



Get actionable insights to help you make informed business decisions



HighWire
Powered by **MPS**

Transform your raw & unprocessed data into meaningful insights about your customers and titles.

Marketing, sales and analytics teams of scholarly and non-scholarly publishers and platform aggregators require advanced analytics to understand the reach and performance of their scholarly content. Insight Vizor provides them BI reports and data visualisations to understand the usage of their content and understand the behaviour of prospects across platforms, titles, institutions, consortia and geographies.

The metrics and charts are fully compliant with the latest COUNTER COP, confirming the validity.

Insight Vizor is a platform-independent analytics tool for publishers and content aggregators to help them understand the reach of their scholarly content so that they can make informed decisions about promoting and disseminating content.

Using customisable dashboards, you can slice and dice the data to understand usage patterns across content (titles, articles, sections), geographies, institutions, consortia. It enables sales and marketing teams to target leads by region and evaluate campaigns; helps the editorial team evaluate content popularity and drive future development; ensures the customer success team understands site usage, prevents dropouts, and helps business development teams with top titles and access denials by institution and title.

Insight Vizor supports an assortment of APIs such as SUSHI API that allows the publishers and its subscribed institutional accounts to ingest the data in the platform of their choice.

The platform uses multi-tiered data connections, processing, and storage to generate and manage the distribution of COUNTER R5-compliant SUSHI reports to more than 45,000 libraries and institutions users every month. The platform's database acts as a data warehouse for dozens of publishers globally, with data backups going as far back as 2008. Currently, Insight Vizor processes over 180 million page views per month.

Concisely, Insight Vizor is an independent provider with a platform-agnostic approach, allowing publishers to leverage the benefits of content usage analytics regardless of the hosting platform.

“HighWire has enabled 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.”

– Insight Vizor Customer

Features and benefits

- ✓ Single site for all S&M analytics
- ✓ Advanced analytics to customize dynamic reports
- ✓ Develops standard COUNTER 5 reports
- ✓ Content comparator for platform type, content type, item type, institutions, and time
- ✓ Usage analytics for hosted and non-hosted content
- ✓ Ability to slice and extract data as per your requirements