Measuring Content Performance

How Centerline Digital Creates Measurement Plans





APPLYING MEASUREMENT

CREATING MEASUREMENT PLANS TO DRIVE MORE EFFECTIVE CONTENT CREATION AND DELIVERY

- We'll outline:
- 1. Why measurement planning is important
- 2. Our two-pronged approach to start measuring the impact of campaign efforts and content planning
- 3. Simple scenarios

APPLYING MEASUREMENT

Measuring the performance of content helps maximize sales leads, conversion and ROI.

Why measurement?

- Understand how individual assets are performing
- Learn which pieces of content naturally relate to one another
- Test/validate where content should be placed within the buyer's journey
- Determine which metrics help gauge the most accurate performance
- Understand all possible paths to ROI/ conversion to inform future campaigns

A baseline measurement plan helps us:

Determine which content truly guides customers from one buyer's phase to another

Craft optimal content paths to improve user experience and shift content distribution, as needed, to maximize conversion

Spend and allocate resources wisely





OVERVIEW

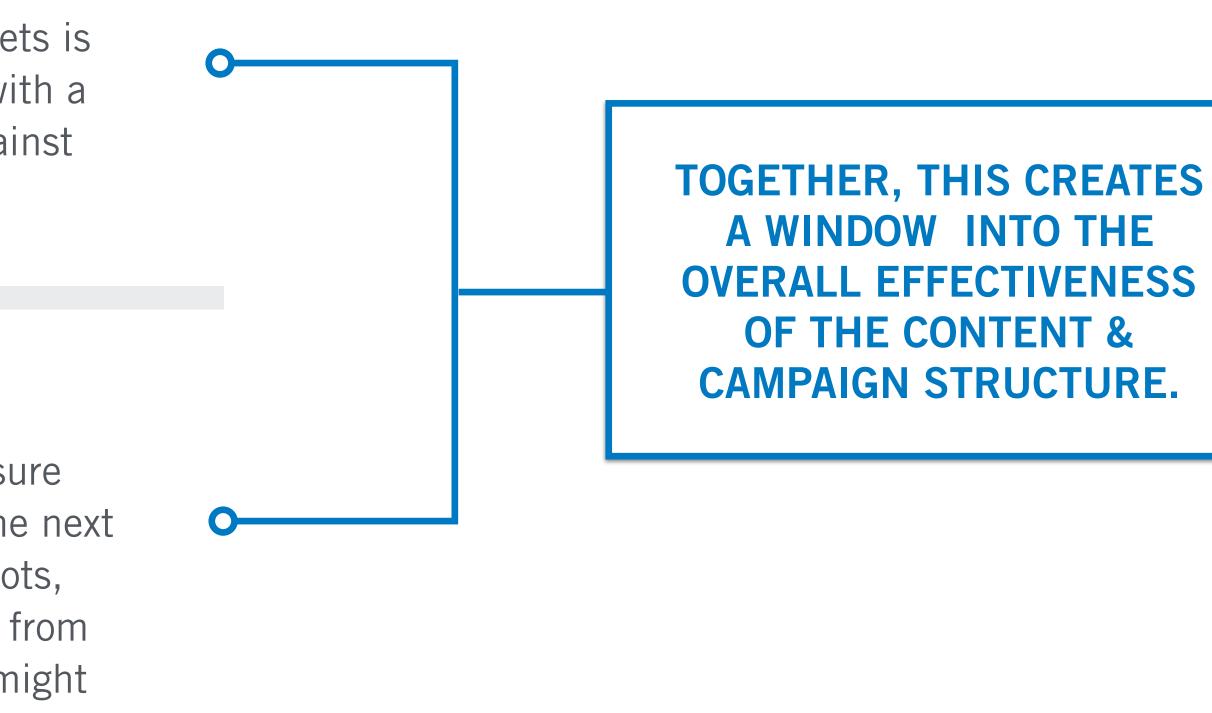
We'll outline two ways to get started.

I. MEASURING INDIVIDUAL ASSETS

Determining the most relevant metrics for individual assets is important in helping us understand their impact. Start with a benchmark, then continuously measure performance against these marks.

II. MEASURING THE JOURNEY PROGRESSION

To understand an asset's impact on conversion, we measure whether that piece of content progresses audiences to the next phase in the journey. While there will always be blind spots, creating a baseline understanding of how users progress from one asset to another helps us determine which content might align best with the buyer's journey.







I. MEASURING INDIVIDUAL ASSETS

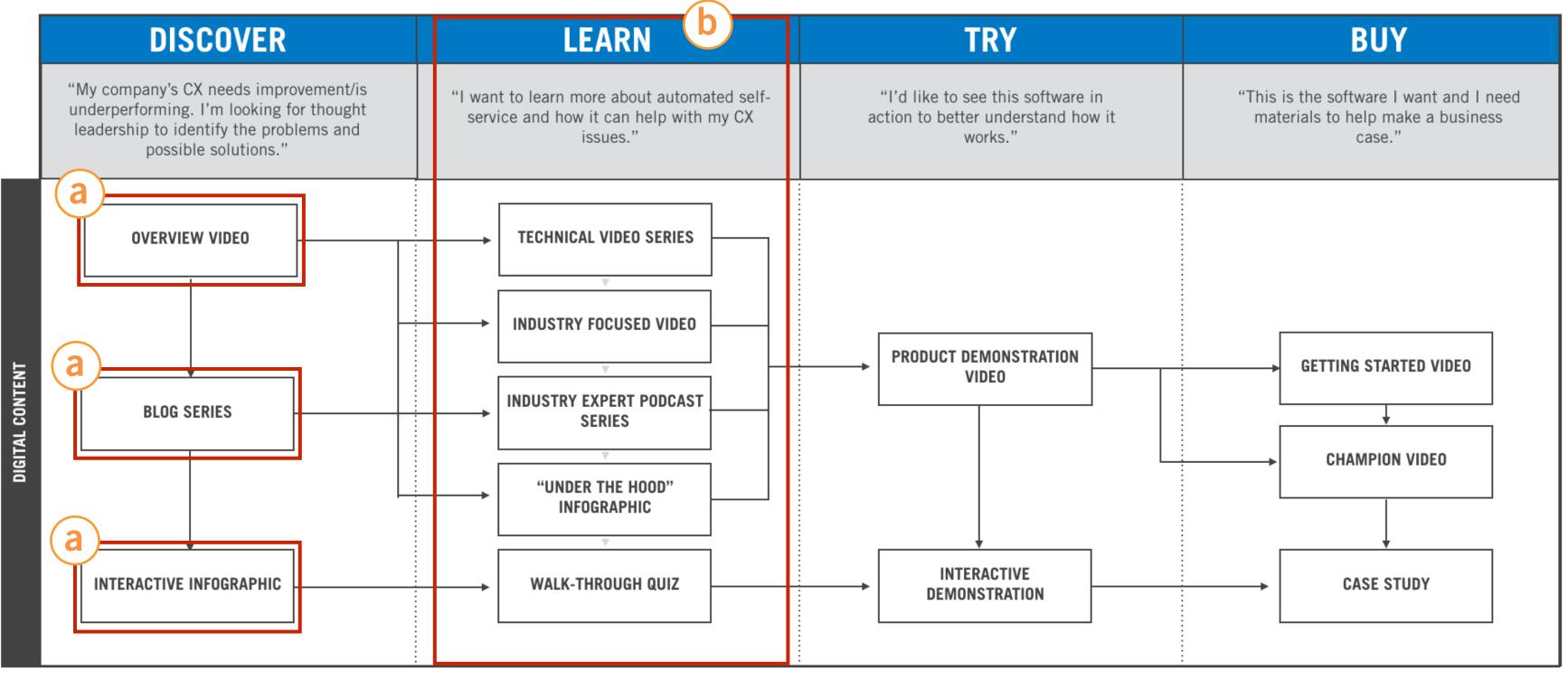
(A) ASSET MEASUREMENT

Helps us understand performance of individual pieces of content

"We're seeing high engagement with the blog series, but not as much with the infographic. Let's explore why that might be, or consider investing more effort in our blog.

SAMPLE CONTENT MAP

Reminder: When we map content during planning (i.e. the gray arrows in the map), we're always making assumptions. Measurement helps us test/validate those assumptions so we can take action where we need to.





(B) AGGREGATE OF ASSETS PER PHASE

Helps us identify return on efforts by individual journey phase

"Even though we're creating a lot of content for the Learn phase, on average we're not seeing a lot of engagement. Let's dig into why that might be. Is the messaging appropriate? Is the content duplicative?

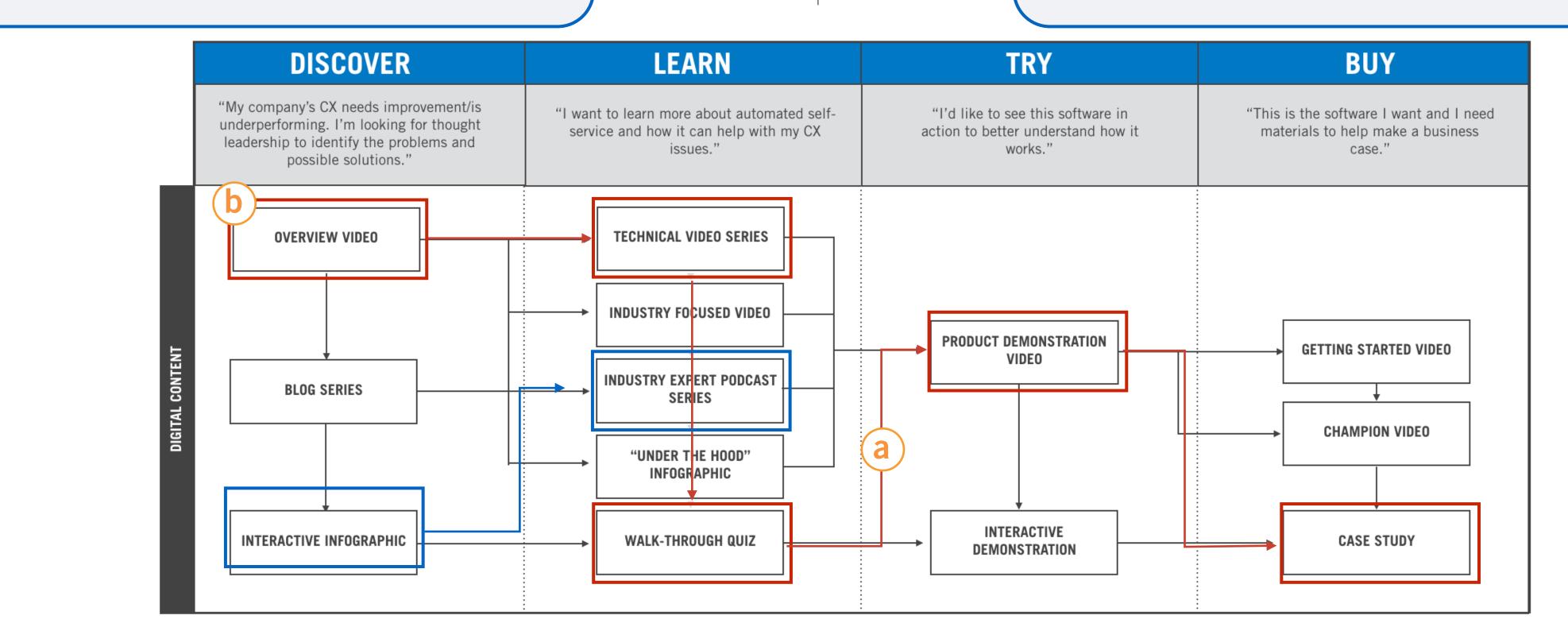


II. MEASURING THE JOURNEY PROGRESSION

(A) JOURNEY PATH ANALYSIS

Helps us understand which assets are most effective at guiding users to the next phase

> "The walk-through quiz is effective at driving users to the product demonstration video in the Try phase. It's less effective at driving people to the interactive demonstration, which is a surprise to us.



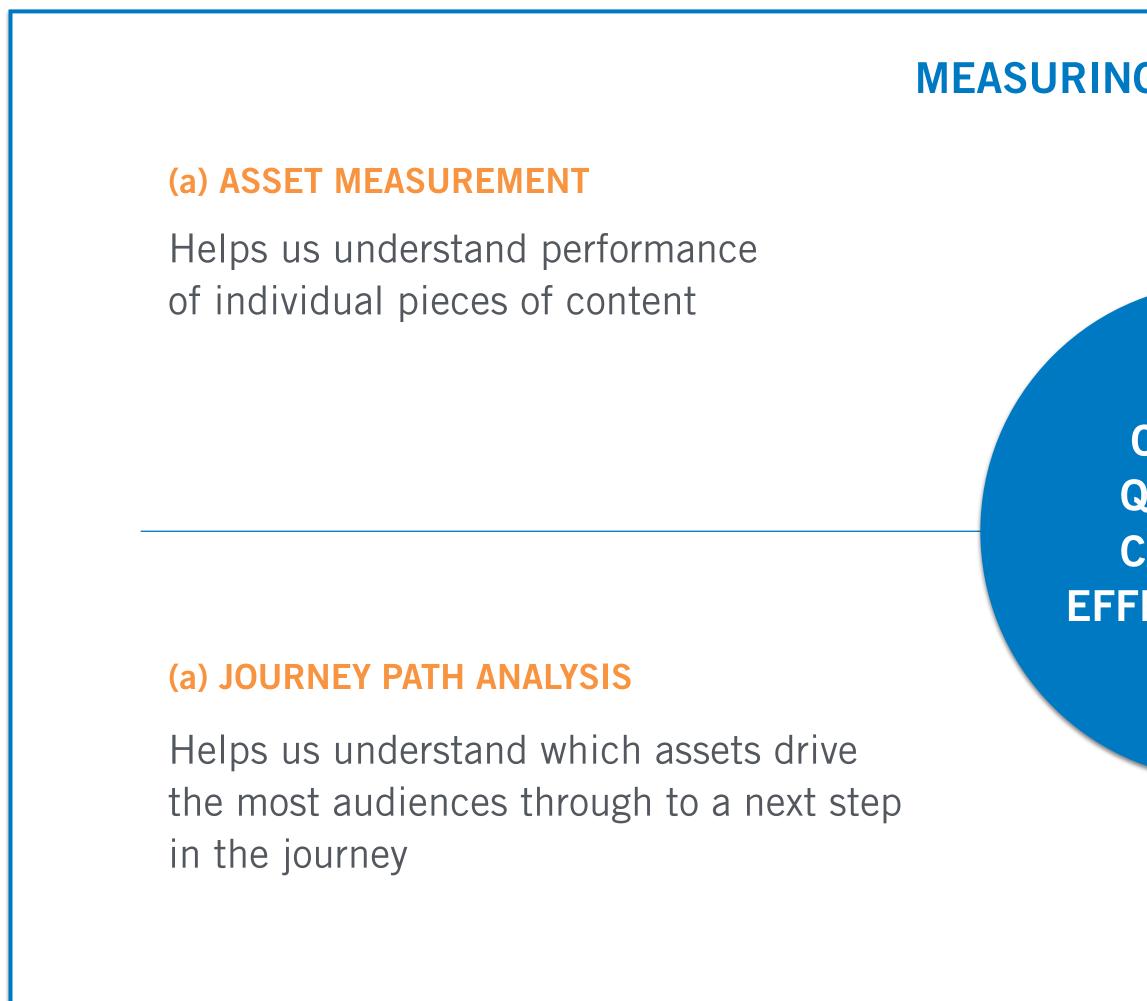
(B) ENTRY POINT ANALYSIS

Helps us understand which first-touch is the most promising in driving conversion

> "Even though there's more traffic to the interactive infographic, the overview video as a first-touch asset drives the most people through the entire journey."



SUMMARY



MEASURING INDIVIDUAL ASSETS

CONTENT QUALITY & CAMPAIGN EFFECTIVENESS

(b) AGGREGATE OF ASSETS PER PHASE

Helps us understand how potential customers are progressing to the next phase, regardless of individual assets

(b) ENTRY POINT ANALYSIS

Helps us understand which first-touch is the most promising in driving conversion

MEASURING THE JOURNEY PROGRESSION





SCENARIOS

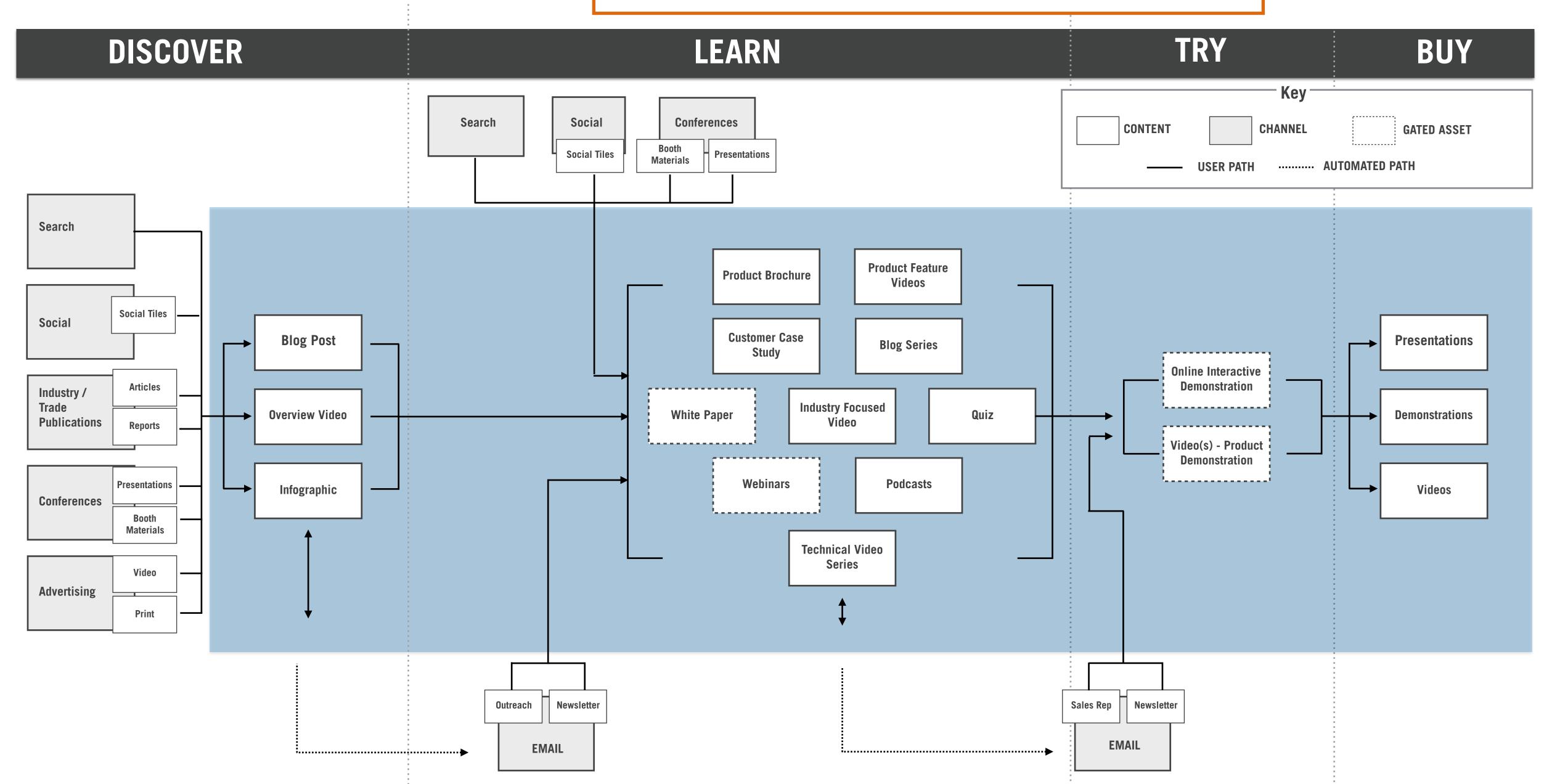
LET'S SEE THIS IN ACTION WITH A COUPLE SCENARIOS

We'll outline:

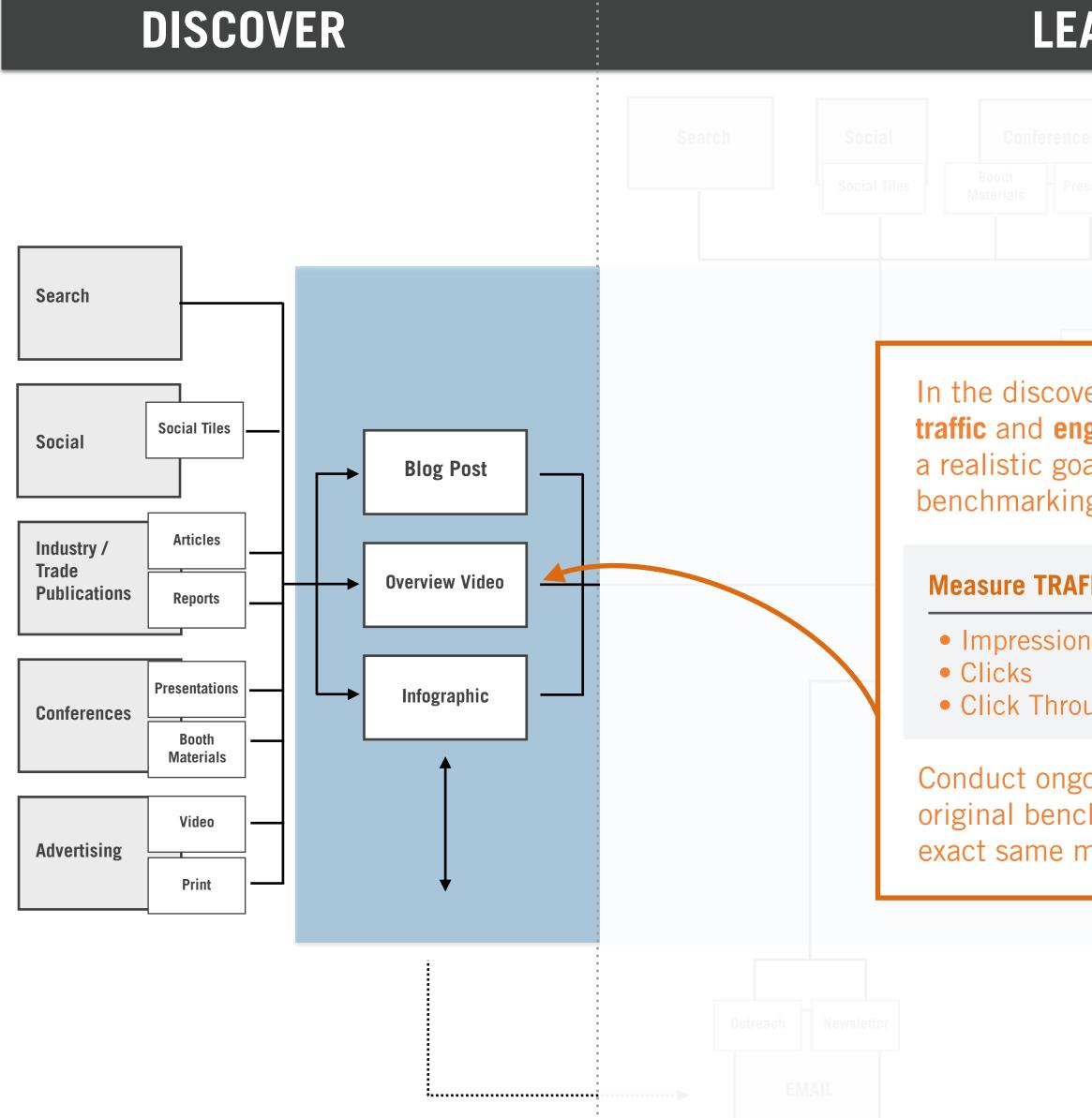
- 1. Common metrics to apply for both measurement approaches
- 2. Scenario-based decision-making logic
- 3. Applying that logic to action

SAMPLE CONTENT MAP

Here's our sample content map. Remember, the arrows in gray outline the POSSIBLE paths through content, based on planning and assumptions about our users. Let's start measuring!



APPROACH (PART 1): **MEASURING INDIVIDUAL ASSETS** (a) ASSET MEASUREMENT



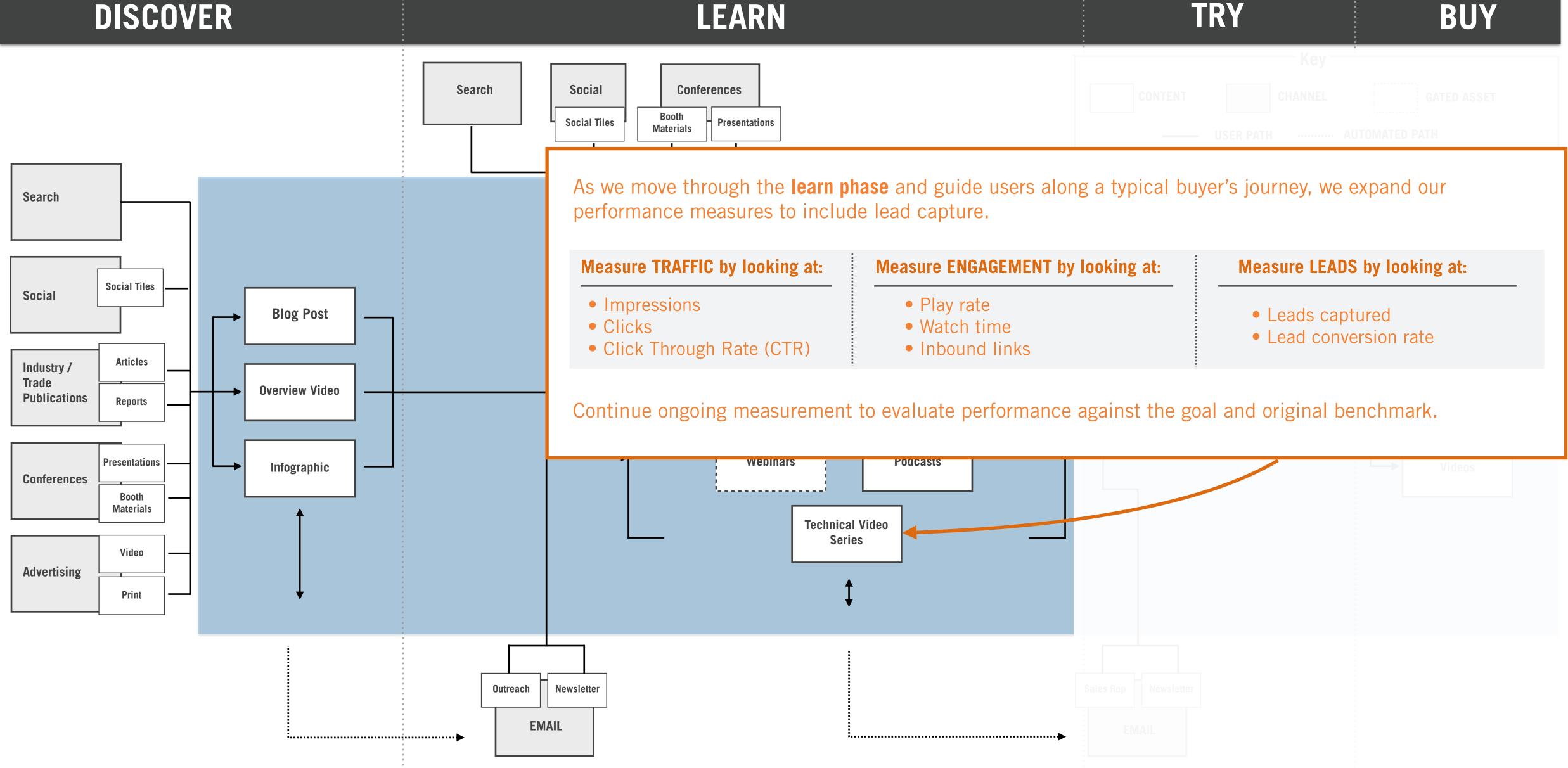
	1		
ARN	TRY		BUY
		Key —	
er phase for an overview video, performa gagement. Use an already established be al. If you have no benchmark, make an g moment.	enchmark as a start	ng point to	

 Play rate Watch time Inbound links 	FFIC by looking at: Measure ENGAGEMENT by looking at:		Demonstratio
	ns		
	ough Rate (CTR)		Videos

Conduct ongoing measurement to evaluate performance against the goal and original benchmark. Note that the metrics for a video won't necessarily be the exact same metrics you establish for an interactive infographic.



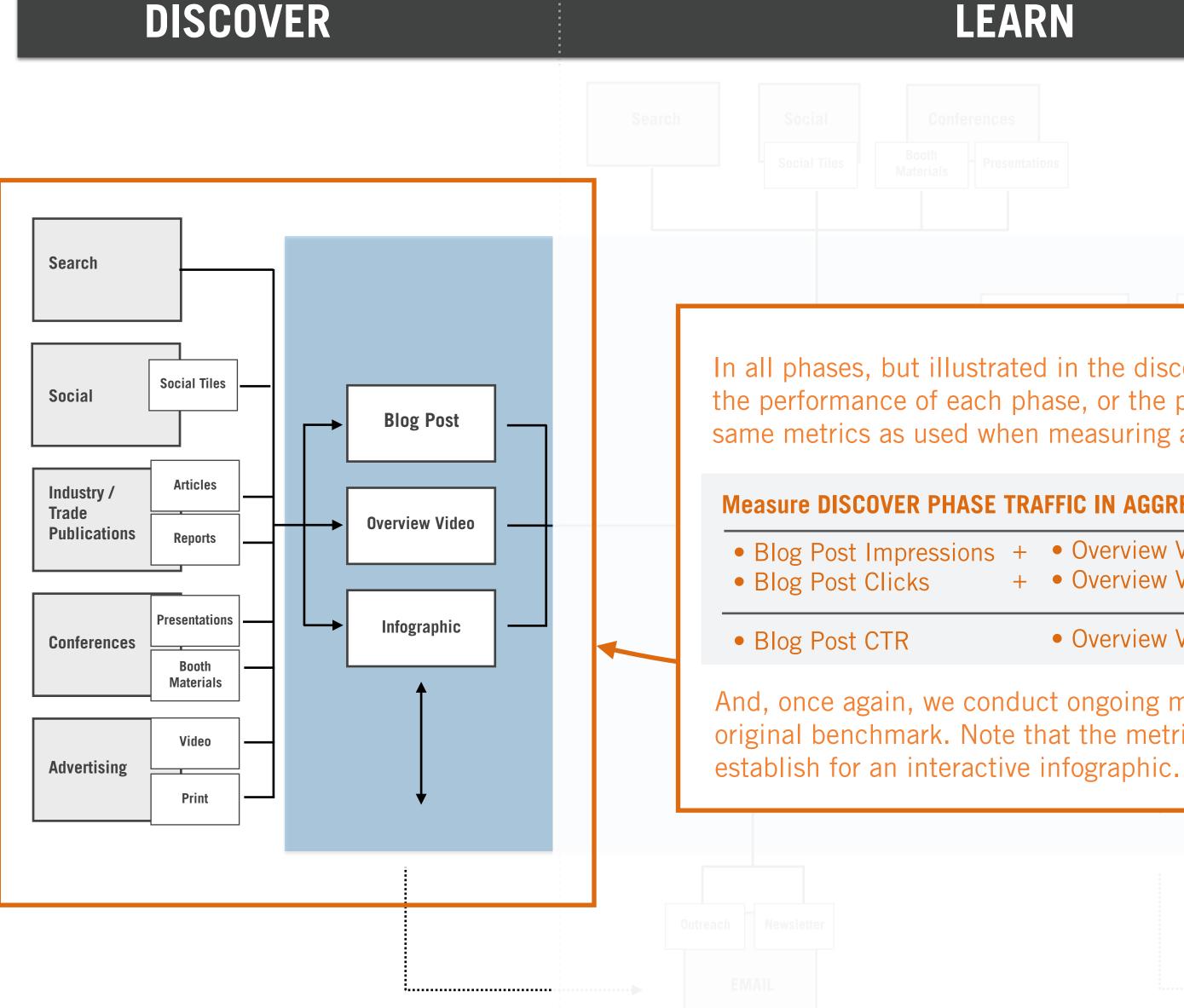
APPROACH (PART 1): MEASURING INDIVIDUAL ASSETS (a) ASSET MEASUREMENT



ARN	TRY	BUY
s	CONTENT CHANNEL	GATED ASSET
entations	USER PATH Al	UTOMATED PATH

by looking at:	Measure ENGAGEMENT by looking at:	Measure LEADS by looking at:
Rate (CTR)	Play rateWatch timeInbound links	Leads capturedLead conversion rate

APPROACH (PART 1): **MEASURING INDIVIDUAL ASSETS** (b) AGGREGATE OF ASSETS PER PHASE



ARN	TR	Y	BUY
		Key	

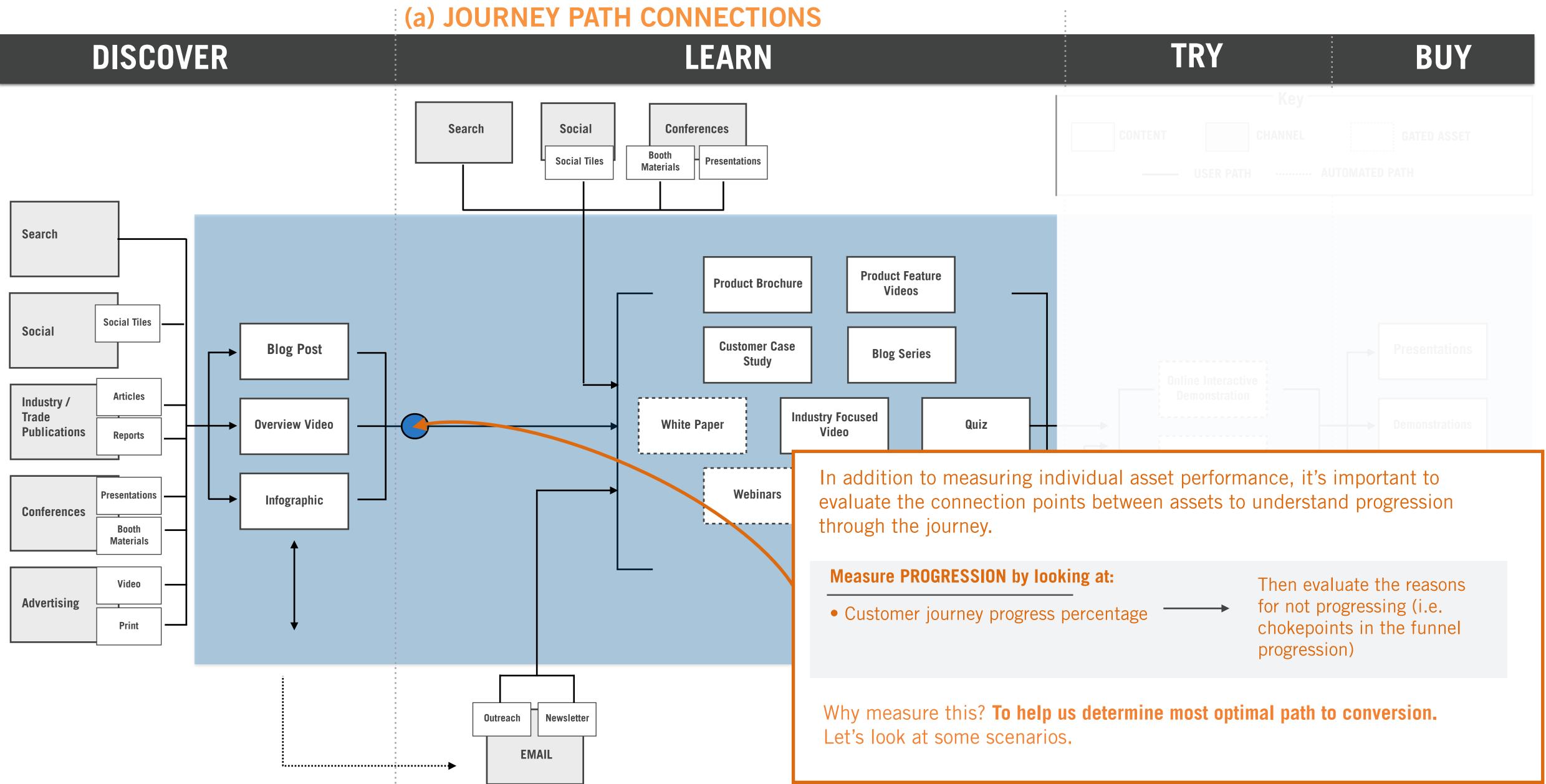
In all phases, but illustrated in the discover phase, we can look at the aggregate of metrics to determine the performance of each phase, or the performance of a channel within a phase. In this, we use the same metrics as used when measuring a specific asset, but we view the metric at a higher level.

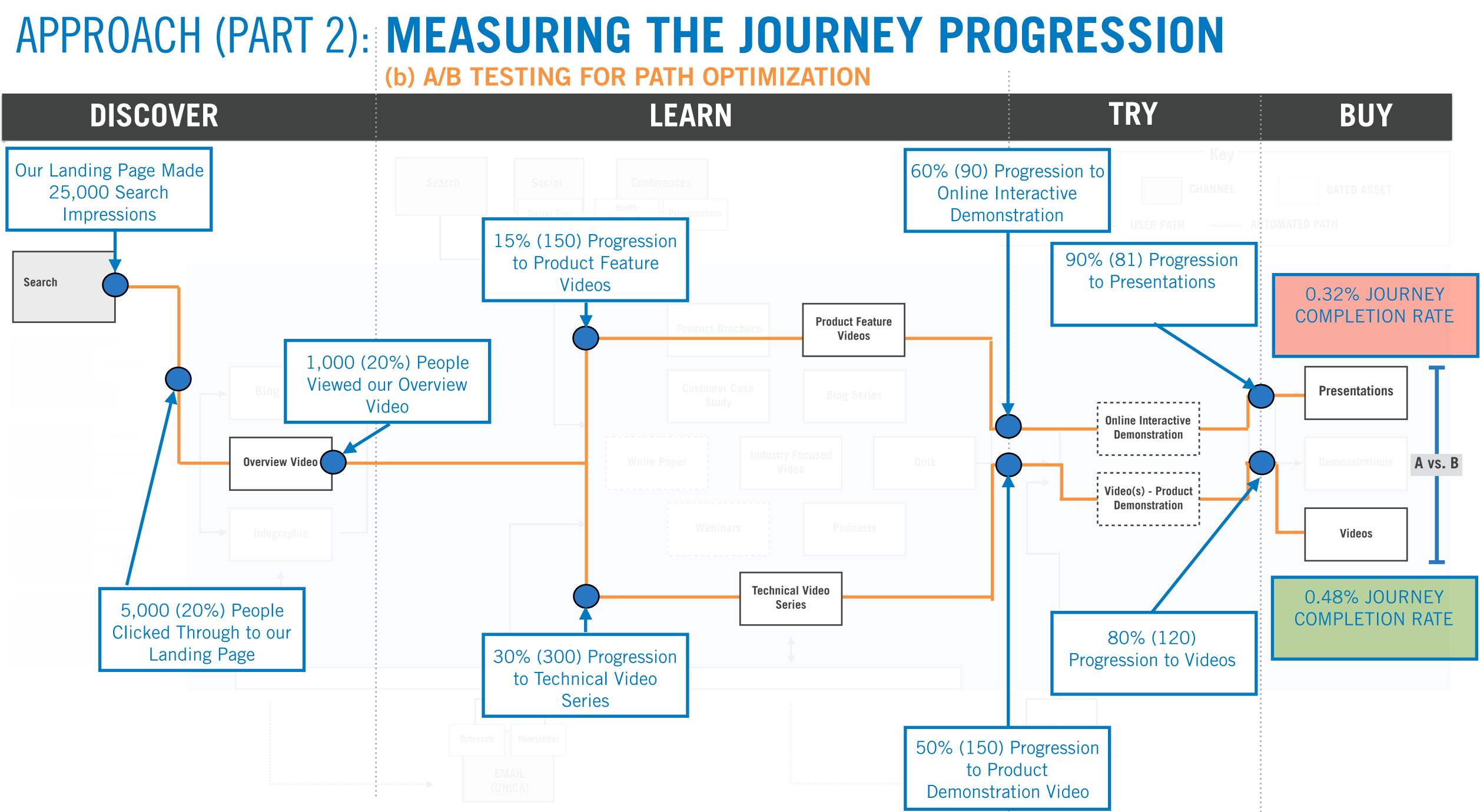
E	E TRAFFIC IN AGGREGATE by looking at:					
5		 Overview Video Impressions Overview Video Clicks 		Infographic ImpressionsInfographic Clicks		Total ImpressionsTotal Clicks
		 Overview Video CTR 		Infographic CTR	=	Weighted Average CTF

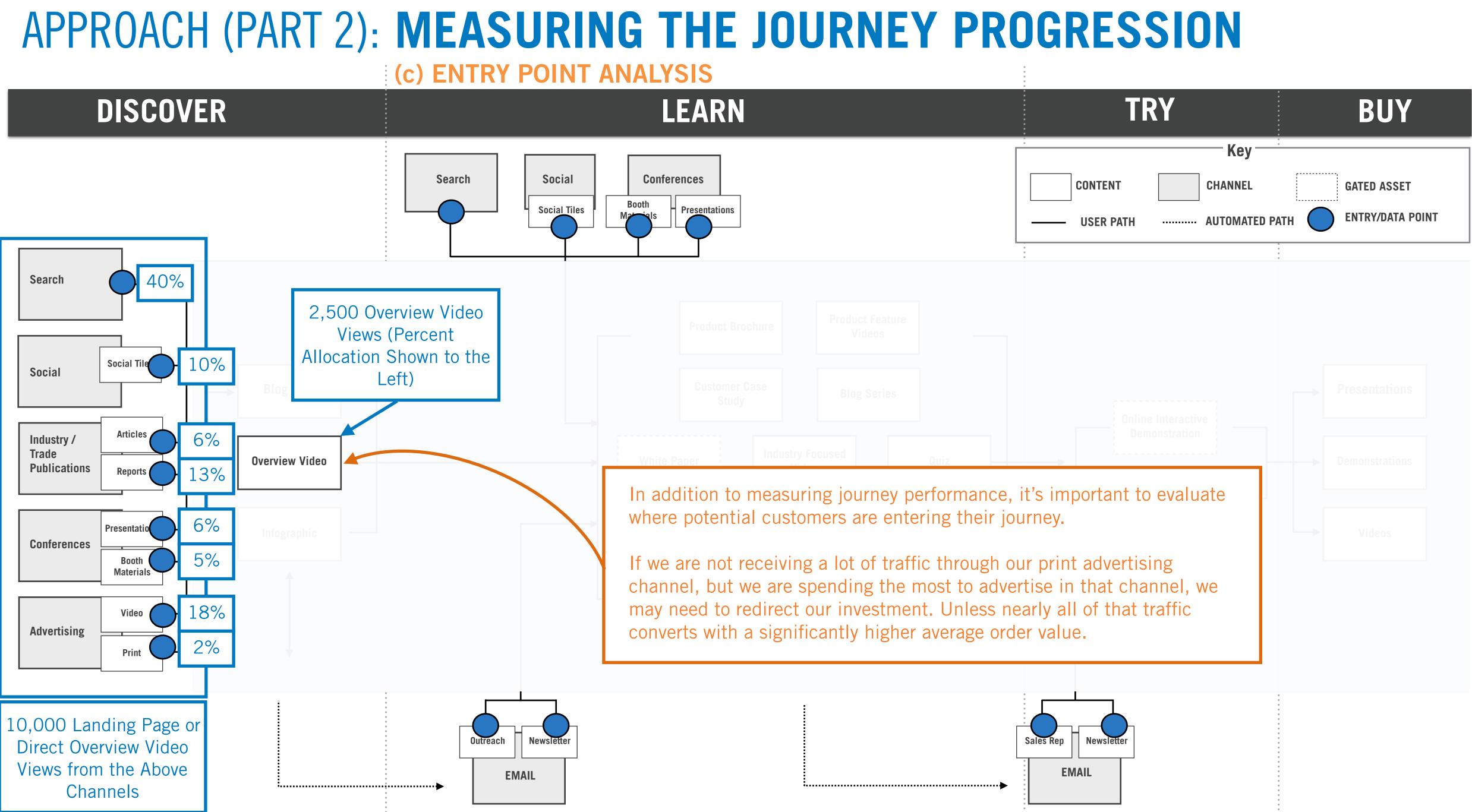
And, once again, we conduct ongoing measurement to evaluate performance against the goal and original benchmark. Note that the metrics for a video won't necessarily be the exact same metrics you establish for an interactive infographic.



APPROACH (PART 2): **MEASURING THE JOURNEY PROGRESSION**(a) JOURNEY PATH CONNECTIONS







QUESTIONS? CONTACT US.

John Lane john@centerline.net 919.821.2921

Centerline Digital 509 W. North St I Raleigh, NC 27603 919.821.2921 centerline.net





