Rapid insight for data-driven editorial decisions

HighWire

HighWire Analytics lets you see how your content performs in real-time, with intuitive visual analytics revealing your content's impact and usage.

Understanding what content resonates with researchers is one of your biggest challenges when deciding what manuscripts to accept, commission and highlight.

HighWire Analytics gives you the tools needed to uncover trends, meaning and context. Our award-winning tools give you real-time insight into the reach and impact of your scholarly content, allowing you to capitalize on trends and make better editorial decisions.

"HighWire will enable us to take an evidence-based approach to our editorial decision making, accelerating our ability to analyse and visualize trends and gaps.

We will be able to track the performance of our current publishing output at a granular level."

Kivmars Bowling, Publications Director, SIAM

With clean, user-friendly UX and intuitive visuals, anyone can analyse the performance of your content at a glance without needing in-depth technical knowledge.

And for those that are more technically minded, HighWire Analytics lets you dive into the raw data behind the visualizations and export it to incorporate into other analytics tools, giving you powerful knowledge at your fingertips.

- Rejected article tracker shows you where articles you decline end up and how well they are then cited.
- Hot article tracker shows you the most cited articles, with year-on-year comparisons.
- Hot object tracker compares article topics and collections to identify trends.
- Citation distribution surveyor visualizes citation patterns for articles.
- Cohort comparator tracks the performance of your competitors' publishing programs.

Features & benefits

✓ **Built by publishers for publishers**
Unlike generic data platforms, HighWire Analytics is specifically designed to meet the needs of journal publishers, editors, marketers, and sales staff; to help them optimize the impact, reach, and readership of their content.

✓ **Early indicators and trend tracking**
By measuring the correlation between different metrics, you can spot trends, test assumptions and understand your leading indicators of future citability.

✓ **Rejected article tracking**
Our patented Rejected Article Tracker gives you the ability to see where your rejected articles end up and the amount of citations they get, helping guide future decisions about your publishing program.

✓ **Real time, granular insight**
Track not only the impact of your journals, but also articles and objects to identify trends and hot topics. Move quickly from big picture (emerging topics) to granular detail (article rejection of popular topics).

✓ **Competitive benchmarking**
Benchmark your article performance against that of competitors in similar disciplines, giving you critical insight into the landscape you're working in.

✓ **Data and visualization export**
We integrate the power Microsoft Academic Graph with the elegance of Tableau to present data in a highly intuitive, visual manner, making it easy to analyse impact or spot trends at a glance.