



CONTENT IQ™



Scale Your Content Genius

Chances are, your organization knows a lot about effective content. The challenge is **harnessing that content knowledge consistently** across teams, channels, and entire customer experiences.

That's where ContentIQ can help.

ContentIQ combines your organization's knowledge with Content Science intelligence—proven models, frameworks, and data such as 200,000+ content assessments.

The result is an **AI-powered content platform** that helps organizations apply what works, everywhere content shows up. With two tiers, ContentIQ can guide thinking and decisions or execute content tasks.

Designed for modern workflows, ContentIQ supports teams of humans and AI agents, working together to scale content genius.

The future of smarter content is here. It's ContentIQ.



VISION

- Define the future state
- Craft a vision statement
- Consider possibilities



ANALYSIS

- Investigate the current state
- Inventory, audit, + more
- Map content to journeys



STRATEGY

- Form recommendations
- Draft a report
- Define a roadmap



IMPLEMENTATION

- Architect content
- Plan + create content
- Optimize + maintain

Built on Content Science

ContentIQ is grounded in decades of Content Science research and application.

200,000+ assessments of content effectiveness

100,000+ professionals and leaders trained

1,000+ professionals surveyed or interviewed

100+ clients across Fortune 50, Future 50, and Global 2000 organizations

50+ industry awards for content strategy, research, and education

Sample Questions + Use Cases

Strategy & Planning

"Can you help me define a content vision?"

"Where do we have content gaps across the journey?"

Quality & Optimization

"Why is this content unclear—and how do we fix it?"

"How does this page score against Content Science quality criteria?"

Governance & Operations

"Does this content comply with our standards and models?"

"How can we scale consistent content across regions and teams?"

Creation & Execution

"Create content that follows our content model and style."

"Can you help me set up a content calendar?"

Request a use case or demo at

content-science.com/contact-us

