

# Driving Higher Conversion With Content Data

How an enterprise software company used SimpleReach to improve ROI of its global content program

## The Challenge

A global enterprise software brand had recently discovered a key insight - visitors who spent more than 1 minute of engaged time on their global content hub were much more likely to convert.

The brand had recently increased its volume of content production and was spending heavily to promote on paid social media and content amplification platforms, but the overall average engaged time was low and dropping.

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The content team realized they needed to find a way to optimize content creation and promotion for engagement - not just clicks and page views.

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With only web analytics and BI tools in place, the team had three obstacles to overcome:



### Incomplete view of content activity

A large portion of their engagement happened on social media, and they had no way to connect that back to on-site content.



### Lack of content-specific metrics and analysis

They didn't have the metrics or data granularity required to uncover the combinations of topics, themes, and formats which would drive higher engaged time.



### No way to organize content data

Without a way to track and report on content performance organized by objectives, they had no way to monitor progress.

## The Solution

After implementing SimpleReach in Q1 2016, the content team was able to collect reliable data from all their social media channels, promotion networks, and their content hub, generating a single view of performance. This enabled them to establish internal benchmarks and objectives across different campaigns, channels, and content.

The team then began measuring and analyzing a variety of new content metrics - like average engaged time and scroll depth - in a highly granular way. Most importantly, they started leveraging SimpleReach's predictive scores to make real-time decisions on promotional spend, focusing on articles that were driving engagement.

Over the course of Q1, the team used SimpleReach's self-service reporting tools to derive two deeper insights, which reshaped their production and distribution strategies for Q2.

First, they determined that Outbrain was driving lower cost and higher quality traffic than channels like Facebook and Twitter, even though the volume was lower.

Second, they saw that vertical-specific content drove much stronger engagement, and thus higher lead conversion, than content focused on generic industry topics.

By Q2, the brand had completely shifted its content strategy to be vertical-centric, with the majority of promotional spend optimized towards Outbrain.

## The Results

**100%**  
of the content  
met goals

Every article published in Q2 had an Average Engaged Time greater than 60 seconds, improving lead conversion

**36%**  
less spend on  
paid media

They were able to reduce promotional costs while generating the same volume of traffic

**80%**  
increase in content  
marketing ROI

Combining higher lead conversion and lower costs resulted in a significant increase in ROI

Ready to start driving content ROI with SimpleReach? Contact us at:

**[sales@simplereach.com](mailto:sales@simplereach.com) | [www.simplereach.com](http://www.simplereach.com)**