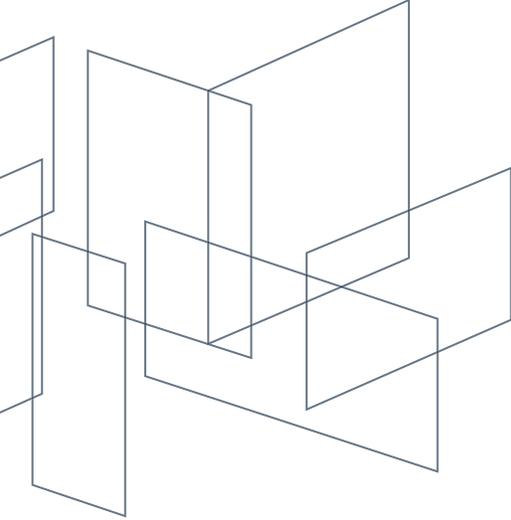


# THE 3 ELEMENTS OF CONTENT INTELLIGENCE

Make Better Content Decisions with a  
System of Data + Insight



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# What Is Content Intelligence?

First things first, let's define what we mean by content. We mean the text, audio, images, infographics, whitepapers, reports, product descriptions, webinars, podcasts, user manuals, and more that you deliver to customers or users on your website, mobile application, and possibly other channels.

**Content intelligence** is a new term that refers to bringing data and content together in useful ways. In a recent article for the journal Applied Marketing Analytics, Content Science CEO Colleen Jones defines the concept like this:



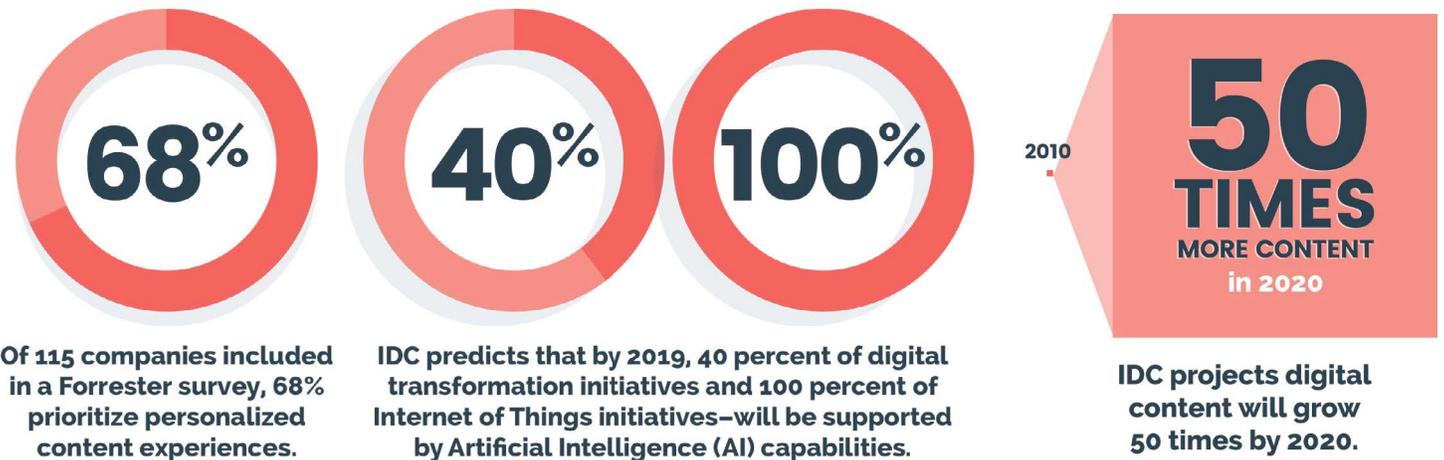
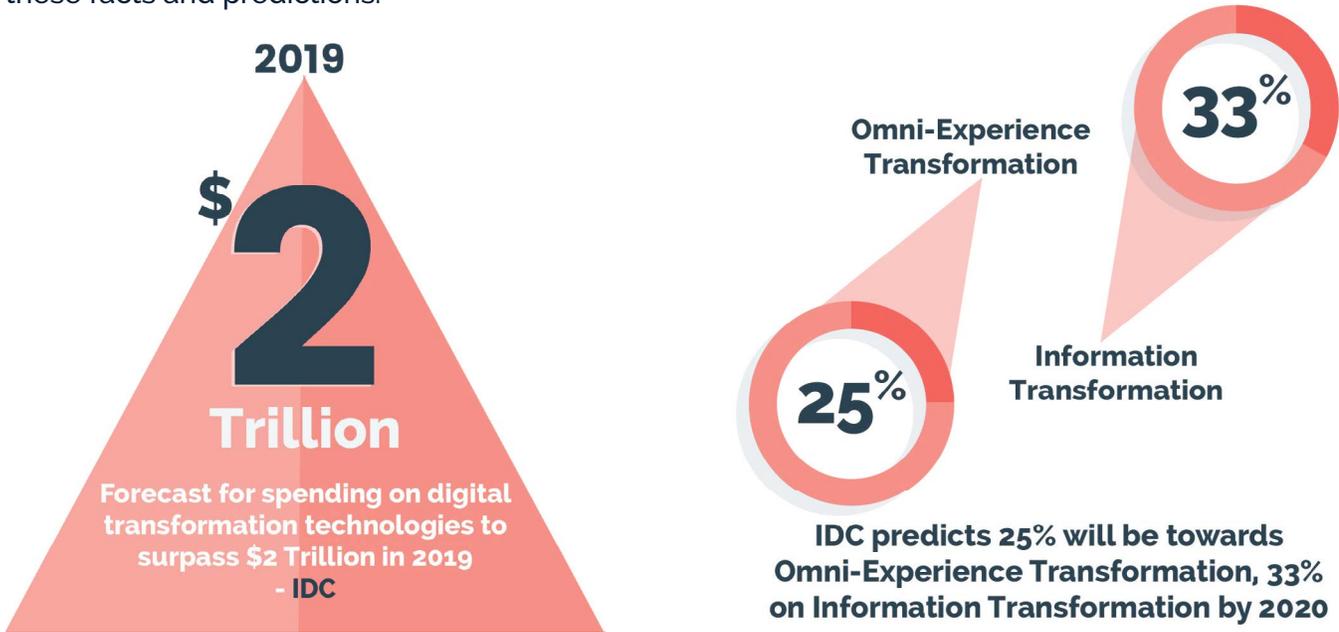
Content intelligence represents the systems and software that transform content data and business data into actionable insights for content strategy and tactics with impact.

When you people interact with your content, you have the opportunity to gather useful data from those interactions, mine that data, and then let that data inform a wide variety of decisions, plans and actions. Now let's explore why this opportunity is so important.

# Why Content Intelligence Now?

**Business today is digital, and that makes content critical.** Because content is the substance of all of your digital interactions, content mediates your relationship with your customers, audiences, or users.

Like it or not, becoming a digital organization means becoming a content organization. Consider these facts and predictions.



## \$1 Billion+

Forrester projects many companies will budget over a billion dollars in Digital Transformation in 2017

# Why Content Intelligence Now? (cont.)

Planning, creating, delivering, and managing a diverse set of content across every business function for hundreds of thousands or even millions of people is a HUGE challenge. Our research with more than 200 content leaders and professionals uncovered challenges like these

“**Content leadership requires a clear vision** because if you don't know what success is supposed to look like, you can't work toward it. If you all have a different idea in your head of what success is you'll actually be sabotaging each other simply because you don't have a shared vision..”

“**We should be driven by data,** rigorous in our approach and have repeatable systems in place to showcase our value or Content will never be respected.”

“**AI and machine learning are the only way** we're going to be able to deal with the fact that the demand for content is increasing exponentially. We're going to have to automate the production of certain aspects of content.”

“**You should always be raising the bar for yourself.** Nowadays everything has become so data driven, which allows us to see what's working, what content is driving results – but **the value of that data comes from what you do with it.**”

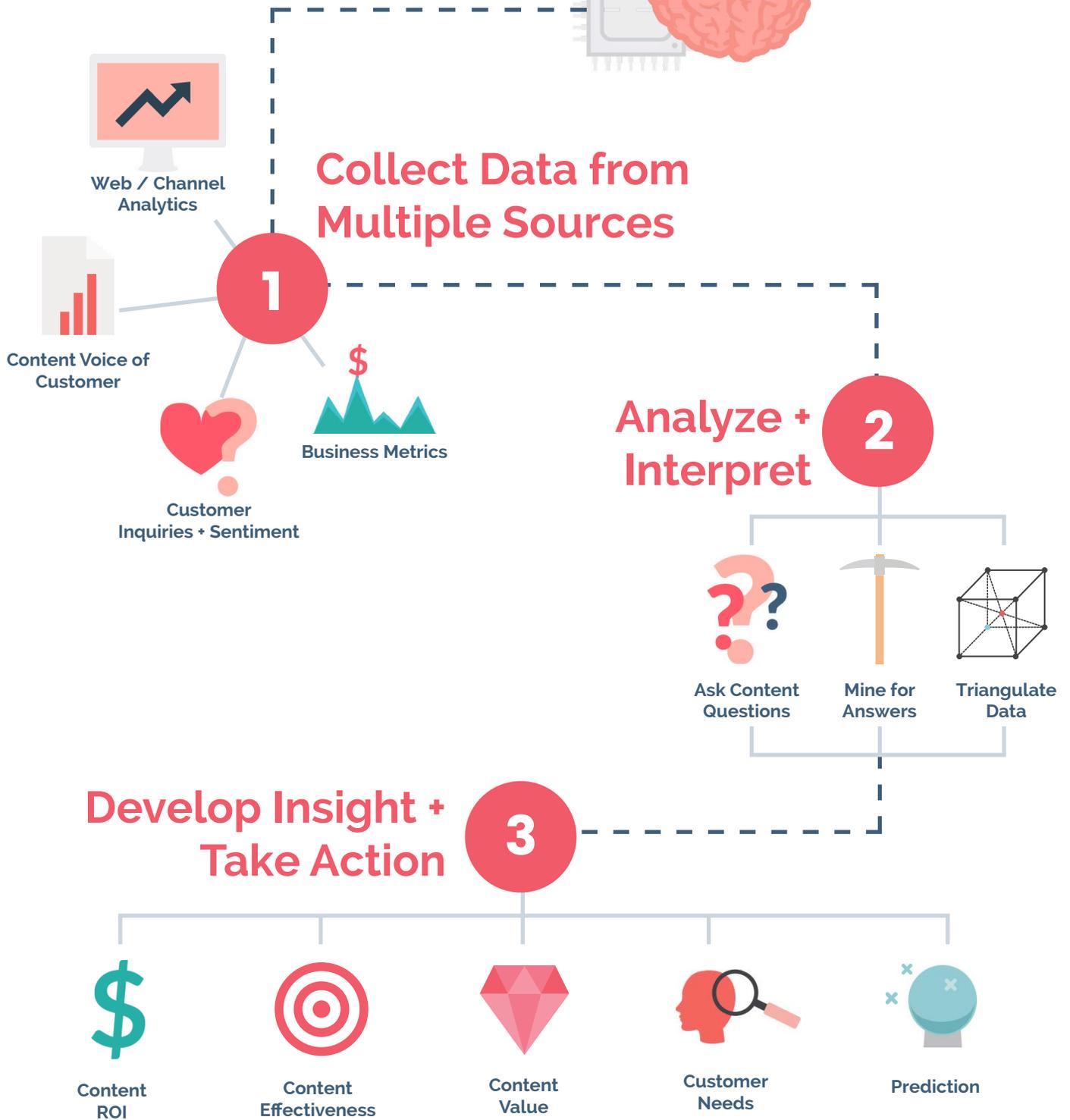
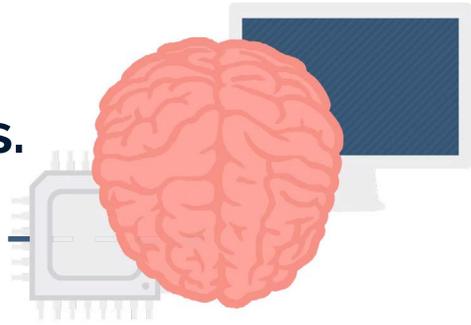
“**Adoption of technology is a barrier** to success, and that ties to education and training. People are so busy on a day-to-day basis, there's no resources left over to say okay, let's look at where we can improve.”

Meeting this challenge? That's where content intelligence comes in. You have the opportunity to collect and mine content-related data, then use that data to make planning, creating, delivering, and managing content more efficient, scalable, and profitable.

## Let's take a closer look at the elements of content intelligence.

# The Elements of Content Intelligence

Content intelligence includes three key elements.



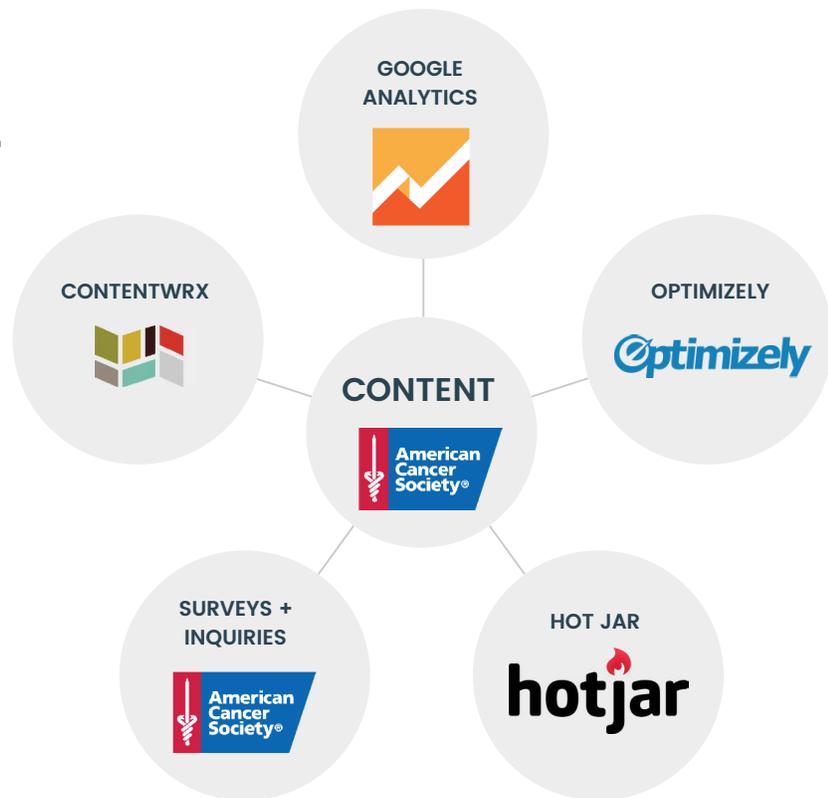
For each element, let's review some key points.

## 1. COLLECT a Diverse Set of Content-Related Data

This element is all about collecting useful data efficiently. Two key points:

- **One tool will not collect all of the data.**  
You will need an ecosystem of tools that provide data related to content.
- **Web analytics are not enough.**  
You also need voice of the customer feedback, sentiment data, channel analytics, and more to understand what content is effective and why.

As a simple example, American Cancer Society uses an ecosystem of data collection and analysis tools including Google Analytics, ContentWRX, HotJar, and more.



**FIGURE 3: AMERICAN CANCER SOCIETY INVESTED IN TOOLS TO FILL DATA GAPS.**

But collecting data isn't enough to give you content intelligence, which brings us to element 2.

# The Elements of Content Intelligence (cont.)

## 2. ANALYZE + INTERPRET What the Data Mean

This element requires a combination of tools, people, and process. And it begins with asking the right questions. As Alan Segal notes in the book *Does Your Content Work?*



**Going through the data mining process and asking the right questions is the hardest part.**

With seemingly unlimited data and finite time, narrowing the scope to yield meaningful answers is critical.”

- *Does Your Content Work?*



**ALAN SEGAL**  
VP of Audience  
Development +  
Analytics



Two key points to consider:

- **The right analysis questions come from your business goals and content vision or strategies.**

The clearer your content vision and your strategy to achieve it is, the easier it will be to define appropriate questions.

- **Tools can help automate, but humans have to be involved.**

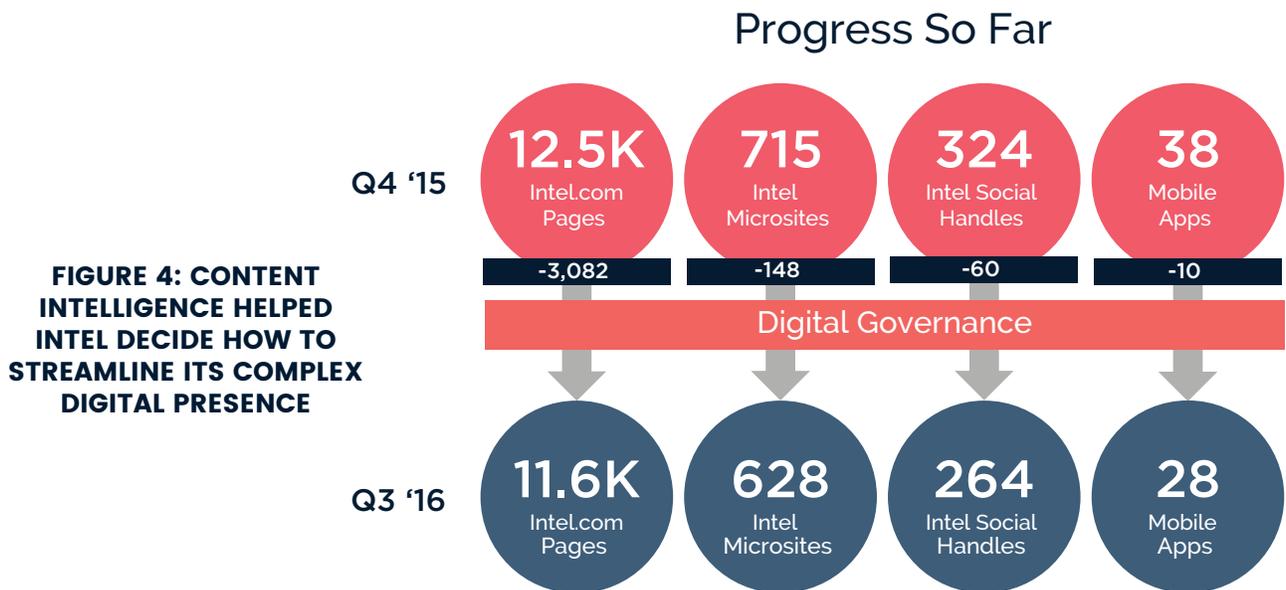
People need to define priorities for analysis, set up the tools, oversee the implementation and help assess the interpretation. If you and your team and stakeholders are not meeting regularly to review your questions about content and the analysis intended to answer them, you will not be able to gain insight or take action.

The next element involves turning analysis into intelligence that yields insight and informs action.

## 3. DEVELOP INSIGHT + Take ACTION

If you successfully collect high volumes of content data but never learn or act, you might as well have no content data at all. This element is where you uncover useful insights and make decisions about your content and much more.

For example, Intel uses a robust set of data about content effectiveness to decide how to streamline its digital presence--in other words, reduce its content bloat. This intelligence has helped the technology giant consolidate in the short term and set a best practice for ongoing digital governance so that such an extreme case of content bloat never happens again.



**FIGURE 4: CONTENT INTELLIGENCE HELPED INTEL DECIDE HOW TO STREAMLINE ITS COMPLEX DIGITAL PRESENCE**

“ We developed multidimensional criteria for evaluating our content and channels that provided a fair, objective framework for us to have those difficult conversations. Examples of our criteria included performance/engagement metrics, long-term resourcing plans, and corporate priorities. Even though we provided a process for stakeholders to appeal our content reduction recommendations, the vast majority actually embraced our recommendations since our approach was fair, transparent, and objective.”



**SCOTT ROSENBERG**  
Director of Digital Governance



# The Elements of Content Intelligence (cont.)

As another example, FedEx created a system to understand the effectiveness of its content and trained content team members on using the insights.



**We created an aligned measurement methodology** that would enable us to measure the effectiveness of all our “go to market” tactics in support of the overall strategy and content marketing approach. The methodology includes both digital and offline components. In addition, we have trained our content leads on basic analytics tool features so they can be empowered to measure their own program effectiveness and provide insightful feedback to management about their respective programs.”



**DREW BAILEY**  
Content Strategy  
Manager



Two key points to consider:

- **Understanding content effectiveness is the foundation for other content insights and actions.**

For example, it’s difficult to calculate a return on your investment in a content product or your return on content assets without understanding how effective your content is.

- **Having enough content data and analysis to make predictions and decisions takes time.**

The sooner you implement a system of content intelligence, the sooner you can start predicting the impact of content changes.

Now that you have a better understanding of the elements of content intelligence, let’s turn to the exciting opportunities around content intelligence and artificial intelligence.

# Using Content Intelligence with Artificial Intelligence

Content intelligence complements artificial intelligence. When you build content intelligence, you make your artificial intelligence even smarter. **Netflix is an outstanding example.**



“

There are  
33 million  
versions of  
Netflix.”

Joris Evers,  
Director of Global  
Communications

Netflix uses content intelligence—such as how different videos perform for different types of customers—in innovative artificial intelligence solutions that

- Personalize content delivery and recommendations.
- Optimize video streaming in mobile situations and in markets with low Internet bandwidth.

If Netflix did not have a firm grasp on content intelligence, Netflix would not be able to leverage it in artificial intelligence solutions that help it innovate the experience and scale to global markets.

# Checklist: Assess Your Current Content Intelligence

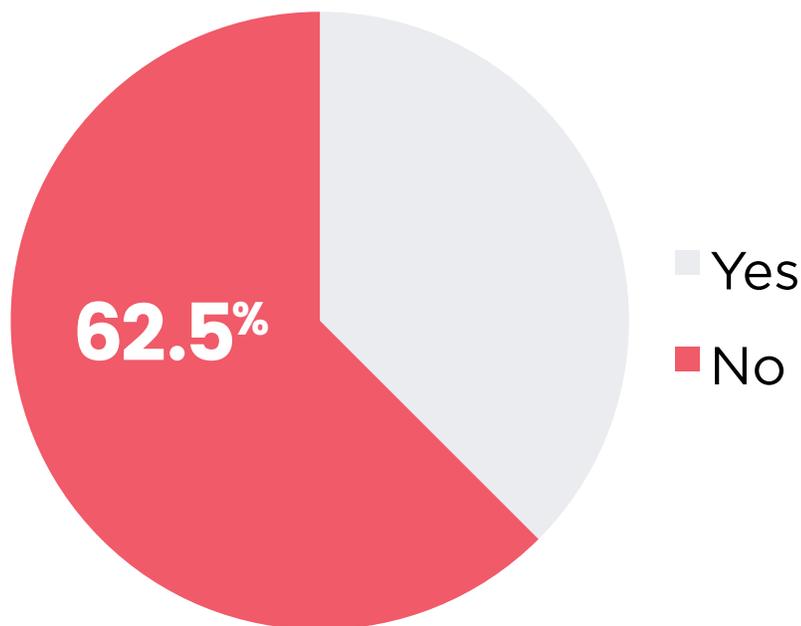
Take stock of your current state quickly with this checklist.

<b>DATA COLLECTION</b>	
Can your organization easily and efficiently evaluate all types of content you offer (e.g., thought leadership, sales / sales generation, customer service, technical support)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your organization collect data or feedback about both your customers' / users' behavior and their perceptions (what people do AND what people think / perceive) regarding content?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you and your team easily and quickly access data or feedback about your content's effectiveness and impact?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your organization have a documented plan for content intelligence?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>ANALYSIS + INTERPRETATION</b>	
Can you or your team easily analyze your content-related feedback and data and create reports about your content's effectiveness?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have both a detailed (such as team, site, campaign, or even content asset) view and a holistic, company-wide view of your content's impact?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your organization assemble lessons learned from your past data collections, research studies, and testing related to content so that they're easy to share, reference, and apply?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can your organization easily compare your content's effectiveness or performance to an industry benchmark of content performance?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>INSIGHT + ACTION</b>	
Does your team or your organization meet regularly to discuss your content's performance, the implications, and potential action items?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you and your team quickly access content best practices, effective examples, and research articles / resources that are specific to your content's opportunities to improve?	<input type="checkbox"/> Yes <input type="checkbox"/> No

# The Art of the Start

If you answered “no” to any of the questions in the checklist, you’re not alone. In our recent study of content leadership and operations, the majority of content professionals we surveyed and interviewed reported they do not evaluate or assess content.

## Does your organization regularly evaluate content impact and success?



**FIGURE 5: 62.5% OF RESPONDENTS INDICATED THEIR ORGANIZATION DID NOT REGULARLY EVALUATE CONTENT IMPACT AND SUCCESS.**

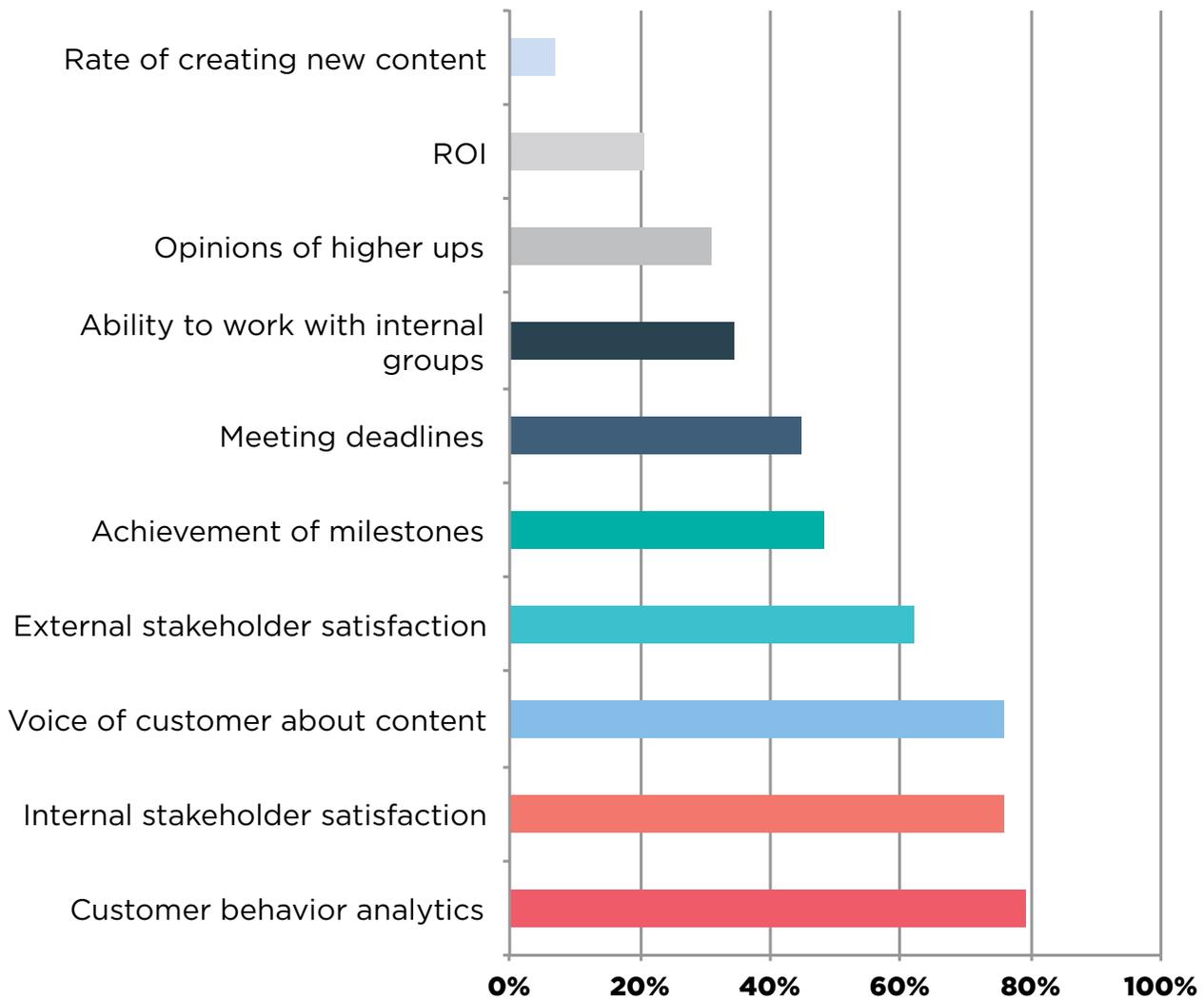


**If we could get web analytics to report back** who’s going where, how often, what they’re looking up and were they successful, that would be invaluable to us. Unfortunately, the way our IT department has set that up it’s very restricted, very broad, and it’s almost useless.”

—Study Participant

## The Art of the Start (cont.)

The content leaders who answered yes were significantly more likely to report having content success. So, what do these content leaders measure? Our study revealed a combination of content analytics, voice of customer data, and stakeholder satisfaction were most common.



Few content leaders reported advanced insights such as content effectiveness and content ROI, though they express a strong desire for such insights.

# The Art of the Start (cont.)

So, you face a tremendous opportunity to leapfrog competition or accelerate progress toward your content vision and goals. How can you overcome the challenges to start making the most of this opportunity?

To begin, use the elements of content intelligence to further document your current state, such as

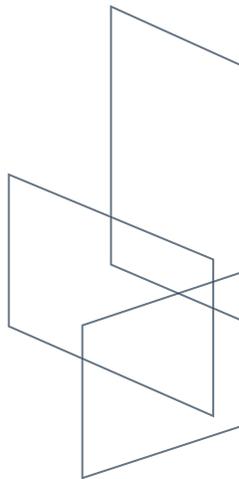
- **What data and tools do you have?**
- **What questions do you want to answer?**
- **What kinds of insights do you want?**
- **What kinds of decisions do you want to be better informed?**
- **Who can and needs to be involved?**

From there, it will be much easier to assess what content intelligence efforts you can start right away and what gaps you want to fill in the future.

Also consider

- **Engaging a trusted partner** to help assess your current situation, offer recommendations, and help implement your content intelligence.
- **Assessing the tools available** to close gaps in your content intelligence.
- **Following publications** such as Content Science Review and Content Marketing Institute for ongoing insights, news, and examples of content intelligence.
- **Training everyone involved** in content in data literacy.

The key is to start somewhere. As you gain insights and make decisions that lead to more effective content, you will gain momentum to build content intelligence that enables you to scale your content and thrive as a digital business.



# About Content Science

We're a growing content intelligence and strategy company that closes the content gap in digital transformation.

## Professional Services



### CONSULTING

We partner with you to turn content challenges into opportunities. We're catalysts for positive change.



### RESEARCH

As a think tank, we conduct independent studies of issues such as content credibility and content leadership.



### EDUCATION

Options range from our online academy and certifications to custom workshops to publications.



### EXECUTIVE RECRUITING

We advise on hiring the right leadership and can accelerate the recruiting process to build your team.

## Products



EVALUATE CONTENT  
EFFECTIVENESS



ONLINE TRAINING +  
CERTIFICATIONS

Content Science  
Review

ONLINE MAGAZINE +  
PREMIUM CONTENT

## Content Science Customers Include

**6**  
of the  
Fortune 50

**5**  
of the 50 Largest U.S.  
Web Properties

**3**  
of the Largest  
Nonprofits

**3**  
of the Most Trusted  
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