CARDINALPATH

NPR USES CUSTOM DIGITAL ANALYTICS TO MEASURE NETWORK PERFORMANCE

National Public Radio (NPR) produces and distributes multi-platform content through a network of more than 900 independent stations nationwide. Overwhelmed by the manual task of aggregating, analyzing and reporting on incomplete data from thousands of diverse sources, NPR turned to Cardinal Path for a new digital analytics strategy. The customized infrastructure has vastly improved data collection, management and accessibility throughout the network. The solution also supports multi-level performance benchmarking to drive continual improvement across the NPR ecosystem.

Top benefits

Automated data collection and categorization

Convenient multi-platform data aggregation

Robust performance benchmarking tools

"Cardinal Path has been an excellent partner, bringing the analytics expertise and the development chops to architect the best solution and make it come to life."

Steve Mulder
Director of User Experience & Analytics, NPR Digital Services

Why NPR needed a digital analytics overhaul

NPR's content strategy and production relies heavily on analyzing click-stream, audio and social data aggregated from the websites and audio streams of its member stations, which operate on diverse technology platforms. Every month, NPR's analytics team spent untold hours manually collecting and piecing together incomplete and inconsistent data, conducting analyses, and then reporting to multiple stakeholders.

Several complexities contributed to this time-consuming analytics burden. First, the sheer number of digital properties – including microsites, shared audio streams and associated data-collection tools – created thousands of different data sources, while member stations' individual technology platforms complicated solution deployments and data standardization.

Each of the independent member stations used varying data reporting practices, which often resulted in incomplete data. NPR also lacked a single platform for multi-source data collection, and in rare instances when full information was available, inconsistent station data often created challenging analytic roadblocks. Finally, NPR's inability to perform useful analysis at the station, genre- or system-wide level – or to benchmark against comparable member stations – represented lost opportunities for feedback and growth.

How Cardinal Path built a custom data architecture

Cardinal Path developed and implemented a highly customized and cost-effective umbrella solution to meet NPR's needs, providing central control and rolled-up visibility, while giving member stations powerful benchmarking tools.

The solution simplified the deployment and tagging process, created uniformity across web properties, and enabled NPR and member stations to understand how visitors interact with various forms of content across the network. Highly customized and varied tracking tags from numerous data sources were condensed into a single, easily deployed, platform-agnostic container tag. Automated tag generation and centralized tag management for each affiliate allows NPR to ensure consistency and uniform data collection across its network.

Now, each of NPR's member stations can evaluate their own performance and compare it to peer groups defined by genre, geography, size, and consumer classifications. The standardized data model improves accuracy, while integrating digital data from a streaming audio measurement provider expands data breadth.

NPR's analytics team has one-stop data access through a global rollup of data across the entire NPR network or any segment of the classification system. Cardinal's innovative solution has equipped NPR to deliver real value to its member stations and realize significant time and resource savings. Without being limited by web platform or IT resources, member stations now have access to clean, robust and reliable data, supporting performance measures that can evolve into actionable insights.

About National Public Radio (NPR)

National Public Radio (NPR) is a multimedia news organization that produces and distributes radio, online and mobile content through a network of more than 900 independent stations across the country.

Start benefitting from your organization's digital intelligence. Call Cardinal Path to find out how.

Phone: **480.285.1622**
Email: **info@cardinalpath.com**
Web: **www.cardinalpath.com**

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.