

• NOVEMBER 2015 •

A NEW ERA OF CONTENT

TAKING CONTROL OF
THE DIGITAL CONTENT MARKETING
CONVERSATION

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Intros

In today's modern advertising industry, there is a tendency to split down two different paths. On one side we lean on science - the data and the technology. On the other, we focus on creativity - the art and the imagination.

Today's consumers however do not see their landscape in the same way. Consumers can no longer simply be tagged, cookied and targeted; they are more digitally intelligent than ever before. They consume more information, from more sources, across thousands of channels in a way that has changed how marketers now need to operate. Brands must create rich, valuable content that engage, interest, and attract their consumers.

With iProspect's heritage lying in search, we understand that good content can power performance; whether that's driving conversion via a relevant PPC landing page, driving ranking as part of a SEO strategy, ensuring brand engagement via a piece of valuable

branded content, encouraging great sharing via social content, or driving a transaction via a compelling product description.

But with only 1 in 5 pieces of content ever consumed by real people, this iProspect and Brightedge POV will show that quality is the key differentiator. Content today has to be original, it has to be fresh, professional, multi media, quick to render, agnostic to device, personalised to the consumer, adaptive to their situation and ultimately valuable.

Only an intelligent approach will suffice.

Ben Wood
Global President,
iProspect

Ben Wood



Today, every brand is a publisher, resulting in tens of millions of pieces of content spread around the web every day. This massive volume of blog posts, whitepapers, videos, product fact sheets and beyond, fragments consumer attention. Ultimately, a content battleground has emerged in which brands are fighting to be heard above the noise.

Marketers are investing more in content than ever before, with 93 percent of companies saying they plan to maintain or increase this investment in the upcoming year. With no sign of content marketing slowing down, marketers are tasked with not only creating a steady pipeline of content, but ensuring that content is engaging and high performing.

Developing content that measurably performs in terms of traffic, conversions and revenue is achievable with the right approach, technology and know-how. With more data available today than any other time in history, BrightEdge are empowering marketers with the ability to turn content data into valuable, actionable insights.

At BrightEdge, we've spent nearly a decade helping marketers to reach the audiences that matter most with content that doesn't just exist — it performs.

By leveraging the power of our Data Cube, a massive repository of web-wide data, and our analysis engine, Data Quant, we offer marketers a window into the performance of their content, their competitors' content and the larger content landscape.

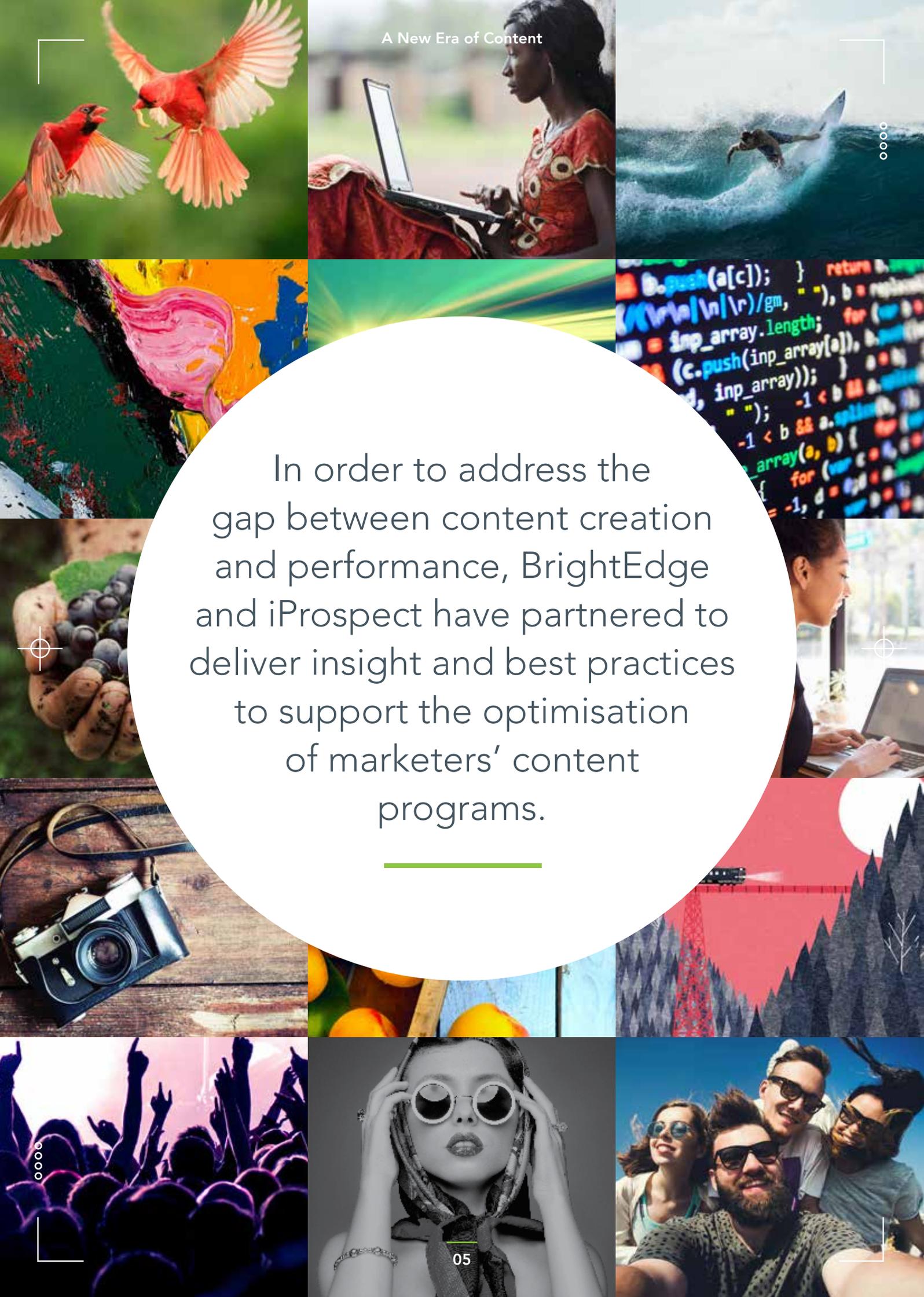
Through our partnership with iProspect, this POV provides insight into what marketers stand to gain by implementing a performance-first content approach alongside best practices for enhancing their content from conception to measurement.

The 2016 marketing imperative is to run content marketing by the numbers.

Jim Yu
Founder and CEO,
BrightEdge

Jim Yu





In order to address the gap between content creation and performance, BrightEdge and iProspect have partnered to deliver insight and best practices to support the optimisation of marketers' content programs.



The Content Opportunity

96%

No CMO would ever launch a traditional paid-for ad campaign without making sure the creative executions and media strategy were right. In the same way, content marketing devoid of strategic focus and lacking attention to detail is likely to be a waste of time and money.

To avoid an ineffective scattergun approach and address the gap between production and performance, what's called for is intelligent content. With that in mind, BrightEdge and iProspect have partnered to deliver insight and best practice for the optimisation of marketers' content programs.

Content can deliver a clear commercial advantage. Marketers who use it wisely have the opportunity to take control of conversations to build brands and increase market share.

Big Brands with Big Plans...

Almost every organisation is in some form a publisher and marketers are increasingly diverting resources into the development, aggregation and amplification of content. Some of the world's leading brands are heavy investors in this area:

- **Coca-Cola** now spends more money on creating its own content than on TV advertising (*Columbia Journalism Review, November/December 2014*)
- Global hotel chain **Marriott** has a 65-strong in-house creative content team led by a former Disney executive (*Digiday, January 2015*).
- **Nestlé** has an editorial team of almost 20 community managers and designers that produce content every day (*Contently*)
- **Red Bull** employs approximately 135 people in its media house (*Mashable*)

32%

The Content Battleground

There has been a buzz around content marketing for several years. This should not be misinterpreted as a fad. Every single indicator points to its continued growth.

- **78 percent** of CMOs see content as the future of marketing (*DemandMetric*)
- **93 percent** of companies plan to maintain or increase their investment in content creation in the upcoming year (*The Economist Group, 2014*)
- **One in six** enterprise organizations spend over \$10 million annually on content marketing (*Content Marketing Institute*)

As ever more content is published online, it is becoming increasingly important for marketers to utilise available data to develop content that performs, rather than content for its own sake. In the content marketing battleground, marketers are fighting tooth and nail for consumers' attention. To overcome the noise, engage consumers and, ultimately, achieve a positive impact on business, marketers must remove the ambiguity surrounding the performance of their content.

Some brands are ahead of the curve in this respect. Kraft, for example, generates the equivalent of 1.1 billion ad impressions a year and a four-times-better return on investment through its content marketing than from its targeted advertising (*AdvertisingAge, 2014*).

The Digital Data Landscape

The digital universe is growing at an unprecedented pace, and every interaction between consumer and content creates a unique data touchpoint. Technology networks company Cisco recently projected that by 2019 the equivalent in gigabytes of every movie ever made will cross the internet...every two minutes. We have now entered the zettabyte era. To put that into context, the two zettabytes of internet traffic Cisco forecasts for 2019 is 66 times bigger than the level of traffic in 2005.

But IP traffic is just a fraction of the overall repository of digital content. IBM's Big Data Hub claims that five exabytes of data are generated every two days. That's a vast amount of content. Several years ago Google's Eric Schmidt famously claimed that five exabytes represents the amount of information generated by humanity from the dawn of civilisation to the year 2003. But the amount of content has scaled up considerably since then. A zettabyte is one thousand times larger than an exabyte.

- Over **2.7 zettabytes** of data exist in the digital universe today (*IBM*)
- By 2020, the world's digital data will amount to **44 zettabytes** (*IDC Digital Universe study*)
- **90 percent** of the world's global data was produced by digital content, search and social marketers over the last 2 years (*IBM*)

Given the mind bogglingly huge amounts of data around, taking a 'hit and miss' approach to content marketing is doomed to failure.

The Content Creation/Performance Gap

At face value, content production is admirable. Especially if the content looks good or reads well. But ultimately, business results are what matter. Digital marketers must be able to understand how their content performs, compare how it matches up to the competition and measurably show its business impact. There are numerous methods of measuring content effectiveness, from engagement through to ROI, but what may be most critical is the notion of 'starting out with an end in mind'

Content marketing is reaching a **production versus performance plateau** where in order to justify continued investment, marketers have to get better at **measuring performance**, which BrightEdge defines as:

"quantifiable metrics that allow marketers to measure direct business results such as revenue, online conversion and ROI."

Recent research from the CMI and Marketing Profs highlights this concept best, stating that:

86%

Production:
of (B2B) organizations use content marketing

21%

Performance:
say they are successful at tracking the ROI of its content

In addition, BrightEdge conducted research using its Data Cube to determine the performance of billions of pieces of content from over 9000 brands across — including many FTSE 100 and Fortune 500 industries — and found that although the biggest driver for performance was engagement, **only 1 in 5 brands produces content that their target audience engages with.**

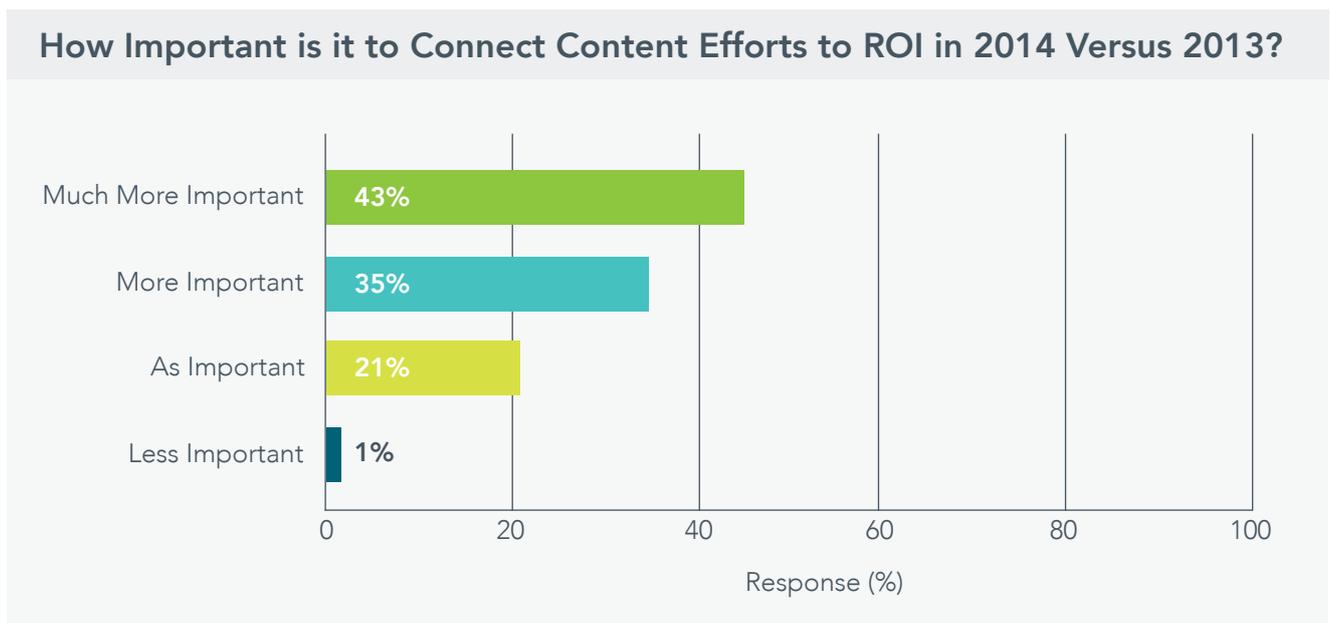
It is important to note that engagement — [defined by as traffic, conversions and revenue](#) — varies not only by industry, but also by channel.

Despite having trouble measuring ROI and difficulty engaging customers, brands nevertheless realize that connecting content efforts to ROI is essential to understanding success and aim to do so as they move forward with their content marketing efforts.

“Today, we see marketing leaders reining in a portion of their content marketing spending until they can reliably measure its performance, point to business impact and achieve the scale and control currently afforded by paid media.”

Jake Sorofman, Research Vice President, *Gartner*

In fact, 78 percent of marketers BrightEdge surveyed state it’s either “more important” or “much more important” than the previous year to connect content efforts to ROI.



Source: *BrightEdge 2014 Search Marketer Survey*

BRIGHTEDGE

CMOs have to justify the investments they authorise in marketing activity to other executives in the C-suite. Naturally, this focus on metrics filters down through their organisations. To show real value, marketers across all levels of an organisation increasingly need to demonstrate the impact of content marketing through a performance-based approach. By being more analytical, they can gain valuable insight into what works best in their content programs:

- Website conversion rate is nearly **6 times** higher for content marketing adopters than non-adopters (2.9 percent vs. 0.5 percent) (Aberdeen Group 2014)

• **Kraft** estimates it generates the equivalent over **1.1 billion** ad impressions a year, generated through content marketing. Their content ROI is **4 times** that of targeted advertising (AdAge 2014)

An intelligent approach to Content Performance Marketing allows brands, for the first time, to predictably plan, optimize, and measure campaigns based on actual content performance. This, in turn, allows them to allocate their resources accordingly to maximize their ROI, helping to shape their content strategy in the future.

In order to succeed in the content marketing space, Content Performance Marketing is critical.

4 Steps to Digital Performance Success

In today's digital and content marketing economy, everyone is a publisher and anyone can publish content in text, image, and video formats. Bought, owned and earned media channels have converged with over **\$135 billion being spent on digital content creation in 2014.**

But success requires more than just churning out content; marketers must be able to produce engaging content that is optimized at the time of creation and resonates and engages positively with its audience. The key to achieving effective content optimization is data — when brands can derive actionable insights from data, they can produce rich content that delivers significant value to the consumer.

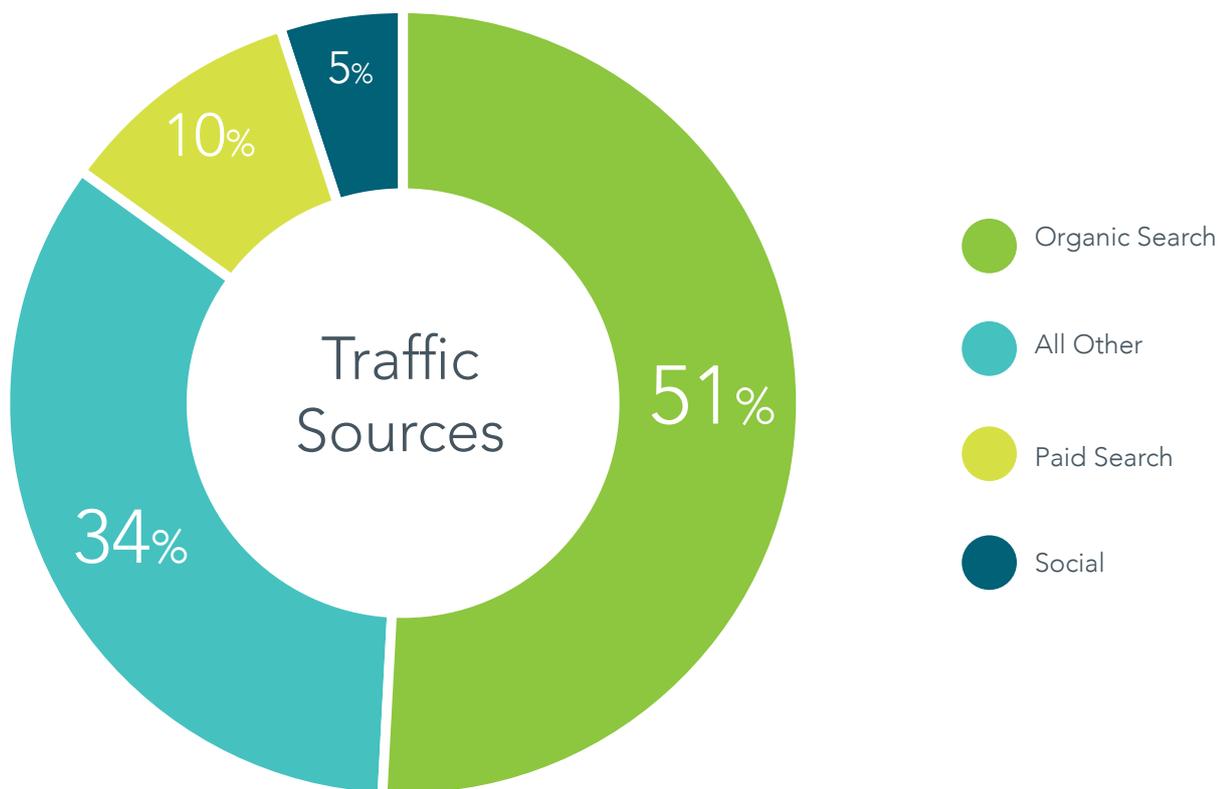
Step 1.

Identify what digital channels and content types drive business impact.

The vital first step to winning on the content battleground is to understand what types of content AND what channels perform; this is key in creating a successful integrated digital campaign. While departments and functions overlap, many marketers are still not running well-integrated campaigns due to a lack of insight on their own content and channel performance.

With Google's latest algorithm update now putting the onus onto quality content, the direct relationship between great content and SEO has never been stronger. In Google's own guidelines for content creation, they state; "Content is key. Good content — clear, concise, informative — is better than bad content."

And after analyzing billions of pieces of content, we found organic search drives 51 percent of all visitors to B2B and B2C websites. Marketers who do not pay attention to their highest performing channels are missing out on developing an optimal content marketing mix.



Leveraging both historical and real-time data allows digital marketers to map out in advance what types of digital content will perform best, whether it's text, images, video or rich media. Beyond looking at your personal data, however, it's important to note that certain types of content generally perform better than others.

We found that **content that combines video and images drives a nine percent uplift in performance.**

- For media and entertainment industries rich media dominates performance and contributes **53 percent**, or the majority, of content performance
- Rich content outperforms standard content **4 times** more on mobile
- Google Quick Answers drives **3.5 percent** of content performance

Using this information, as well as your own historical data, can help drive engagement and maximize content ROI. Effective content marketers are now investing and building integrated digital campaigns around high-impact channels while understanding how content insights, production and measurement fuels this performance.

Utilizing technology and cross-channel attribution modeling also helps to identify where, how and when different channels impact each other.

Step 2.

Understand your market, audience types and target demand.

Understanding your audience means translating diverse sets of first and third party data into actionable insights.

Targeting demand requires a deep understanding of your audience. Taking the first step toward understanding which channels, and types of content, consumers are searching for allows marketers to deliver content that resonates, engages and delivers maximum business impact.

Data-driven insights into consumer demand set marketers up for success with a content marketing strategy that is built specifically for their target audience.

The image shows a side-by-side comparison of two social media advertisements. On the left is an advertisement from Garbarino for tablets, featuring a tablet with the Windows logo and the text 'TABLET' and 'Las mejores Tablets en 12 cuotas sin interés.' On the right is an advertisement from Best Buy for cameras, featuring a camera and the text 'Top-Shelf Memory Makers' and 'You've always got to be ready to catch those major life events. We'll help you find the right camera to make them last forever.' A large green circle with the letters 'VS' is positioned between the two ads, indicating a comparison.

iProspect implemented a bespoke content testing matrix for Argentinian retailer Frávega, designed to highlight exactly which elements within a piece of content would contribute most to performance. Successful content testing saw 65% sales increase for Fravega.

Step 3. Create, optimize and distribute content.

Creating and developing content that is targeted, insightful and compelling for your audience takes planning and dedication; but even after gathering insight and deciding what content is most likely to perform well, execution is not the last step. After producing content, optimization should always be center.

In particular, organizations should focus on optimizing content for search during the content creation process and then replicating that process at scale, across large websites and content management systems. After all, if audiences cannot even find your content, performance will become irrelevant. To ensure peak visibility, you should:

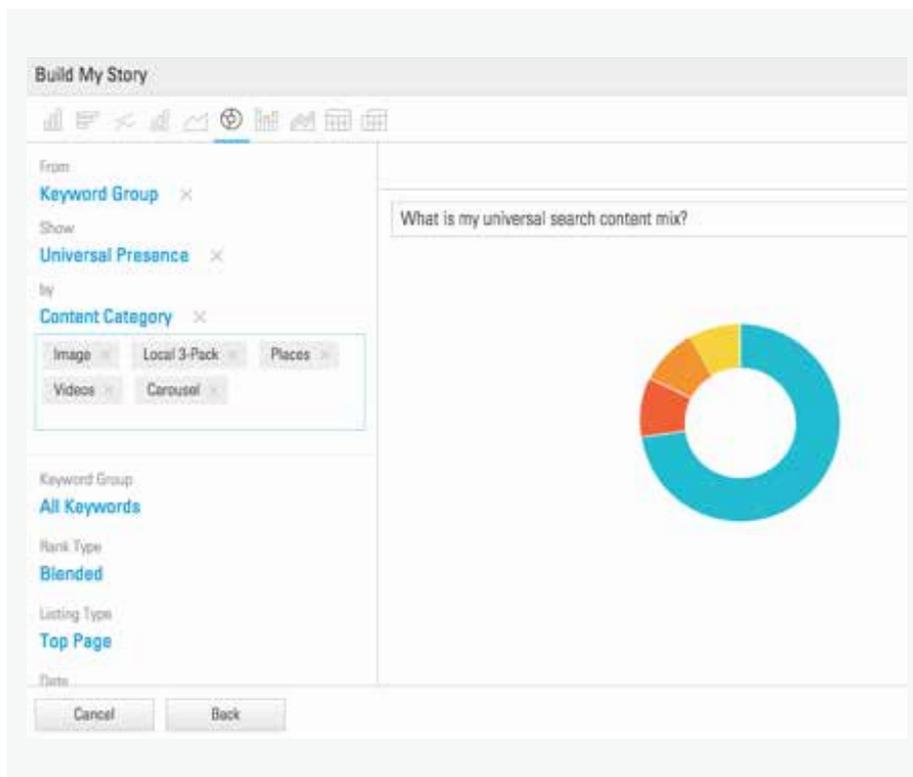
- Map content topics to buying personas and purchase funnels

- Enable content authors to pair digital content web pages with the right topics and keywords and build content that will engage / resonate with target audiences

- Empower content creators to optimize content and digital assets out of the gate

When it comes to content distribution, your best bet is to build an integrated digital content marketing plan that takes into account the creation, re-purposing, amplification and syndication of content in order to maximize content performance across all digital channels.

The most successful digital content marketing campaigns deliver their content and message through a variety of channels and media, including the below:



- Organic search
- Search engine marketing (SEM)
- Email marketing
- Display marketing
- Social media
- Videos
- Events
- Speaking engagements
- Websites
- Blogs
- e-Books
- White papers

And when considering distribution, it's critical to remember that audiences are increasingly consuming content on their mobile devices.

Step 4.

Measure results, score and attribute content.

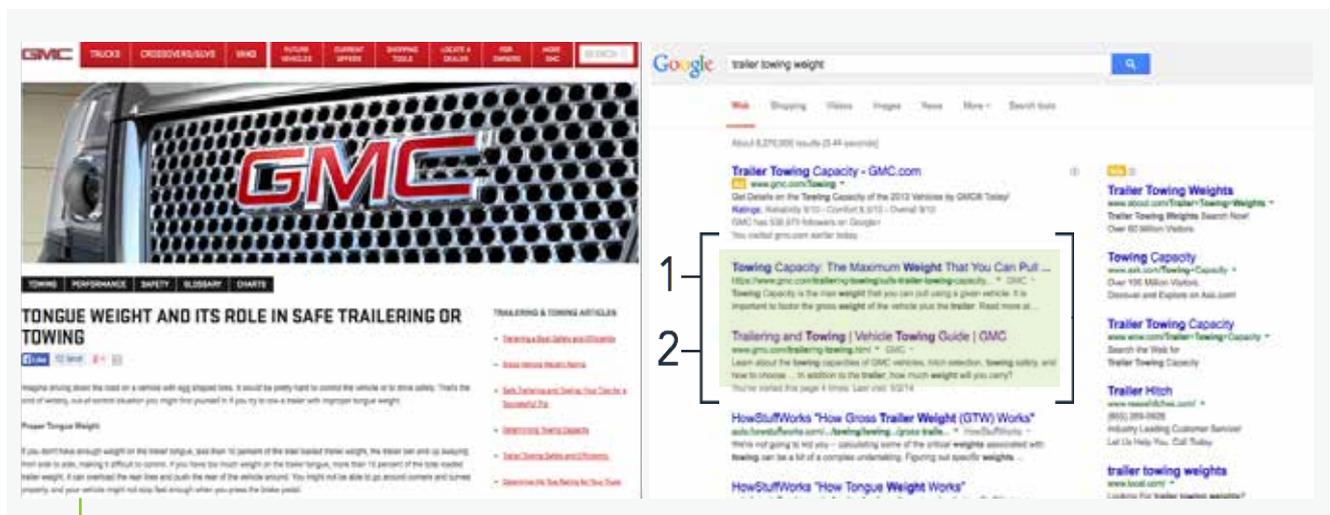
Measurable impact is derived from taking a holistic approach to how search, social and content strategies attribute to common business objectives such as sales, conversions or revenue. Objective measurement, however, is something that many brands struggle with.

- 44 percent of CMOs say they lack quantitative metrics to demonstrate the impact of marketing spend
- Approximately 20 percent of CMOs use the manager’s “judgement” to measure marketing ROI

With the demand for content marketing soaring, there has never been a better time for brands to take

advantage of technology, analytical integrations and third-party data to help measure the value of their content. Measuring results allows marketers to produce smarter content and justify future investment in content marketing.

Understanding what content metrics matter most to a brand (such as order value, conversion rates and revenue) and pairing this with third-party analytical data (content and organic search KPIs) puts marketers on the right path to performance marketing measurement.



To create a lift in organic ranking for GMC in the US, iProspect created content pages based on keyword specific research to drive demand. As a result, 91% of content ranked organically for non-brand terms on Google pages 1-3.

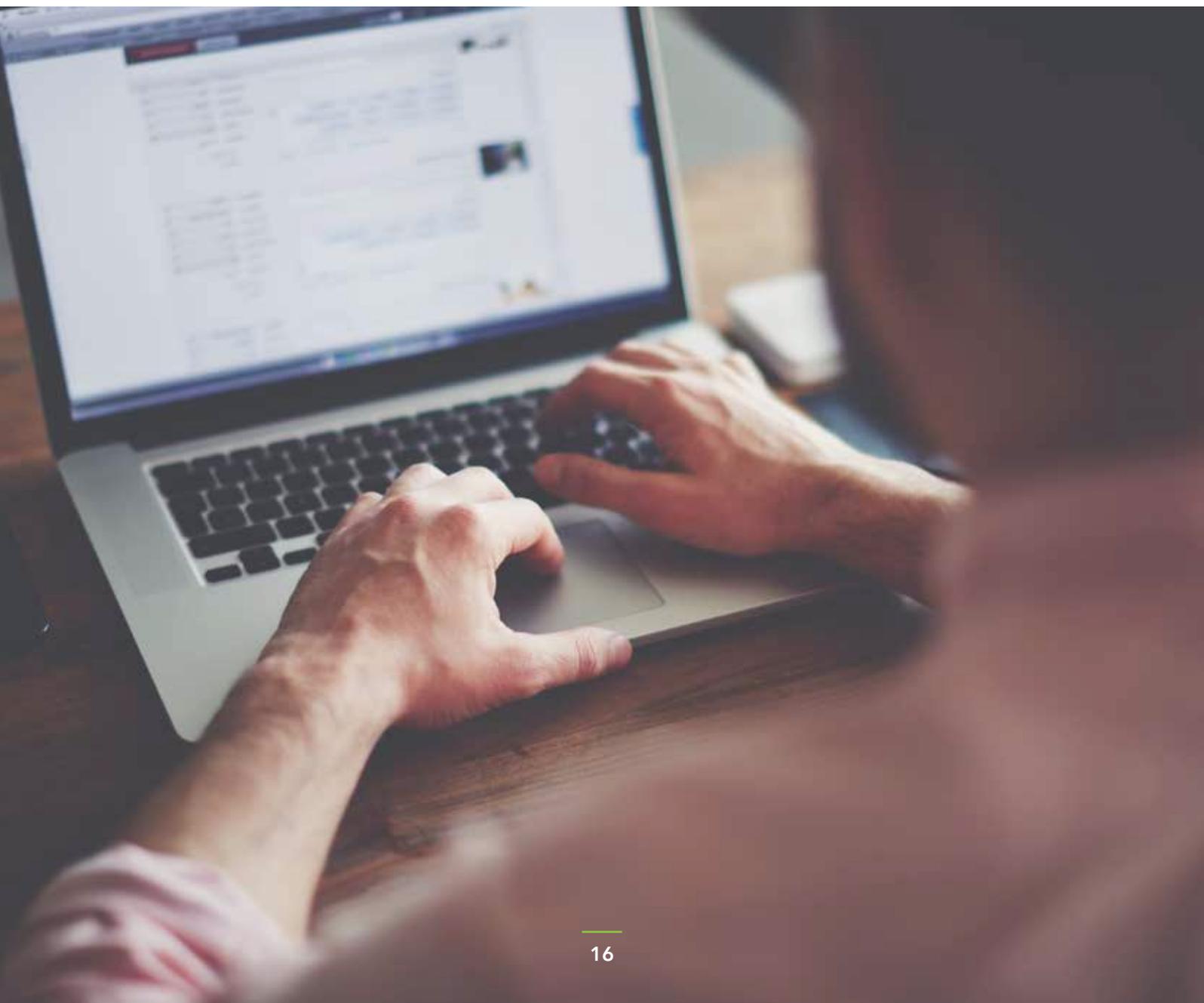
Some examples of performance for individual pieces of content include:

- **Engagement** – goes beyond time spent on page or site to actual time actively interacting with your content (bounce rates, for example, are good indicators of how engaging a blog post is).
- **Sentiment** – similar to brand awareness, but broadly encompasses audience perception rather than simply recognition.
- **Average Finish** – identifies how many individuals read your content, eliminating those who skip it or exit early (less than 10 seconds).

- **Traffic** – Not to be used in isolation, but traffic to a piece of content can still provide an overview of the popularity of your content.

- **Conversions** – Ultimately content marketing should drive sales. Tracking conversions will help you in calculating ROI.

Tracking these metrics according to your content goals and optimizing your content accordingly will help you drive engagement, increase your ROI and ultimately boost your content performance.



Conclusion

Brands are increasing investment in production and aggregation to meet a seemingly limitless demand for content. But content alone is not sufficient to deliver strong results. That's where Content Performance Marketing comes in. Only by researching, planning, executing, measuring and optimising can content reach its full potential.

The right content has a direct impact on performance, with brands that invested in rich, actionable, and relevant content receiving 35% uplift in organic search performance. It is now vital that all content is driven by insights and data to ensure performance success.

To stay ahead, and not get lost in the content deluge, brands and advertisers must be ready to welcome a new type of performance orientated content, one that is the result of a true meeting of art and science. Content needs to be data-centric, built on performance insights, and consistently measured and optimised to ensure maximum business impact, and that it is reaching it's fullest potential.

The road ahead for content performance marketing is an exciting one, and one that shows no sign of slowing. Brands and advertisers that align to the new era of art and science, creating content that stands out and is relevant to their consumers will see the most success. It's never been easier to create content, but creating content that performs, has never been more important.



Intelligent Content

Ushering in a new era in the age of content marketing, iProspect has launched a global performance content marketing service.

Leveraging our performance expertise and heritage, we welcome a new kind of content that drives audience engagement and commercial success for our clients. This new type of content is exclusively produced based on our performance strategies and data.

Over the years we've expanded our service offering from our origins in search to include social media, programmatic, data and more. This evolution now includes hundreds of people focused on creating content that increases business value for our clients.

This new service marries audience insights from data analysis with content strategy and production. Utilising world-class capabilities in content distribution, amplification and optimization, and powered by the recent acquisition of **John Brown Media** by Dentsu Aegis Network, iProspect is now able to respond to the growing need for an intelligent content marketing service.



BRIGHTEDGE

Content Performance Marketing Platform

The BrightEdge Content Performance Marketing platform helps brands Target Demand, Optimise Content, and Measure Results to win on the content battleground.

Data Cube

With the BrightEdge Data Cube marketers can see which channels, content types and topics are performing, and which competitors are vying for market share. The Data Cube enables marketers to tap into the industry's largest dataset, including billions of pieces of content, rich media, and social, at web-wide scale. Marketers can see both real-time and historical demand with the Data Cube Time Machine to understand effectiveness over time. These insights into consumer demand increase marketers' success with a content strategy that is tailor-made for the target audience.

Content Optimiser

A common challenge that many organizations face in the content creation process is the lag from when content is first published, to when it is optimised. This lag often means lost consumer attention, conversions, and revenue. BrightEdge Content Optimiser solves this challenge and bridges the gap between content creation and optimisation. Now content and editorial teams can leverage the proven power of BrightEdge content recommendations and competitive analysis directly within Adobe Experience Manager (AEM) allowing them to easily create optimised content from day one.

Landing Page Optimiser

As digital media is consumed across multiple channels, formats and device types - simply creating

content is not enough. It's become increasingly important for marketers to understand the performance of their content within the context of the broader marketplace. Brands have no way of identifying the specific landing pages they are competing with across all their websites and brand properties. And, have no means of identifying which competitors are winning for each of their landing pages. With Landing Page Optimiser brands can ensure their landing pages win on the competitive content battleground.

Ignite Campaigns

At BrightEdge we're committed to the success of every digital marketer. Leveraging the best practices of the community, we developed Ignite Campaigns to create an even playing field for all levels of digital marketers. Ignite campaigns illustrates the potential opportunity of existing content, with recommendations based on a brand's competitors successful content strategies. With Ignite Campaigns marketers can easily optimize all their content with a guided workflow.

StoryBuilder

Now every marketer can tell their story by harnessing the power of all digital marketing data (BrightEdge data, analytics, and your own data). With StoryBuilder brands can build beautiful charts and dashboards in seconds, and answer questions on the fly such as, what is their Year/Year revenue and visit performance by channel, how has mobile grown, and what's their historical global vs. local performance. With this data, marketers are able to measure their results in-real time, transform static data into insights, and insights into stories.

APP END IX

About BrightEdge

BrightEdge is the essential content marketing platform that transforms online content into tangible business results such as traffic, revenue and engagement. BrightEdge's S3 platform is powered by a sophisticated big data analysis engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social and mobile. BrightEdge's 1,200+ customers include global brands such as 3M, Microsoft and Nike, as well as 41 of the Fortune 100. The company has eight offices worldwide and is headquartered in San Mateo, CA.

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About iProspect

Founded in 1996 as a specialist Search agency in the US, iProspect has evolved to dominate the global digital performance marketing space, driving digital performance for clients through Paid & Natural Search, Performance Display, Affiliate Marketing, Mobile, Paid Social, Social Media Management, Content Generation, Lead Generation, Analytics and Conversion Rate Optimisation. The iProspect team stretches across 50 countries with 80 offices and over 3,000 employees and works with some of the world's leading advertisers including adidas Reebok, American Express, Burberry, Disney, General Motors, Hilton, Nokia and Shangri-La Hotels & Resorts. iProspect is wholly owned by Dentsu Aegis Network, having been acquired as part of Aegis Media in 2013.

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