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**Revere Hotel Boston Common** 

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# **EMUG 2024**

# Advanced Analytics for Informed Strategies

Ryan Walther
Sr. Director, Client Services
rwalther@ariessys.com

Christine Donovan

Account Coordinator

cdonovan@ariessys.com

Jeff Christie
Sr. Account Coordinator
jchristie@ariessys.com

# Agenda

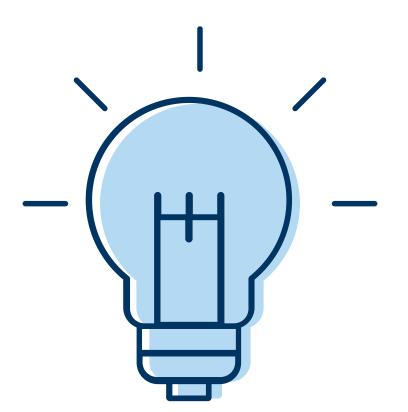
Welcome to EMUG: Day 2

- Importance of Analytics and Reporting
- Available Solutions in EM/PM
- Common Use-Cases and Example Reports





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# The Age of Analytics

Measuring for success

# Data: The Building Blocks of Strategy



- Data is essential to understanding the business bottom line and defining success
- Analytics involves systematic analysis of data and statistics to discover meaningful patterns for effective decision-making
- Strategy heavily relies on these elements to feed its direction



# Strategies Reaching Full Potential?

- Most publishers are already using basic data to inform their strategy, but are they getting the full picture?
  - Data collection may be limited in scope
  - Limited access to advanced data analysis technologies
  - Editorial teams could lack expertise/training in analytics
  - Underestimating value of/investment in analytics





# Bridging the Gap: Expanding Analytics

## Informed strategies, major impact:

- Optimized operations
- Increased revenue, reduced costs
- Improved quality of published research
- Enhanced user experience
- Greater competitive advantage





# **Analytics and You: The Possibilities!**

• Identify trends of strong/weak points to target improvements or expansion

- Editorial teams can access:
  - o Performance of journal, including staff and published works
  - Engagement of Authors, Reviewers, readers, and more
  - Effectiveness of workflows, communication, resources, and integrated tools
  - Exploring new markets, DEI priorities, expanding/refining scope, etc.



# Getting Started: Where Can We Focus?

- EM Home page
- Author submission pages/forms
- Technical checks
- Reviewer forms/Reviewer Main Menu
- Decision forms
- ProduXion Manager
- User Registration/Login pages
- Linked Resources
- Author and Reviewer letters



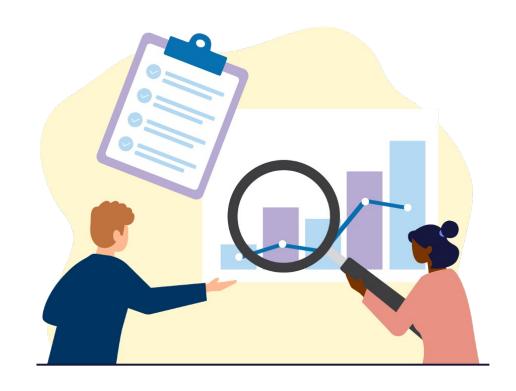


# **Analyzing and Acting on Results**

What does the data prompt you to do?

## Potential improvement opportunities:

- Fewer/consolidated submission questions/steps
- Simplifying review forms
- Enhancing custom instructions
- Adding/refining available linked resources
- Refining letters (language, cadence, etc.)
- Enhance editor and editorial staff processes





# **Benefits of Data-Driven Optimization**

- Reduced frustration for submitting Authors
- Quicker Reviewer commentary turnaround
- Reduced support queries, less administrative burden for Editors
- Increased engagement and communication from Authors and Reviewers
- Increased efficiency in peer-review workflow without sacrificing quality
- Create automated Alerts





# **Integrated Solutions: Working Smarter**

- Analytics and Editorial Manager:
  - Adobe Analytics and Google Analytics
  - o EM/PM Reporting Main Menu
  - Enterprise Analytics Reporting
  - Cross-Publication EAR







# Adobe & Google Analytics

Integrated analytic solutions

# **How it Works**

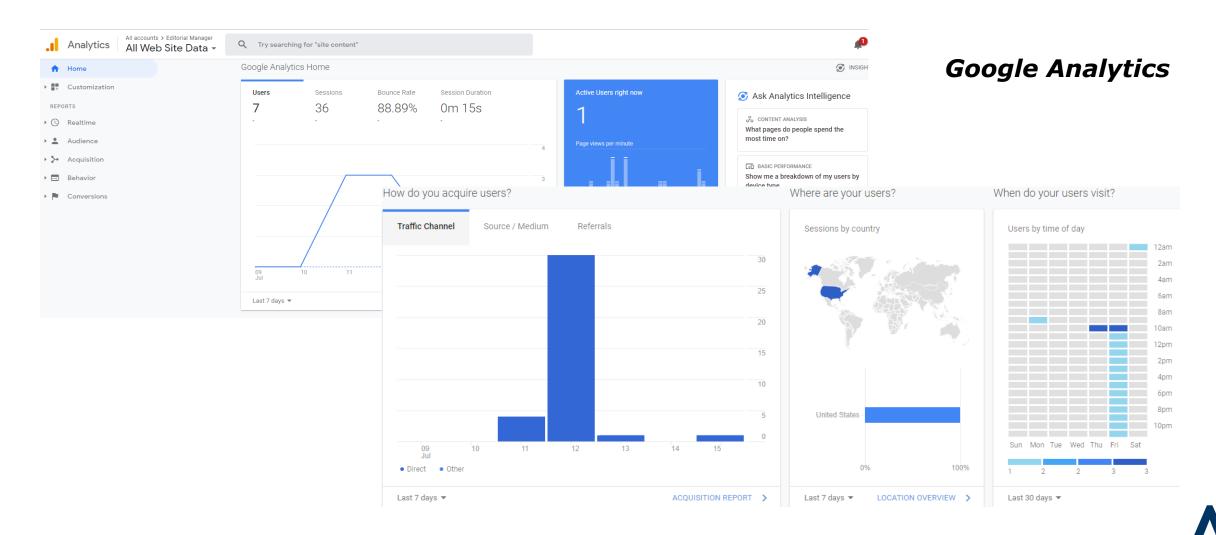
- Track multiple data points in user interactions with EM, including:
  - Page views, duration, navigation behavior
  - Links clicked and CTAs completed
  - Visitor geographical origin and source
  - o ...and more!

 Data collected and monitored in real-time, and pulled for any specific time frame



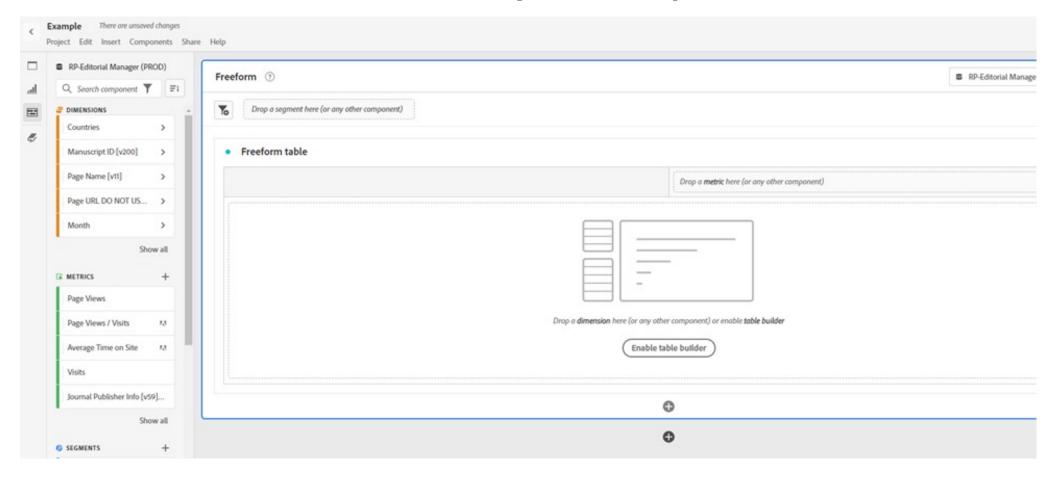


# Interactive Dashboards, Powerful Insights



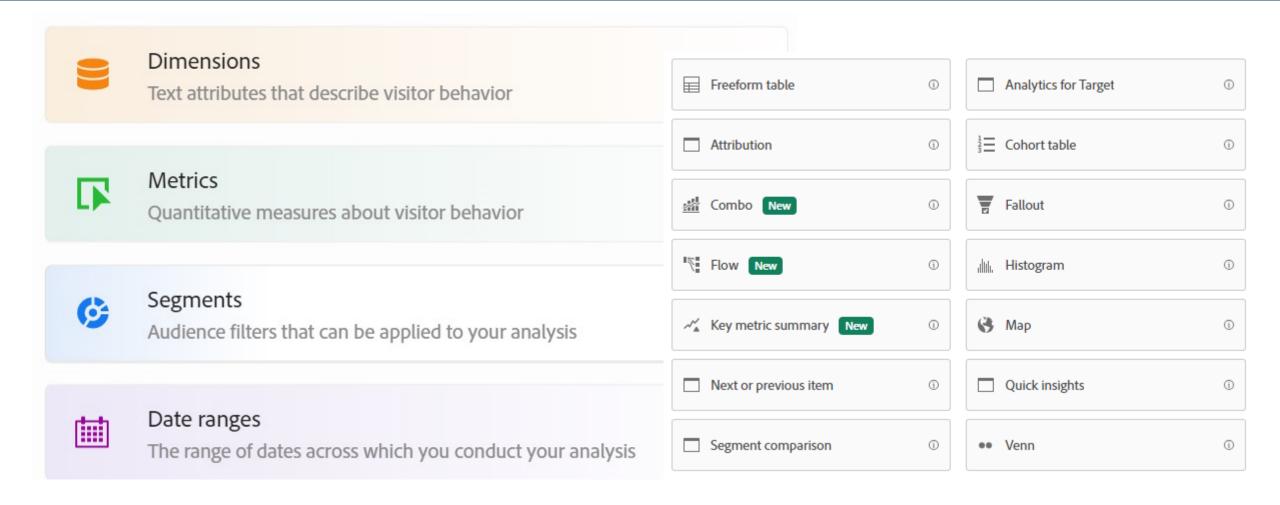
# **Analytical Workspace**

## Adobe Analytics Workspace



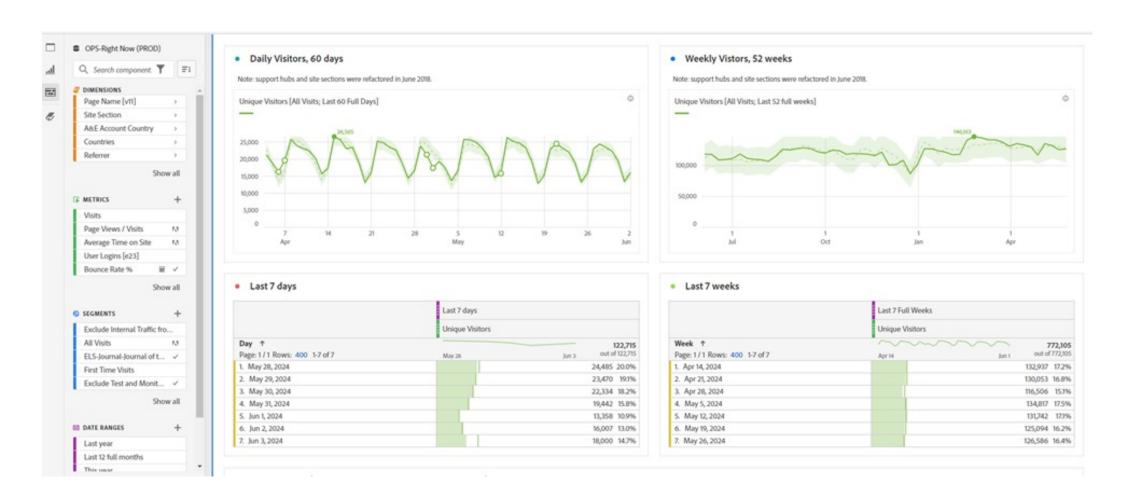


# **Adobe: Slicing Up the Data Pie**



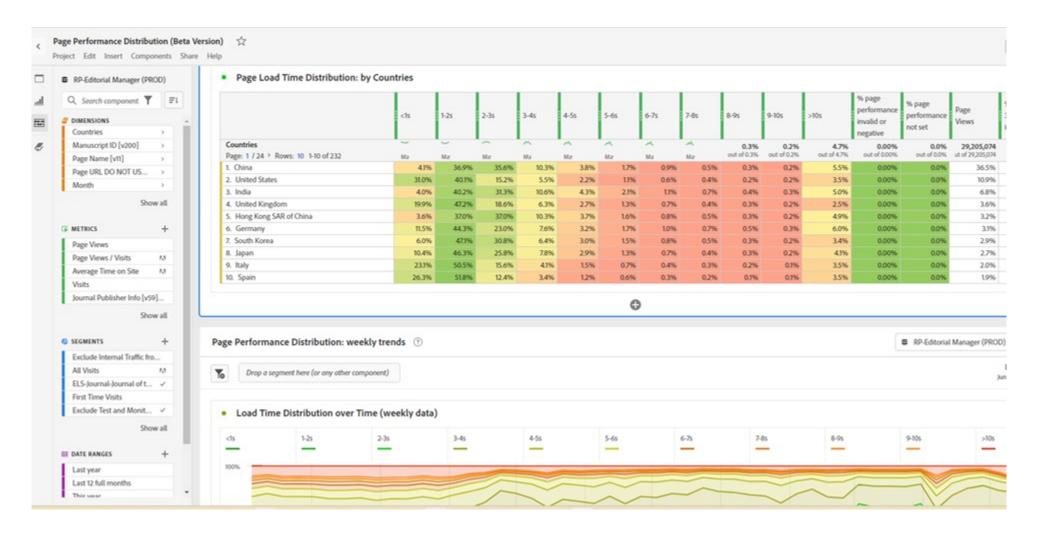


# **Tracking Web Page Visitors**





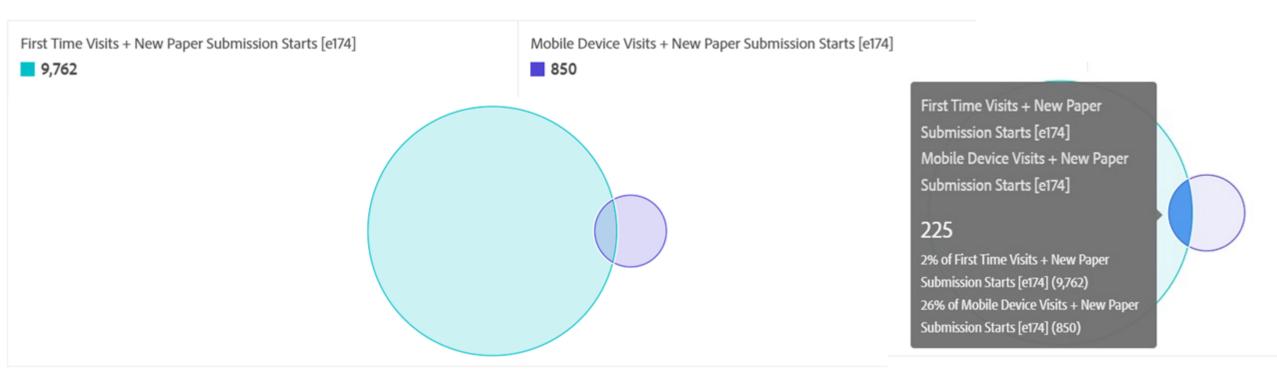
# **Page Performance Too!**





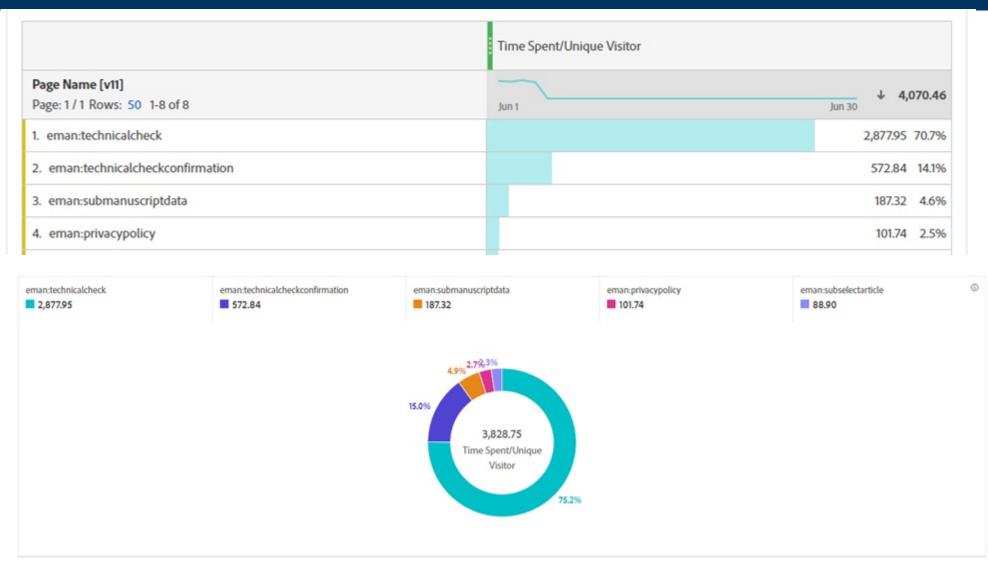
# **Example Report: Author Submission**

Venn





# **Example Report: Resources**





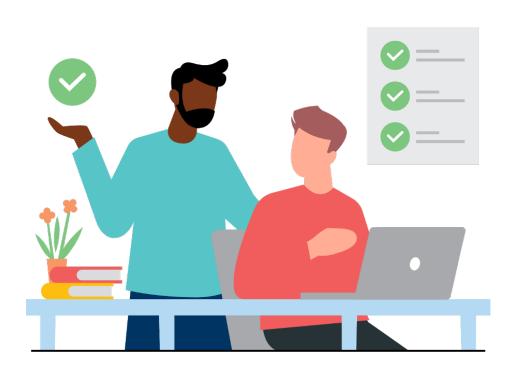
# **Example Report: Login and Identity**



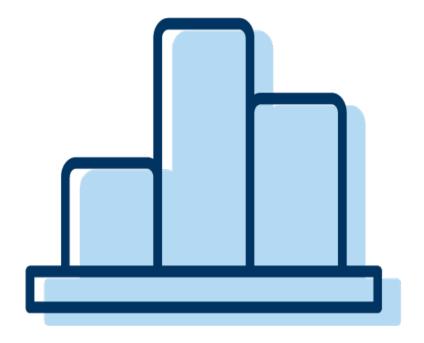
	Visits / Visitor				
Page Name [v11] Page: 1 / 1 Rows: 50 1-4 of 4	Jun 1			May: ↓ 12.33	
1. eman:login				4.97 40.3%	
id:sign_in:sign in:ask for password				3.22 26.1%	
3. eman:orcidpopup				2.87 23.3%	
4. eman:orcidregistration				1.27 10.3%	



## **How to Get Started**



- Create an account with Google Analytics or Adobe Analytics
- Pages on EM sites can be tagged with code snippets to enable the capture of usage data from the page
- Once your account is active, follow the instructions (on Google or Adobe) to generate a unique tag
- Provide the tag to your Aries Account Coordinator so the analytics tool feature can be configured on your EM site
- Contact your Aries Account Coordinator to discuss configuration details and pricing



# Reporting Menu

Ready-made, canned reports

# Reporting Menu

- Run canned status, reminder, production, and summary reports
- Set up automated reminders to Authors and Reviewers
- Create and save custom reports based on specific workflow and business needs
- Schedule reports for regular delivery

## Reports

## Report Tools

**Enterprise Analytics Reporting** 

Cross-Publication Enterprise Analytics Reporting

General Data Export

Custom Report

Database Help

Search/Manage Conference Submissions

## **Status Reports**

Accepted Manuscripts Without a Publication Date

Current Status Report

Publishing Pipeline Report

Published Table of Contents Report

Editor's To-Do List Report

Current Role Designations Report

## **Author Reminder Reports**

Co-Author Reminder Report

Author Revision Status Report

Author Revision Reminder Report



# **Summary and Annual Reports**

- Available to run from the Reports menu
- Provides the journal with tools for reporting on activity, performance, and usage information

## **Summary and Annual Reports**

Classification Index Report

Document Classification List Report

Reviewer Performance Report

Editor Performance Report

Journal Accountability Report

Manuscript Country/Region of Origin Summary Report

Manuscript Country/Region of Origin Detail Report

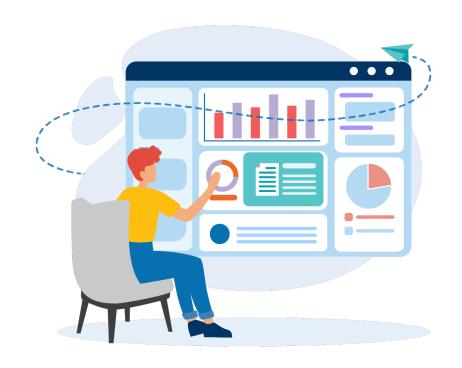
Reviewer Country of Origin Report

ISO Standard Country Comparison Report



# **Journal Accountability Report**

- The Journal Accountability Report (JAR) provides a detailed snapshot of your journal's activity in a specified timeframe
- Includes a statistical breakdown of all publication activities, including:
  - number of submissions received
  - o number of revisions requested
  - o number of Editor's decisions
  - o ...and more!



The report may be run for a specific data set or for several data sets at once



# Step 1

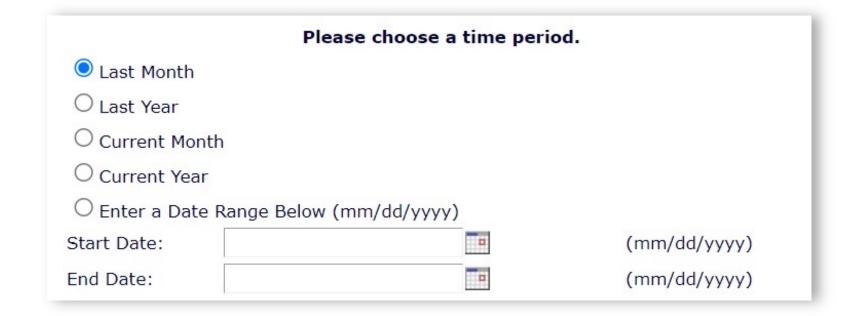
# Select a data set

# Journal Accountability Report Content: This report provides a detailed summary of journal office activity and key statistics during the specified time period. Please choose the data set you wish to view. Show All Submission / Revision Statistics Journal Turnaround Time Reviewer Statistics Decision Summary Correspondence History



# Step 2

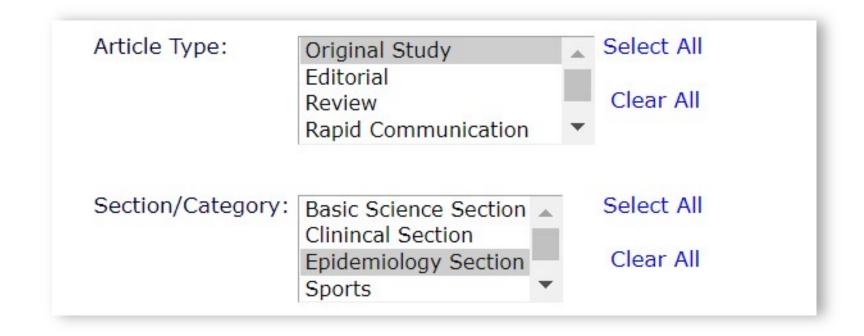
**Select a timeframe** 





# Step 3

Refine your results





# Journal Accountability Report: Submission Statistics

New Manuscripts Received (by First Receipt Date)	
Bona Fide manuscripts submitted by Authors during the specified time period. This number may include submissions that have been removed by the journal office and manuscripts that have been submitted, but have not yet been assigned to an Editor.	76
New Manuscripts Received (by current Initial Date Submitted)	
Manuscripts submitted by Authors during the specified time period. This number may change if a submission is returned to the Author and resubmitted by the Author at a later date. In this case, the resubmission date is stored as the Initial Date Submitted, overwriting the original Initial Date Submitted. This number may include submissions that have been removed by the journal office and manuscripts that have been submitted, but have not yet been assigned to an Editor.	76
Submissions Removed by the Journal Office	0
Editorial staff may remove submissions from the system before an Editor is assigned. Manuscripts included in this category are also included in New Manuscripts Received above.	0
Submissions Transferred	
Manuscripts that were transferred to another publication before an Editor was invited or assigned. Manuscripts included in this category are also included in New Manuscripts Received above.	0
Manuscripts Submitted but Technical Check Not Yet Complete	
The manuscript was submitted during the time frame, but the technical check is not yet complete	1
Manuscripts Submitted but not yet Assigned to an Editor	
Once a manuscript is submitted, the Editor can edit the submission and send it back to the Author for approval. This category includes any submissions being worked on, before any Editors have been assigned. Manuscripts included in this category are also included in New Manuscripts Received and Manuscripts Submitted but Technical Check Not Yet Complete above.	7
Manuscripts Returned to the Author and Removed by the Author	
Once a manuscript is submitted, the Editor can edit the submission and send it back to the Author. The Author can edit the submission, or approve the submission, or remove the submission. This category includes any submissions that the Author has removed (deleted), which means they cannot be resubmitted. Manuscripts included in this category are also included in New Manuscripts Received above.	0
Revisions Requested	20
Journal rendered a Revise decision during the specified time period.	30
Revised Manuscripts Received	
Author submitted a revision during the specified time period. This figure is independent of the date the original manuscript was submitted, or when the revision was requested.	19

# Journal Accountability Report: Revision Statistics

### **Total Revisions Received**

This section includes revisions that were received by the journal office during the specified time period. This is not a subset of Revisions Requested in the Submission Statistics. The revision may have been requested at any time, but the counts below reflect revised submissions by the Author during the time period.

	Rev 1	Rev 2	Rev 3	Rev 4	Rev 5	Rev 6
Revisions Submitted by Author	12	3	1	1	1	1
Revisions Declined by Author	0	0	0	0	0	0
Average Turnaround Time for Author (days)	0	0.3	0	0	0	0

## Journal Accountability Report: Journal Turnaround Time

#### **Journal Turnaround Time**

This section includes submissions received by the journal office during the specified time period. The statistics are an indication of how long key activities are taking in the process.

Submission to Technical Check Complete  Average number of days between the date the manuscript was received and technical check was completed.	2.3
Technical Check Complete to Editor Assignment  Average number of days between the date the technical check was completed and the first Editor was assigned	22.8
Submission to Editor Assignment  Average number of days between the date the manuscript was received and the first Editor was assigned.	11.9
Submission to Reviewer Invitation  Average number of days between the date the manuscript was received and the first Reviewer was invited.	13
Submission to First Decision  Average number of days between the date the manuscript was received and the first decision.	15.9

## Journal Accountability Report: Reviewer Invitation Statistics

## **Reviewer Invitation Statistics** This section provides the breakdown of Total Reviewers Invited to Review during the time period, and the status of each invitation as of the report date. **Total Reviewers Invited** 82 Total number of Reviewers invited during the specified time period. Includes Reviewers who may have been subsequently terminated or un-invited. Agreed to Review Number of Reviewers invited during the time period who agreed to review and are still working on their reviews. Reviewers who Completed Reviews 41 Number of Reviewers invited during the time period who agreed to review and have completed their review. Declined to Review Number of Reviewers invited during the time period who declined to review. Have not Responded to Review Invitation 1 Number of Reviewers invited during the time period who have neither agreed nor declined to review. **Uninvited Reviewers** 25 Number of Reviewers invited during the time period who were subsequently un-invited by the Editor. **Terminated Reviewers**

Number of Reviewers invited during the time period whose roles were subsequently terminated by an Editor who chose to make a decision without waiting for the review to be completed.

# Journal Accountability Report: Reviewer Performance

### **Reviewer Performance Averages** This section includes some key statistics about the peer review process. Unless otherwise specified, all calculations are based on reviews completed during the time period. Days to Respond to Invitation Average number of days between date Reviewer was invited and date Reviewer agreed or declined to review. Note the Reviewer may have been invited at any time; this calculation includes reviews that were agreed to or declined 3.3 during the specified time period. Days to Complete Review (from Date Invited) 96.6 Average days between date Reviewer was invited to review and the date the review was completed. Days to Complete Review (from Date Agreed to Review) 29.4 Average days between date Reviewer agreed to the review invitation and the date the review was completed. Number of Reviews per Reviewer 3.1 Average number of reviews completed by each Reviewer during the time period. **Number of Late Reviews** Total number of reviews completed after the due date. Average Days Late 271 For all the Late Reviews specified above, the average number of days those reviews were submitted after the due date. Number of Early Reviews 40 Total number of reviews completed on or before the due date. Average Days Early 12.9 For all the Early Reviews specified above, the average number of days those reviews were submitted on or before the due date.

#### **Journal Accountability Report: Reviewer Recommendation Summary**

#### **Reviewer Recommendation Summary**

This section shows the total number of Recommendation Terms submitted during the specified time period. The column of percentages is simply an indicator of the frequency with which each Term is used.

	Frequency of Recommendation			
11	25.6%			
4	9.3%			
21	48.8%			
7	16.3%			
43	100%			
	4 21 7			

### **Journal Accountability Report: Decision Summary**

#### **Decision Summary**

A separate table is displayed for each Revision Number. Total Decisions is the number of decisions made by the Editor with final decision-making authority for each submission during the specified time period. The Average Time to Decision is the number of days between the date the manuscript was received by the journal office, and the date the final decision was made. For a Revision, the Average Time to Decision is the average number of days between the date the Revision was submitted to the journal office and the date the final decision was made.

Accepted On Submission	<b>Total Submissions</b>
During Submission By Editor	1
After Submission to Publication	0

#### **Original Submission**

Editor Decision Term	Total Decisions	Frequency of Decision	Average Time to Decision
Accept	22	36.7%	95.9
Accept and Transfer	1	1.7%	0
Accept on Submission	2	3.3%	0
Major Revision	2	3.3%	61.5
Minor Revision	6	10%	184.2
Reject	9	15%	136.8
Reject without Review	2	3.3%	0
Revise	16	26.7%	73.8
Total Editor Decisions	60	100%	95.8

#### Revision 1

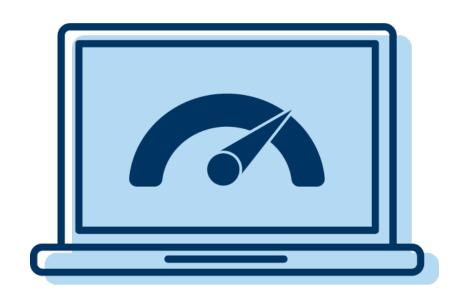
Editor Decision Term	Total Decisions	Frequency of Decision	Average Time to Decision
Accept	1	16.7%	0
Revise	5	83.3%	67.6
Total Editor Decisions	6	100%	56.3

#### Journal Accountability Report: Correspondence History

#### **Summary of Correspondence History**

Summarizes all letters sent during the specified time period.

Letter Purpose	Letters Sent
Author - Other Author Verification	19
Author Instructions and Due Date	13
Author Invitation for Commentary	17
Author Notice - Technical Check failure	2
Author Notice All Reviews Complete	15
Author Notice Invitation Declined	1
Author Notice of Manuscript Number	62
Author Notified of FD Accept	4
Author PDF Build Error	8
Author Reminder - Invited Manuscript	19
Author Revision Due Date	2
Author Submits New Child Manuscript Confirmation	5
Author Submits New Manuscript Confirmation	68
Author Submits Revision Confirmation	19
Author Uninvited Notice	1
Ed. Coordinator Notice of Accepted Manuscript	5
Editor Assignment	81
Editor Assignment Undone	4



# Enterprise Analytics Reporting

Custom and standard versions

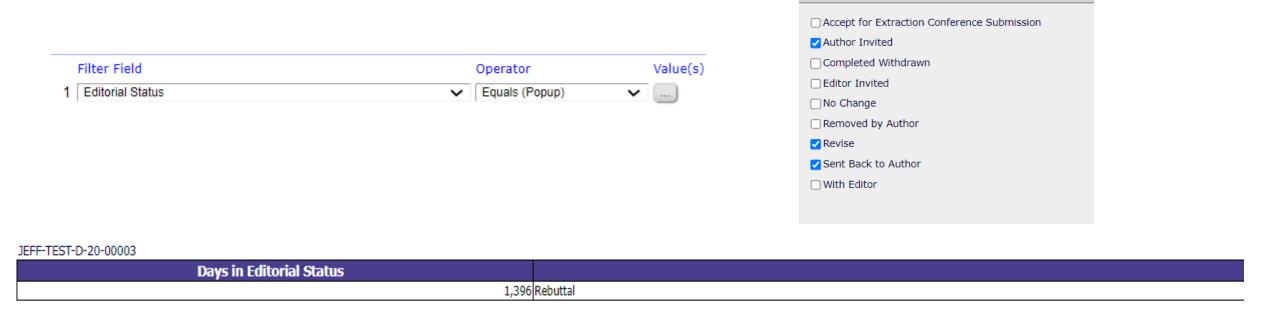
# **Reviewers With Open Reviews**



by Author		
	Date Reviewer Invited	Manuscript Number
6/2019		DEMOJC-D-19-00036
/2020		DEMOJC-D-20-00001
1/2020		DEMOJC-D-20-00005
4/2022		DEMOJC-D-22-00018
/2023		23-000047
y Analyst		
	Date Reviewer Invited	Manuscript Number
3/2018		DEMOJC150-D-18-00030
old Appraiser		
	Date Reviewer Invited	Manuscript Number
3/2018		DEMOJC150-D-18-00030
/2020		DEMOJC-D-20-00001
2021		DEMOJC-D-21-00002
2021		DEMOJC-D-22-00018
24/2022 9/2023		23-000047



#### **Submission Sent Back to Authors**

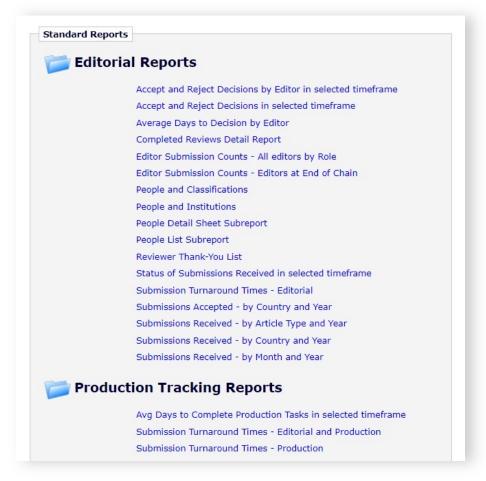


- Use editorial status to identify where papers are in the workflow and how long they've been in that particular status.
- This can help identify potential 'sticking points' in workflow



## **Standard EAR Reports**

- Run standard reports available in Enterprise Analytics Reporting
- Includes canned reports for Editorial, Production, and Third-Party Exports
- Use the Design feature to make updates and save your own customized versions





# Submissions Received by Article Type and Year

Provides a breakdown of submissions received in specified time period, by article type.

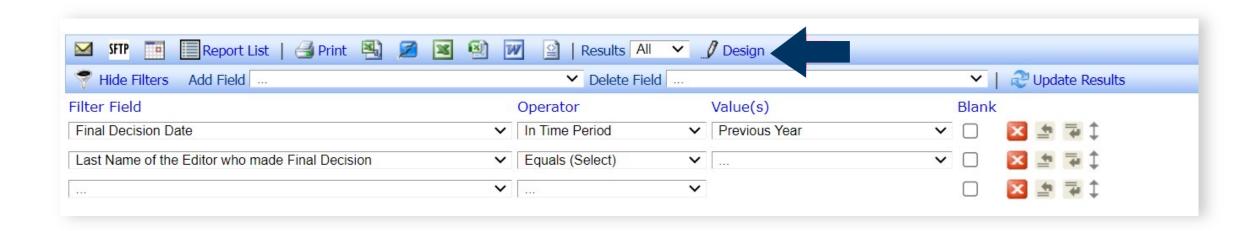
Article Type	2019	2020	2021	2022	2023	2024
31 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0	0	0	0	1	
Annual Meeting Abstract	0	0	0	1	0	
Case Report	1	2	3	2	4	
Commentary	0	0	0	3	2	
Editorial	2	6	9	6	16	
Letter to the Editor	0	2	0	0	0	
Original Study	30	16	1	3	10	
Podcast	0	0	0	0	1	
Rapid Communication	0	1	0	15	32	
Research Article	0	0	0	0	2	
Review	0	7	6	14	7	
Revised Original Study	0	1	0	0	0	
Special Issue Article	0	0	0	1	1	
Triple Blind Experiment	0	0	0	0	4	
	33	35	19	45	80	



	Final Decision Term	Number of MSS	% of Total
	Final Decision Term	Number of MSS	
Accept		15	65.2%
Reject		7	30.4%
eject without Review		1	4.3%
		23	100%
dward, Editor			
	Final Decision Term	Number of MSS	% of Total
Accept		3	100.0%
		3	100%
Mary, Editor			
	Final Decision Term	Number of MSS	% of Total
Accept		4	57.1%
accept on Submission		2	28.6%
Reject without Review		1	14.3%
		7	100%

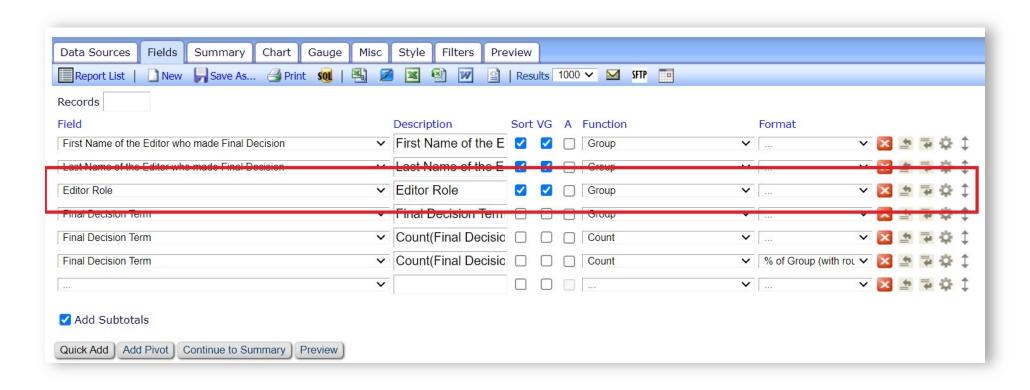


 When running a standard report, use the Design feature to view the parameters of the report and make your own customizations



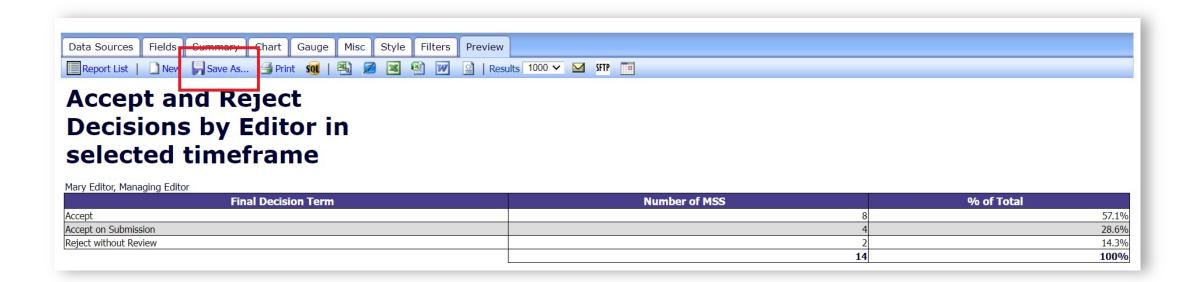


· Add additional data sources, fields, design elements, and filters

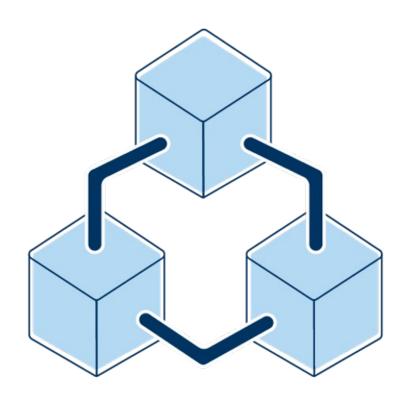




Use the Save As button to save a new version of the report







# Cross-Publication Reporting (XEAR)

Insights across all your titles

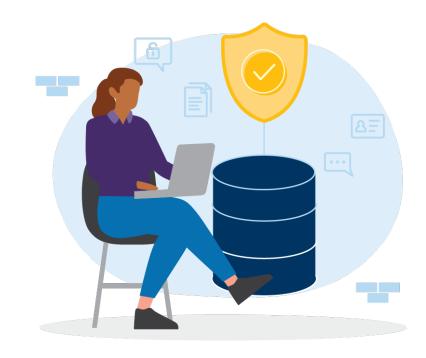
#### **Cross-Publication Enterprise Analytics Reporting**

- Available for publishers with multiple EM/PM sites to track metrics across some/all of their portfolio
- All the functions of single-publication EAR can be used to run reports against a unified database
- XEAR can be used to create custom reports or to run canned reports available from the Cross-Publication EAR menu



# Publisher Unified Database (UDB)

- Allows for cross-publication reporting
- Allows for cross-publication duplicate submission check
- Reviewer statistics sharing
- Author invitation statistics sharing





#### **Cross-Publication Enterprise Analytics Reporting**

- Run reports that pull data from all your sites
- Pull in the Publication Code and Journal Full Title fields to compare results across your titles
- Contact your Aries
   Account Coordinator
   about enabling XEAR

Provides a breakdown of submissions received in specified time period, by article type.													
<b>Publication Code</b>	Journal Full Title	Article Type	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
ACDEMO2	AC Training Site 2	Annual Meeting Abstract	0	0	1	0	1	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Contributed paper	7	1	0	0	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Create Header file for Book	0	0	0	3	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Crosscheck article test	0	0	0	1	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Draft Working Paper	0	0	0	7	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Invited talk	2	0	3	0	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Original Study	0	0	1	1	0	0	0	0	C	0	2
ACDEMO2	AC Training Site 2	OUP ARTICLE	0	2	0	0	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Quick Submission	17	40	23	15	0	1	0	0	C	0	0
ACDEMO2	AC Training Site 2	Quick Submission 2	0	6	2	0	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Region of Origin Test	7	0	0	0	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	REVISED SUBMISSION TEST	0	1	0	0	0	0	0	0	0	0	0
ACDEMO2	AC Training Site 2	Special Issue	0	3	0	0	0	0	0	0	C	0	0
ACDEMO2	AC Training Site 2	Submit Chapter	0	6	0	0	0	0	0	0	C	0	0
WEBDEM	Webinar Demo		0	1	0	0	0	0	0	0	C	0	0
WEBDEM	Webinar Demo	Annual Meeting Abstract	0	2	3	0	0	0	0	0	C	0	0
WEBDEM	Webinar Demo	Book chapter for ABC Book	0	0	0	0	0	0	2	. 0	C	0	0
WEBDEM	Webinar Demo	Case Report	0	0	0	1	0	0	0	0	C	0	0
WEBDEM	Webinar Demo	Editorial	0	2	2	0	0	0	0	1	16	0	0
WEBDEM	Webinar Demo	Kudos XEAR Test	0	0	0	0	0	0	0	0	C	1	0
WEBDEM	Webinar Demo	Optional APC Article	0	0	0	0	0	0	2	0	C	0	0
WEBDEM	Webinar Demo	Original Study	0	4	27	16	5	7	2	7	24	16	0



### **Cross-Publication Enterprise Analytics Reporting**

- NEW functionality: Cross-Publication Enterprise Analytics Reports sharing by Journals in a Publication Group
- Allows a Cross-Publication Enterprise
   Analytics Report to be shared with a subset of journals in a Publication Group





# **These Solutions...And Beyond!**

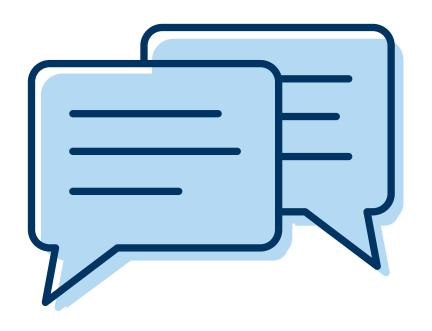
- Explore other channels:
  - User conversations/interviews
  - Social media chatter
  - External Surveys and in-product feedback loops

 Investment in advanced analytics tools can maximize deployments with EM/PM!



Contact your Aries AC to get started!





# Questions?

# Thank you!

Stay Connected

#### **Ryan Walther**

Sr. Director, Client Services rwalther@ariessys.com

#### **Christine Donovan**

Account Coordinator cdonovan@ariessys.com

#### **Jeff Christie**

Sr. Account Coordinator jchristie@ariessys.com



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50 High Street, Suite 21 North Andover, MA 01845 USA

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