

What Audiences Value





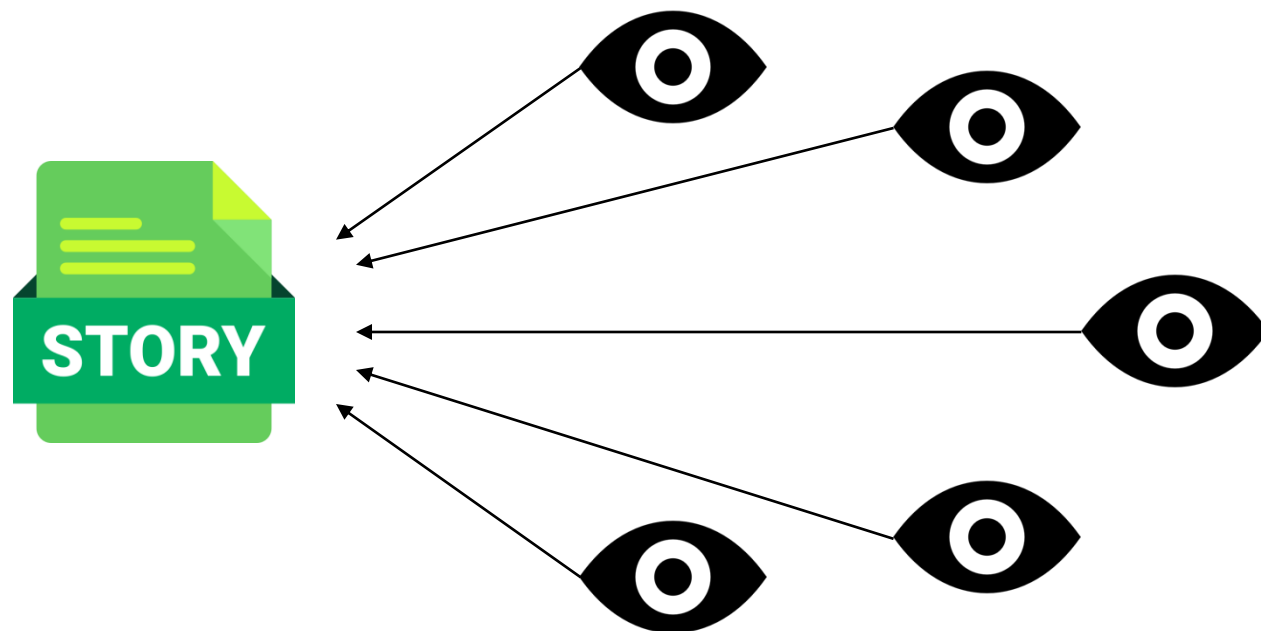
New subscriber paths are a
measure of what people value
enough to pay for.



How do you find out which of these stories resonated with our audience?

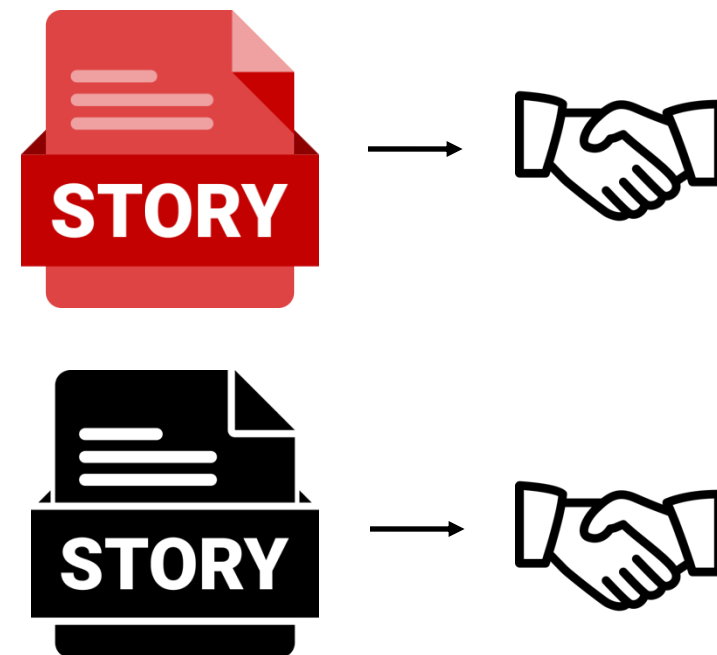
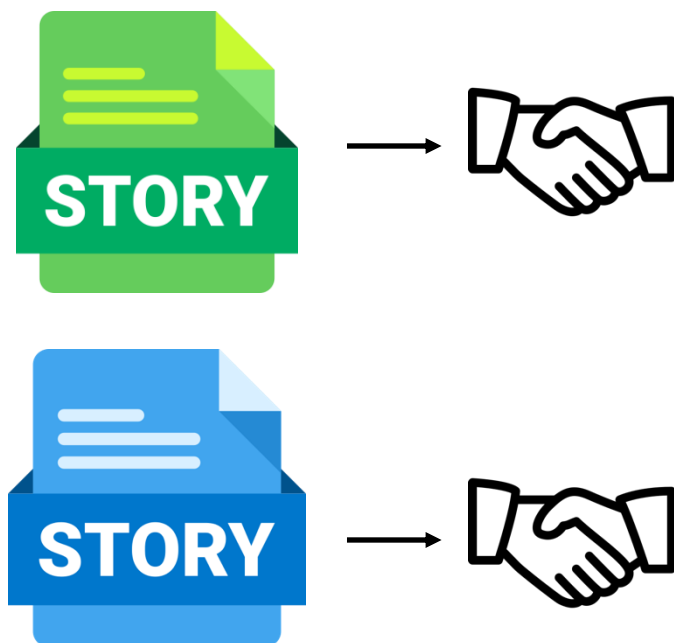


Sessions measure how many people a story reached, but is not connected to subscription revenue.



WHAT IS A PATH?

Last article
viewed
gives a lot
of credit to
one article.



WHAT IS A PATH?

What specifically is a new subscriber path?

Stories viewed within 30 days before a reader's purchase

Person A's Path



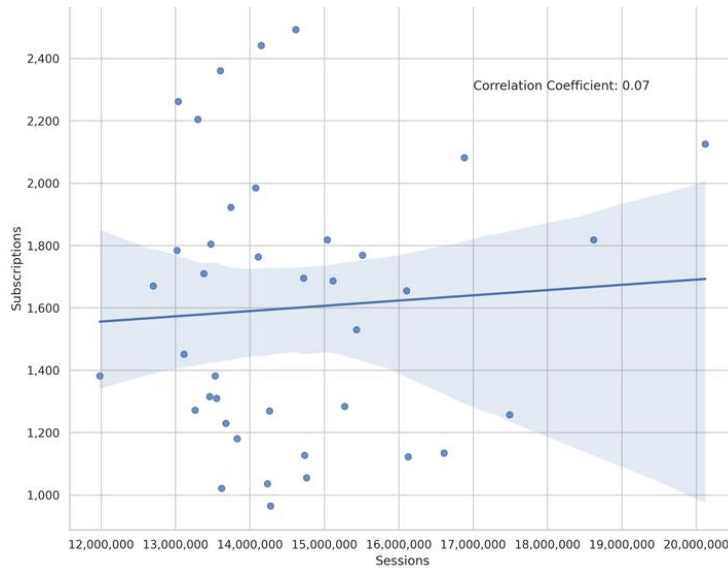
Person B's Path



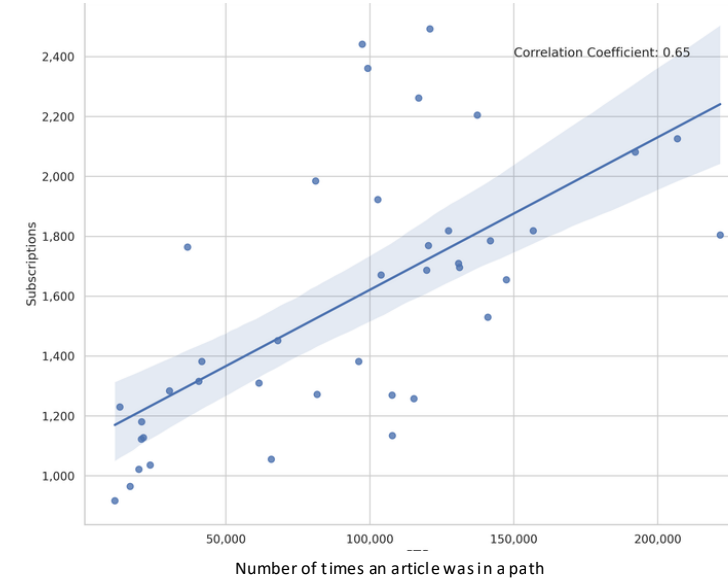


Paths have a closer relationship with subscriptions than sessions.

Article Sessions vs. New Subscribers Added



Articles in a Path vs. New Subscribers Added



March 2021 to May 2024

Each dot represents one month in this date range



What paths are great for measuring:

- What resonates with new audiences and what they are willing to pay for



What paths aren't great at measuring:

- Retention
- Engagement on a specific story
- Reach
- Impact
- Demographics
- Stories that don't end up in a path

We are here to help!

We want to help you understand the data, not dictate coverage.

