a loyalty filter to see if new readers scroll differently than loyal ones</i></p> |