



# Real-time insights for data-driven editorial decisions



# Measure the impact of your content and publications in real-time

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

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

Vizor integrates data about citations, usage, and social media pick-up with published metadata and internal editorial data to give you consolidated, intuitive visualizations. You can slice and dice your data to analyze the performance of content at a granular level (by topic, by section, by an editor, by time, etc).

Unlike generic data platforms, Vizor was specifically designed to meet the needs of editorial teams of journal publishers to help them understand and optimize the impact and reach of their content.

With clean, user-friendly UX and intuitive visuals built upon Microsoft Academic Graph and Tableau, any member of staff can analyze the performance of your content at a glance without needing in-depth technical knowledge.

And for those that are more technically minded, Vizor 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.

**"HighWire will enable us to take an evidence-based approach to our editorial decisions, accelerating our ability to analyze and visualize trends and gaps. We will be able to track the performance of our current publishing output at a granular level."**

## Features and benefits

---

- ✓ Real-time, granular insight into impact and citations
- ✓ Spot early indicators and trends to get ahead of your competitors
- ✓ Track rejected articles to make better editorial decisions
- ✓ Competitive benchmarking and analysis
- ✓ Slice and dice your data to analyze relationships between metrics
- ✓ Export data and visualizations for further analysis

## Knowledge at your fingertips to gain actionable insight

### Rejected Article Tracker

See where articles you have rejected end up and measure their impact and citation rate.

### Hot Article Tracker

Easily uncover your most-cited articles, unlock year-on-year comparisons, and identify articles likely to do well ahead of time.

### Hot Object Tracker

Evaluate trending articles, topics, and authors to identify and capitalize upon growing trends.

### Citation Distribution Surveyor

Visualize patterns of citation across individual or groups of articles.

### Cohort Comparator

Easily identify your biggest competitors and track the performance of their publishing programs over time.

### Highwire Press



HighWire is an industry leading provider of digital publishing tools and platform solutions, across all aspects of the publishing lifecycle.



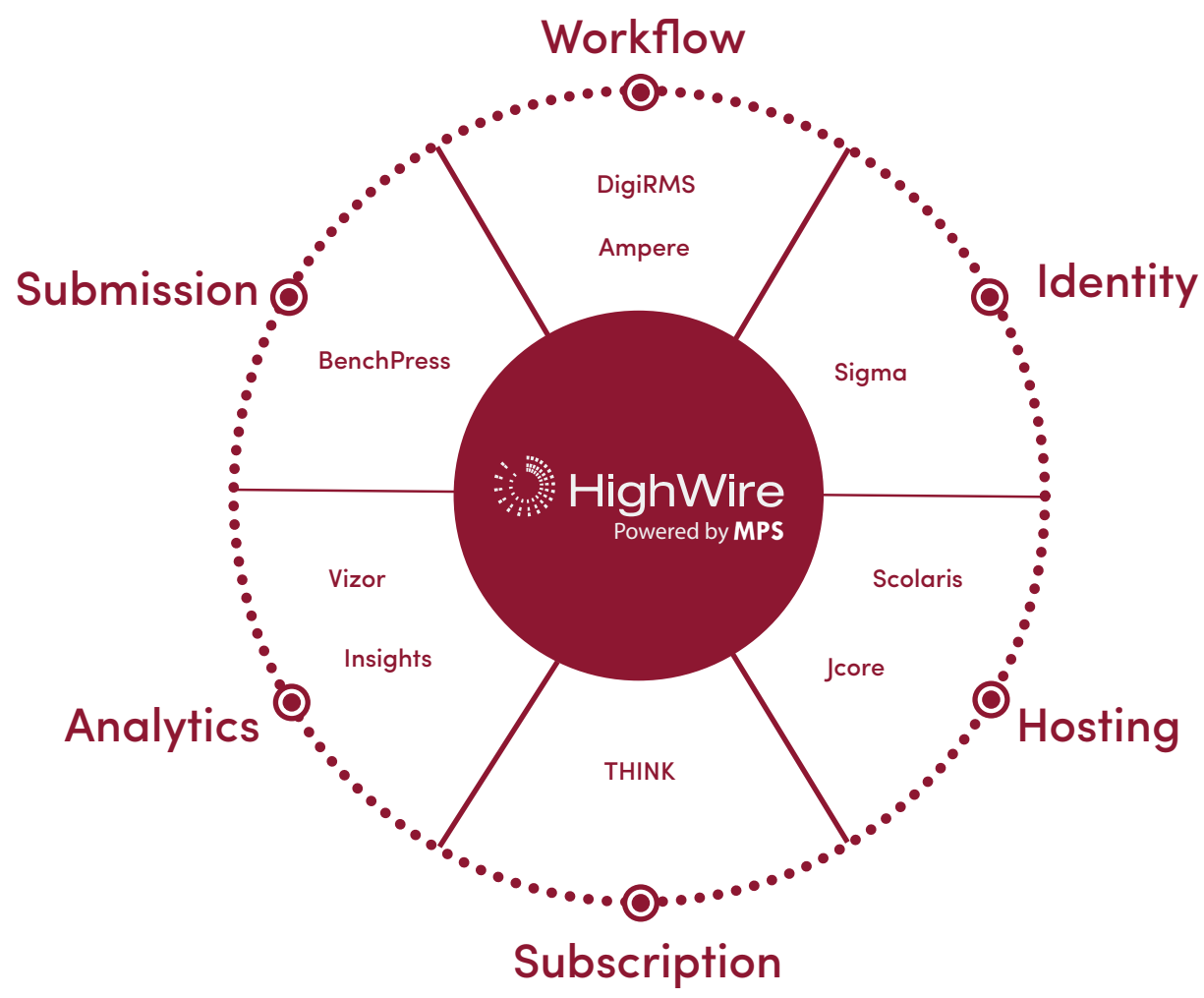
Since our founding at Stanford University in the early days of the web, HighWire has remained an innovative leader focused on the amplification of knowledge. We are now powered by MPS Limited, a leading global technology provider of content platforms and learning solutions.

This combination of deep domain digital and scholarly publishing expertise makes HighWire the technology partner of choice for global commercial and academic publishers.

## Connect TODAY

[www.highwirepress.com/contact](http://www.highwirepress.com/contact)





**Consulting:** Helping you to connect the best minds to the most people

About HighWire

HighWire is an industry-leading global provider of digital publishing tools and platform solutions across all aspects of the publishing life cycle. HighWire is powered by MPS.



About MPS

MPS provides provide content, platforms, and learning services to the world’s leading publishers, societies, university presses, learning companies, enterprises, and content aggregators.



100+  
Fortune 500



17  
Locations



2700+  
Experts



200+  
Awards