6 strategies
## you can deploy from quadrant model
reports

quadrant model

The quadrant model (available in the Insights part of the tool) visualises **performance metrics** in - yes, you've guessed it, a quadrant.

We typically measure **engagement vs exposure**, but **customisation** is possible. Whichever metrics you start with, the top right is where things are going really well - and the bottom left is where things aren't.
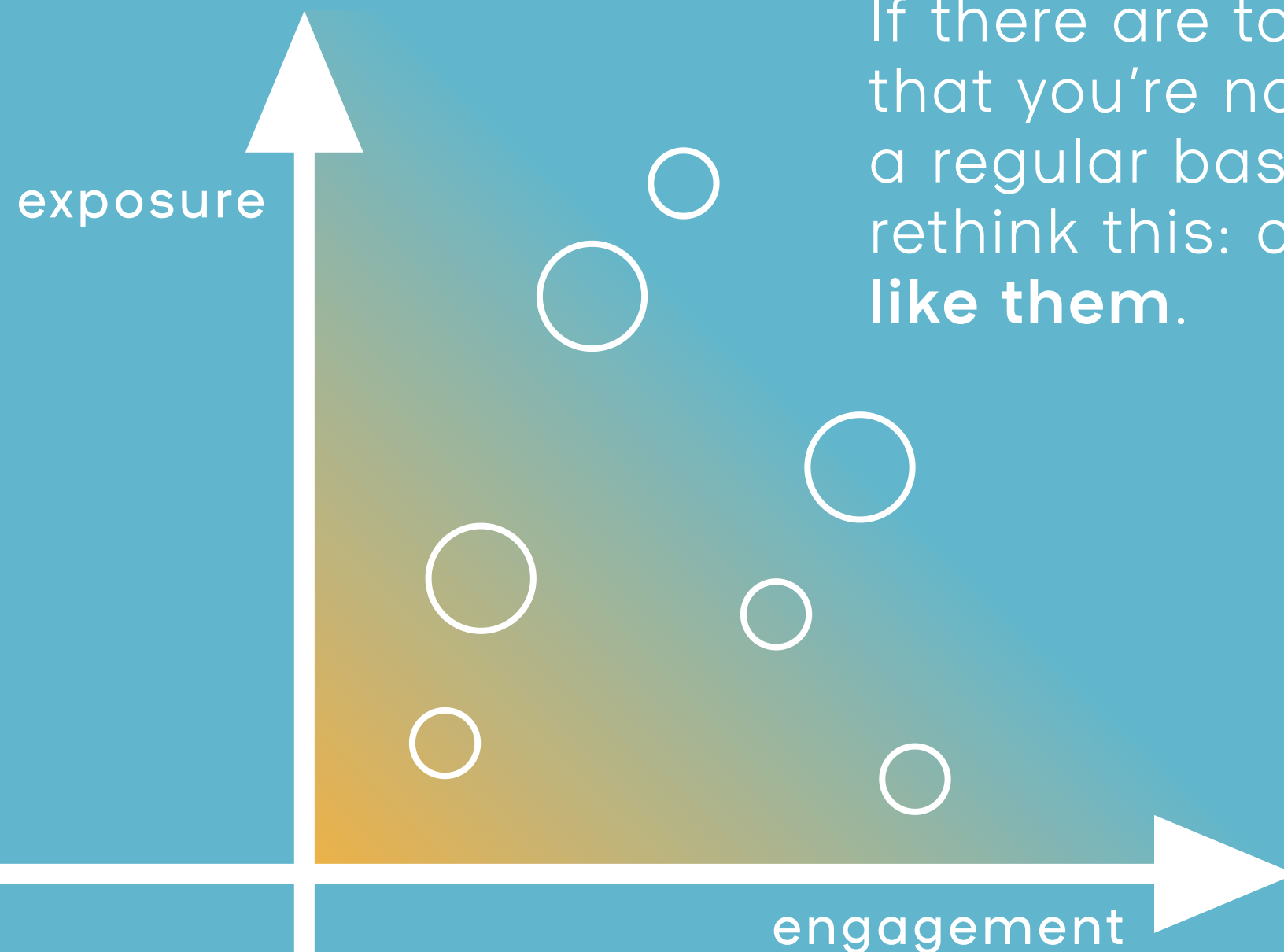
But, wherever your content tracks on the grid, there are **concrete steps** you can take to improve and iterate.
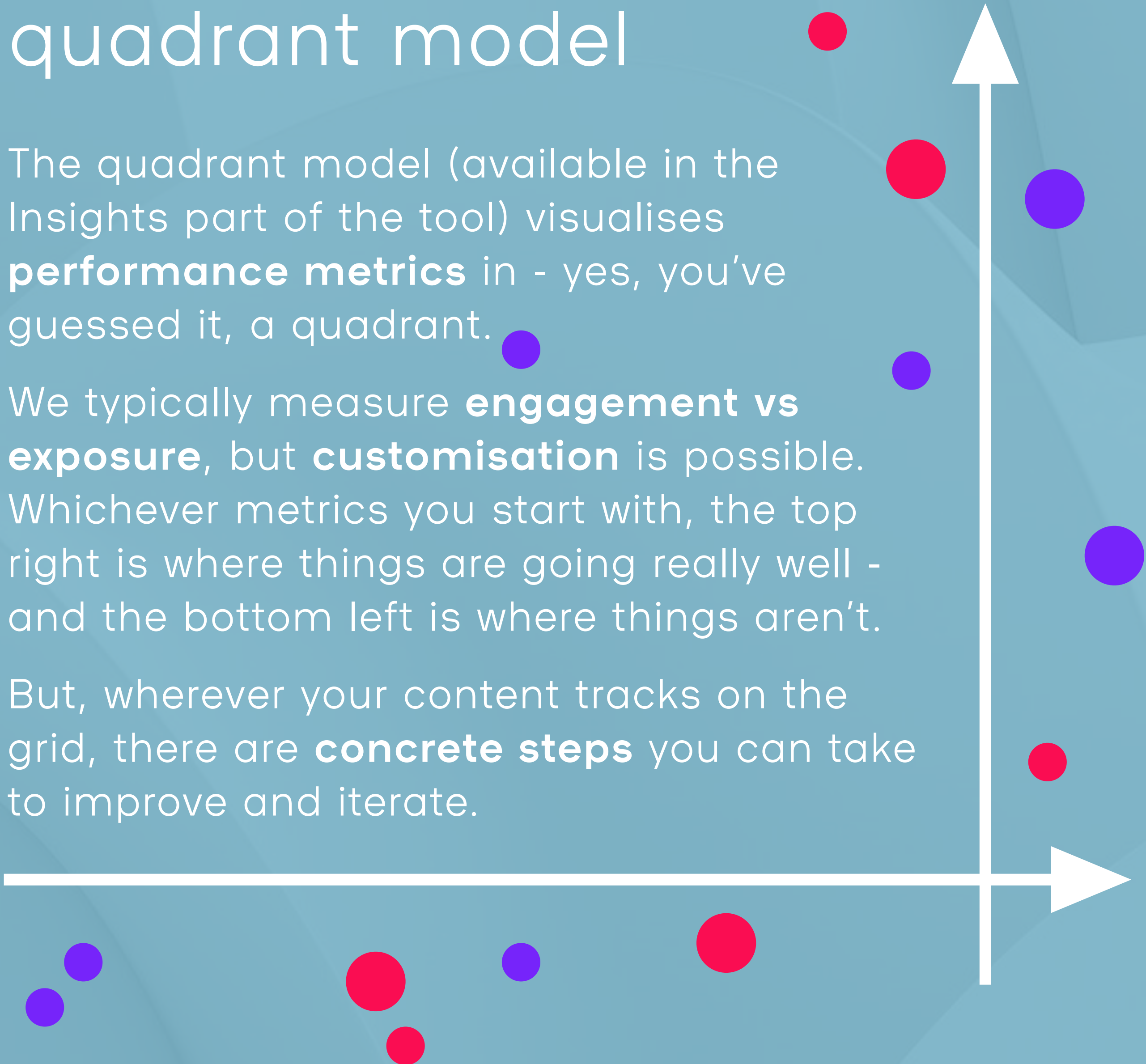
strategy 1
more of that

Whatever is in the **right top** section is doing **pretty well**.

If there are topics in there that you're not serving out on a regular basis, you should rethink this: clearly **readers like them**.

exposure

engagement

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strategy 2
distribute or **enrich**

Left top quadrant articles might need some further thought about **distribution** (place in Facebook, newsletter, homepage etc).

exposure

engagement

While those in the bottom **right need enriching** somehow (think video, infographics etc).

toct

check your **paywall** strategy

If you select **free** and **paid** articles and see which quadrants they're in, you can learn a lot about your paywall strategy:

Are there free articles which are too niche to play a big part in the open domain?

Are there paid articles which are surprising reach winners? What's the pattern with this?

Maybe they're better suited to serve your paying subscribers and reduce churn?

And, by the way: the quadrant also shows **loyalty**, which correlates with **conversions**.

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strategy 4
# check your **user needs**
for news formula

If you select the **User Needs** as **filters**, and select a lot of articles, the colours will show you the role your user needs **formats** play in your content strategy.

Which formats should you use, when you want **more reach** or **more engagement**, for example?

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strategy 5
train the editor

If you select **authors**, you can see which authors are **crushing** it, and which still **need** to **win** on impact or **need** to **enrich** their articles.
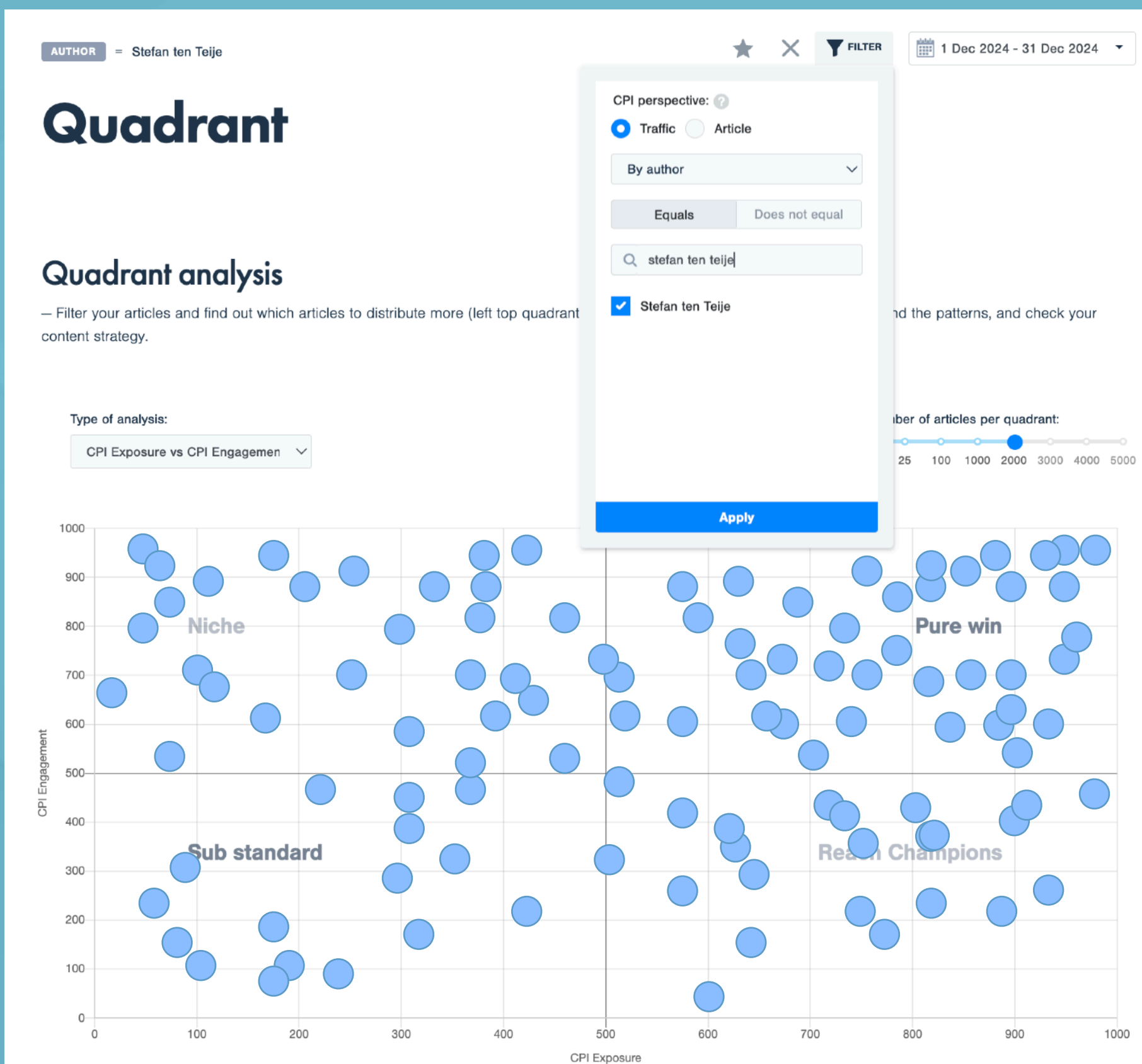
This can be a **useful tool** for editors and managers when **feeding back** to their writers.

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strategy 6
just **stop**

Whatever topic is **continuously** in the Basement (left bottom), **produce less** of that to save valuable editorial time that you can use for other quadrants.

exposure

engagement

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