Case Study – A News Publisher That Needed to Move Faster

	Total Users 98	Article Page Users 41	Total number Of Articles Read 28

Top Articles read by User Type

Article Title	Byline	Visitor	User Type / No. of Users Paying_Member	Grand t...
		3	-	3
		-	1	1
		2	1	3
		1	-	1
		1	-	1
		3	3	5
Grand total		**31**	**12**	**40**

Top Authors by User Type

Byline	No. of Users
	8
	7
	4
	4
	3
	41

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Top Pages

Non-article Pages	Visitor	User Type / No. of Users Paying_Member	Grand to...
	5	-	5
	2	-	2
	1	-	1
	1	-	1
	1	-	1

Users by City

city	Active Users
Perth	57
Sydney	14
Melbourne	11
Kalgoorlie -...	3
Adelaide	2
Busselton	2
Brisbane	2

Users by Source

Traffic Source	Users
Unassigned	55
(direct)	13
google	13
	9
	2
linkedin.com	1

→ The Problem

Editors were publishing content without knowing what readers actually wanted.

✓ No real-time data on which stories were resonating
✓ Editorial decisions based on gut feeling, not engagement metrics
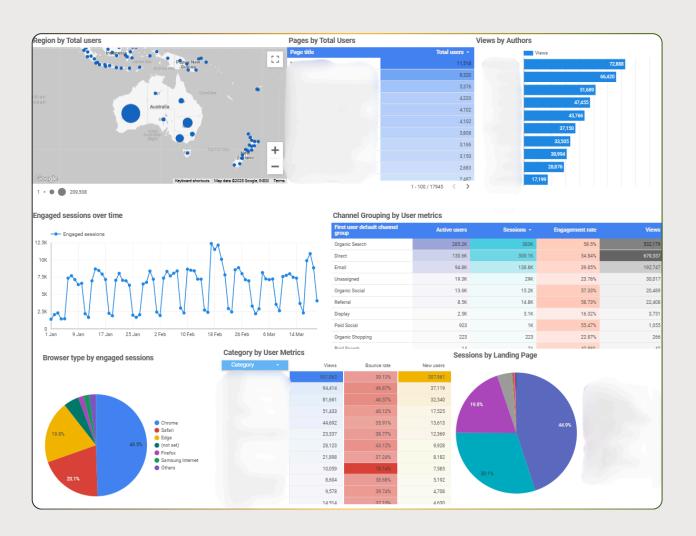✓ Delayed content strategy adjustments

→ The Fix

Integrated Drupal, DataLayer, and GTM, then visualised engagement metrics in Looker Studio.

✓ Live reader data available to editors instantly
✓ Content strategy adjusted in real-time
✓ Clear insights on engagement, page views, and user behaviour

→ The Result

A 45% increase in reader engagement in three months. Editors knew what was working—while it was still relevant.

Page views rose across key categories, while bounce rates dropped noticeably. Editors responded faster to audience interests, helping surface more relevant stories at the right time. The team reported stronger collaboration between content, SEO, and analytics—backed by clear, real-time data.