# CONTENT **WRX**

Powered by Content Science

# Unlock Your Content Potential With the Leader in Content Effectiveness

## CONTENT **SCIENCE**

Insight · Idea · Implementation · Impact

# ▶ Why Evaluate Your Content With ContentWRX?

**SAVE TIME + RESOURCES**
on gathering and interpreting content analytics and feedback.

**GET BUY-IN TO CONTENT IMPROVEMENTS + IDEAS**
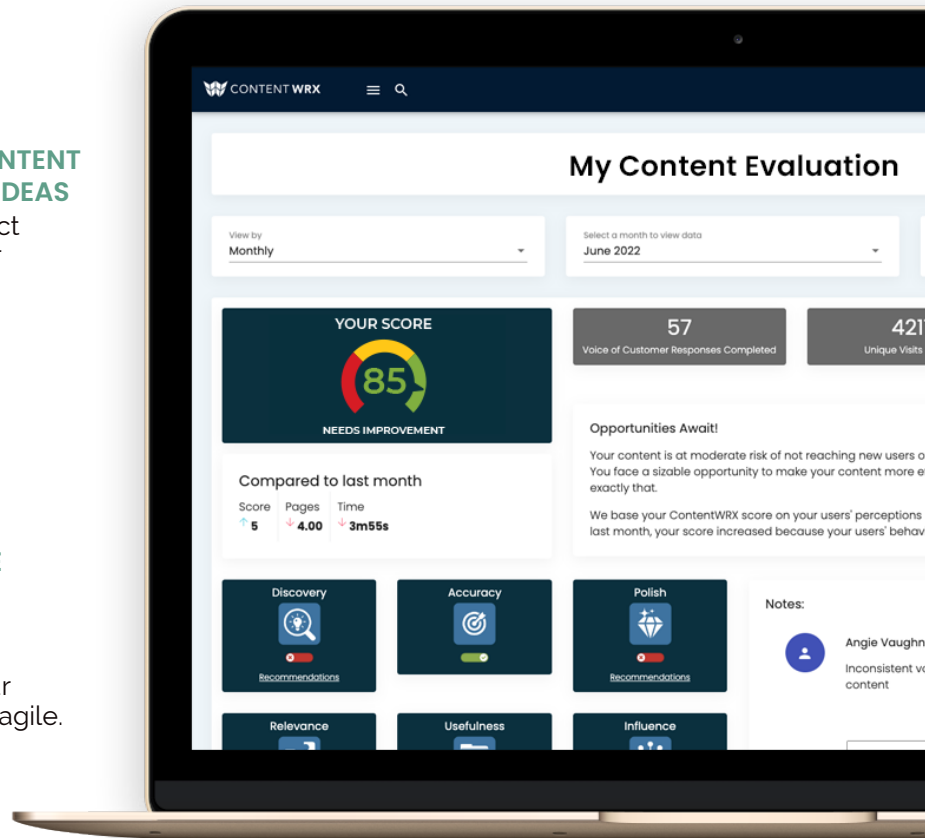because you connect content to results or outcomes.

**SAVE MONEY ON CONTENT EFFORTS**
by informing decisions with complete, reliable feedback. Avoid investing in misguided content efforts.

**GAIN COMPETITIVE ADVANTAGE**
due to faster, more accurate content decisions. Make your content team more agile.



## ▶ SAMPLE USERS

CFA Institute

LIONSGATE™

EQUIFAX®

NIH NATIONAL CANCER INSTITUTE Center for Cancer Research

American Cancer Society®

THE HOME DEPOT

Coca-Cola

MD MARCH OF DIMES

CHARLES AND LYNN SCHUSTERMAN FAMILY PHILANTHROPIES

Autotrader

TVA

The University of Georgia

# ▶ Sample Benefits Breakdown

## CONTENT OPERATIONS + CAPACITY

▶ Stop debating content opinions and start collaborating on impactful content solutions informed by data

▶ Align content teams and stakeholders around content performance and effectiveness

▶ Show progress or impact to motivate content team members, stakeholders, and executives

## VOICE OF CUSTOMER

▶ Close the content gap in voice of customer feedback

▶ Go beyond vague "satisfaction" to understanding opportunities to optimize or improve content

## ANALYTICS + BUSINESS INTELLIGENCE

▶ Close the content gap in analytics and business intelligence data

▶ Go beyond vanity metrics to understand whether and how content drives results

## SALES + MARKETING

▶ Learn about interests, perceptions, and behavior of specific customer segments

▶ Accelerate customers through the sales process

▶ Prepare for product and service launches and promotions more effectively

▶ Get more value from branded or sponsored content

## CUSTOMER EXPERIENCE + SUPPORT

▶ Reduce costs by reducing call volume and repeat calls

▶ Increase adoption and effectiveness of self service

▶ Deepen customer engagement and loyalty

▶ Reduce customer churn

# ▶ KEY ELEMENTS + FEATURES

**COLLECT**
Easy Set Up
Content Voice of Customer
Content Analytics

**ANALYZE**
Tracking Over Time
Industry Comparison
6 Dimensions

**INTERPRET**
Dashboard
Data Export + API
Custom Analysis + Reporting Services

**ACT**
Automated Recommendations
Content Coaching + Training Services

▶ **ONLY**
# 38%
of content teams regularly evaluate their content quality—but those teams report far more success.

(Source: What Makes Content Operations Successful?)

## CONTENT ANALYTICS

ContentWRX collects a range of data to give you insight into content performance and customer behavior.

### STANDARD

- Unique visits
- Device
- Average page views by device
- Average session duration by device
- Session duration
- Top pages/screens by average scroll depth percentage
- Percent of users by scroll depth percentage
- Pages/screens with most complete views
- Text highlights
- Clicks

### ADVANCED

- Geolocation
- User journey by page
- Top starting pages
- Top dropoff pages
- Site search usage
- Site search terms
- Total video plays
- Average video plays per session
- Complete video views
- Average video completion percentage

### CUSTOM

- Conversions (e.g., form submissions, downloads)

## CONTENT VOICE OF CUSTOMER

ContentWRX offers much more than analytics. At the most specific level of analysis, you'll gain insights that go beyond just understanding satisfaction and get to the core of where your content issues and opportunities lie.

The data and insight you can gain includes:

- ContentWRX score
- Discovery
- Accuracy
- Polish
- Relevance
- Usefulness
- Influence
- Demographics
- Dimensions rating by page/screen
- ContentWRX score by page/screen
- ContentWRX score by device
- ContentWRX score by demographic
- Sentiment analysis
- Common feedback themes
- Average page views by demographic
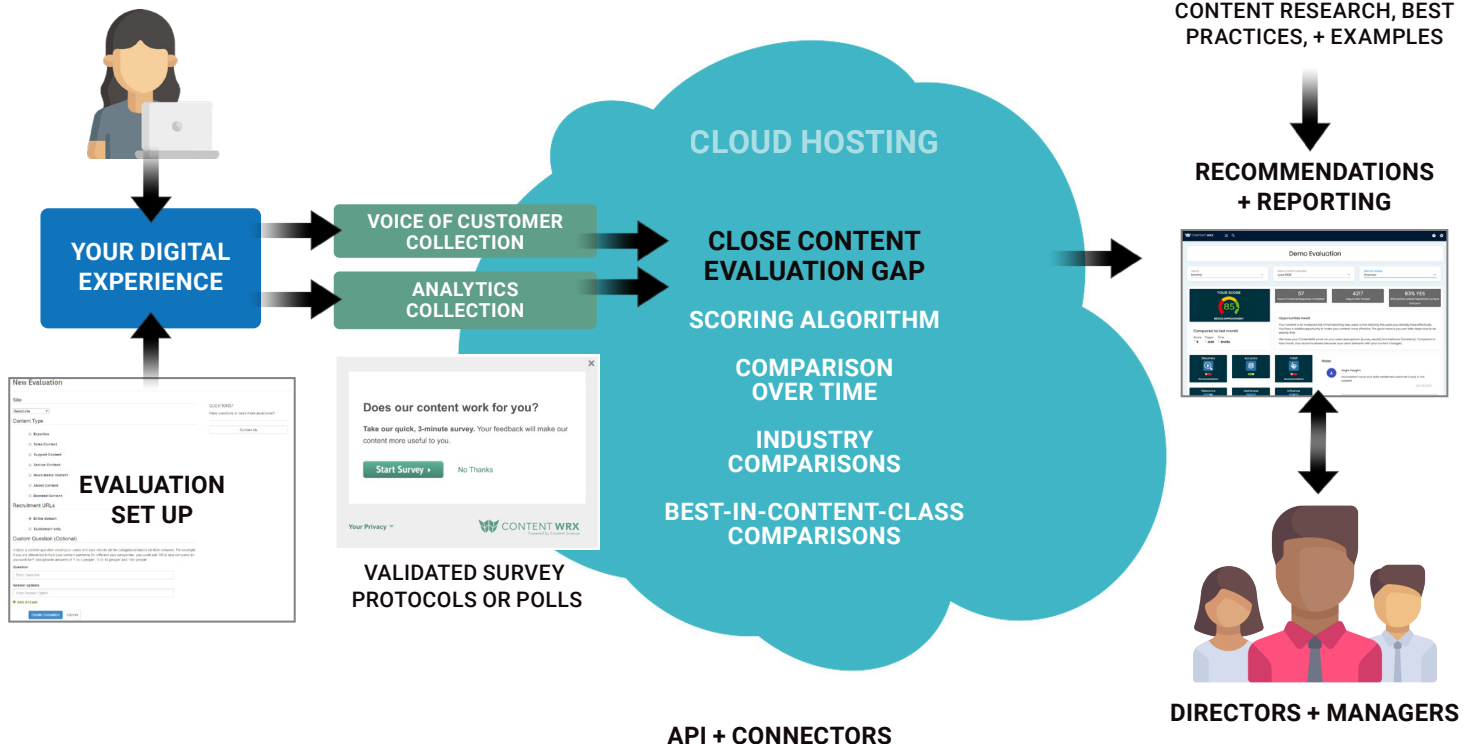- Average session duration by demographic

## PERFORMANCE AND SECURITY

- ContentWRX uses Amazon Web Services (AWS) for hosting infrastructure.

- ContentWRX does not negatively impact page load time or other technical performance measures.

- ContentWRX does not collect personally identifiable information by default.

- Data collected is used only by ContentWRX and is not shared with third parties.

- The ContentWRX JavaScript library uses HTTP first-party cookies to track interactions.

**YOUR CUSTOMERS / USERS**

**YOUR DIGITAL EXPERIENCE**

**EVALUATION SET UP**

New Evaluation

Does our content work for you?
**Take our quick, 3-minute survey.** Your feedback will make our content more useful to you.

Start Survey ▸    No Thanks

Your Privacy ▾

CONTENT **WRX**

**VALIDATED SURVEY PROTOCOLS OR POLLS**

**VOICE OF CUSTOMER COLLECTION**

**ANALYTICS COLLECTION**

**CLOUD HOSTING**

**CLOSE CONTENT EVALUATION GAP**

**SCORING ALGORITHM**

**COMPARISON OVER TIME**

**INDUSTRY COMPARISONS**

**BEST-IN-CONTENT-CLASS COMPARISONS**

**CONTENT RESEARCH, BEST PRACTICES, + EXAMPLES**

**RECOMMENDATIONS + REPORTING**

Demo Evaluation

**DIRECTORS + MANAGERS**

**API + CONNECTORS**

Qlik Q    Power BI    Google Data Studio    +ableau

# OPTIONAL SERVICES

## CONTENT DASHBOARD

· Aggregate + integrate multiple data sources, including ContentWRX data, into custom dashboards

· Dashboards for executives, content managers or strategists, and content creators

· Automation of data feeds for timely, even real-time, updates on content impact

## CONTENT STRATEGY + PLANNING

· Content competitor and ecosystem analysis

· User / customer journey definition

· Content maturity model and assessment

· Content vision and strategy definition

· Content roadmap definition
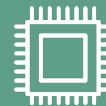
## CONTENT INTELLIGENCE

· Custom and deep-dive analysis monthly, quarterly, or semiannually

· Custom special reports to address specific problems or opportunities

· Advanced content auditing, ROI, and customer / user needs assessments

· Advanced integrations with machine learning and dynamic personalization technologies to develop content predictions and prescriptions