Flipboard Gives Curators on Its Platform Access to Analytics

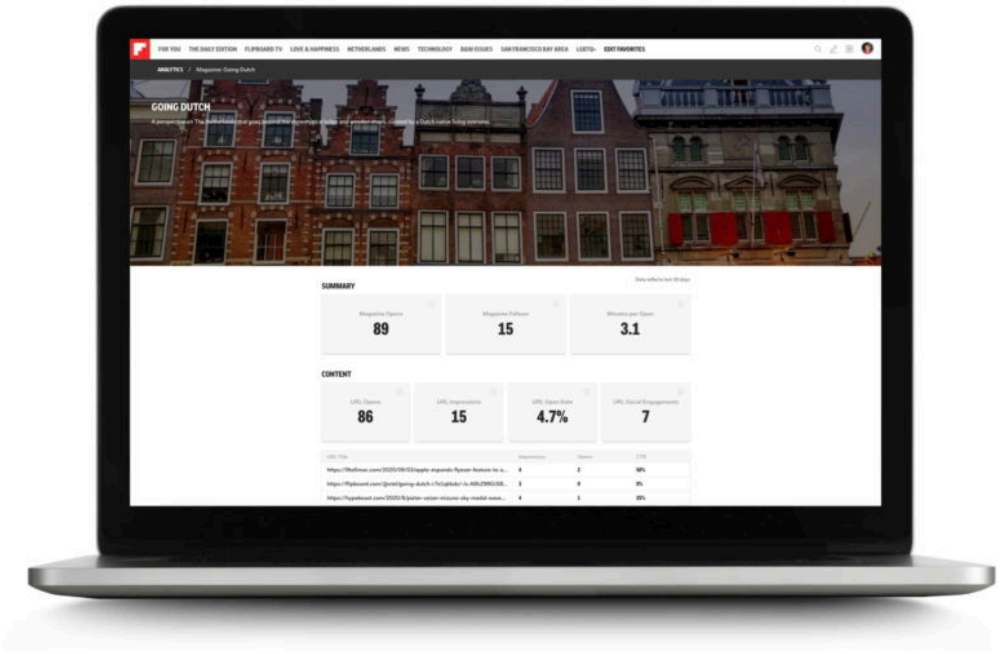
Content-curation platform Flipboard rolled out new editing tools and analytics for people and publishers creating Magazines on its platform.

Curator Pro, which Flipboard debuted in June for roughly 3,200 verified users on its platform, is now available to all Magazine curators.

It features a redesigned collection of tools for editing and organizing content in Magazines, including the ability to invite others to co-curate.

Magazine titles, descriptions and cover images can be added, and curators can perform other tasks including rearranging the order of links, such as to move timely articles to the top, as well as deleting broken links.

The new analytics dashboard in Curator Pro provides access to data on impressions, open rate and time spent, along with a 30-day overview of most opened articles, most shared articles, new followers and other metrics.



Flipboard

The new tools are accessible via the pencil icon on Flipboard Magazines by curators logged into their Flipboard account on the web.

Flipboard CEO Mike McCue said in an interview that the company is “continuing to invest in the creator ecosystem,” adding that by providing “all curators with access to Curator Pro, they can see how their curation is being received by others.”

On the end-user side, Flipboard recently rolled out three features aimed at helping readers sort through the 30 million-plus Magazines on its platform, created by organizations, people and publishers:

- **Today’s Picks:** A daily selection of editorially chosen Magazines and Storyboards on timely or inspiring topics.
- **Recommended Magazines:** The For You feed now includes relevant magazines and Storyboards curated by the community.
- **Featured Magazines Carousel:** Thousands of topic feeds now surface Magazines and Storyboards specific to the topic.

Flipboard vice president of engineering Troy Brant said in an interview, “We wanted to make the best curation on the platform much more central, easier to access and discoverable.”

Brant added in a statement “The curation by our community is essential to the content experience on Flipboard—publishers, businesses and individuals are sharing articles and videos on every topic imaginable in Flipboard Magazines. Previously, only publishers could see traffic from Flipboard through their own analytics, and other curators had very limited insights. This is our first step toward illuminating the value people get from curators’ thoughtful and insightful Magazines.”

Recommended articles
https://www.adweek.com/digital/flipboard-gives-curators-on-its-platform-access-to-analytics/