



Marfeel Analytics

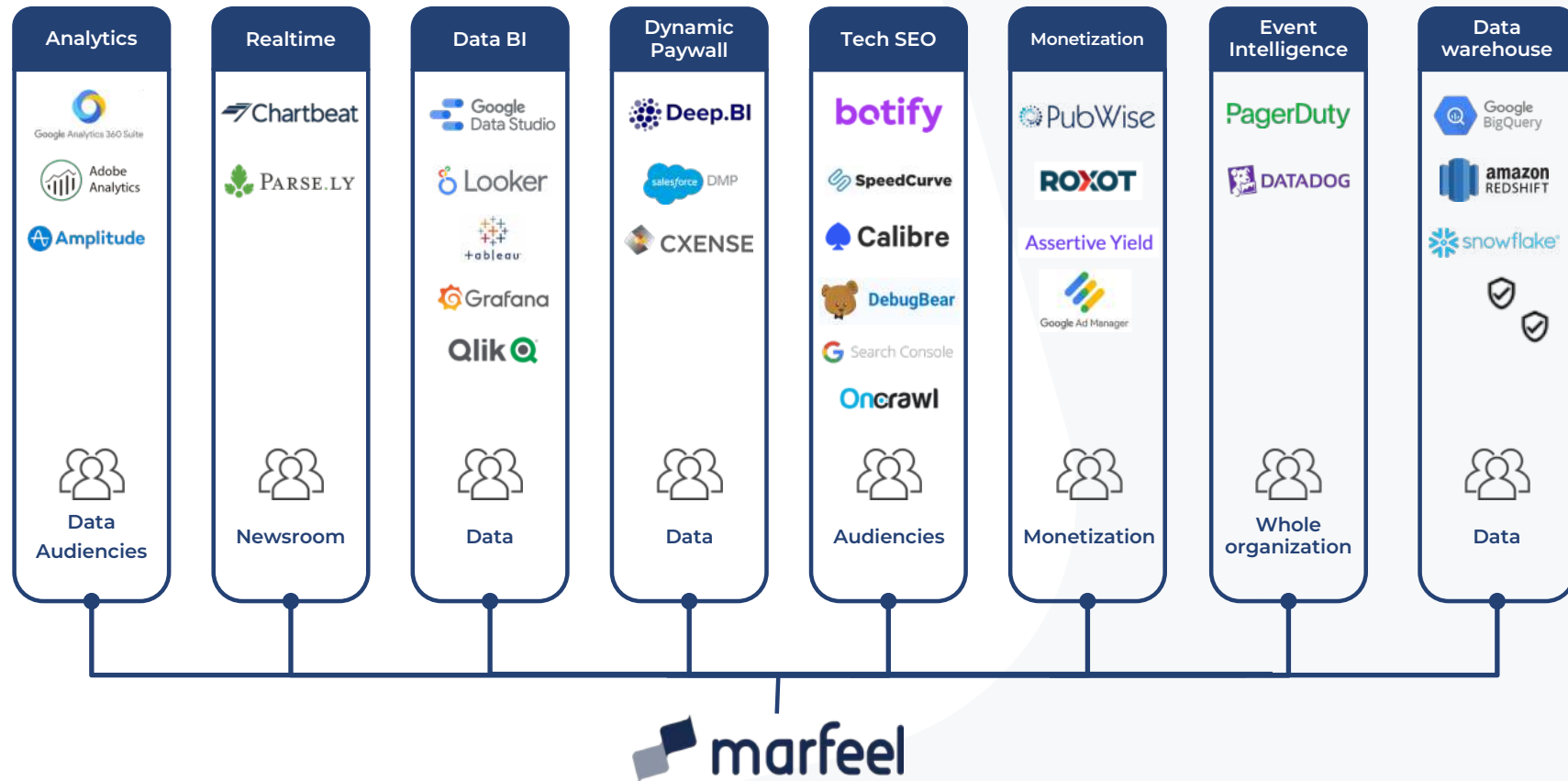
La Piattaforma Intelligente per
Contenuti

Ediland

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Una sola fonte di informazioni



Marfeel Compass



- **Real-time, & no-code**
- Crea una strategia di **cultura dei dati**. Metriche semplici e unificate che sono **facilmente attuabili**, da qualsiasi profilo nell'organizzazione, evitando i silos
- **Allineamento cross-team:** Uno strumento unico per rispondere in modo olistico a tutte le necessità degli editori. Aiuta a **monitorare strategie di acquisizione, abbonamenti, SEO** e risparmiare sui costi
- **Prova Marfeel Freemium oggi**



THE NEW STATESMAN **PressGazette**
FUTURE OF MEDIA

BUSINESS INSIDER Tampa Bay Times
PLAYMAKER The Seattle Times
TC TechCrunch Boone Newspapers
The Post and Courier LAS VEGAS REVIEW-JOURNAL
The NEW YORK Sun engadget

LE FIGARO
RE WORLD MEDIA LEADING MEDIA GROUP **webedia/.**

NETZWELT **watson**
DDV MEDIEN GRUPPE *Abendzeitung* motor presse stuttgart
MEDIEN VERTRIEB DRESDEN

HEARST
italia

infobae EL TIEMPO.COM
MILENIO **EL PAIS**
LA NACION **GLOBO**
Forbes **ClarínX**
Grupo El Comercio

EL PAÍS **as** **EL MUNDO**
LA VANGUARDIA **MARCA** axel springer
MUNDO DEPORTIVO **elDiario.es** El Confidencial
HUFFPOST 20 minutos **EL ESPAÑOL**
RBA **LA RAZON** **ABC** **HEARST**



Piattaforma all-in-one



Comprendi in modo olistico il **contenuto**, gli **utenti** e il loro **comportamento**, la **monetizzazione**, gli **abbonamenti**, il **SEO**, i **social media**, i **contenuti multimedia**...

+ Add filter

Realtime



Today
 Max.
 Avg.
 Min.



May 17

CONCURRENTS
 1,247

RFV
 48

SCROLL
 36%

ACCUM. VIEWS
 3,782K

ACCUM. L
 3,



10,306

20,274 views 0:17s 33 RFV

TRAFFIC MEDIUM



TRAFFIC SOURCE



PAGE TECHNOLOGY



Posts Sections Authors Topics Webs

	How smart is your dog?	Javier Corbacho Dec 17, 8:02	20,274 views	0:17s	33 RFV	10,306
	Why are Flamingos Pink? And..	Ralph Edwards Jan 29, 8:19	12,278 views	0:17s	33 RFV	1,125
	Scientists report evidence for...	Wade Warren Jan 6, 12:39	20,274 views	0:17s	33 RFV	798
	Cats prefer to get free meals ...	Jacob Jones Dec 14, 3:59	20,274 views	0:17s	33 RFV	492
	Lion genetics study uncovers...	Cody Fisher Jan 19, 12:40	20,274 views	0:17s	33 RFV	429

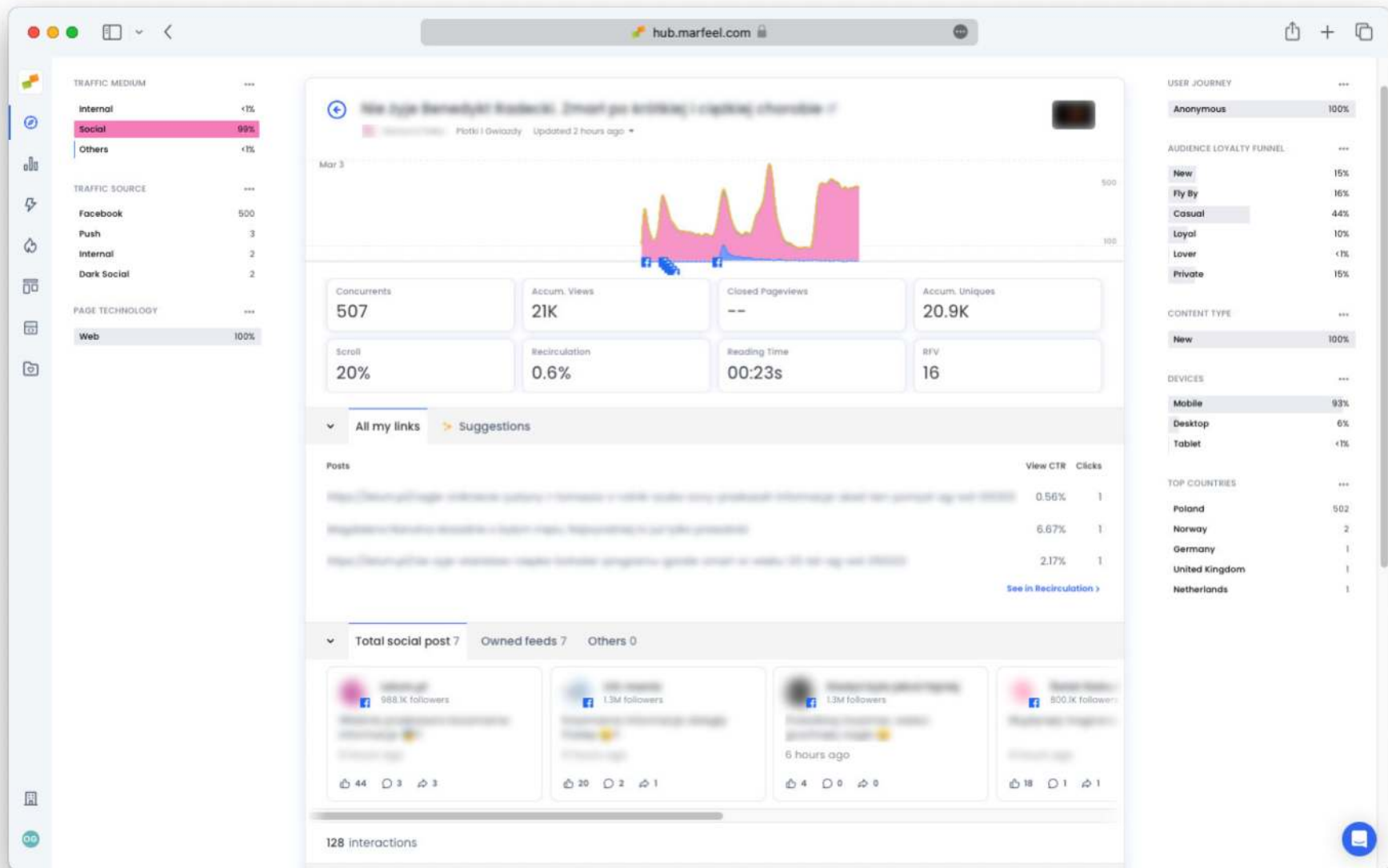
Anonymous	80%
Registered	15%
Subscriber	5%

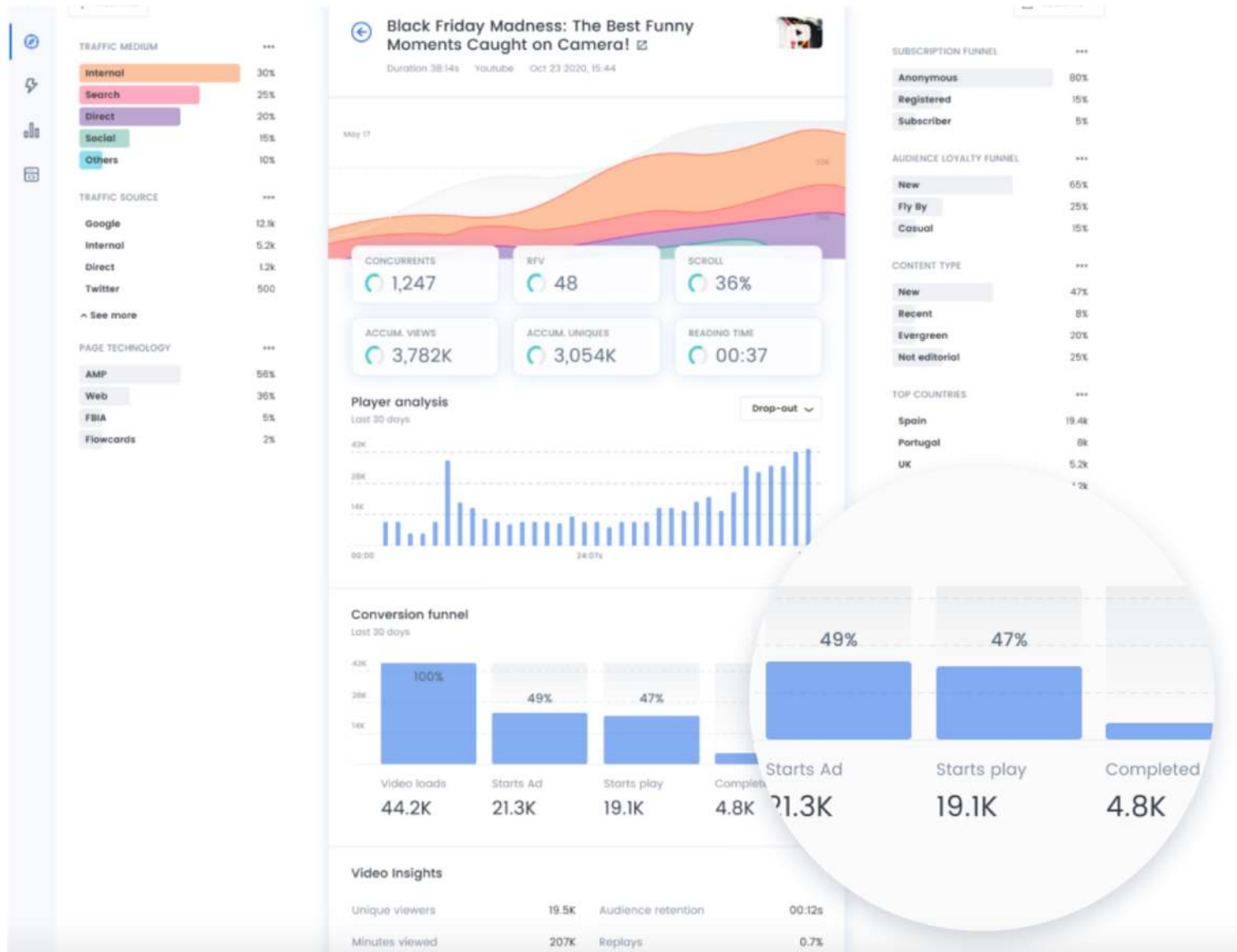
AUDIENCE LOYALTY FUNNEL

New	65%
Fly By	25%
Casual	15%

CONTENT TYPE

New	47%
Recent	8%
Evergreen	20%
Not editorial	25%





Decisioni efficaci



Monitora come evolve la **strategia di contenuto** e **aggiustala in tempo reale** per far crescere il **pubblico**, **l'interazione**, la **fedeltà**, **i ricavi** e **gli abbonamenti**

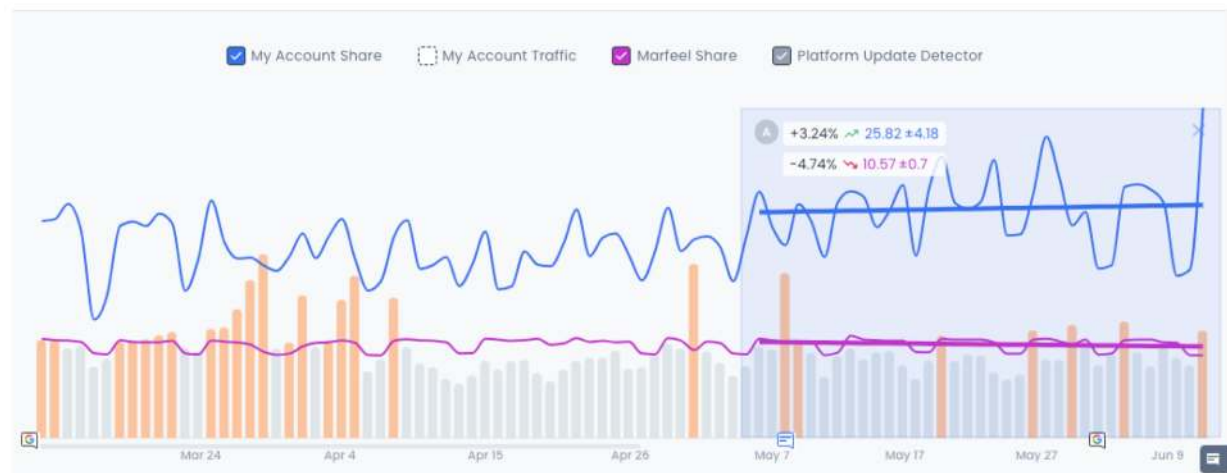




Monitora le fluttuazioni del traffico



Confronta le fonti di traffico con la rete di editori Marfeel e scopri dove e perché si verificano fluttuazioni di traffico

Platform	Share last 7d		Volatility last 30d		How was yesterday? <small>My account vs. Marfeel average</small>
	My account	Marfeel	My account	Marfeel	
 Direct	25.2%	10.4%	34%	17%	+77.9% on a volatile day



 Google	23.7%	31.9%	22%	31%	-3.5% on a volatile day
 Other	20.5%	10.9%	27%	43%	-34.6% on a volatile day
 Dark Social	10.2% ↗	9.2%	25%	36%	-54.5% on a volatile day
 Google Discover	8.2% ↗	21.9%	46%	71%	-44.7% on a volatile day
 Google News	5.0% ↗	1.9%	38%	55%	-2.8% on a volatile day
 LinkedIn	2.2%	0.1%	20%	40%	+8.8% on a quiet day
 Twitter	1.8%	0.8%	37%	52%	-56.4% on a quiet day

Valutazione SEO



Revisiona il sito e i **web vitals** per individuare i punti critici e migliorare la strategia di SEO, **tecnico** e di **contenuto**

Site technology Audits Subscribed

Show **Detected** in the **last 24 hours**

+ Add filter

Critical	342
Error	1.64K
Warning	7.85K

Status	Impacts on	Description	Evolution	URLs affected
Critical	Google Discover, Search	"image" not found		188
Critical	Google Discover, Search	Affiliate or paid link without proper markup		117
Critical	Google Discover	No article structured data found		19
Critical	Google Discover, Search	"image.url" did not return an HTTP 200 response		9
Critical	Google Discover, Search	Server returned a 400 response		
Critical	Google Discover	"image.url" is blank		
Critical	Search	"publisher.logo.url" did not return an HTTP 200 response		
Critical				

60 LCP Offenders

Review these simple changes to optimize BP, LCP and CLS

Mobile (20)	Desktop (20)	Tablet (20)
Number	Avg. Value	Offender
408,480	4.6s	figure.wp-block-post-featured-image>img.attachment-post-thumbnail.size-post-thumbnail.wp-post-image
51,663	4.7s	#speakeable-summary
40,713	5.6s	h1.wp-block-post-title
15,441	4.9s	o:img.attachment-post-thumbnail.size-post-thumbnail.wp-post-image
7,248	5.3s	h2.has-link-color.wp-block-post-title.wp-elements-bfa04303c7f802adff6298f72d395c70e7a
4,995	7.2s	div.event-content-tabs>content.wp-block-post-content>div.wp-block-lc23-event-hero.has-background
3,847	4.5s	div.entry-content.wp-block-post-content.is-layout-flow.wp-block-post-content.is-layout-flow.wp
3,809	5s	p.wp-block-paragraph
2,597	4.8s	div.wp-block-term-description.has-medium-font-size

Site technology Web vitals Save

Time period: **last 30 days**

Metrics: **LCP - Largest Contentful Paint** | CLS - Cumulative Layout Shift | **BP - Interactive to next paint** | [Edit Metrics](#)

Group by: **Group**

Filters: **Filter**

Metric	Value
LCP	2.355s
CLS	0.018
BP	88.1%

Search:

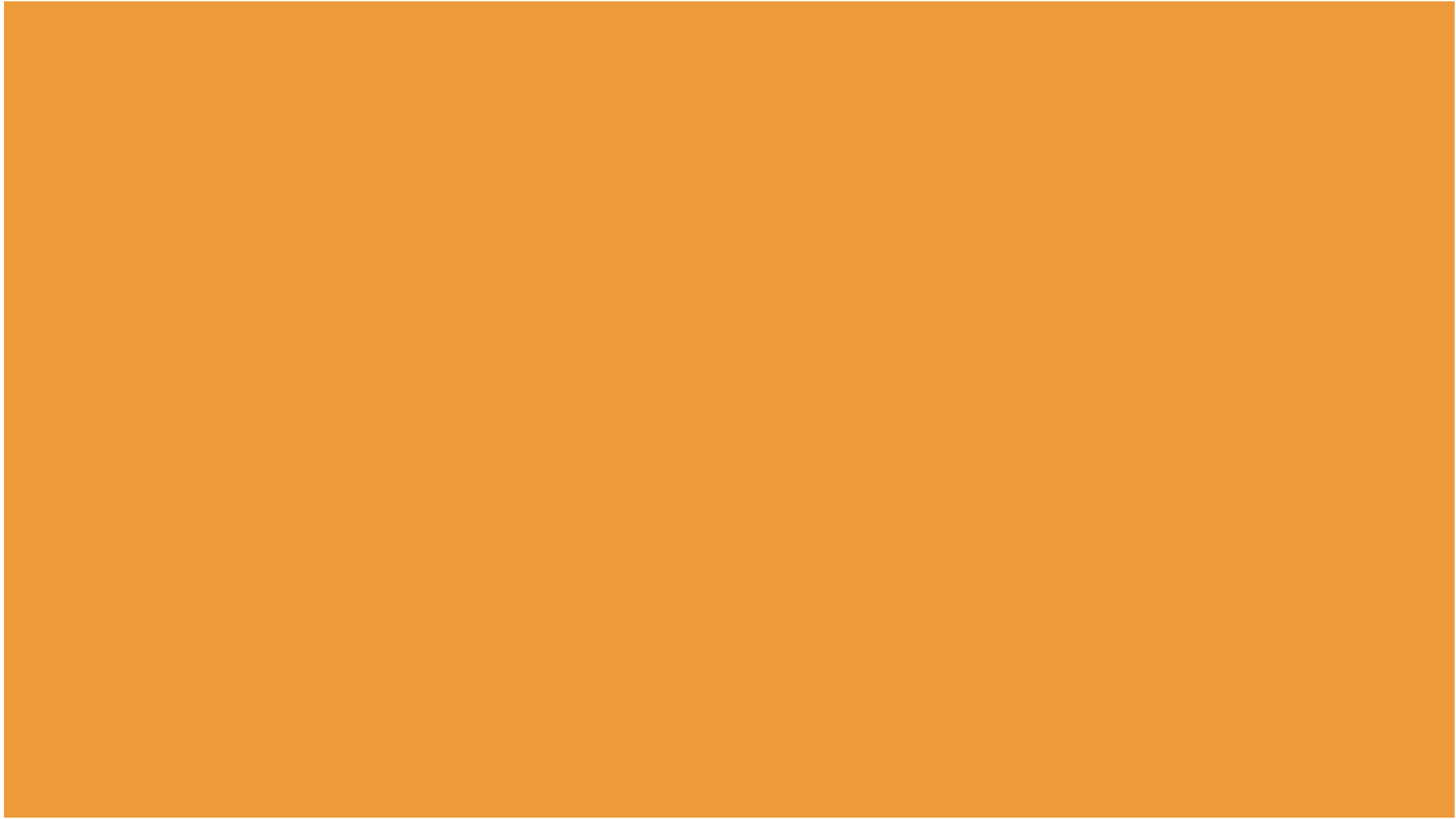
LCP
 CLS
 BP

Total

Sfruttare il potere dell'IA



Ottimizza il **processo di creazione di contenuti**, valuta i loro risultati, adatta lo **stile**, scegli i **migliori titoli** e parole chiave, modifica i post per i **social media**, **collega articoli** rilevanti al contenuto...



Integrazioni illimitate



Dalla pianificazione dei **social media** al tracciamento dei **ricavi**. Con quasi **100 integrazioni** e il supporto a varie API, con Marfeel è possibile gestire efficientemente **più flussi di lavoro** con punto di **riferimento** centrale

Organization
Integrations

All Communications Contextual Data exports Multimedia Paywalls Social Affiliation Others

 Microsoft Teams Connect	 Slack Connected (1) Manage	 Image A/B testing to Google Cloud Storage Connect	 Data Stream to Google Cloud Storage Connect	 Data Stream to Amazon S3 Connect	
 Evolok Connect	 Piano Connect	 Zephr Connect	 Amazon Connect	 iab. IBM Watson IAB Categorization Connect	 IBM Watson Sentiment Analysis Connect
 Facebook Connect	 Reddit Connect	 Tik Tok Connect	 Brightcove Connect	 Connatix Connect	 Dailymotion Connect
 Twitter Connect	 YouTube Connected (1) Manage	 LinkedIn Connected (1) Manage	 Generic Audio Connect	 Generic Video Connect	 JW Player Connect
 Pinterest Connect			 Kaltura Connect	 Mediastream Connect	 Spreaker Connect
 Google Ad Manager Connect	 Google Search Console Connected (1) Manage	 Stripe Connect	 STN Player Connect	 Video JS Connect	 YouTube Connect

Come agiamo sui dati?



Personalizzare l'esperienza



Per **segmenti di lettori**. Massimizza la **ricircolazione** e raggiungi i tuoi obiettivi attivando contenuti specifici o **call to action** pertinenti

- Purpose**
 - Advertising 3
 - Affiliation 2
 - Audience 7
 - Call To Actions 10
 - Ecommerce 1
 - Loyalty 6
 - Multimedia 2
 - Recirculation 12
 - Social 7
 - Subscriptions 10
- Format**
 - Flowcard 17
 - Inline 5
 - Popup 16
 - Tag 17
- Family**
 - Affiliation 1
 - Forms 5
 - Layouts 10
 - MarfeelPass 2
 - No Code Setup 11
 - Other 2
 - Podcast 1
 - Recommender 14
 - Social 5
 - Third Party Integrations 5

Article Recommender (default)

Format

Content

Targeting

Delivery

Phase

Post-targeting

Targeting

...filtered by Country = Germany, France, Spain, I... 4 X

...filtered by Propensity to subscription >= 50 X

...filtered by Traffic medium = direct X

...filtered by Enter variable = Select value/s X

+ Add filter



Oferta giugno 2024
1 mese di prova gratis
per gli editori di Ediland

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