

# - Coda Reader Engagement Studies -



## Deliver the Content Your Readers Crave

Local newspapers are under increased pressure to make the most of their newsroom resources. With the plethora of media sources available to today's local news consumers, ensuring that your newspaper is delivering exactly what they want – through the traditional and digital platforms they prefer – is crucial to your success.

Coda **Reader Engagement Studies** measure the involvement, reliance and usefulness of your newspaper's current local news content, and identifies the specific topics and features that your readers would like more of. The survey results enable you to create a reader-driven news strategy that can be customized for all of your content distribution channels – print, web, social, mobile and more.

Plus, Coda provides professional, custom-tailored research reports for your management team and newsroom leadership. Coda's newspaper industry experts are with you through every step of the process to provide expert data interpretation and newspaper marketing expertise, turning your research insights into actionable newsroom strategies.

With Coda **Reader Engagement Studies**, your news team will be equipped with compelling feedback, empowering them to deliver the content that readers crave.

***Is it time to fine-tune your news strategy to meet the unique needs of readers? Let's talk.***

***Quantifies the engagement and reliance of your current news product among readers***

***Ranks the local news topics and editorial features that your readers want more of***

***Identifies how – and through which specific platforms – readers want content delivered***

***Professional reports turn research insights into actionable newsroom strategies***