

Q+A About



Get to know the new superagent from Content Science.

Built in partnership with Rival.io



CONTENT SCIENCE

What is ContentIQ, exactly?

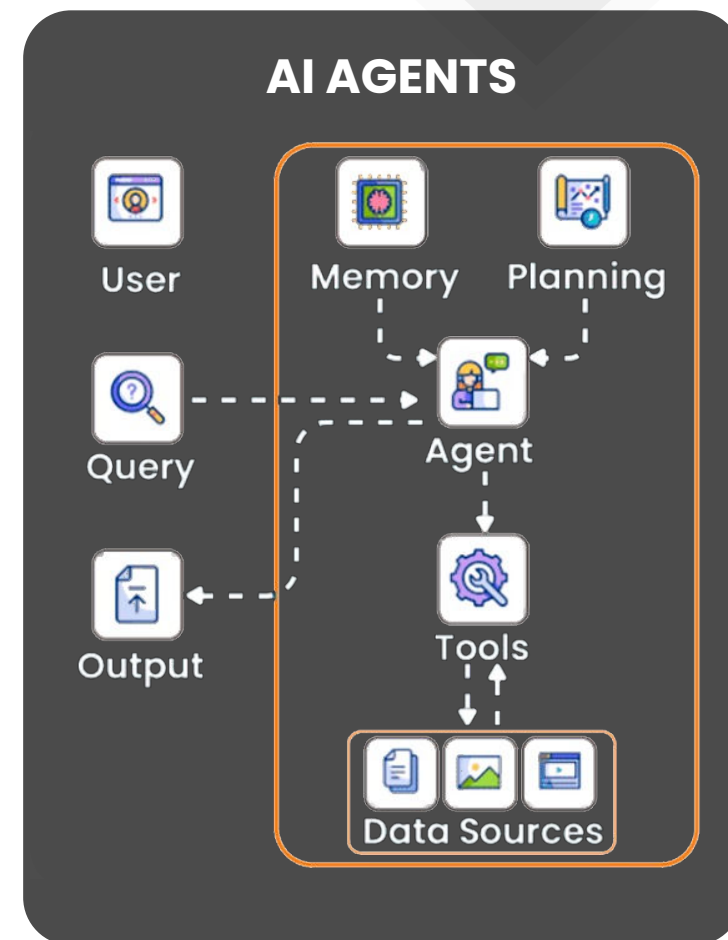
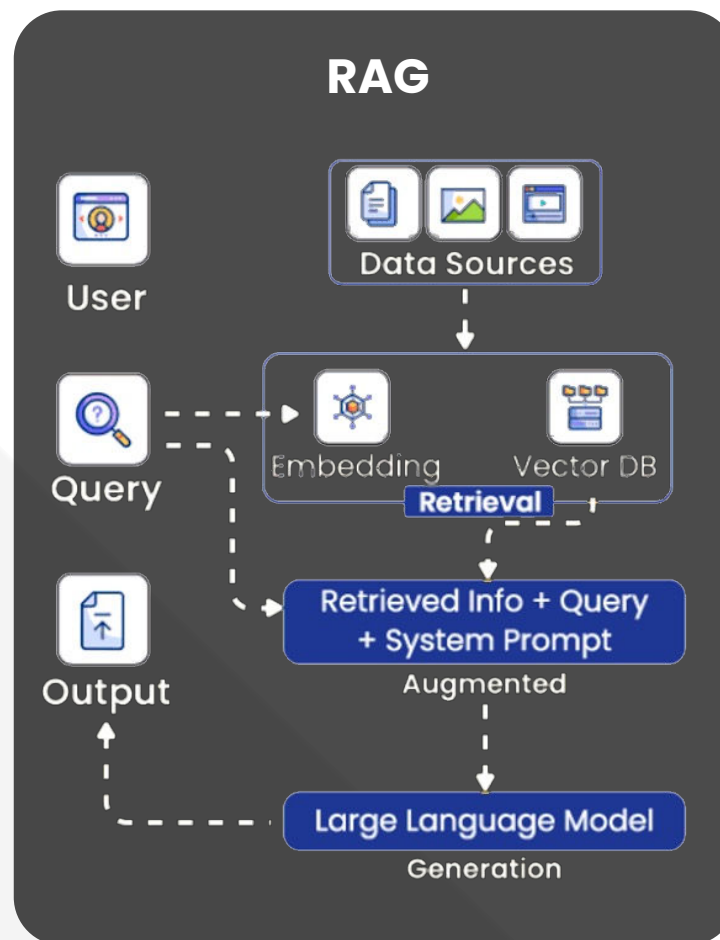


ContentIQ® is an AI superagent that helps organizations analyze content, define smarter strategies, and accelerate implementation across channels, brands, products, or markets.

By superagent, we mean that ContentIQ is **a collection of agents orchestrated by a lead agent and supported by a knowledge base, RAG, tools, and LLMs**. That means it can do a range of coordinated tasks.

ContentIQ focuses on the organizational challenges of forming the right content strategies and executing them at scale.

And it can cover business functions such as marketing, product, customer success, communications, and more.



Learn more at content-science.com/contentiq



Who is ContentIQ for?

ContentIQ® is for **individuals, small teams, or enterprises** (e.g. multiple teams or a large team) who want to turn content into an AI advantage.

The common context is organizations.

If you want to boost your dog's Instagram account, ContentIQ is not the best choice.

If you're advancing content for an organization, ContentIQ can make your life much easier.

And for enterprises, ContentIQ can accommodate complex scenarios as well as wrap around your existing tools or systems.

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What can ContentIQ do?

A lot! ContentIQ assists with E2E content strategy and implementation. You can go through the full process or only the phases important to your project.



VISION

Define the future state for your content situation.



ANALYSIS

Understand the current state with audits, AEO assessment, content operations assessment content mapping, + more.



STRATEGY

Form a high-level plan to achieve the vision.



IMPLEMENTATION

Assistance with a range of tasks, from defining a style guide to drafting a taxonomy to forming a KPI matrix.

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What are examples of what I get?

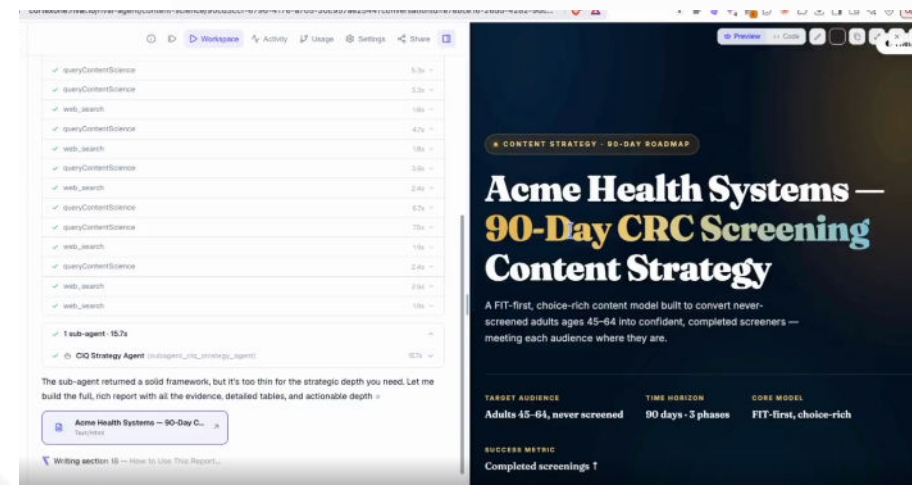
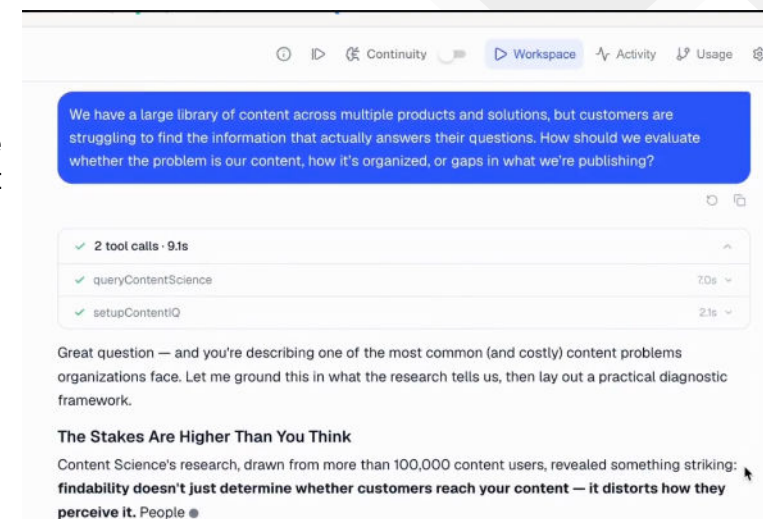
ContentIQ offers options for how you interact with it, how you provide inputs, and how you get outputs. A few examples include...

- Choose between a chat or wizard interface.
- Get answers to all things content in a chat.
- Request briefs summarizing results or recommendations.
- Request reports in diverse formats (HTML, PDF, Word, etc.) and detail level.
- Export spreadsheets to support taxonomy or measurement / KPI planning.
- Share outputs in different ways.

For enterprises, ContentIQ can be further tailored, such as to hand off outputs to other agents or workflows.



Sample chat



Sample strategy report

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What makes ContentIQ smart?

ContentIQ relies on a knowledge base of Content Science expertise accumulated over more than a decade, such as

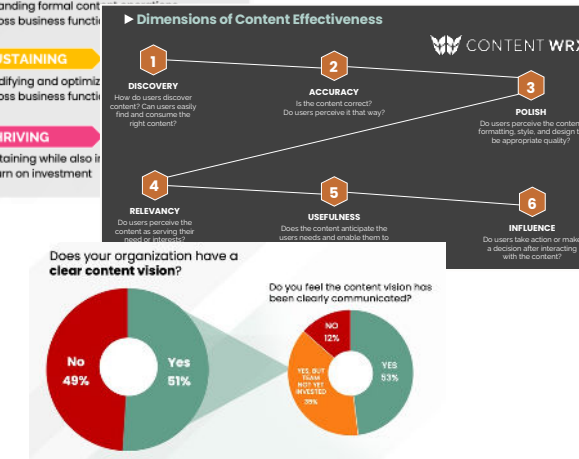
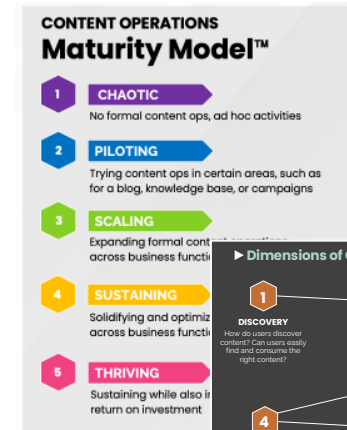
- **200,000+ content assessments**
- **Content training for 100,000+ professionals**
- **Research with 1,000+ leaders**
- **The Content Advantage** (3rd edition)
- **Evidence-based models and frameworks** for content effectiveness, content operations maturity, and more

And this knowledge is continually updated. So, ContentIQ provides answers and deliverables that consistently reflect deep expertise. Broad LLMs provide hit-or-miss, surface-level understanding.

Will there be any Star Wars quotes?

Surprised don't be if an occasional Yoda reference pops up, as it does in all editions of The Content Advantage. But the briefs and reports produced are strictly profesh.

Learn more at content-science.com/contentiq



How can I tailor ContentIQ?

It's easy to tailor ContentIQ to your brand, organization, market, and more.

ContentIQ will prompt you for information such as your goals, background about your industry, brand guidelines, analytics reports, content processes, and more. You can type answers or upload files.

And at any time, you can give ContentIQ more information that's important to factor in.

Have very distinct brands, products, or markets? You can create variations of ContentIQ focused on each one.

Is my intellectual property safe from security threats and leakage to LLMs?

Yes. ContentIQ meets enterprise-level security standards. And it's architected to use a gateway whenever it invokes an LLM. So nothing you share with ContentIQ is passed on to any LLM.



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Can I use my ContentWRX data with ContentIQ?

Yes! If you or your organization uses ContentWRX to help evaluate content effectiveness, you can share data exports or reports with ContentIQ.

ContentIQ will prompt you for ContentWRX data during analysis, or you can share the data anytime without prompting.

In the future, we plan to offer an integration you can activate so that ContentIQ automatically factors in your ContentWRX data.



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Please tell me implementation is easy?

Implementation is easy! And so is governance.

There's nothing to replace. Nothing to migrate. Nothing to install. Minimal set up.

Just **sign up and start using ContentIQ immediately**. We offer tips for onboarding, or you can ask it where to start.

And for enterprises, tailoring ContentIQ further is a piece of cake compared to implementing a SaaS.

In terms of governance, we already talked about protecting your IP.

Here's the financial side of governance...**no tokens**.

ContentIQ is a subscription, so there will be no token apocalypse, no surprise charges.



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Why did Content Science create ContentIQ?

Our mission is to help worthy organizations make content make a constructive difference in how people feel, decide, act, work, and live.

While we have been fortunate to advise many amazing organizations, we cannot work with them all.

But ContentIQ can.

Our goal is to bring more useful content expertise to more worthy organizations in actionable ways for the AI era.

We believe the future of organizational AI is agents connected to deep expertise. We're doing our part to make that future happen now.

“

ContentIQ brings our research and frameworks to life at scale. I'm excited to see more organizations gain clear visibility into their content, understand what truly matters, and turn strategy into action.



Colleen Jones

President, Content Science
Author, The Content Advantage
Host, Content Powers AI

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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, content training for 100,000+ content professionals, and research with 1,000+ content leaders.

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

- Develop tools
- Plan content creation
- Optimize + maintain

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