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# News Consumer Insights

## Overview

Matt Villacarte & Anntao Diaz

Leads, FUSE & NCI

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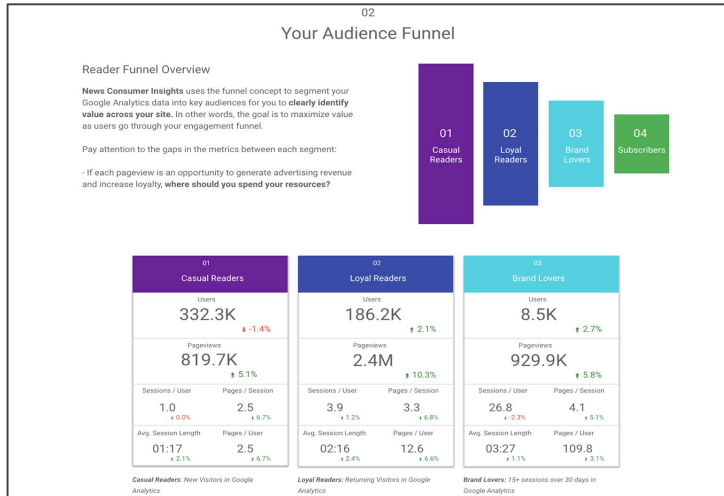
The logo for Google News Initiative, featuring the word "Google" in its multi-colored font followed by "News Initiative" in a grey sans-serif font.

**"Subscriptions** are a result of **engagement** — that's where the hard work is."

John Ridding, CEO, [The Financial Times](#)

# What is News Consumer Insights?

News Consumer Insights is a free resource and framework which visualizes GA data into an intuitive audience dashboard.



The Dashboard



The Playbook

# Focusing on partner impact

Proprietary + Confidential



+15% newsletter subs.

**BuzzFeed**.News

Launched membership model

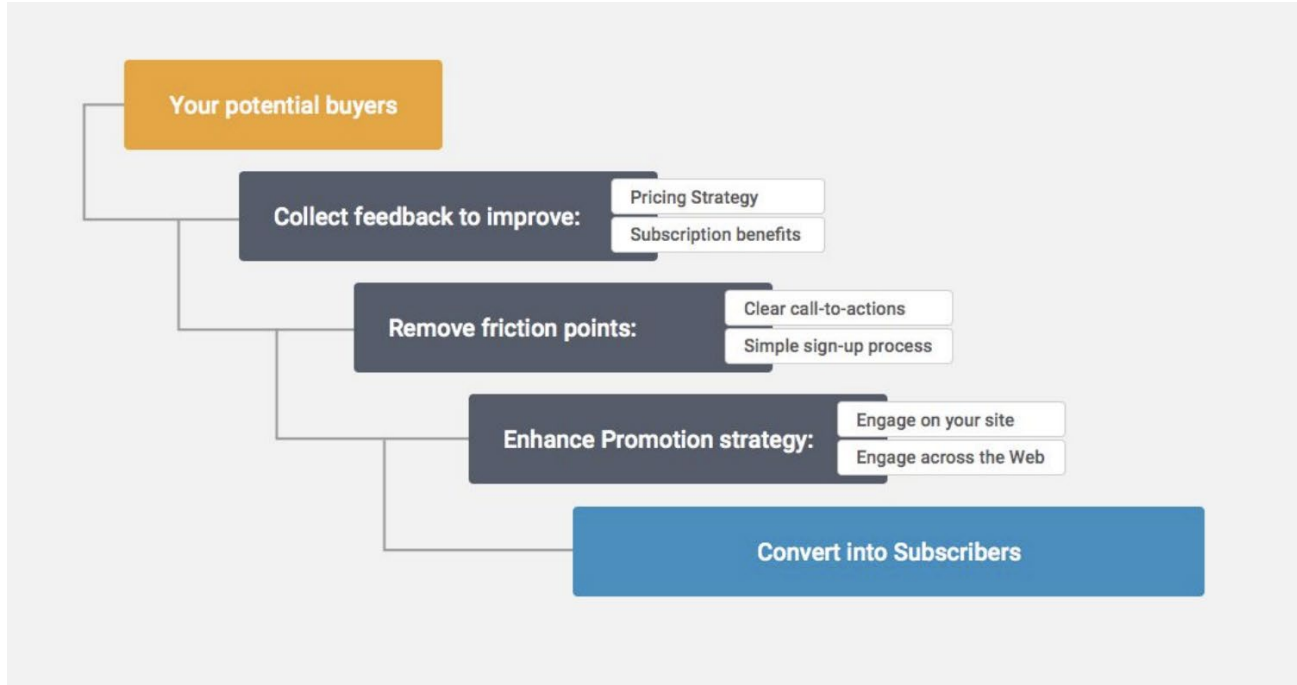


+150% subs. revenue in 1Q



3x digital subscriptions

# Our framework to drive more consumer revenue





Thanks