



# How NPR Maintains a Single Source of Truth

## Daniel Northrup

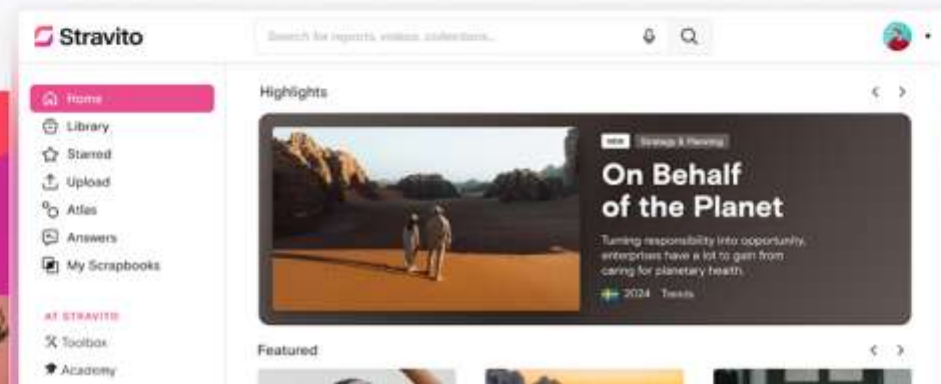
Customer Success Manager,  
North America  
Stravito

## Lori Kaplan

VP Audience Insights  
NPR

## Brandon Beeken

Head of US Market  
Stravito







# Stravito in 60 seconds



## The problem:

Research and insights are stored and forgotten. Time is wasted searching, insights go untouched, and knowledge is lost.



## The solution:

Democratize access to research and insights, making it fast and easy to make more insights-driven decisions, and get more value from insights.



## The result:

A user-friendly knowledge management platform more like Spotify and Netflix than your typical enterprise software.



But tech alone isn't the answer;

The technology that helps to solve these challenges is only one part of the equation.



An integral part of our product development has been the like-minded insights leaders who have chosen to partner with us.





One of our  
incredible partners



- ▶ **The importance of knowledge management**

Journey learning

Tech & organizational decision-making



NPR HQ



Member stations across all of the U.S.



## **Mission**

**To *create a more informed public* —**  
*one challenged and invigorated by a deeper understanding  
and appreciation of events, ideas and cultures.*

## Audience Insight influences decision-making everywhere at NPR



Newsroom &  
Podcasts



Digital Products &  
Distribution



Policy &  
Representation



Marketing &  
Branding



Member  
Partnership



Sponsorship,  
Development, BizDev



Board, Legal &  
Risk



D.C.-based artist  
Maggie O'Neill

A close-up, low-key shot of a woman with dark, curly hair. She is looking down and slightly to the left with a somber expression. The lighting is warm and moody, with strong highlights on her face and hair, while the background is dark and out of focus, showing some blurred light sources.

**WHERE  
IS IT?**

NETFLIX

## Compounding problems

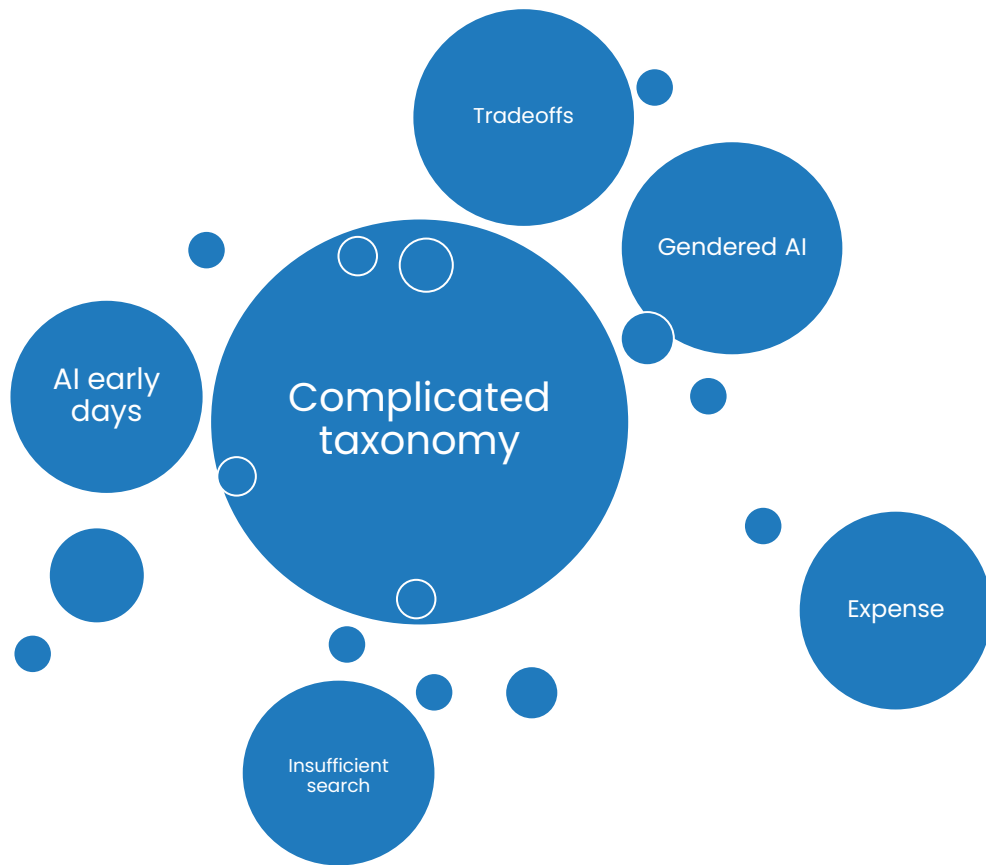


The importance of knowledge management

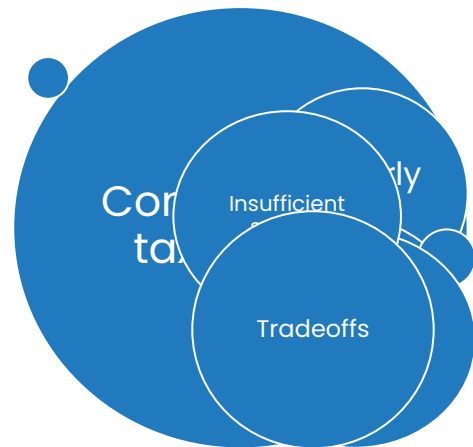
- ▶ **Journey learning**

Tech & organizational decision-making

## 2019 evaluation



2019 evaluation  
was a bust





REBOOT

hulu

OH, FINALLY



Found a solution that works for us and is constantly evolving to meet market needs



Clean  
interface



Simple data  
import



Fast & accurate  
search



Easy filters



Custom access  
groups



Collections &  
scrapbooks



POST-LAUNCH  
GAI Assistant



The importance of knowledge management  
Journey learning

- ▶ **Tech & organizational decision-making**

“I just wanted to say I use Stravito all the time, and I'm so glad we have it! ”

# 10:20:70 Rule

***“The best intern on the team”***

–Seth Godin, Feb 20 2025

“Can I ask the magic Insights  
AI another question?”





# Thank you!

Questions?

You can also come chat with us at booth #216

