

Rapid insight for data driven, evidence-based editorial and business decisions



HighWire Analytics is currently delivered through Impact Vizor and Usage Vizor. Both are powerful decision-support tools that bring together data from across your publishing program and other sources to provide unparalleled insight into the impact and value of your content.

Each tool comes equipped with intuitive controls for analyzing data and colorful charts and tables for quickly visualizing each aspect of your journal's performance.

Award-winning semantic enhancement and data visualization

Publishers and editors are left with very little data to rely upon when assessing the immediate needs of the research community and often must rely on anecdotes and personal intuition when making business and editorial decisions.

Understanding what is helping or hurting impact and knowing what resonates with researchers, are the most persistent

challenges facing scholarly publishers. Publishers and editors are left with very little data to rely upon when assessing the immediate needs of the research community and often must rely on anecdotes and personal intuition when making business and editorial decisions. HighWire Analytics provides the semantic enrichment publishers need to obtain meaning and context from the data.

“Impact Vizor has quickly become an invaluable tool enabling us to discover interesting trends. We are impressed with the speed and clarity of the insights available to our editorial team now.”

Keith Gigliello, Digital Manager, Publishing,
American Society of Hematology

Features & benefits

✔ Built by publishers for publishers

Unlike generic data platforms, Impact Vizor and Usage Vizor were 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.

✔ All your critical data in one place

Impact Vizor and Usage Vizor bring disparate data from multiple sources into a single environment. Impact Vizor allows publishers to benchmark article performance against competitors, and custom data uploads make it easy to incorporate new data points into publisher dashboards.

✔ Early indicators

Feedback from citation monitoring tools is too slow, with lags of up to three years for publishers wanting to learn the impact of changes in editorial practice or policy. Impact Vizor allows publishers to determine leading indicators, to track metrics quickly and validate decisions.

✔ Macro to Micro views

Move quickly from big picture (emerging topics) to granular detail (article rejection of popular topics). Each Vizor product comes with self-service access to user portal, Vizor Manager; monitor data updates, set alerts, upload new data, and edit metadata mappings.

✔ Data and visualization exports

Both Vizor products enable you to export visualizations as well as the data behind them, to create reports or feed into other analysis, send visualizations of important findings to internal staff or editors to facilitate evidence-based decision-making.

Control your own data to inform your editorial strategy

A common problem

In order to fully understand the impact of your content, publishers need to be able to interrogate analytics data. To do this effectively, you need to be able to import, export and edit the data and visualizations to answer your specific questions. Generic analytics platforms do not enable publishers to do this.

How we help

Control over journal data is limited within standard analytics tools in the academic publishing sector; such as importing, exporting data and editing article metadata.

Impact Vizor allows better analysis of journal and article performance in ways that are meaningful to publishers and the communities they serve. The application enables you to upload additional data that is unique to the publisher, from any source, to supplement the usage data, such as country of corresponding author, primary funder of research, number of revisions before publication, transfer info, and rounds of review.

Usage Vizor will help you to develop better marketing strategies to promote your most popular content, gauge performance for journal sections and identify areas to prune or expand.

Rejected article tracker

A common problem

Obtain insight into rejected journal articles including where they are eventually published and their citation rates. Filter by topic, editor, or publishing journal for a different view of the data.

How we help

Use the tracker to evaluate the quality of articles being rejected to measure the effectiveness of your editorial program. Determine whether or not you reject enough quality content to populate a new journal section or develop an entirely new journal. Conduct competitive analysis by identifying which publications are benefiting from your rejected articles.

Usage Vizor enables you to slice and dice the data covering article usage, institution usage, and turnaway attempts.

Visualize the difference

A common problem

Most analytics tools don't make it easy to interpret the data quickly and effectively, or export data, charts, and tables for use in reports or other analytics tools. This means publishers are restricted when attempting to extract important data and produce visualizations from the analytics tool.

How we help

Impact Vizor uses a simple interface that allows users to create clear graphical interpretations of the data, enabling administrators or managing editors to produce impactful, meaningful visual representations of their content's performance, for editorial board reports and presentations.

Usage Vizor lets the publisher identify the most popular articles and better understand which content resonates with users, slice and dice usage to micro-target communities based on shared interests, promote popular and relevant articles to the user community, recognize and reward influential authors with a view to encouraging future submissions and calculate cost/use and other relevant financial/ROI metrics.

//CODiE//
2018 SIIA CODiE WINNER

Best Business Intelligence Reporting
& Analytics Solution

Whether you choose from our suite of modular applications or our entire intelligent platform, we help all publishers to create the best digital experiences and reach the most people.

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