



Content Intelligence Framework

MANAGING YOUR CONTENT PERFORMANCE EFFICIENTLY

Content has been king since 1996¹. In today's data-driven, online world, achieving success in the digital space requires creating high-quality, engaging content that effectively captures customers and drives business results. However, to unlock content's true potential, we need to be able to derive actionable insights from it and make informed decisions based on that information. This is where Content Bloom comes in.

Our Content Intelligence Framework provides businesses with real-time insights about their global content lifecycle, providing a powerful tool for measuring online performance, discovering trends and themes, eliminating process waste, and identifying areas of improvement.

When working with complex environments, multiple languages, or large volumes of data, our solution aggregates all your online content into one powerful dashboard – providing the visualization tools to interrogate performance.

Whether you're looking to better understand your audience's preferences or optimize your channel distribution tactics, with a comprehensive solution like Content Bloom's Content Intelligence Framework, content strategies can be more robust, efficient, and measurable than ever before to help you truly understand your Return on Content (RoC).

Features

- Provides a set of configurable dashboards and widgets offering crucial metrics on content aging, localization coverage, content volume, fluidity, and efficacy. (See figure 1)
- Surfaces content activity trends, including content creation volume and publishing from central and local perspectives which enables "at-the-fingertips" comparison between country/language highlighting aging content, localization, volume, and scope of usage (where used).
- Integrates with proprietary analytics tools like Google Analytics to include insights on specific website content performance. (See figure 1.)

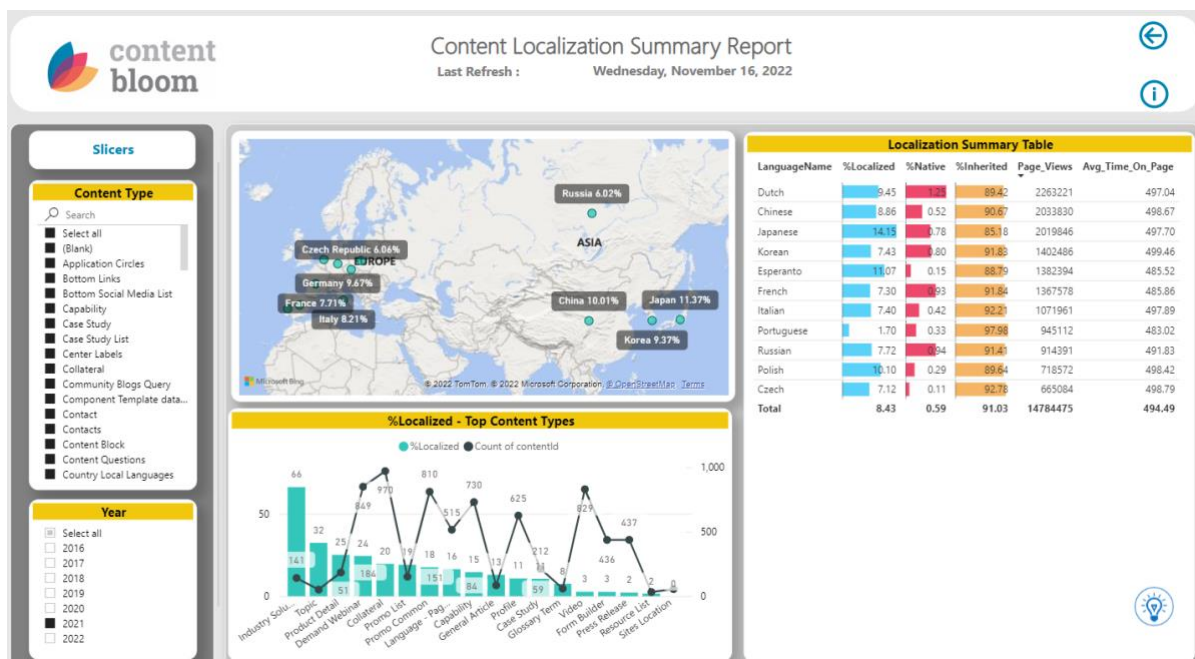


Figure 1 - Localization coverage report showing crucial metrics on localization coverage and Google Analytics metrics like page views and average time on page.

- Provides a choice of on-demand and/or scheduled refreshing of reports data.
- Offers API-based integration for multiple CMS systems.
- Delivers suggestions, alerts, and warnings on user-defined criteria for publishing, localization, and aging. (See figure 2)
- Allows comprehensive filtering to facilitate forensic analysis by creation date, content schema types, and localized sites. (See “Slicers” section in figure 1 and figure 2)
- Offers restricted access and distribution of reports in doc, pdf, and spreadsheet, all secured by an integrated Role Based Access Control.

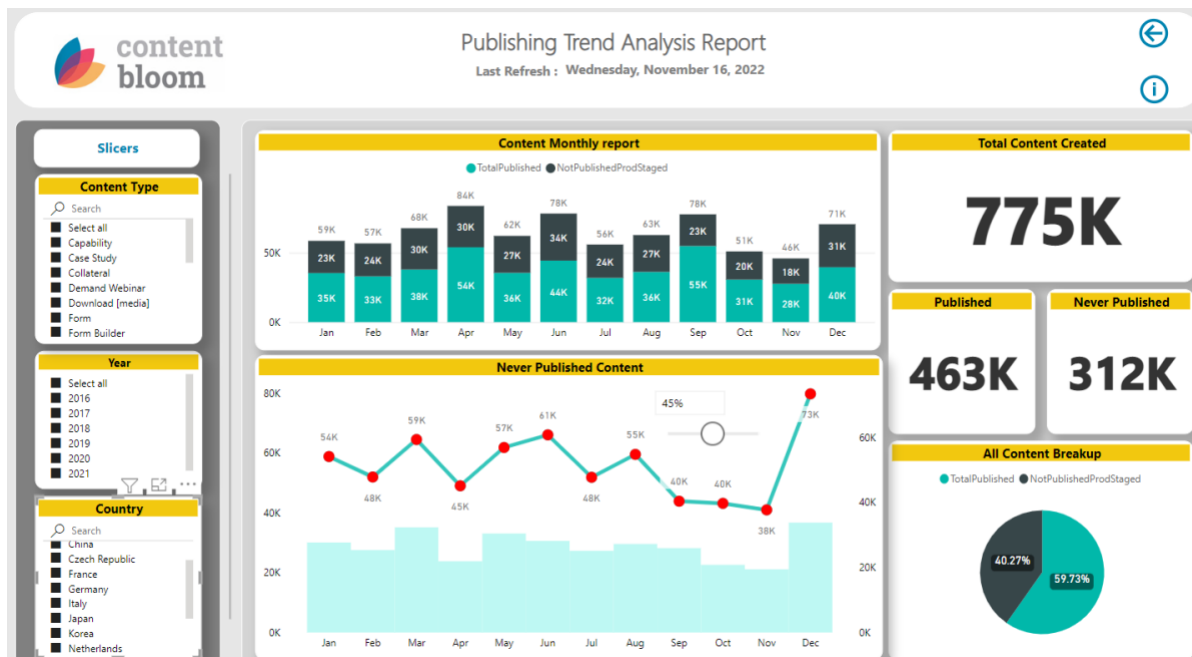


Figure 2 - Publishing Trend Analysis Report showing crucial metrics around content publishing activities and user-defined criteria for “never published content” threshold

Benefits

- Enables data-driven, informed decisions for content-related activities including content authoring, translations, content refreshes, identifying unused or stagnant content, and identifying poorly underperforming content, along with the flexibility to create relevant, customized reports for your business need.
- Platform-based reporting removes the potential for errors in manual processing with the added benefit of providing “in-the-moment” updates at the analyst’s request.
- Out-of-date and underperforming content can create poor user experience, surfacing irrelevant or inaccurate content to a potential or existing customers. The Content Intelligence Framework helps identify the changes that need to be implemented.
- More content leads to more thinking time when making publishing decisions, and archiving old content to unpublishable locations reduces the opportunity for publishing mistakes.
- Supports the monitoring of business goals related to content activities by providing real-time tracking and monitoring. For example, has everyone localized? Are we ready to launch the global campaign?
- Provides a measure of content fluidity – the frequency at which content is created, published, and localized – and offers KPIs for team performance.
- Delivers a strategic advantage in overall content management processing and content team utilization.

Deployment Options

Content Intelligence Framework is divided into two modules:

- CMS Interaction Module
- BI Reporting Module

Our content intelligence team runs a standard onboarding process that starts by engaging with customers and their technical support teams in a Discovery Phase that aims to understand your existing infrastructure and the systems that are in operation to determine how best to integrate the Content Intelligence Framework with all necessary data sources.

Content Intelligence Framework's CMS integration modules can be deployed on either the existing CMS server to reduce latency and best performance, or alternatively, on any other machine within the customer environment that has access to the CMS server through their API. This decision is often determined by the organization's security requirements, organizational data protection policies, organizational access policies, and infrastructure setup, which will be understood during Discovery.

The BI Reporting module will be securely deployed to the Software-as-a-Service from the cloud vendor. For example, for Power BI reporting, Microsoft's Power BI Service will be used to host and provide access to stakeholders.

Frequently Asked Questions

How does Content Intelligence Framework compare to other traditional analytics solutions?

There are multiple traditional analytics solutions available in the market, providing insights about financials, sales, utilization, and other performance data insights. However, these kinds of solutions within the Content Management space are rare.

As we've seen with our clients, we believe that the Content Intelligence Framework has the potential to drive significant value for internal teams. It can help companies gain complete visibility into their enterprise-wide data to identify trends and problems in real-time with pinpoint accuracy, all while providing actionable insights into the areas requiring the most attention to align with your global content strategy.

Why is the Content Intelligence Framework the best choice for reducing operational content costs?

Content Intelligence Framework focuses on generating insights about stagnant content and trends in content activity to enable companies to understand the performance of their content as a whole. By doing this, customers optimize content efforts by eliminating stagnant content, thus reducing operational costs, and customer service requests and improving the online experience.

Who benefits from using the Content Intelligence Framework?

The Content Intelligence Framework is beneficial to stakeholders across the digital ecosystem, not just those involved with the content team. This tool is designed to be utilized by technical, support, finance, and marketing teams, as well as anyone else interested in their organization's content performance.

Is my data/content secured with Content Intelligence Platform?

Absolutely! The content and its related data do not leave the customer's environment at all and are stored with strict adherence to the customer's data protection policies.

We are more than happy to sign up to your standard Data Sharing Agreement as part of the onboarding process.

Where can I learn more about Content Intelligence Framework?

If you have any questions or would like to learn more about how CIF can empower your content operations, reach out directly to:

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About Content Bloom

Content Bloom is an enterprise digital consultancy providing a vast range of services from digital marketing and content strategy, business intelligence, translation, and global rollout, through to project management, 24-hour managed services, and cloud-based hosting.

Creativity, Technology, and Digital Solutions

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

Delivering Results That Matter

We design and build custom Business Intelligence solutions, combining strategy, data, and analysis to reveal actionable insights for your business. Within our BI consulting services, all of our business intelligence clients have access to our maintenance options that extend from support, upgrades, and migrations through to trainings.

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>

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ⁱ In 1996, Bill Gates wrote an essay entitled "Content is King," which is where the expression was coined.