

# Predictive Readership

Measure your impact and get data-driven insights across *more* publications than ever before

## How is it calculated?

Predictive Readership calculates how many people likely read an article based on tens of thousands of attributes, including headline, topic, day of the week it was published, industry, region, average article traffic for the publication, and so much more.



## Extend insights across thousands of outlets

Memo reports readership data (unique visitors to articles) for thousands of publications.

Predictive Readership allows you to get an informed estimate for article readers across thousands of *more* publications within the full dashboard or Reporter Intelligence.

## Filter and export data for deeper analysis

See predicted readership alongside all other coverage with an indicator to differentiate it from Memo's standard, verified readership numbers.

Filter it in (or out) of your view within the dashboard, export data, and integrate directly with our API for deeper analysis.

The screenshot shows the Memo dashboard interface. At the top, there are tabs for 'Summary', 'Articles', 'Publishers', and 'Topics'. Below this, there are filters for 'YOUR BRAND' (Zenotek, Stark Industries, ARGUS, Globex, Hooli) and 'OTHER BRANDS'. A 'Data All' dropdown menu is open, showing options for 'All', 'Predictive', and 'Readership', with a 'Save' button. The main content area displays a list of articles with columns for 'Article', 'Tags', 'Brands', 'Sentiment', and 'Readership'. An 'Export' button is visible in the top right corner.