Drive peak performance for your digital content

Give your audience more of what they want

Momently dashboard provides the real-time visibility you need to ensure the right content is being promoted on the right channel at the right time. While the Dashboard excels at presenting real-time actionable data, you can choose to see historical data from any period of time.

Get started at
momently.com/signup

Do you *really* know what your readers want?

Momently helps you find out what your audience wants. It turns data into insights about readers, making it easier to understand your analytics data and turn it into action.

Core Metrics

When you start using Momently, it's simple. The main metric in the dashboard is page views, a measure that gives a broad indication of whether a piece "resonates".

Metric	Description
Views	A count of the number of page views – an instance of a page being loaded (or reloaded) in a browser.
Audience	A count of the number of unique cookies who visited the page. Users who visit the site an average of 4 or more days in a span of 3 weeks are considered loyal.

Behavioral Metrics

The core metrics are paired with audience behavioral metrics: engaged time, scroll, and click-through. This way, you'll understand performance of one and get actionable context from the other.

Metric	Description
Average Engaged Time	The average amount of time someone spends scrolling, clicking, highlighting, and generally spending active time on a page. (In other words, not just leaving the tab open while not engaging with the page)
Average Scroll	The average maximum depth that users have scrolled to, in percentage of the document length, from the top of the page. If they're bouncing at the 25 percent mark, you likely have a misleading headline or a bad lede. If they're finishing 90 percent of the story on average, you did something right.
Average Click Through Rate (CTR)	The average percentage of page views from visitors who access a hypertext link to download or view a particular page – inbound or outbound.

Date Range

The date range specifies the time frame you want to pull from for your dashboard. You can select a preset range of the last 3, 10, 30, or 60 minutes, last 24 hours, last 7, 28, or 30 days, today, yesterday, this week, last week, this month, last month, and this quarter. You can also choose a comparison time period for your dashboard – the last week or same week last month or whatever makes sense in your case.

Page Details

In detail pages, Momently provides far more granular data for those who need it. For example, it shows where a reader went after each article on your site, it shows how far they scrolled on different devices, and crucially, it shows how long people paid attention to an article for.

Filters & Breakdowns

This tool offers a wide array of filters and breakdowns that can be used by both analytics and editorial teams to track audience and content data over time. With the Momently dashboard interface, not only can you isolate a subset of data by a specific filter parameter, but you can breakdown your isolated data to dive deeper into your metrics and create a dashboard that reflects specific audience segments.

Filter

Use the filter parameter to dive deeper into your metrics and create a dashboard that reflects specific behavior, traffic, or content property over a certain period of time.

Behavior	Description
Time	Active time spent on a page: `0, less than or more than 15s, 30s, 60s, 120s`
Scroll	Maximum depth that users have scrolled to: `0%, 25%, 50%, 75%, and 100%` scroll points.
Inbound Clicks	The reported path of the page (within your site) users click to view.
Outbound Clicks	The reported URL of the page (outside your site) users click to view.
Downloads	The reported path of the file users click to download.

Traffic Property	Description
Referrer	The referring domain.
Referrer Type	The page referrer type: `social, search, link, direct, internal`.
UTM Campaign	Identifies a specific promotion/campaign.
UTM Source	Identifies to which site a link was posted.
UTM Medium	Identifies the type of link, 'email' for example.
Loyalty	The visitor frequency: `new, returning, loyal`
Country	The country the visitor was in.
Device	The device used (`desktop, mobile, tablet`)
Browser	The web browser used (i.e. `Android, Blackberry, Chrome, Firefox, Internet Explorer, Opera, Safari, and more`)

Type	Description
Page Type	The type of page, set as either article, or a generic page (e.g. landing or category page)

Content	Description
Author	The author of a page.
Section	The section of a site visited (Unique to your domain)
Publish Time	The publish time of a page.

Breakdown

Use the breakdown by parameter to segment views over a certain period of time to see for example percentage of page views where a scroll event occurred, or percentage of page views that received at least 30 seconds of engaged time.

Behavior	Description
Time	Active time spent on a page: `less than 30 seconds, more than 30 seconds`
Scroll	Maximum depth that users have scrolled to: `0%, 25%, 50%, 75%, and 100%` scroll points.

Traffic Property	Description
Referrer	The referring domain.
Referrer Type	The page referrer type: `social, search, link, direct, internal`.
UTM Campaign	Identifies a specific promotion/campaign.
Loyalty	The visitor frequency: `new, returning, loyal`
Country	The country the visitor was in.
Device	The device used (`desktop, mobile, tablet`)
Browser	The web browser used (i.e. `Android, Blackberry, Chrome, Firefox, Internet Explorer, Opera, Safari, and more`)

Type	Description
Page Type	The type of page, set as either article, or a generic page (e.g. landing or category page)

Content	Description
Author	The author of a page.
Section	The section of a site visited (Unique to your domain)
Age	The age of article: `Less than one week old, 1 week to 1 month old, 1 month to 3 months old, or older than 3 months.`

Build a relationship with your audience

Momently has everything you expect from an analytics solution - dedicated support and account management combined with secure, complete data that's always accurate.

Built on this base, Momently is the solution for developing unified user data, a deep understanding of user behavior, and the power to build valuable experiences.

Learn more about Momently at **momently.com**

About Momently

Momently offers powerful and integrated analytics solutions for digital publishers. Measure and improve the impact of your content across every screen, channel and moment in the reader's journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with Momently.

For more information, visit **momently.com**