

# Panel: Using Data to Deepen Reader Engagement



**Industry Summit New York**  
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## Key takeaways:

- **Data is essential and vital**
  - As modern-day publishers who are evolving and transforming, data should be a part of everything we do, from content creation to leveraging for partners.
  - Key data should be shared with teams internally, in real time.
  - Data is “an interesting voice of the community.”
  - Data is a launchpad for creativity.
- **Importance of Data and User / Reader Engagement**
  - It’s important to understand the platform you’re on (i.e., Tik Tok) and understand the metrics to drive deeper engagement.
  - By asking your audience to contribute through newsletters, those who respond and participate feel like part of the community and as though they are helping to shape the community.

*“We are absolutely data driven, but we’re also still editors and journalists and so we need data, and we need to be data driven, and we need to let our editors and our journalists do what they do best as well so that there’s always a balance there.”*

Alysia Borsa,  
Chief Business Officer and President of  
Lifestyle, Dotdash Meredith



## Panelists:

- Alysia Borsa, Chief Business Officer and President of Lifestyle, **Dotdash Meredith**
- Beth Diaz, Vice President, Audience Development and Analytics, **The Washington Post**
- Bill Strickland, Editorial Director, **Hearst Magazines**

## Moderator:

- Elite Truong, Vice President, Product Strategy, **American Press Institute**



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