



A PLACE FOR EXPERIMENTATION, OBSERVATION, OR PRACTICE IN A FIELD OF STUDY

Put your content to the test for
more results and better insights.

► SOLUTION OVERVIEW

Many variables come together in content. What's working? What's not?
Our CS Lab analysts can help answer those questions and more.

► BENEFITS



Maximize return
on content data



Optimize content
effectiveness



Understand content
ROI and impact

► PRODUCTS + SERVICES USED

We bring together expertise in a range of methods, a passion for data, and
the one-of-a kind ContentWRX tool to deliver insight and measure impact.

- CONTENT PERFORMANCE ANALYSIS
- SEARCH ENGINE OPTIMIZATION ANALYSIS
- CONTENTWRX EFFECTIVENESS EVALUATION
- CONTENT CONCEPT TESTING
- CONTENT USABILITY TESTING
- MESSAGE TESTING
- MULTIVARIATE AND A/B TESTING
- CONTENT MEASUREMENT PLANNING
- CONTENT INTELLIGENCE DASHBOARD DEVELOPMENT

► SAMPLE CLIENTS



CFA Institute

LIONSGATE™



Our patented tool collects data about what people think and do with your content,
then evaluates your content's effectiveness.



CONTENT SCIENCE

Insight • Idea • Implementation • Impact