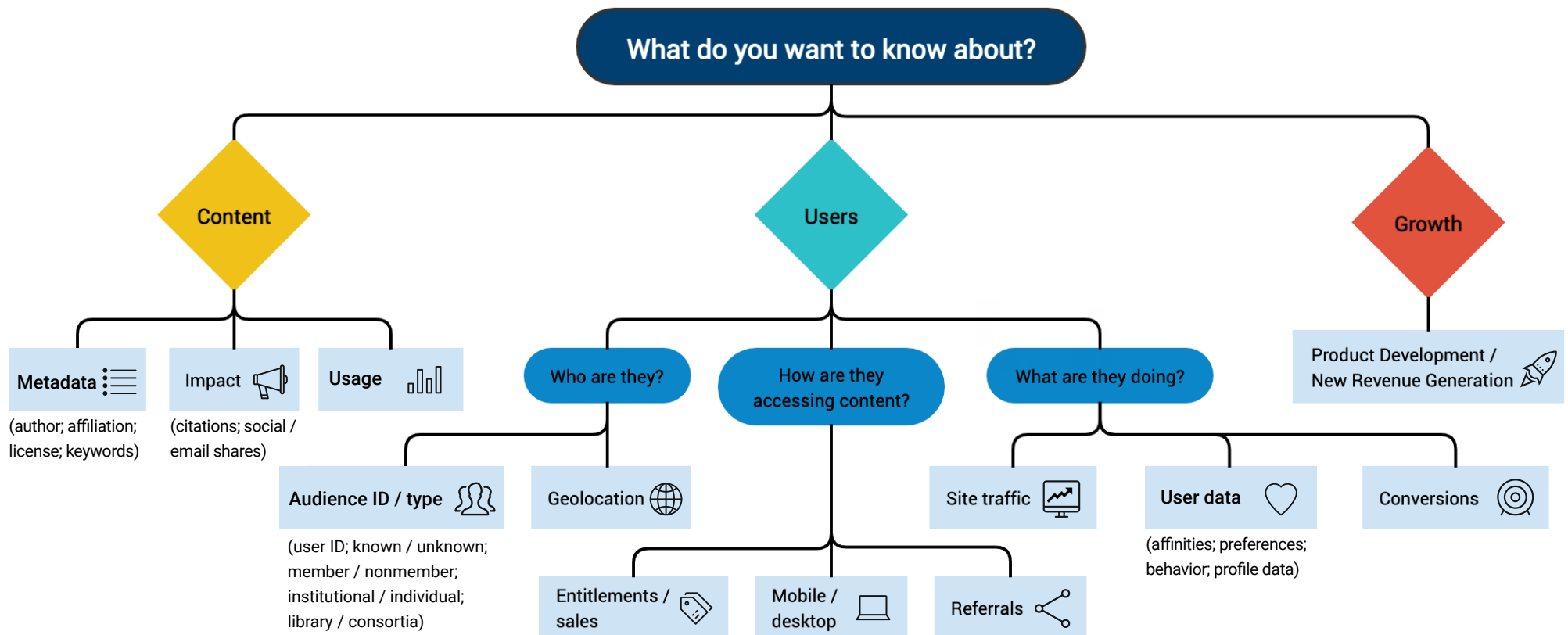


# TELLING YOUR DATA STORY

## Getting started with data points & data sources

Scholarly publishers are sitting on a wealth of content and user data from myriad sources. As organizations strive to reap the value from the insights these data sources provide, the first step is knowing what data you have, where it is located, and what questions you hope to answer with it. The charts below are designed to help get you started on your journey to making data-driven decisions and telling your data story.













### STEP 1: IDENTIFY YOUR DATA POINTS



# DATA POINTS

## STEP 2: IDENTIFY YOUR DATA SOURCES

# DATA SOURCES

	Content usage	Impact	Content metadata	Audience ID / type	Geolocation	Entitlements / sales	Mobile / desktop	Referrals / source	Site traffic	User data	Conversions	NPD / New Revenue
												
	Content			Users							Growth	
Google Analytics	✓			✓	✓		✓	✓	✓	✓	✓	✓
Platform / CMS Usage info (i.e. Silverchair Analytics)	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
COUNTER	✓			✓	✓	✓			✓			✓
Altmetrics	✓	✓										✓
Citation info (i.e. Crossref / PubMed / WoS / Dimensions)	✓	✓	✓									✓
Commerce systems (i.e. PayPal, Shopify)				✓	✓	✓				✓	✓	✓
CRM / Member information manager (i.e. Advantage / Salesforce)				✓	✓	✓			✓	✓	✓	✓
Submissions systems (i.e. Ex Ordo / eJournalPress / ScholarOne / Editorial Manager)			✓		✓					✓		✓
UX optimization tools (i.e. Google Optimize / MouseFlow / Pendo)	✓	✓		✓			✓		✓	✓	✓	✓

## STEP 3: UNIFY, VISUALIZE, & ACTION YOUR DATA

Visit [www.silverchair.com](http://www.silverchair.com) to download our recent report, “[Getting More Mileage from Your Content](#)” to learn more.