

# Parse.ly

Content analytics made easy

Parse.ly makes working with content data easy for writers, marketers, executives, and analysts, giving them the insights they need to focus their content strategy and prove ROI.

**+25%**

Revenue attributable to content marketing

**+122%**

Increase in organic search traffic

**+400%**

Daily newsletter subscribers

**+56%**

Increase in conversions

**BACKSTAGE**



**WIRED**



## PARSE.LY PRODUCTS

### Content Analytics Dashboard

Powerful, intuitive dashboard and report generator that makes exploring results and sharing data easy. 30+ attention metrics. [Learn more.](#)

### Content API

Content recommendations customized for your reader and optimized for your business metrics. [Learn more.](#)

### Data Pipeline

Real-time, high-volume data streaming and reliable data storage. All your data, where you need it, when you need it. [Learn more.](#)



VISIT US  
[www.parse.ly.com](http://www.parse.ly.com)

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More value for you.  
More value for your **customers.**



## Create better content experiences for your customers.

**Data leads to results—if your team can use it.** Most analytics tools used for content (like Google Analytics) require extensive training, meaning only a fraction of end users get value from them.

**We make data easy.** Writers, marketers, and executives intuitively understand Parse.ly—not just the analysts and data scientists.

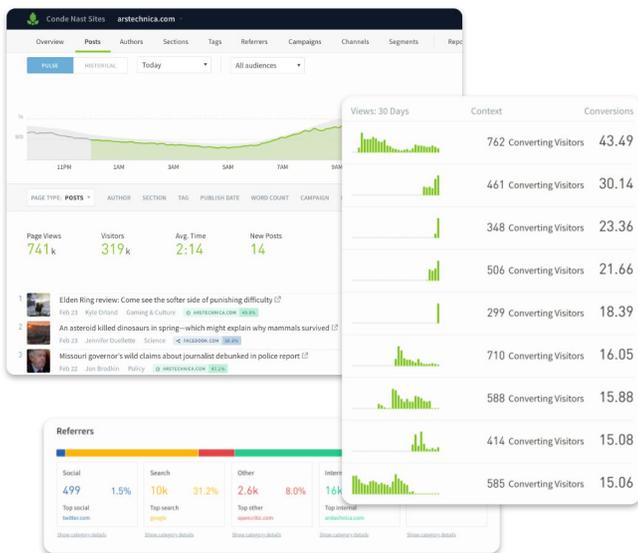


 Fewer than 8 out of 40 content team members using Google Analytics



 33 out of 40 content team members regularly log in to Parse.ly

SOURCE: CASE STUDY, NAPCO



## Improve transparency and prove results.

**Connect your content to business outcomes.** Dive deep into conversions, audience segments, topic tags, campaigns, authors, referrers, and more.

**Third-Party Validation.** Reporting is simple, automated, and approachable. Anyone can log in and see the results they're paying for.



"I love using Parse.ly. I'm engaged with the product everyday.

It provides critical info and data to the organization and leadership. We leverage the output to make important decisions and manage the business."

**SEAN GIANCOLA, CEO, New York Post**



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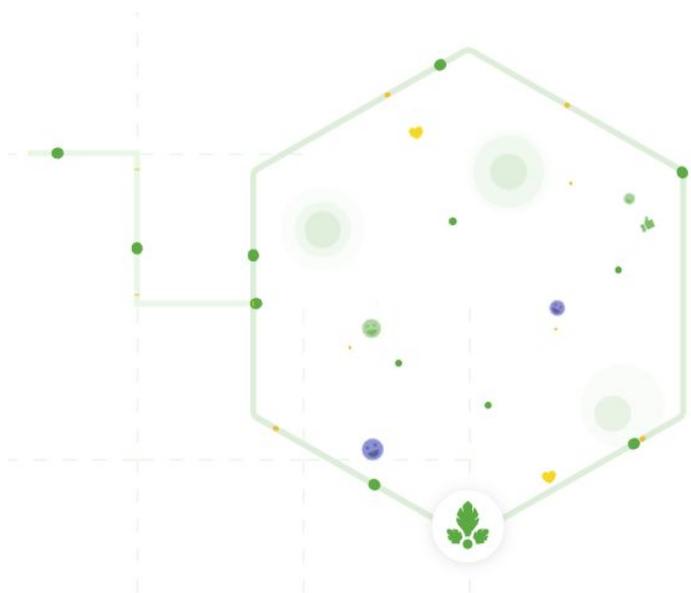
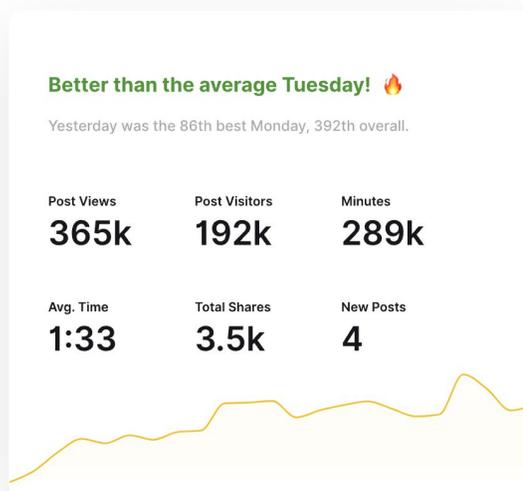
More value for you.  
More value for your **customers.**



## Improve your team's efficiency.

**Save on time.** Building analysis using Google Analytics and Omniture takes time. Parse.ly makes the process of analysis faster and easier.

**Incredibly shareable.** Link to exactly what you're looking at, so everyone can be on the same page.



## Create customer loyalty.

**Use Parse.ly Content Recommendations.** Keep your readers clicking through to more content with our API that personalizes recommendations.

**Understand your audience funnel.** Segment your audience and understand what content moves readers from awareness to decision.



"Data-phobia is a real problem for a lot of teams—most analytics are not made for writers.

Parse.ly is the tool that makes it fun, simple, easy, and not scary to get data. You want to start using it on a daily basis."

**DAVID GROSSMAN, CMO, BACKSTAGE**



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# Our Customers



**10 billion+**

Monthly views



**400+**

Enterprises



**3000+**

High-traffic sites



**30,000+**

Active user seats

