

Improving Brand Affinity Using Content Data

How a Fortune 50 telecom company used SimpleReach to improve the ROI on a major content hub

The Challenge

After internal research established that content engagement time was positively correlated with brand affinity, the brand had invested heavily in paid promotion in an attempt to build a loyal audience.

However, during a marketing review, the brand found that the average engagement time on their flagship SMB blog was far lower than anticipated.

The marketing team realized that by focusing so much on driving volume, they had been driving predominantly lower quality paid traffic and creating less engaging content.

The team needed to improve their performance, but had several obstacles in the way:



Data Silos

With so many content amplification and distribution partners, data was fragmented, making it impossible to get a reliable view of performance



Ineffective content analysis tools

There was no way to identify which *combinations* of content types, topics, formats, and promotional channels were driving high engagement



No predictive signals

With no way to identify which new articles were driving engagement, they could not react quickly enough to avoid wasting promotional spend on poor articles and channels

The Solution

After the brand implemented SimpleReach it was able to develop a complete view of content performance and the teams started to notice some surprising results.

By analyzing how different combinations of channels and article types performed on content-specific metrics like average engaged time, the brand discovered that certain content distribution networks, such as Gravity, were driving tremendously efficient clicks, but very low engagement. Meanwhile, social networks like Twitter were driving much stronger average engaged times, at a similar cost per click.

Additionally, the brand determined that SimpleReach's predictive scores could identify winning combinations of channels and content early, enabling them to quickly turn off wasteful spend and double down on better performers.

Over a 3 month period during H1 2017, the teams implemented major changes to their content strategy. They shifted channel budgets based on the insights they developed, and started running data-driven experiments with new content topics and formats.

The Results

62%
increase in
Average Engaged
Time

This critical KPI increase had major downstream effects on brand affinity

19%
reduction in paid
media spend

By optimizing for engagement vs clicks, the brand was able to lower its total overall spend while improving outcomes

35%
increase in
content
marketing ROI

Increasing engagement while lowering costs for the content program significantly impacted ROI of its content investment

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

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