



NOW

THIS

NewsWhip Spike Case Study

CHALLENGE: How can publishers find and react to emerging stories before the crowd?



Spike ensures that everyone gets out of work at a reasonable hour because we never miss the big stuff.



Chetan Patel
Senior Producer, NowThis

NowThis is truly a new media darling. Having recently arrived to take on the news giants, using social media only distribution, NowThis now enjoys over half a billion video views a month, across its easily digestible, video content.

Having grown 10x in the last year, in a hugely competitive market, we asked Senior Producer, Chetan Patel, how he and colleagues use NewsWhip Spike to get ahead of the competition and deliver big results.



We achieve top publishing status by understanding what doesn't work with social videos and executing solutions to improve them. We're constantly looking at what works and what doesn't work on social and how rapidly it changes.

We were flattered to hear that Spike is a crucial tool in his workflow, hard-baked into his daily routines and giving him and his colleagues more precise direction in their story selection.

NewsWhip Spike offers a bottom-up view of social signals and engagement trends, which enables NowThis to discover hit viral stories first and report breaking news, in their own style.



I use Spike to discover or confirm trending stories. It's constantly on or in the background or up on a side screen. It really helps to confirm and prioritize what we do. We are a small newsroom so it's important to know what we should lend resources to.

Since using Spike, not only does Chetan's agile team gain an edge finding emerging stories, but they can swiftly react if and when any of these stories grows to become a giant. This helps with discovery, selection and coverage, all the way through the story life cycle.

Due to helping news professionals like Chetan, NewsWhip's Spike dashboard is at the core of newsrooms and publishers, large and small.



When we see something spiking on Spike, pardon the usage, we know that should move to the top of our list. because it is that much more important. We optimize all our content for video views as a primary KPI so speed is of utmost importance.

Join the AP and request for a free trial of
NewsWhip Spike today

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