

# 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:

- A** Determine which content truly **guides customers** from one buyer's phase to another
- B** Craft **optimal content paths** to improve user experience and shift content distribution, as needed, to maximize conversion
- C** Spend and **allocate resources** wisely

# OVERVIEW

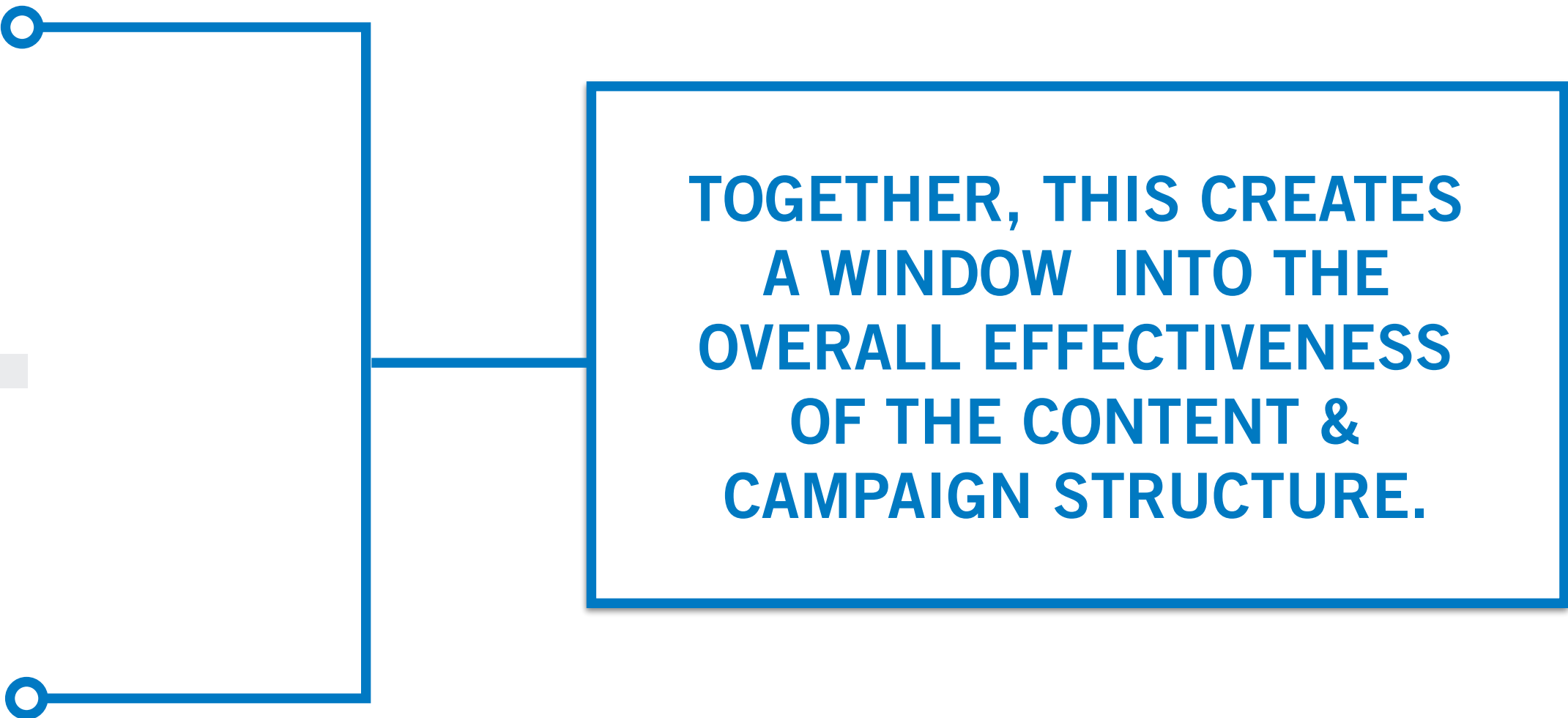
We'll outline two ways to get started.

## 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

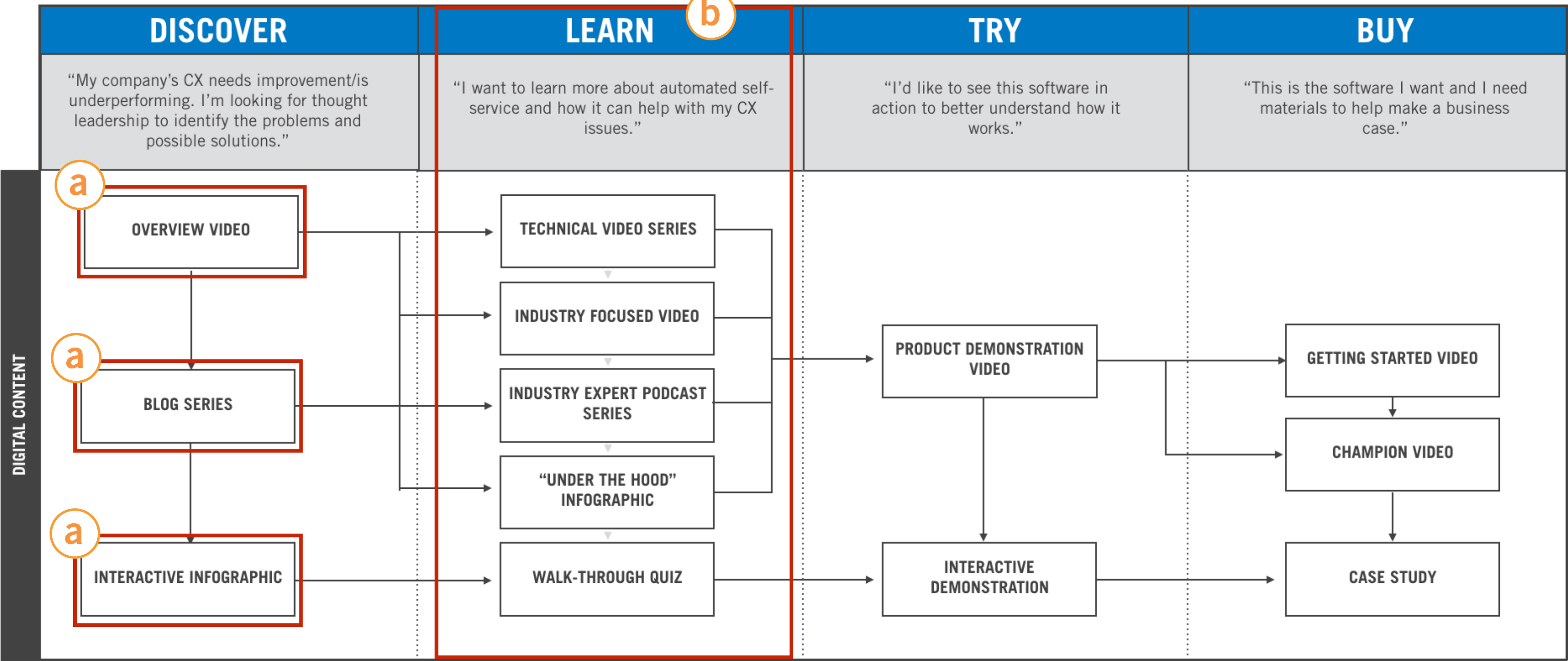
“We’re seeing high engagement with the blog series, but not as much with the infographic. Let’s explore why that might be, or consider investing more effort in our blog.”

**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

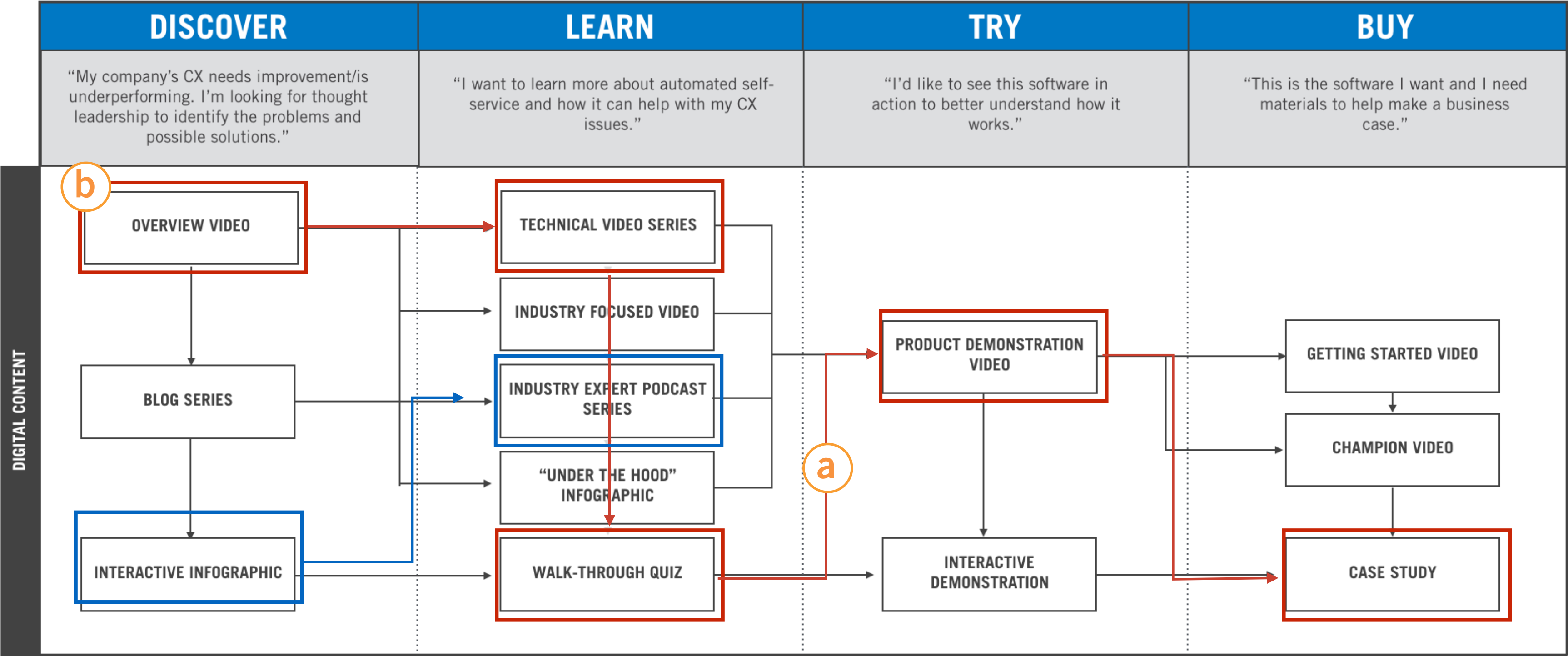
Helps us understand which assets are most effective at guiding users to the next phase

“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

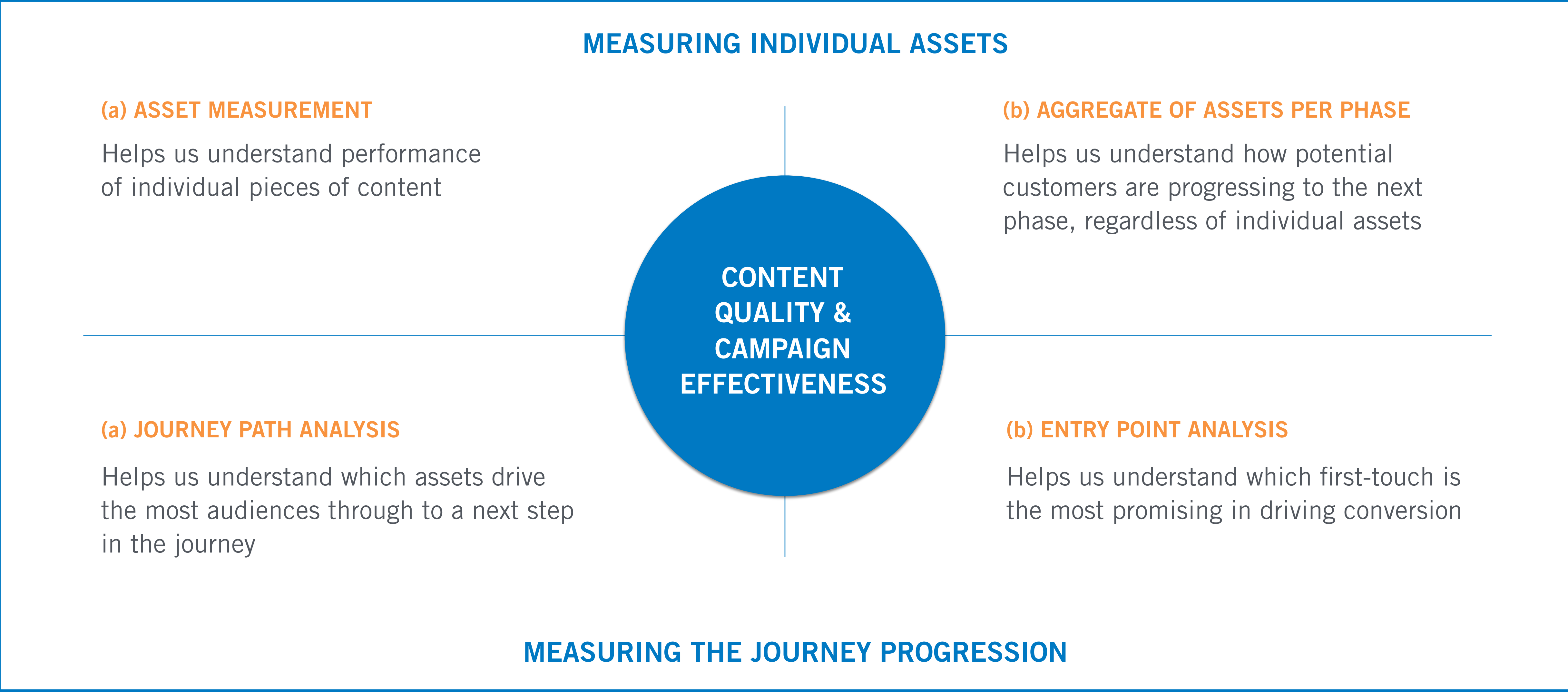
Helps us understand which first-touch is the most promising in driving conversion

“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



# SCENARIOS

**LET'S SEE THIS IN ACTION WITH A COUPLE SCENARIOS**

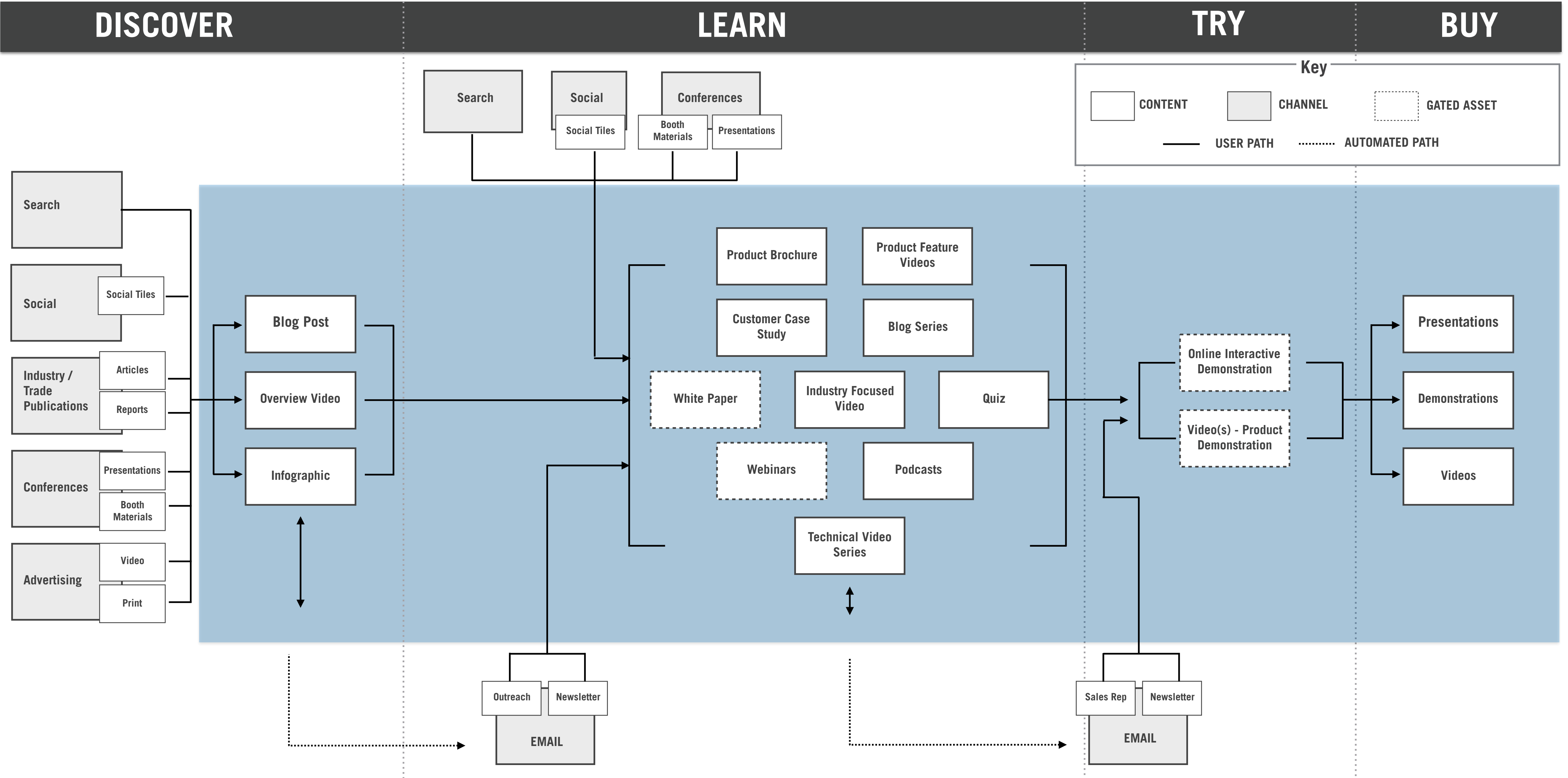
We'll outline:

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



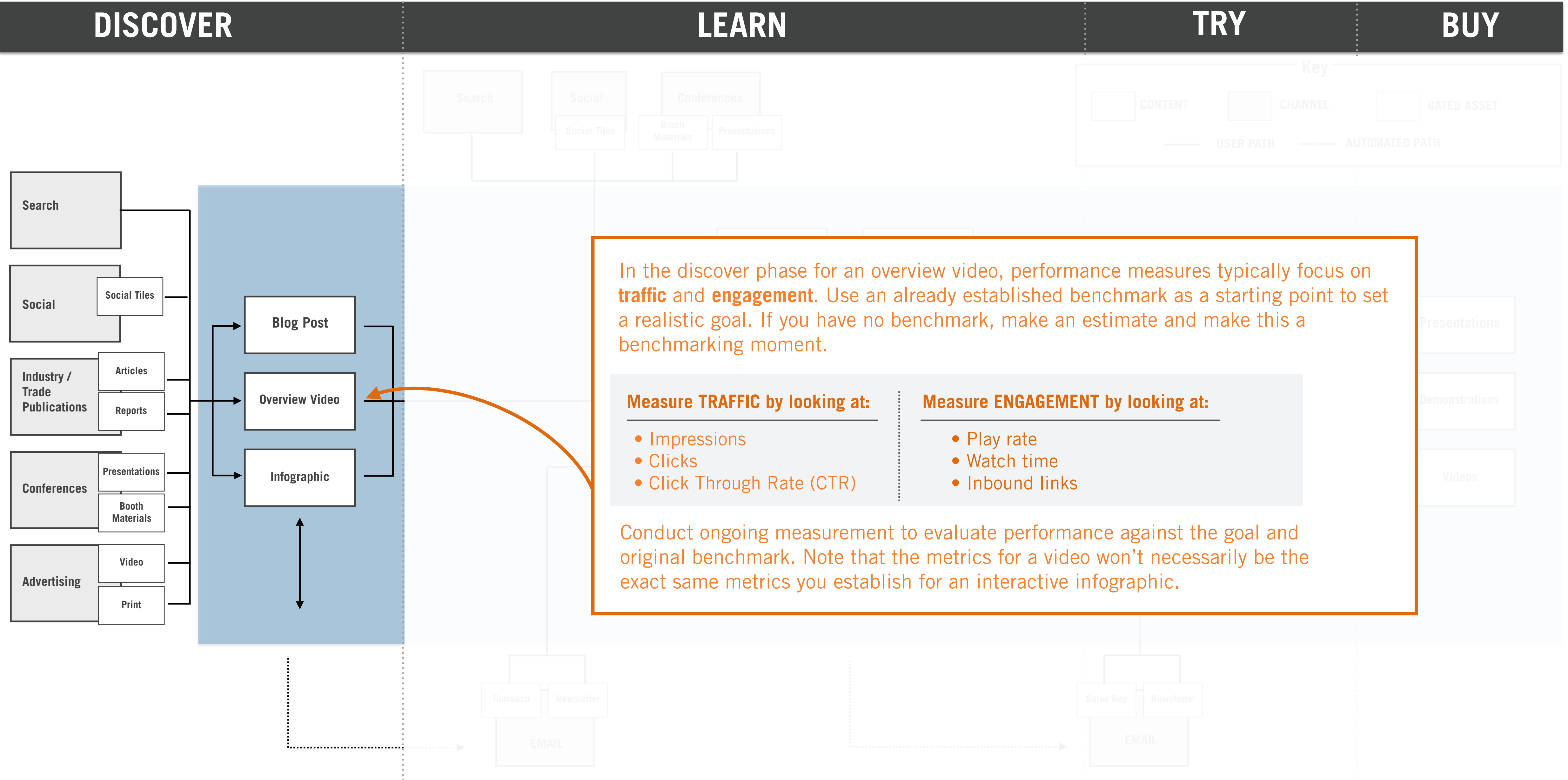
# SAMPLE CONTENT MAP

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!



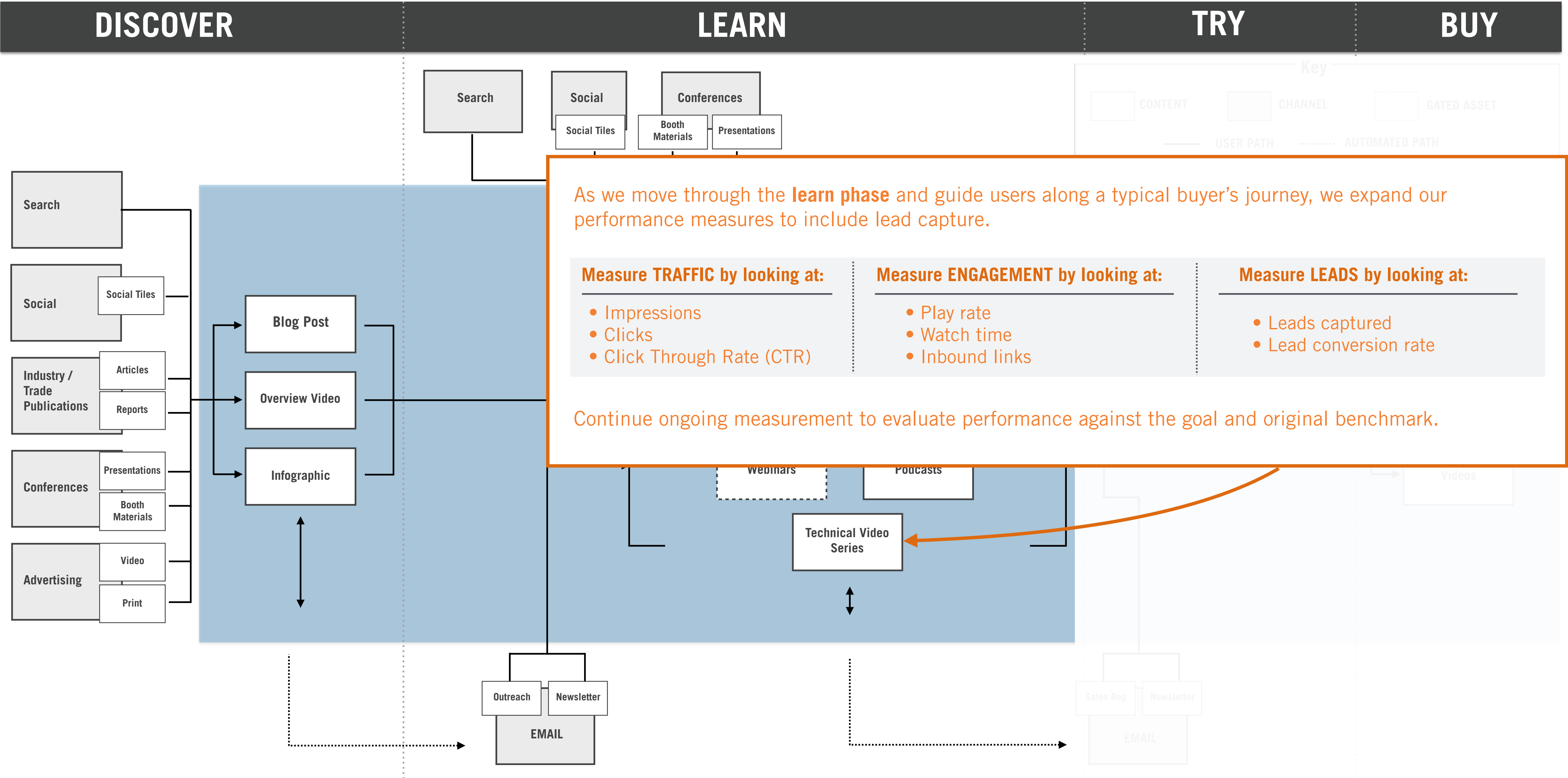
# APPROACH (PART 1): MEASURING INDIVIDUAL ASSETS

## (a) ASSET MEASUREMENT



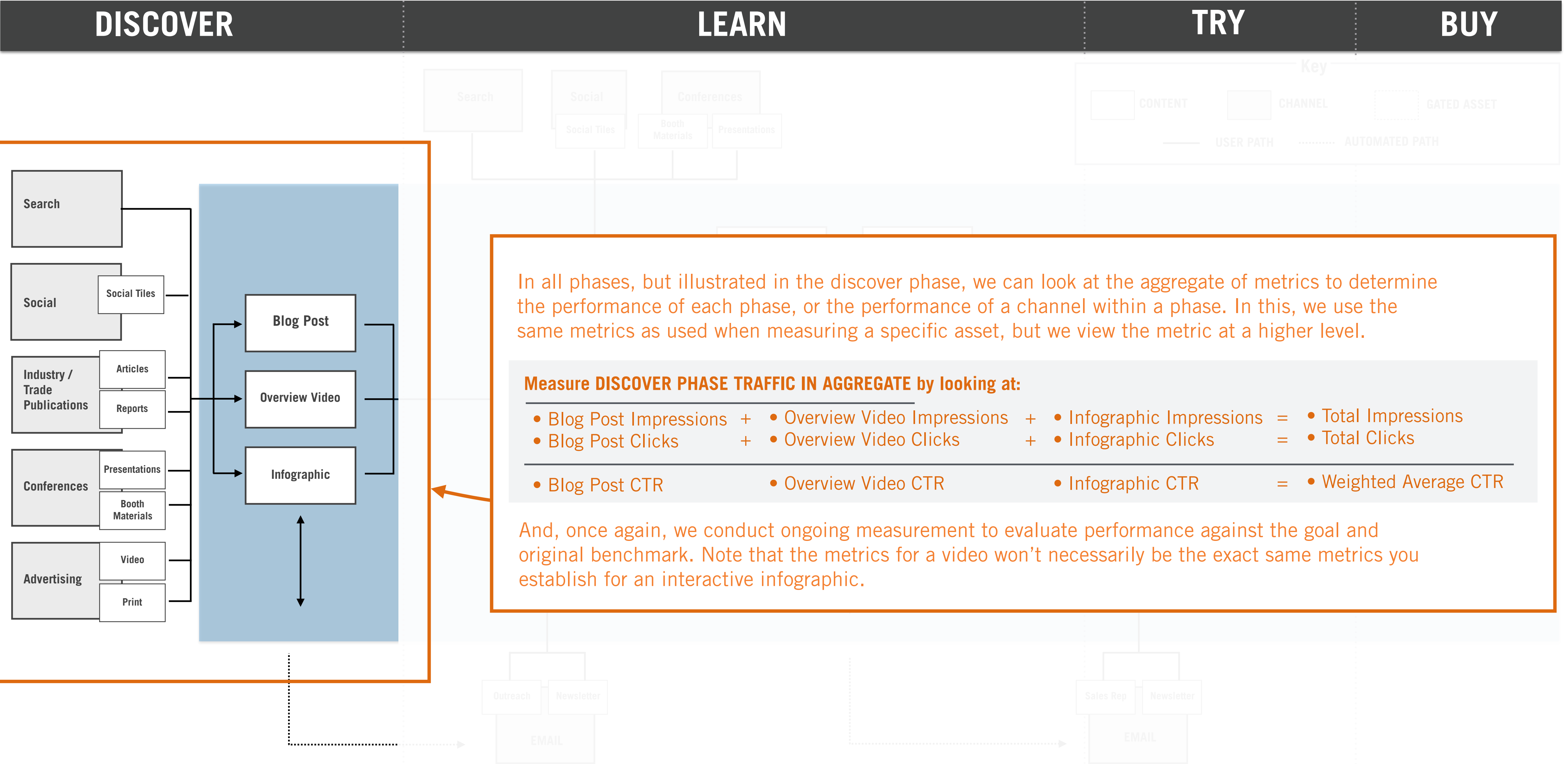
# APPROACH (PART 1): MEASURING INDIVIDUAL ASSETS

(a) ASSET MEASUREMENT



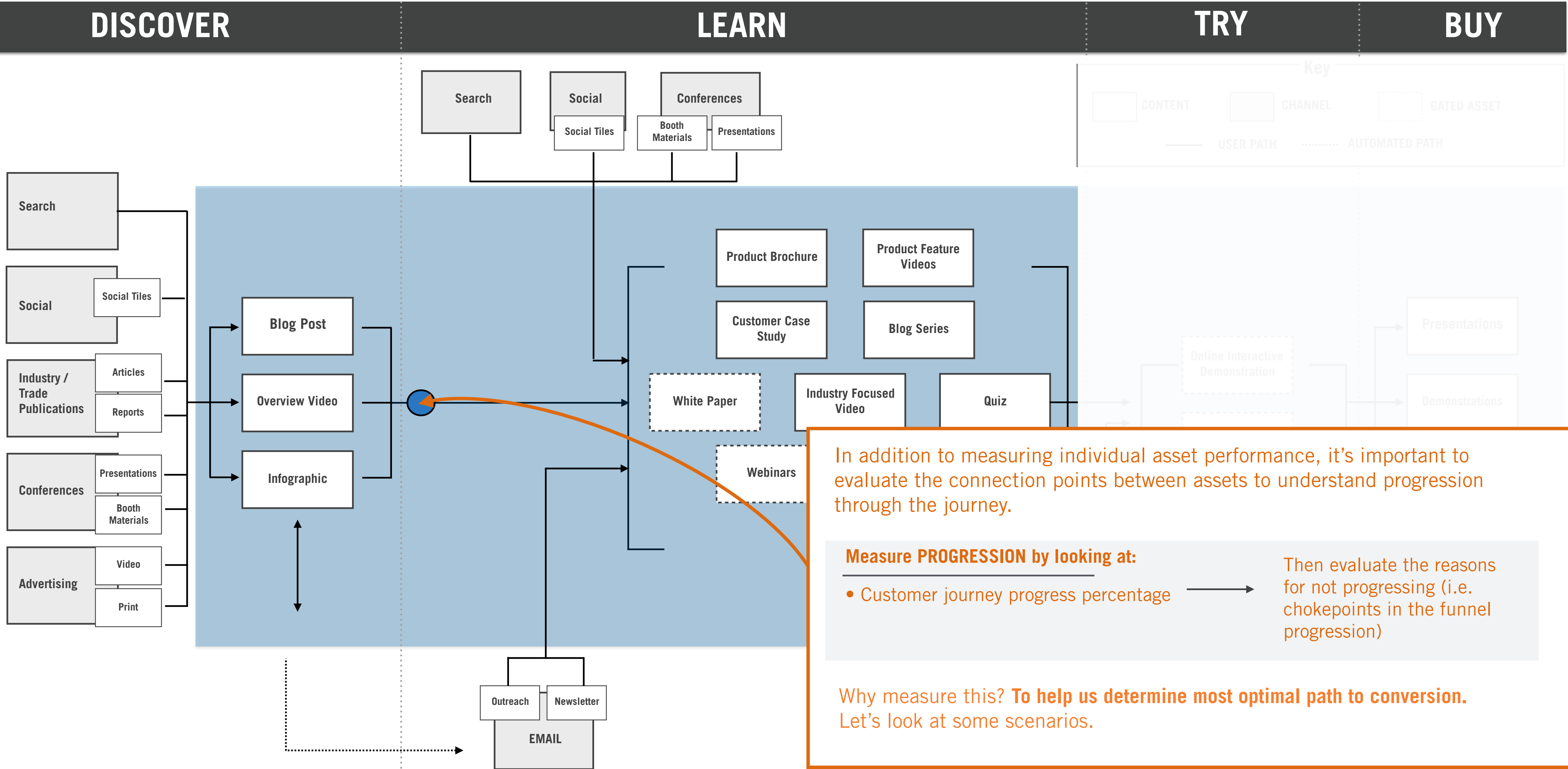
# APPROACH (PART 1): MEASURING INDIVIDUAL ASSETS

## (b) AGGREGATE OF ASSETS PER PHASE



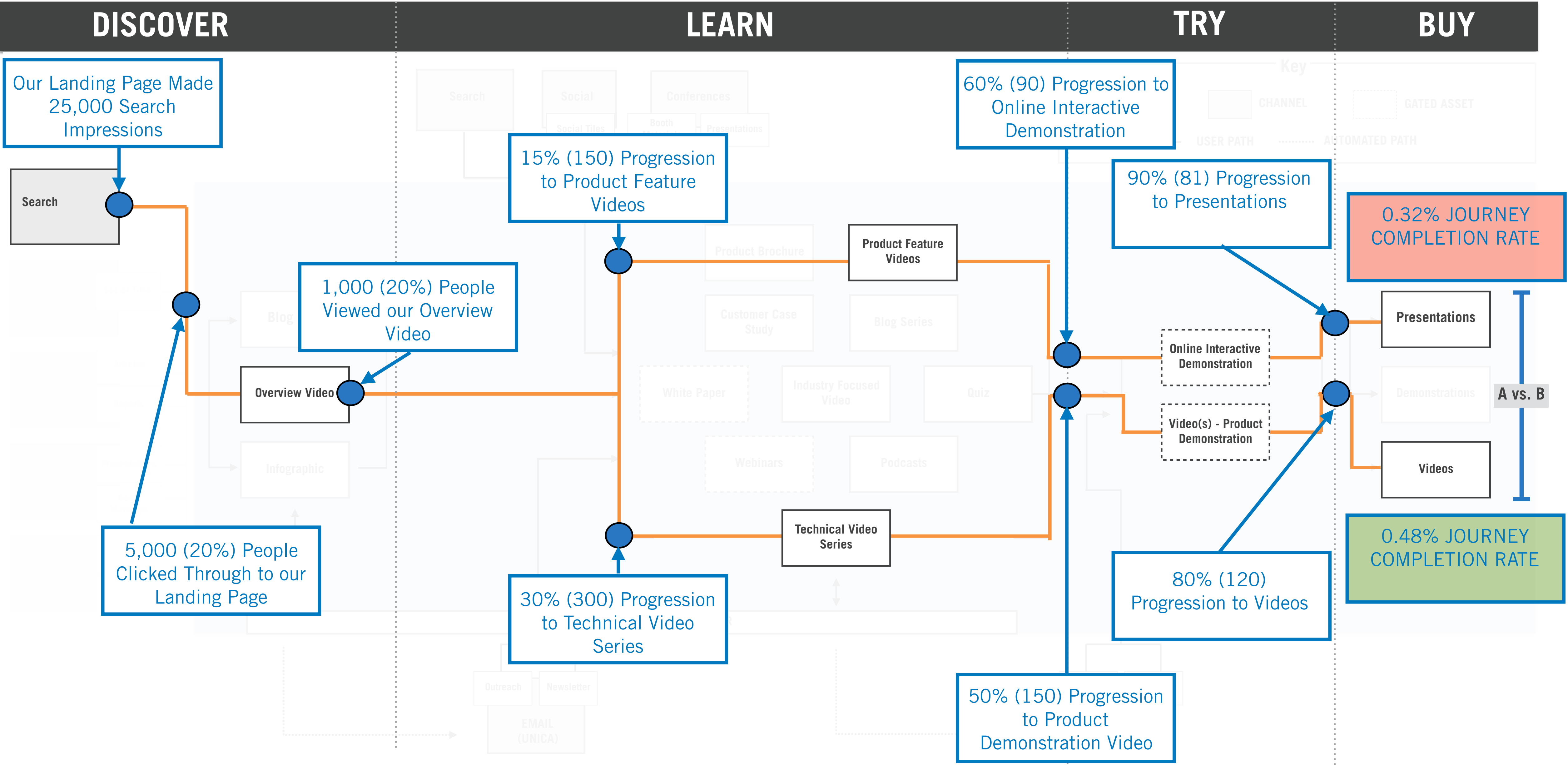
# APPROACH (PART 2): MEASURING THE JOURNEY PROGRESSION

(a) JOURNEY PATH CONNECTIONS



# APPROACH (PART 2): MEASURING THE JOURNEY PROGRESSION

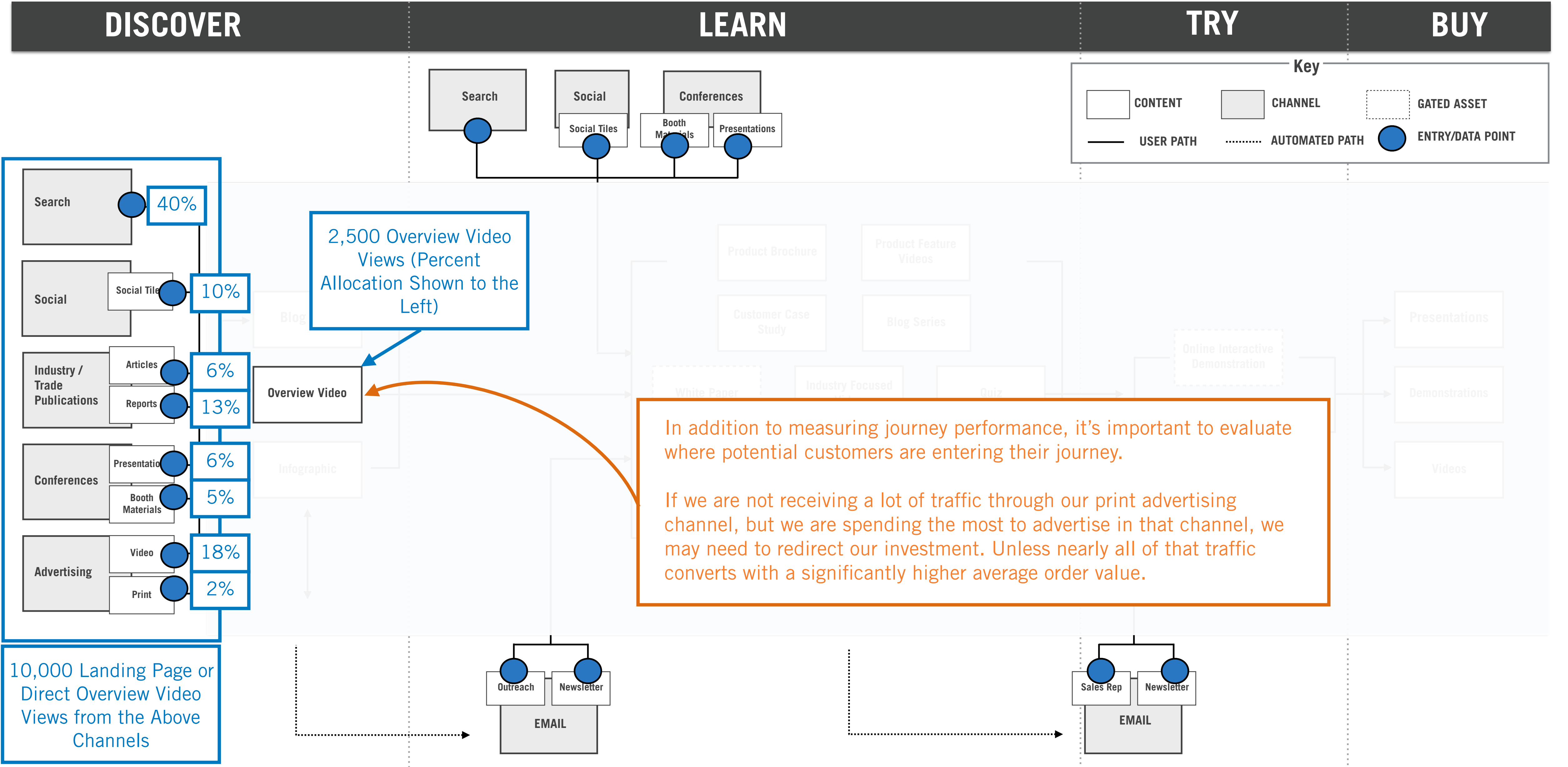
(b) A/B TESTING FOR PATH OPTIMIZATION





# APPROACH (PART 2): MEASURING THE JOURNEY PROGRESSION

## (c) ENTRY POINT ANALYSIS





# QUESTIONS? CONTACT US.

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