



Intel turns insights from SimpleReach into content ROI

How Intel used SimpleReach to discover a new vertical, expand its audience, and drive content ROI.

The Challenge

How does an iconic technology brand build a data-driven content strategy when performance data is siloed, proper metrics aren't being tracked, and there's no access to content-centric insights?



The Solution

With the help of SimpleReach, Intel began making real-time decisions to drive ROI of content creation and paid distribution efforts. The result? An impactful content strategy that increased audience engagement across all channels.



The Impact

Today, Intel uses SimpleReach to inform decisions across global editorial operations and cement its role as a leading brand publisher.



From Microchips to Media

Intel is a world-renowned technology brand known as much for its market leadership in hardware as its iconic “Intel Inside” branding.

Up until a few years ago, one thing they *weren't* known for was content marketing as Intel hadn't historically invested in content production.

So when content expert Luke Kintigh joined the company – just months before the launch of iQ by Intel, a new digital magazine initiative – he was tasked to help change that.

iQ began as a mix of internally written content and curated media from external sources. After a year of testing and experimentation, Luke decided to focus exclusively on developing content internally, helping Intel embrace the role of “brand-as-publisher.”

With a global readership, multiple content sites, and increased emphasis on social media distribution, evolving to a full-fledged editorial operation required a new way to measure content performance.

Since Luke and his team only had web analytics and standard BI tools in place, it was difficult to generate critical content insights. They couldn't make real-time content distribution decisions, understand multi-platform engagement behavior, or access insights around their audience's preferred themes and topics.

When Luke discovered SimpleReach, he was particularly excited about being able to collect data from on-page, social, and paid sources, and measure key metrics like Average Engaged Time with content.

He also used predictive scores to determine which articles should receive additional paid distribution spend, and which ones to stop spending on – a capability that offered immediate ROI.



“Before working with SimpleReach, it was like having a coach tell you what to do after the game. Now we get insights in real time that are completely actionable.”

Once Luke had enough historical data in SimpleReach to generate real, strategy-shifting insights, the potential for true impact became clear.

The Discovery

In early 2015, Luke decided to do some digging.

Using SimpleReach's reporting tools, he segmented article performance data by the unique, qualitative components of Intel's content. The report showed that a 4-part series on Drones had performed remarkably well.

Although the series had lower overall traffic compared to other content, the time that users spent reading each article far exceeded the iQ average – as did the metrics for social activity.

Discovering this high-performing content theme enabled Luke and his team to adapt accordingly.



“Just like we shift paid distribution investment, we’ll also shift our resources editorially to cover topics that are more resonant and relevant to our audiences based on performance data from SimpleReach.”

After adding more drone-focused content to the editorial calendar, Luke set up a new SimpleReach dashboard to help his team track insights about the new initiative.

As they published more content about drones, Luke and his team relied on the SimpleReach's real-time traffic and post-click data to guide optimizations.

If they noticed that readers weren't scrolling down the page, for example, they'd reformat the content to make it more inviting — rewriting headlines and changing the placement of page elements in real-time. Such optimizations produced stronger content and maximized the return of every article.

After just a few months, it was clear Luke had made the right data-driven decision: readers loved the new drone content.

Doubling Down on Drones

Building upon the success of their initial discovery, Luke and his team wanted to elevate the drone content even further.

As a firm believer in the rule that 10% of content drives 90% of returns, Luke and his team used SimpleReach's real-time dashboard, predictive scores, and automated email alerts to identify winners early and shift paid distribution spend towards them.



“One thing that separates SimpleReach from other analytics platforms is the real-time component. To have a ‘Dow Jones’ for content, a real-time snapshot of what is working and what isn’t, is super helpful”

On a daily basis, Luke and his team used SimpleReach to optimize their media mix and distribution tactics. As they promoted content on channels like Facebook, Twitter, Outbrain, and Taboola, SimpleReach's paid and organic channel integrations sent data directly to their drone dashboard.

“Understanding the connection between content data and paid media is something we can’t really answer without SimpleReach”



Using the predictive score to identify potential winning content pieces, Luke's team focused on high performing channels and started promoting successful content in similar channels.

For example, if they saw strong returns from promoting a piece across Outbrain, they'd test the same content on Taboola. In most cases, one of the two channels would strongly outperform the other on a click, post-click, and CPC basis. They often tested both platforms, relying on SimpleReach data to determine which channel to shift budget towards each time.

Delivering ROI



Compared to performance across 2014 and 2015, performance in 2016 and 2017 skyrocketed. **Page views to drone focused content increased by 6x, Average Engaged Time doubled, and Social Referrals increased by 12x.**



Drones are now a major category for Intel IQ and a key part of Luke's content strategy, representing almost 20% of iQ traffic.



And the success didn't stop at drones. Over the last few years, Luke has built a fast moving, high-performance team of editors at the Intel iQ. Thanks to insights from SimpleReach, the team makes content optimization decisions faster than ever before.



Intel now publishes content across 21 markets and 10 verticals, anchoring its global position as a leading brand publisher.