



# THE CONTENT EXPERIENCE REPORT

8 Data Science Insights  
You Can Use to Boost Content  
Engagement and Conversions



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# THE CONTENT EXPERIENCE REPORT

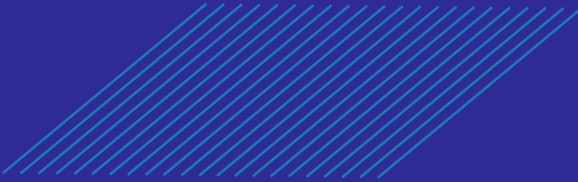
8 Data Science Insights  
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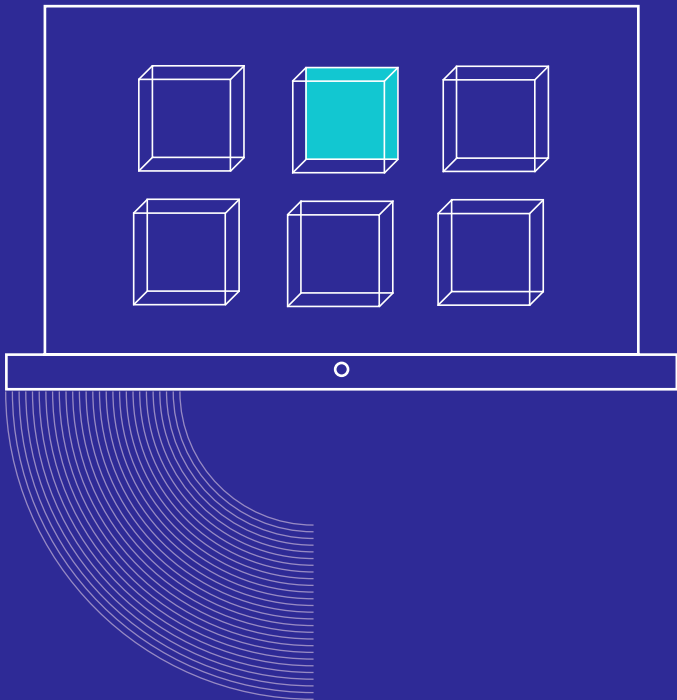
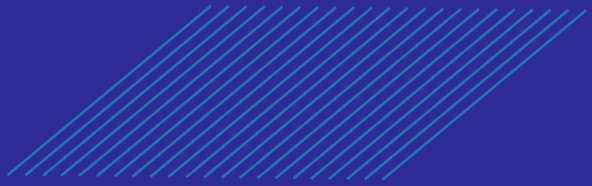
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# INTRODUCTION



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In today's world, marketers know that producing content isn't enough. If they're going to continue to make an investment in creating content, they need to do more to ensure it performs. We've long since known that combining content with a remarkable experience will allow it to reach its full potential, and allow marketers to see results. But as with any emerging category, content experience was not without its detractors. After all, what kind of results could you expect from an investment in the experience *around* that content? If you've ever wondered why you should care about content experience, and wanted something a little more concrete than a few anecdotes from marketers, or third-party stats, then look no further.

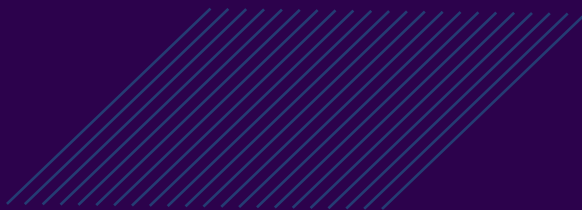
We've used data science to show you the impact and results achievable for most marketers when they focus on their content experience. For those less familiar with data science,

it means we've come to these conclusions by looking at what our actual users—B2B marketers just like you!—have done, rather than what they say they have done. It's the difference between looking at user activity rather than survey responses. Our research comes from a very unique data set exclusive to Uberflip, that focuses on B2B marketers' activity with respect to content and content experience. We examined thousands of data points from 440 Uberflip customers with a Content Hub that represent midsize and enterprise companies in a range of industries, including technology, software, and marketing. It's never been done before. And we're excited to be the first!

Read on to find out definitively why content experience matters.



# HOW WE UNDERSTAND CONTENT EXPERIENCE



Before we delve into the research findings, let's revisit what we mean when we say "content experience." A content experience is:



**The environment in which your content lives**



**How it's structured**



**How it compels your prospects and customers to engage with your company**



## A content experience occurs wherever and whenever anyone encounters your content.

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When we talk about environment, this includes placement, design, and visual components. When we talk about structure, this includes organization, navigation, and tagging. And finally, when we talk about engagement, this includes personalization, relevance, and contextual calls-to-action.

We use our definition of content experience as the jumping-off point for pursuing lines of inquiry surrounding the content experience. Beyond what it is, we aim to show you why you should care about content experience.

We'll uncover:

- The impact of the three components of content experience (environment, structure, and points of engagement) on content performance
- How these things improve the experience in a way that moves the dial
- What marketers can learn and incorporate into their own day-to-day work

This skimmable report distills the core of our findings up front, followed by an explanation for those more inclined to dig deep into the details, and finally a cut-to-the-chase-and-just-tell-me-why-this-matters-to-me summary to wrap it up.



# INSIGHTS





**ENVIRONMENT**



**STRUCTURE**



**ENGAGEMENT**



# 1

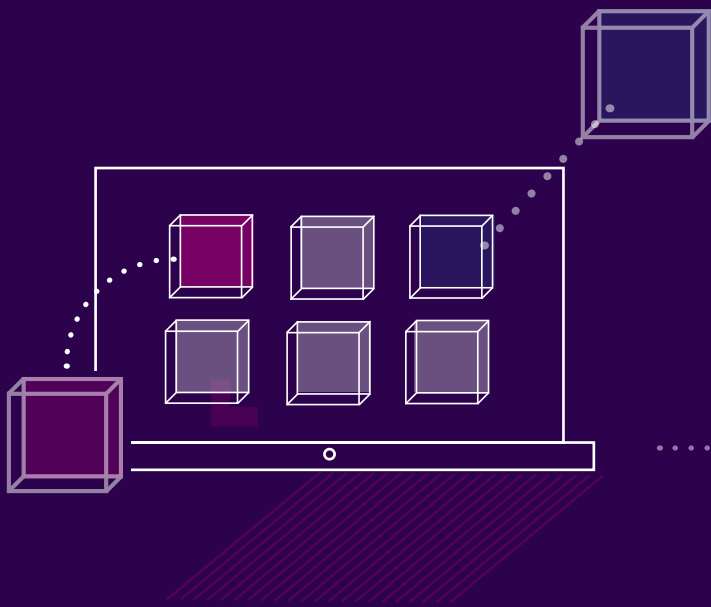
ENVIRONMENT

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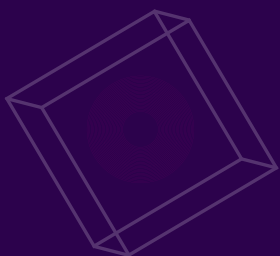
# CONTENT PLACEMENT

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Putting content  
in more than  
one place can  
**increase views**  
**by 8x** on average!



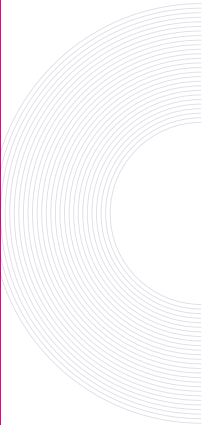
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## THE QUESTION

- **Is creating new content the only solution to drawing an increase in viewership? How can marketers leverage content experience to increase views?**

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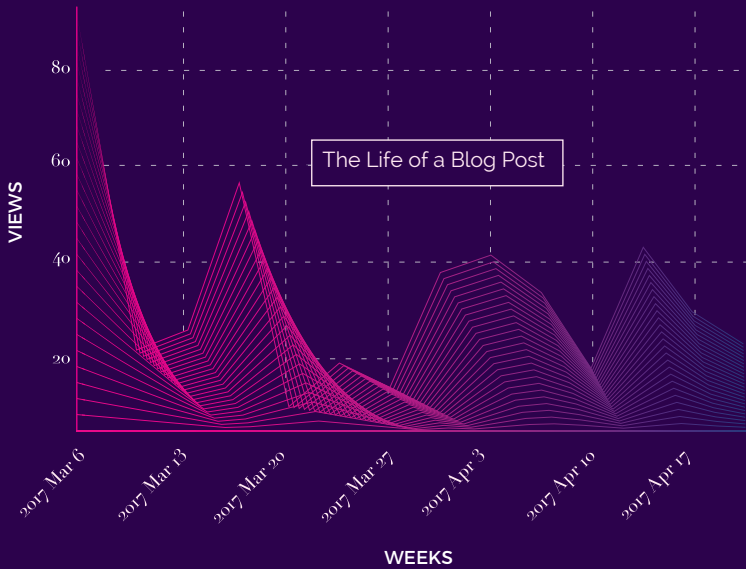
## THE BREAKDOWN



Let's talk about content experience through the concept of environment. As marketers, we place content in a specific location intentionally. It's not an arbitrary decision. We want to select the best placement for our content so it will generate the most views. Since the blog is one of the most common mediums for presenting content, let's look at the life of one blog post to understand how placement affects performance.



The graph below shows the number of views for our blog post in question and the number of weeks after this blog post has been published.



On March 6, 2017, the blog post in question was published. As expected, this blog post received 90 views that first week. But after the initial excitement of publication, views declined. This is pretty typical.

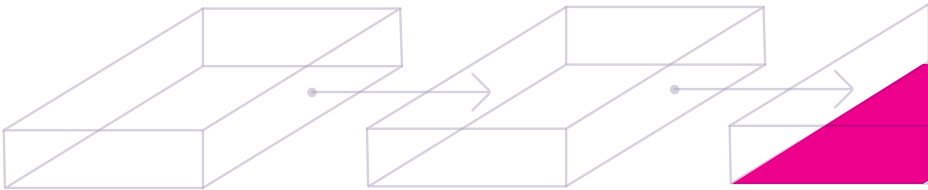
**Every year, marketers spend a substantial amount of time planning and publishing new content. But their existing content is perfectly capable of getting more views.**

## WHEN CREATING MORE CONTENT ISN'T THE ANSWER

For many marketers, the default response to a decline in views is to create more fresh, relevant content. But this isn't actually the best course of action.

In the following graph, we've plotted the number of content items created in a given month by a marketer, as well as the total number of views of content in that month, for

all items in that marketer's Uberflip Hub. A Content Hub is a layer between your website and your marketing automation platform. It's a repository—a place where all of your content lives and where prospects discover and convert on your assets and become marketable leads in your database.







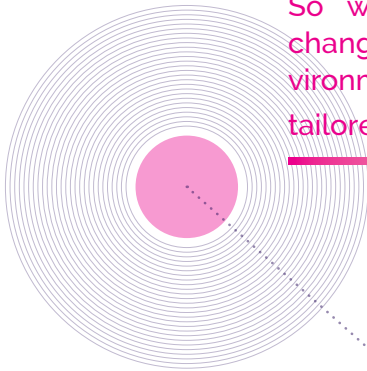
Without looking too closely, we can see at a quick glance that the dots look random. They're supposed to. The data doesn't point to a pattern. If it were the case that creating more content resulted in more views, you'd see all the points in that graph line up in a diagonal line ascending left to right. The fact that it doesn't means there's no significant correlation between an increase in content created and an increase in views.<sup>1</sup>

<sup>1</sup>We found that a 100% increase in the number of items generated is associated, on average, with a 5-6% increase in the number of views, after controlling for customer-fixed effects and time-fixed effects. The increase in views could be up to 9% if we control only for customer-fixed effects. We ran a Poisson regression and estimated standard errors using a robust technique from Cameron, Gelbach, & Miller (2011). This estimation takes time correlation into account, as well as [heteroskedasticity](#).

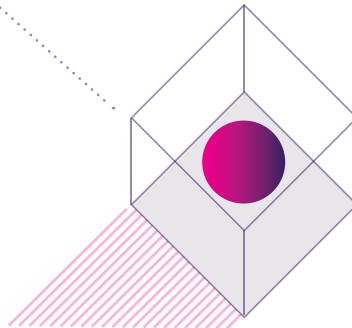
## REVIVING CONTENT THROUGH PLACEMENT IN A NEW ENVIRONMENT

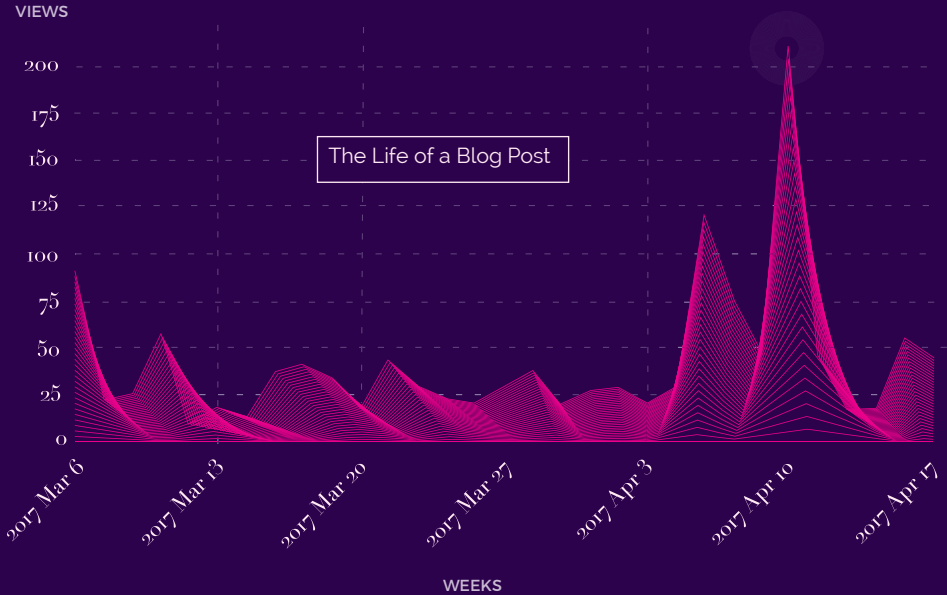


To realize our blog post's true potential, we, as marketers, can place it in a new environment, or, in the case of Uberflip's customers, a Marketing Stream. A Marketing Stream is very similar to a blog, except that the content exists outside the stream, or page. It's a way to further customize your content experience or highlight specific content you want to promote around a topic, audience, or buyer persona.



So what happens when we change an item of content's environment to something that's tailored to a specific audience?





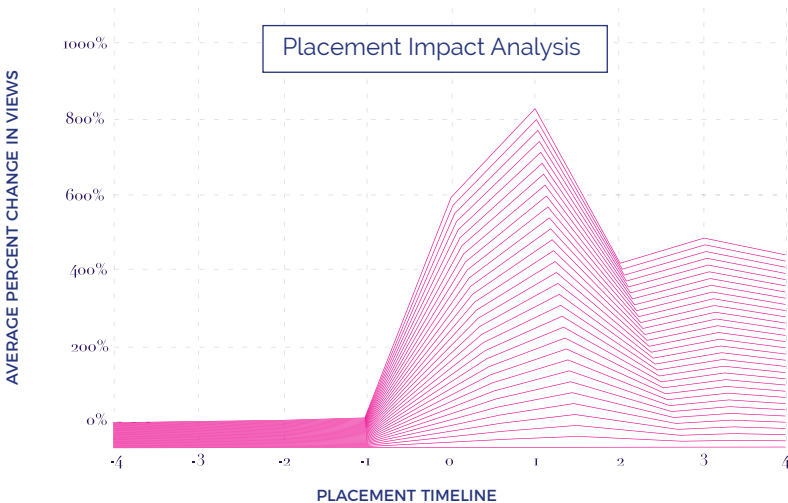
Amazingly, that piece of content is revitalized and given new life. Its views surge to the point of surpassing the amount originally earned when first published. In this case, the blog post's views went up so much that we had to re-scale the graph.

**By putting this blog post in a new stream and exposing it to new audiences, we substantially increased viewership.**

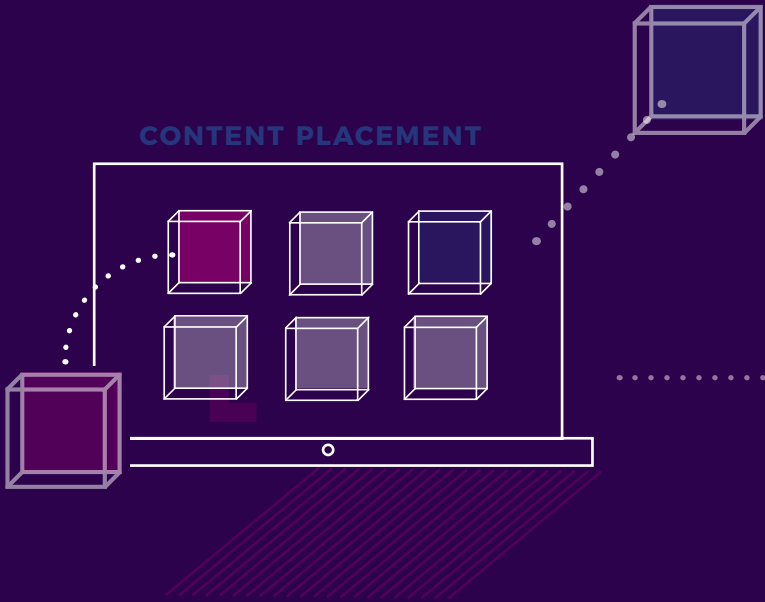
## WHY THIS ISN'T A FLUKE



To be sure this wasn't the exception rather than the rule, we ran an analysis of all historical blog items, as well as their timelines for viewership, and looked at the point in which they were placed in a new environment for the first time. That's what the "0" means on the horizontal axis. Here is what we get, on average.



Are you seeing that? The vertical axis shows an 800% increase, on average, in views!



## WHY IT MATTERS FOR MARKETERS

Don't get lost trying to create new content, especially when you have enough. All of your content inventory is staring you in the face, waiting to be combined with a great experience to increase views. So don't chase after new content like a bee going from flower to flower.

**COMBINING CONTENT WITH A GREAT EXPERIENCE  
WILL IN ALL LIKELIHOOD NET YOU A MAJOR INCREASE  
IN VIEWS. IT'S THAT SIMPLE.**

# 2

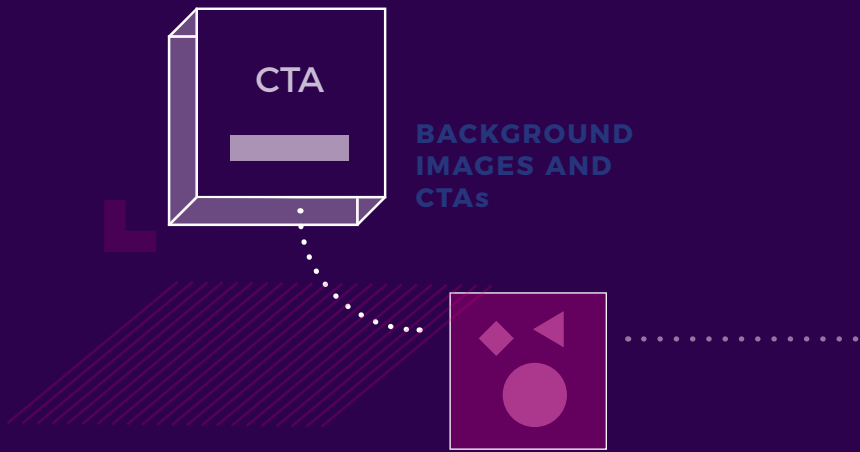
## ENVIRONMENT

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# BACKGROUND IMAGES AND CTAs

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Adding a background image to a CTA that appears beside your content can **double your conversion rate!**

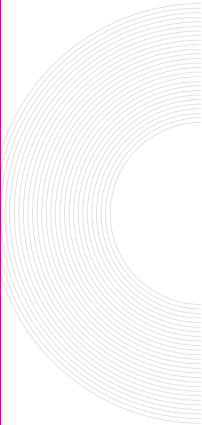
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## THE QUESTION


- **Within a content experience, what is the best way to effectively use background images on your calls-to-action to increase performance?**

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## THE BREAKDOWN

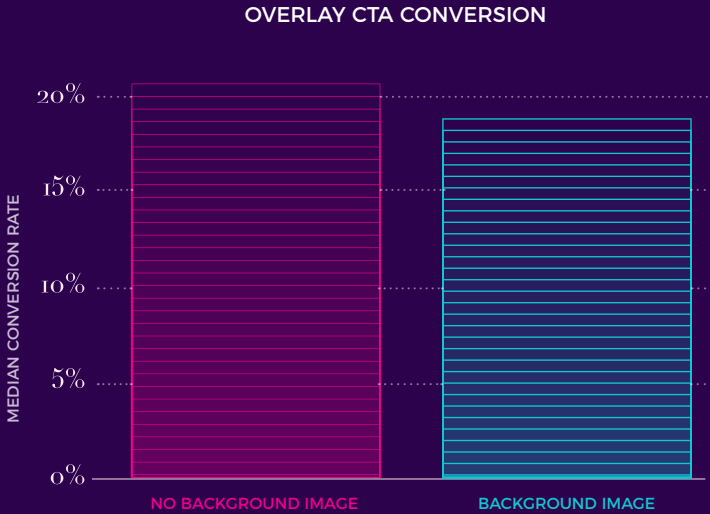


A commonly preferred method that B2B marketers use for lead generation is to leverage CTAs with form fields that capture a prospect's information. Let's call this a Form CTA. A single, completed Form CTA typically counts as a conversion. It gets accepted into an organization's marketing automation platform as a lead. But what effect does placement and visuals have on Form CTA performance?



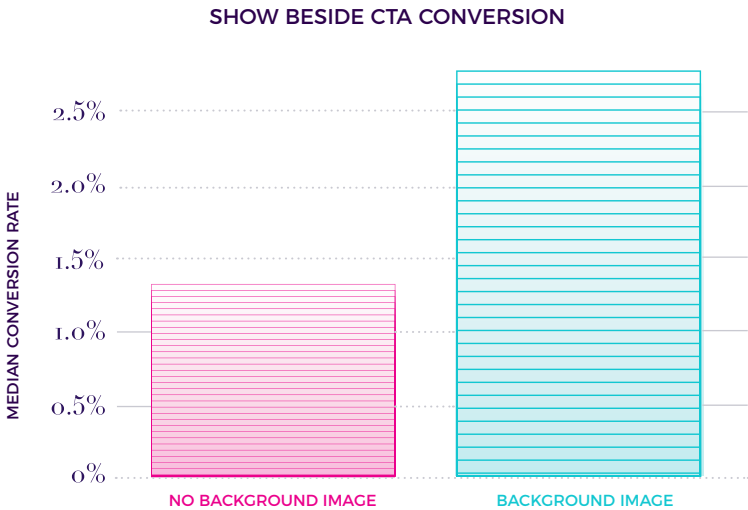


The following graph shows the conversion rate for Uberflip Form CTAs placed overtop of content with and without background images.



The orange bar shows that using a background image makes little difference to a Form CTA's conversion rate when it's placed overtop of gated content.

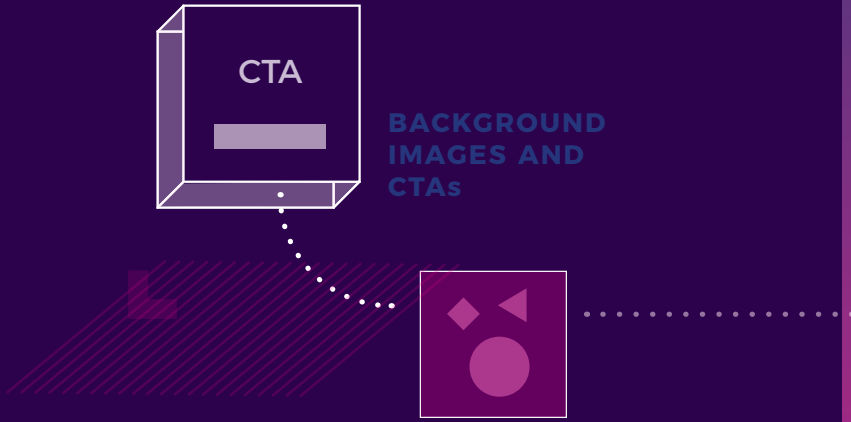
However, when the Form CTA with or without a background image is used beside content, say next to a blog post or a video, the graph looks a lot different.



Including a background image on a Form CTA that is placed beside content **increases the conversion rate by 115%** when compared to those without a background image. That's substantial.

This suggests that Form CTAs with background images placed beside content are more noticeable, and hence may catch the interest of viewers who would not otherwise notice them.





## WHY IT MATTERS FOR MARKETERS

Adding a background image to a Form CTA can increase performance when the CTA is placed alongside a single piece of content. Why? Because images garner attention. But when it appears in your Hub, your blog, or your resource center, background images may distract or impede conversion. So the lesson here is to take care when making design decisions, particularly when it comes to your CTAs.

**WHEN IT'S CLEAR WHAT THE AUDIENCE NEEDS TO DO, DON'T MUDDY IT UP WITH IMAGES. BUT WHEN YOU'RE TRYING TO GET THEIR ATTENTION, IMAGES CAN BE A MARKETER'S BEST FRIEND.**



# 3

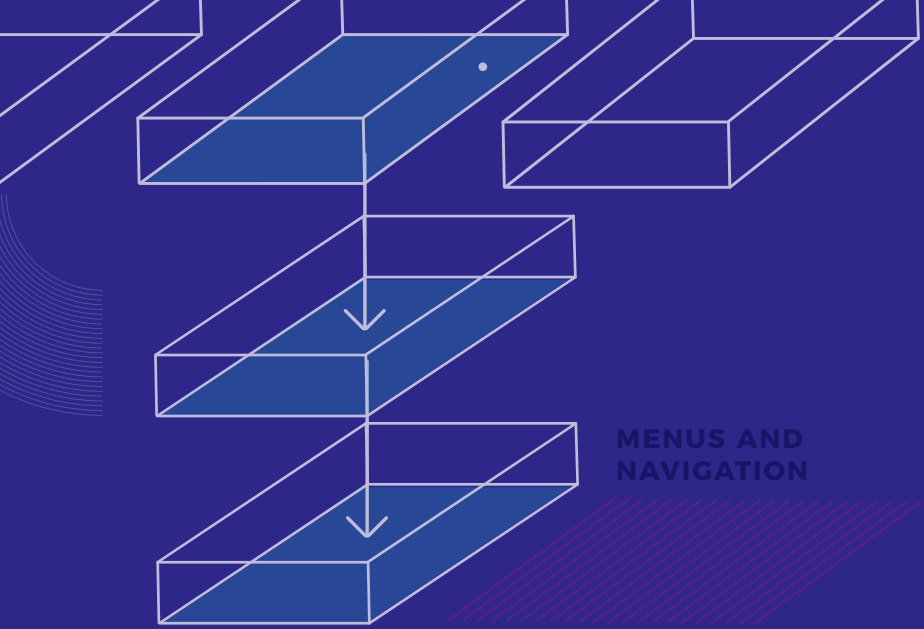
STRUCTURE

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# MENUS AND NAVIGATION

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MENUS AND  
NAVIGATION

Only have two menu headings in your top nav? **Increase your content views by 200%** by adding more menu headings.

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## THE QUESTION

- **What effect does navigation have on content experience, and ultimately content performance?**

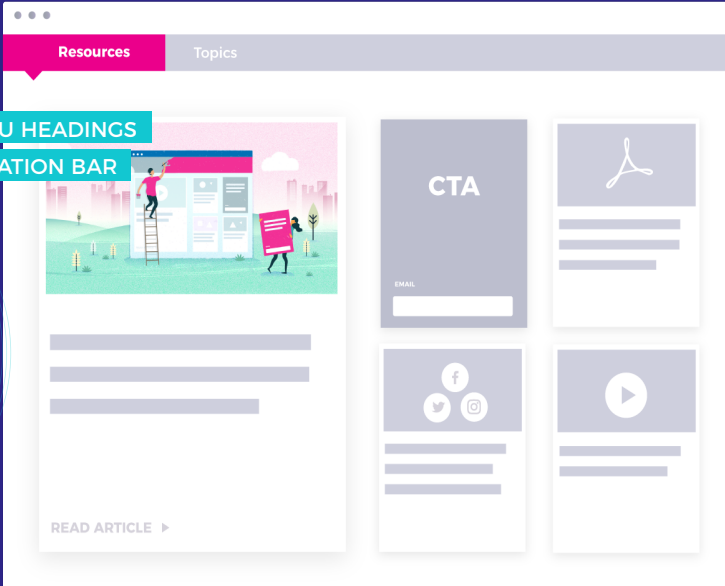
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## THE BREAKDOWN

A site or hub's navigation is how a user finds relevant content that corresponds with their interests. It structures the user experience in a particular way. It enables a prospect to identify relevant topics by listing them through a menu.

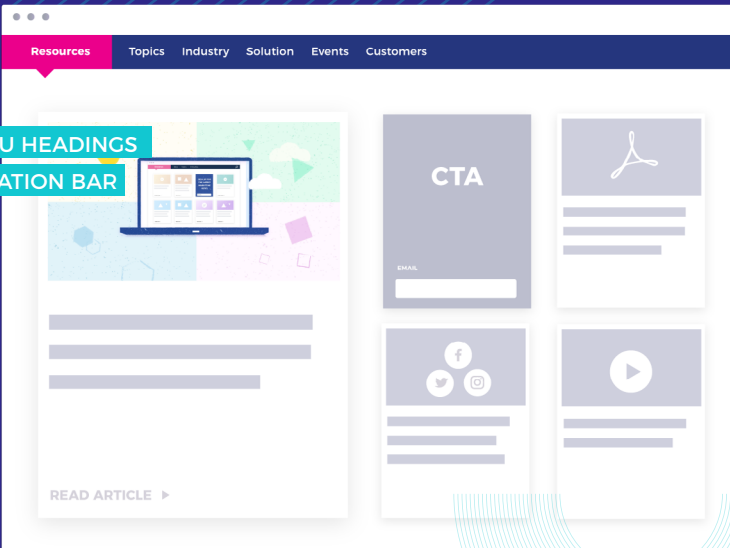
By menus, we're referring to the top level navigation bar that enables users to navigate through a site or Content Hub. In our research we found that most B2B marketers structure their navigation bars with five or six menu headings. And that's good news for marketers!





2 MENU HEADINGS

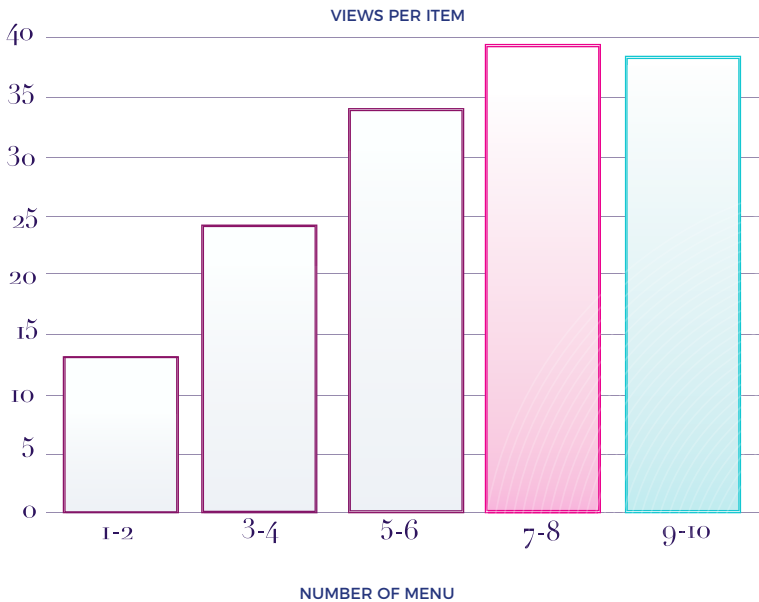
NAVIGATION BAR



6 MENU HEADINGS

NAVIGATION BAR

Let's take a look at the numbers. The graph below shows the average number of content views for Content Hubs<sup>2</sup> that have one to nine menu headings.<sup>3</sup>



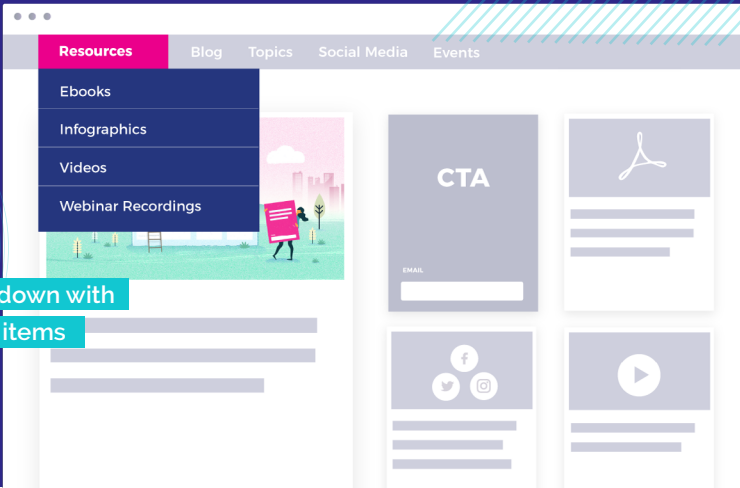
We see a clear trend of views increasing in tandem with the number of menu headings in a navigation bar, leveling off at seven or eight menu headings. The data shows us that the more menu headings you have, the more views per content item you will receive.

After looking at the effect the number of menu headings along your top nav had on content views, we wondered if the number of menu *items* had a similar impact. Menu items are the items that appear in the drop-down when you hover over your menu heading.

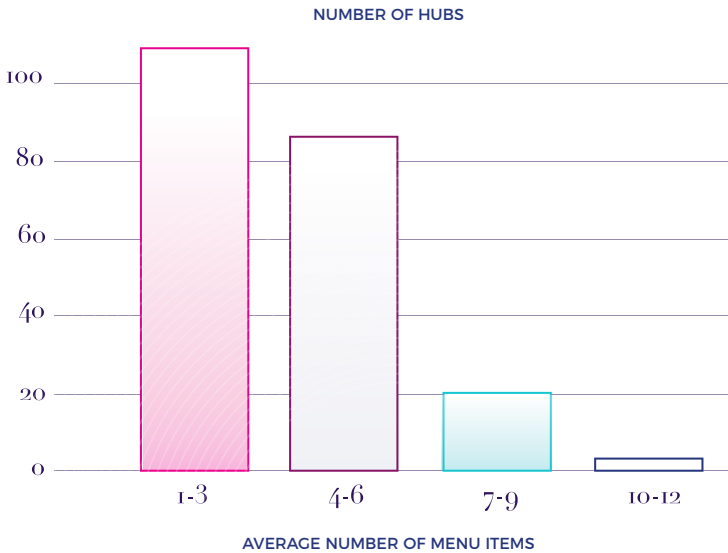
<sup>2</sup>We excluded Content Hubs that had less than 100 unique visitors per month.

<sup>3</sup>We consider content items as blog articles, videos, Flipbooks, slideshares—virtually all pieces of content with the exclusion of items aggregated from social media accounts and feeds.



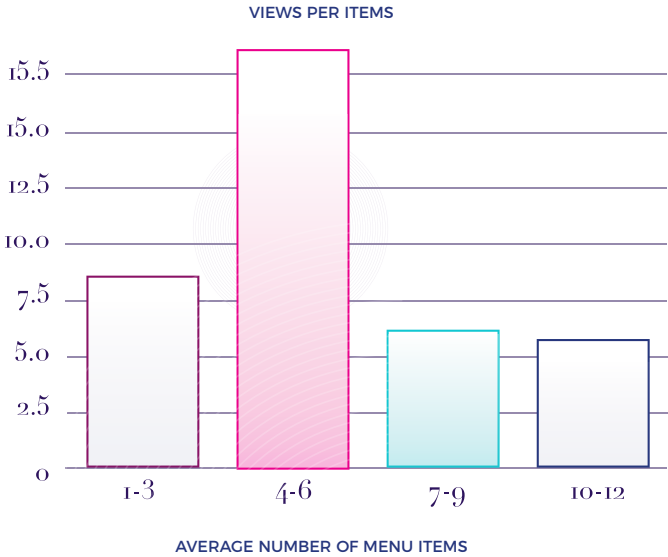


Drop-down with  
menu items



We found that most marketers had one to three menu items in their drop-down menus, with four to six being the next most popular choice, as depicted in the graph above.

But it turns out that one to three menu items is not the optimal number for content views.



In fact, the optimal number for menu items in your drop-down is four to six.



## WHY IT MATTERS FOR MARKETERS

An optimal number of menu headings compromises between two trade-offs. A larger number of menu headings makes everything accessible, yet also makes it difficult to convey a hub's structure and organization. A small number of menu headings may appear overly simplistic and discourage a user from search and exploration. Either way, hubs with more menu headings seem to get the highest number of views out of their content items, with the sweet spot being somewhere in between five and nine.

**MARKETERS OUGHT TO SEE NAVIGATION AS NOT JUST A MATTER OF USER EXPERIENCE, BUT A CONTENT EXPERIENCE THAT PROPELS THE USER TO CONSUME EVEN MORE CONTENT.**



# 4

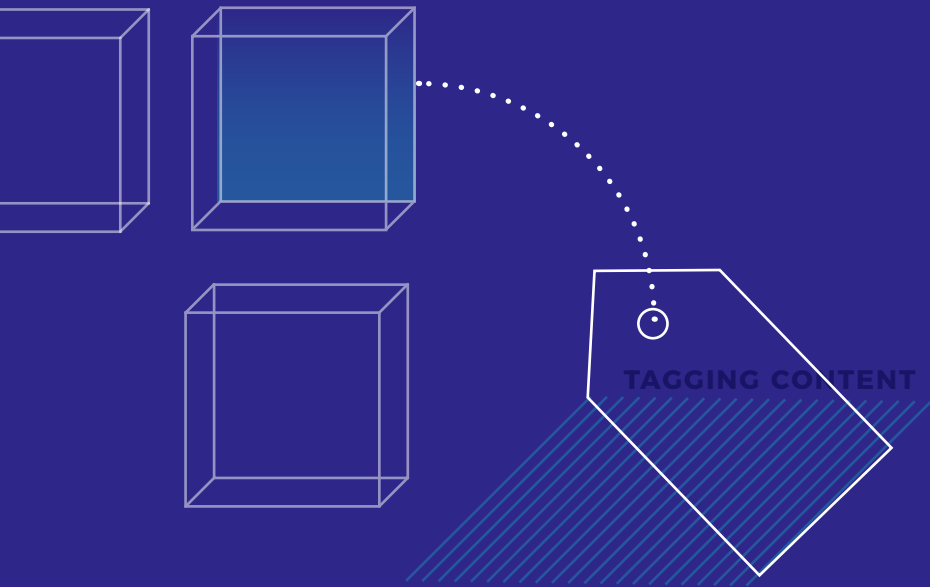
STRUCTURE

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# TAGGING CONTENT

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Tagged content is  
viewed 2x as often  
as content that isn't  
tagged!



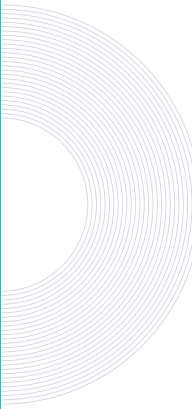
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# THE QUESTION

- **How does the management of content experiences on the back-end affect its performance?**

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# THE BREAKDOWN



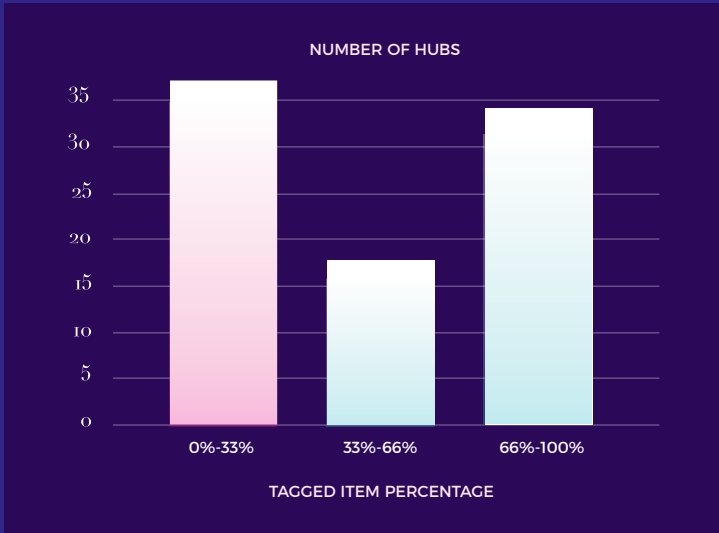
With effective content management, marketers can make their content available for all audiences—not just external, but internal too. There's value, as we'll see, in making it easy for those within our organization to find and share relevant content for their conversations.

To examine content management done well, we looked at the most common tool to do this: metadata through tags. Metadata is information that provides information about other data. It's a quick, shorthand summary that provides details about the content, and is often done via keywords. For example, tags could be topics, the stage of the funnel (TOFU, MOFU, BOFU), the persona, or type of content. By adding a tag to a piece of content, we are able to classify assets so that employees within our organization can easily find the content they're looking for based on the tag assigned. So we looked at the data around tagging and its relation to views.<sup>4</sup>

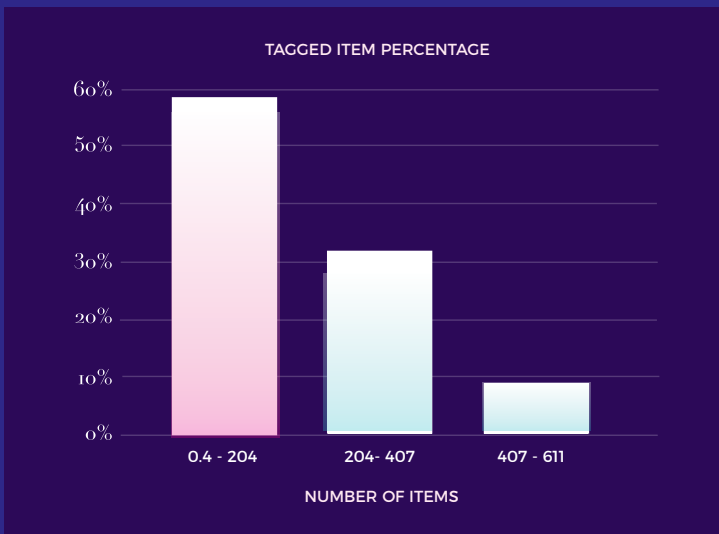
<sup>4</sup>Uberflip tags allow users to label or "tag" content at the "Item" level with specific descriptions, keywords, personas, or more general designations (like "TOFU" or "customer testimonial"). You can then apply Smart Filters to automatically populate specified Marketing Streams with tagged content, or simply make it easier for other team members to identify content destined for a specific account or prospect.



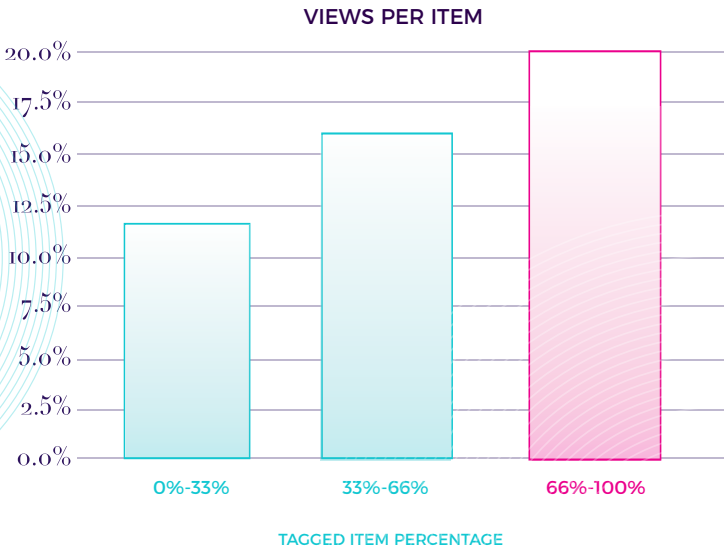
What we found is that marketers only sometimes tag their content. The graph below shows that there are nearly as many marketers who tag the majority of their content as there are marketers who tag only a third.



And the more content items that a marketer has in their resource library or Content Hub, the less those items are tagged.



But what's interesting to note is that the Hubs that had the highest percentage of tagged content generated the most views per item, as seen in the graph below.<sup>5</sup>

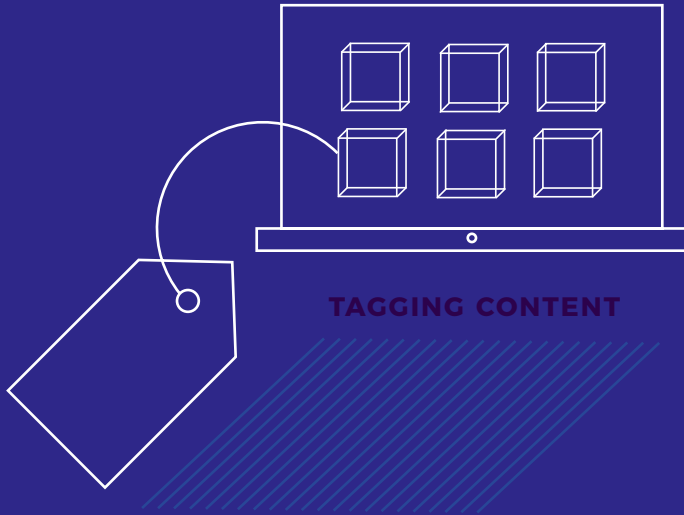


In fact, when we examined the data, it showed us that the higher percentage of tagged content, the higher the number of views per content item—in some cases nearly double the views! In essence, if we tag content, it'll be easily found and shared, and as such will result in more views

**By managing existing content better through tags, we can create a better content experience for audiences, customers, and prospects.**

<sup>5</sup>Views per item" is a natural way to measure content performance that allows a comparison between companies of different content marketing size. In a way, it answers the question "given the content you already have, how large an audience can you get out of this content?" It is therefore a good measure of efficiency.





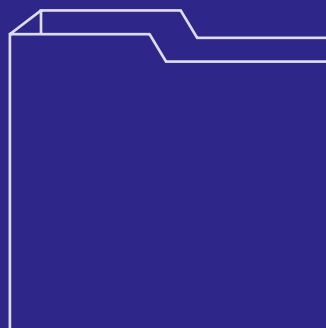
## WHY IT MATTERS FOR MARKETERS

Effective marketing means effective management over the content experience within an organization. Companies that make better use of their content have a habit of tagging their content—making it searchable, discoverable, and shareable by team members—leading to better results.

**AS A MARKETER, THIS ONE IS A NO-BRAINER. TAG YOUR CONTENT IF YOU WANT TO INCREASE THE NUMBER OF VIEWS.**



5



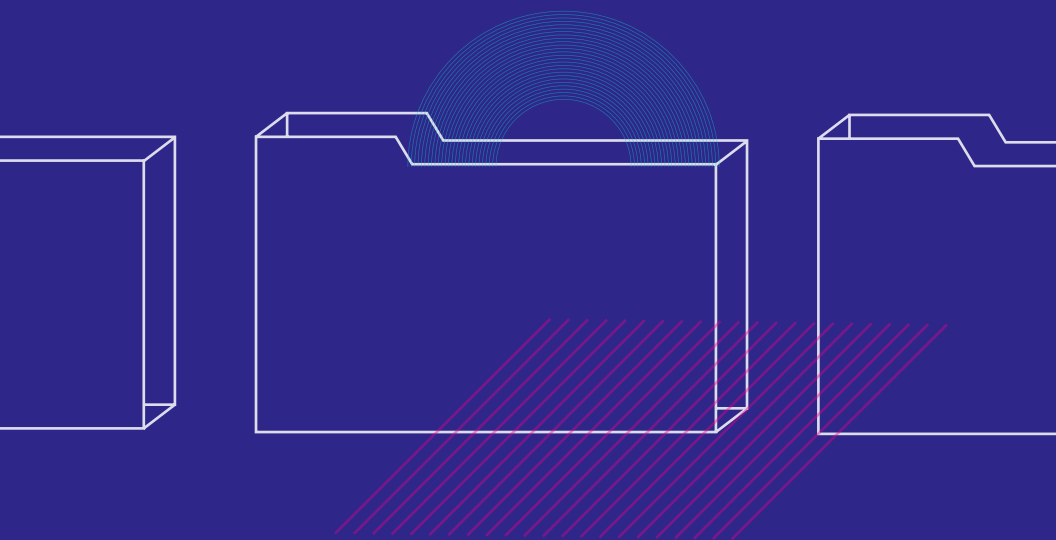
STRUCTURE

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# CATEGORIZING CONTENT

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A decorative graphic consisting of many concentric, slightly offset circles in a light blue color, located in the lower right quadrant of the page.



Marketers who  
categorize their  
content by topic  
see **2x the**  
**number of views.**



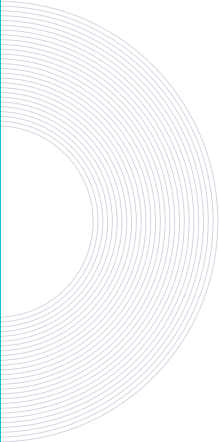
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## THE QUESTION

- **What's the best way to organize content to create an experience that's relevant for the user?**

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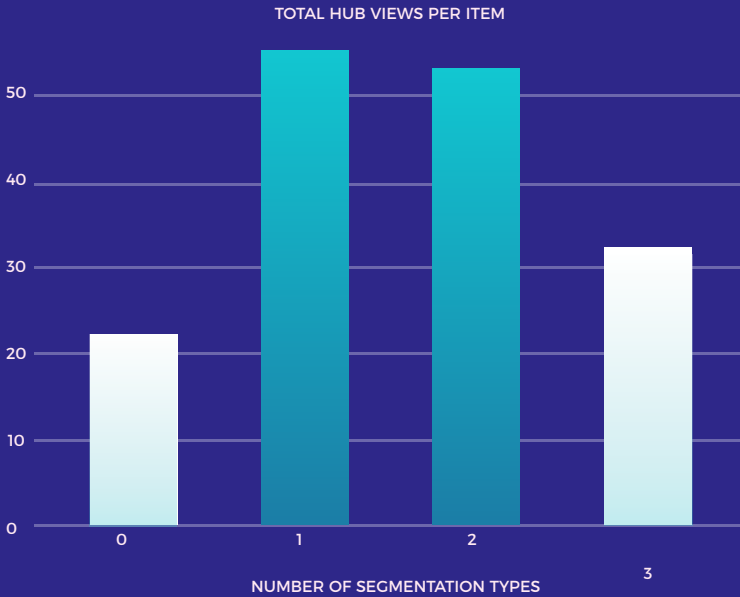
## THE BREAKDOWN



A foundational part of the content experience is in organizing a library of content through relevant categories that enable audiences to find what they're looking for. We can segment content in various ways, such as by content type (e.g., white papers, blogs, videos, infographics, etc.), role or title, industry, or topics that address challenges that the user faces. There are an infinite number of ways to segment content. But we can make headway into identifying the best way by examining what the data says.



The graph below shows the total number of all hub views in our database,<sup>7</sup> divided by the total number of content items,<sup>8</sup> as well as the number of segmentations within these hubs.

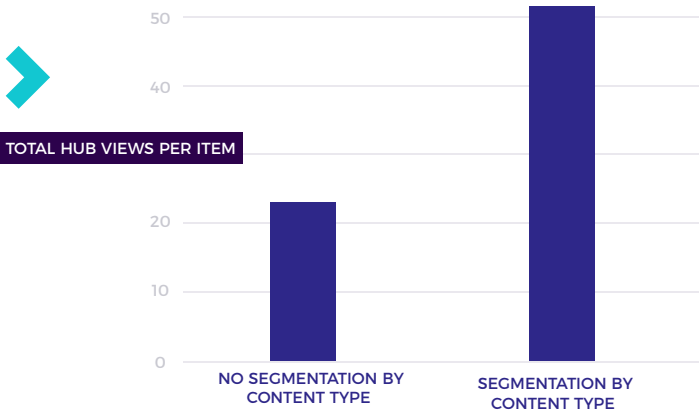


The green bars show that one or two segmentations are correlated with the highest number of views of content items. But after content is segmented two ways, the benefit begins to decrease.

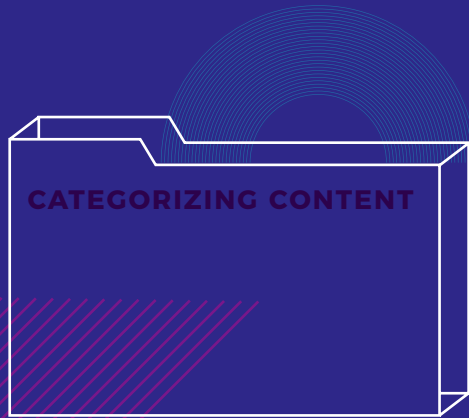
<sup>7</sup>We refer to views because they are one of the most basic units of measurement for marketers.

<sup>8</sup>Content items are items of content filtered out from social media posts, because social items (e.g., postings from Twitter feeds) can spuriously inflate a hub's size. From a data science standpoint, we don't want that. Due to the great variation in the number of items between Content Hubs, we want to be able to compare the views of hubs that are larger by a scale of difference, and so need to "normalize" their views.

To narrow down which two segmentations draw out the best performance, we further analyzed the data. In the two graphs below, you can see the number of hub views per content item and the segmentation type (in this case by topic or by resource) in use versus when that segmentation is not in use and its performance in relation to views.



In both cases, when the content library was organized by topic and by content type, there was an association with a higher number of views.



## WHY IT MATTERS FOR MARKETERS

On average, content experiences with topic and content type segmentations have an edge in performance over ones that aren't segmented in this way.<sup>9</sup> The best way to develop relevant engagement is to personalize the content experience by topic and content type to get the most views out of your content.

**THIS JUST MAKES SENSE. MARKETERS OUGHT TO PRESENT CONTENT IN A WAY THAT MEETS THE NEEDS OF PROSPECTS AND CUSTOMERS. AN OPTIMAL CONTENT EXPERIENCE FULFILLS THOSE NEEDS WHEN SEGMENTED BY RELEVANT TOPICS, IN THE PREFERRED MEDIUM OR FORMAT THAT THE AUDIENCE CONSUMES THAT CONTENT.**



<sup>9</sup>There is probably a good deal of heterogeneity across industries, so we would need to look at a breakdown by industry at a further time to indicate why this is the case. Some segmentation types could work better in other industries.



ENGAGEMENT

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# GATING CONTENT

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A decorative graphic in the bottom right corner consists of numerous concentric circles of varying diameters, creating a ripple effect. The circles are rendered in a light purple or pinkish hue, matching the overall color palette.





The way you gate content matters. Putting a CTA overtop of your content has a 17% conversion rate! That's 7x the conversion rate of a traditional landing page.

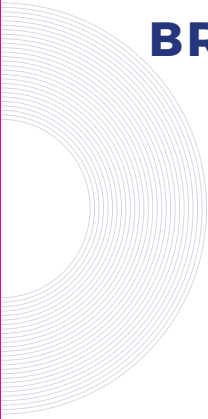
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## THE QUESTION

- How does the experience around Form CTAs impact conversion rates?

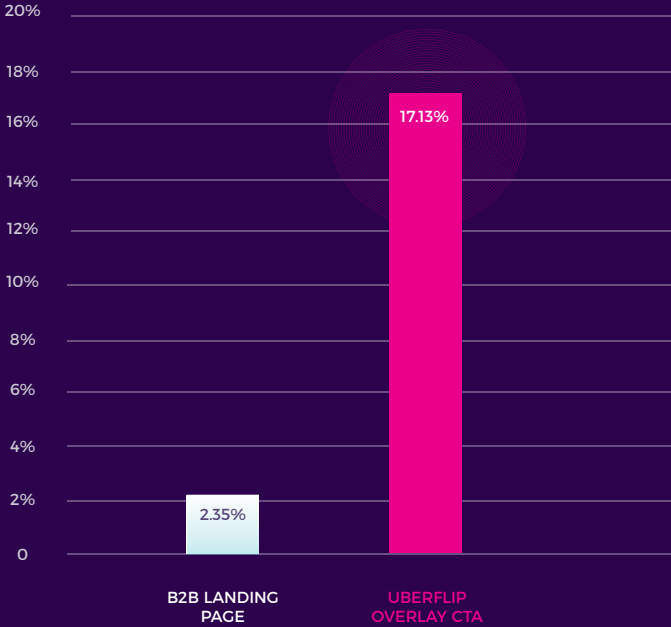
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## THE BREAKDOWN



One of the biggest gripes we hear from marketers is that when they gate an ebook using a traditional landing page, they send prospects away from their content to a different experience. That interruption in experience can cause prospects to bounce. But gating content in the same experience, and giving prospects a peek at what they will be receiving, is a good example of how the experience can affect conversions.





When we look at hard-gating ovetop of content, the conversion rate is much higher than industry averages. Marketers who gate items using Uberflip’s Overlay CTA saw a 17.13 percent conversion rate. That’s seven times more than a traditional landing page.





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## WHY IT MATTERS FOR MARKETERS

This makes the case for content experience. Keeping prospects in the original experience makes them more likely to engage with your company, more likely to fill out the form, and more likely to convert. Don't send visitors to another experience that doesn't line up. The data says they'll be more likely to engage with your content if you keep them on the same page and use a CTA ovetop of your content.

7

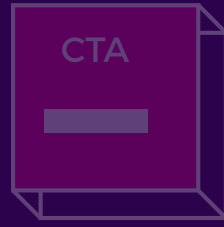
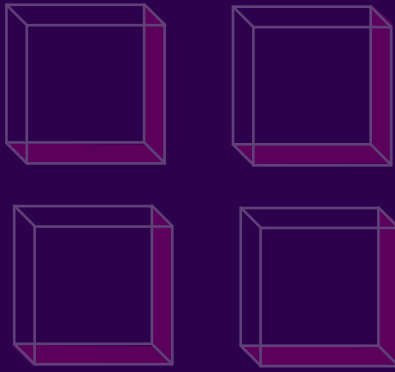
ENGAGEMENT

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# CONTEXTUALIZING CTAs

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Contextualizing  
your CTAs makes them  
**2x as effective** when used  
beside your content.

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## THE QUESTION

- Does contextualizing a CTA improve the content experience and boost conversion rates?


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## THE BREAKDOWN

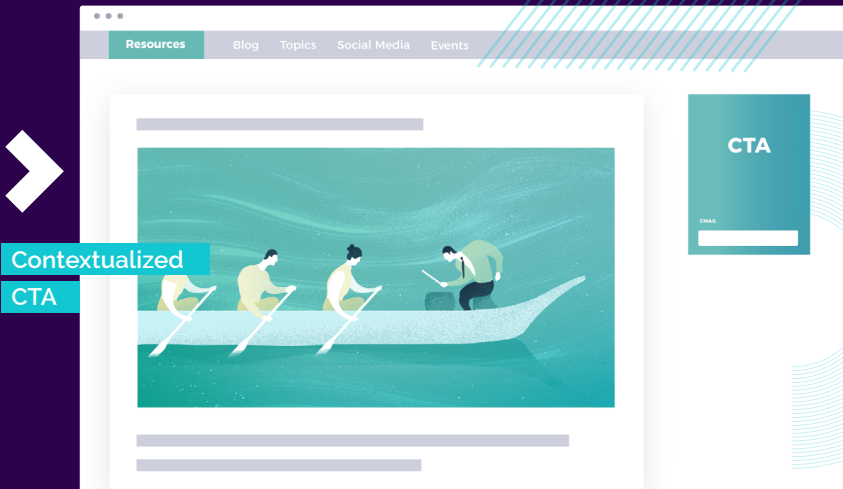


Contextualization in marketing isn't well defined. Yet to a very large extent, everybody does it. Marketers tailor their content to their audience's context and the associated "next step" to further engage once that content is consumed. That next step is captured within the CTA.

**But what does it mean to contextualize a CTA? Broadly speaking, contextualization is the degree of customization of a CTA relative to its associated content.**



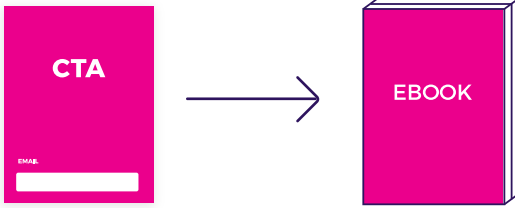




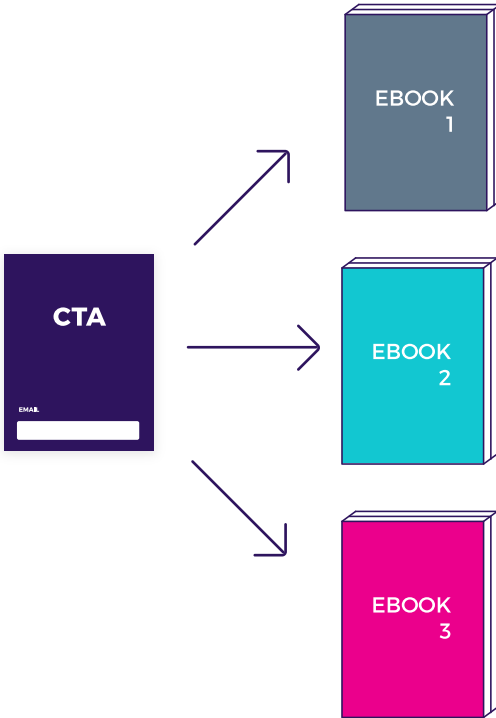
Capturing this "degree of customization of a CTA relative to its associated content," from a data science standpoint, can get tricky. But it's not impossible. We just have to make some assumptions.<sup>10</sup> Statistically, we can look at the number of content items a marketer has placed the same CTA on.

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<sup>10</sup>In statistics we call this a proxy variable.

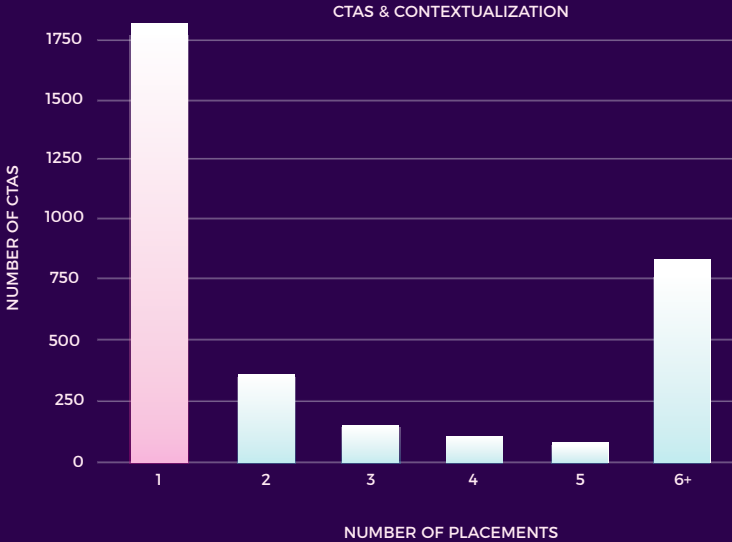


For example, in the Uberflip platform, you can use the same CTA to gate multiple ebooks in your resource library.



Or, you can use one CTA specific to one ebook. The fewer content items there are that are associated with the CTA, the more likely that that CTA is contextualized to those items.

In the graph below you can see the number of CTAs in all Uberflip Content Hubs and the number of content items with which they are associated.



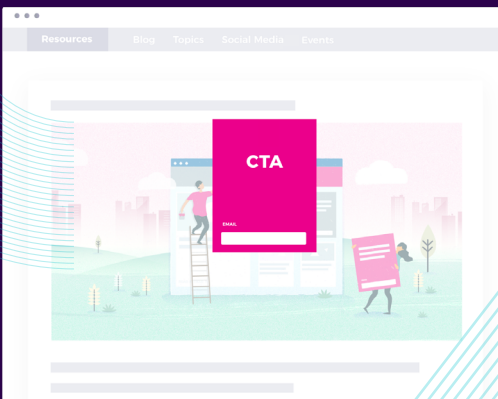
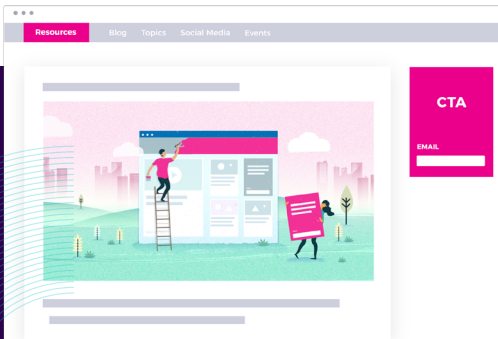
On average, we have about 11 items per CTA. However, what's notable is that, as shown in the clear winner, half of the CTAs are just for one item. This means half of the CTAs we can assume are contextualized.<sup>11</sup> Great job, marketers.

<sup>11</sup>This graph's timeframe looks at the last quarter of 2017, where some measures are smoothed over a three-month period. By only looking at a one-month timeframe, we saw a lot of statistical noise, likely due to specific marketing campaigns that distort the data. Also, we found that quarterly distributions resembled yearly distributions, so we think that a quarter is a reasonable time period.

## CONTEXTUALIZATION FOR OVERLAY CTAs AND SHOW BESIDE CTAs



But does this contextualization translate into improving content performance? To answer this question, we need to run two separate analyses based on two different types of CTAs—Overlay CTAs and Show Beside CTAs—and their respective conversion rates. Overlay CTAs are primarily used to gate premium assets and content. Show Beside CTAs are less intrusive. They can be placed to “show beside” content items, very similar to how digital display ads run down a side panel on a digital publication.

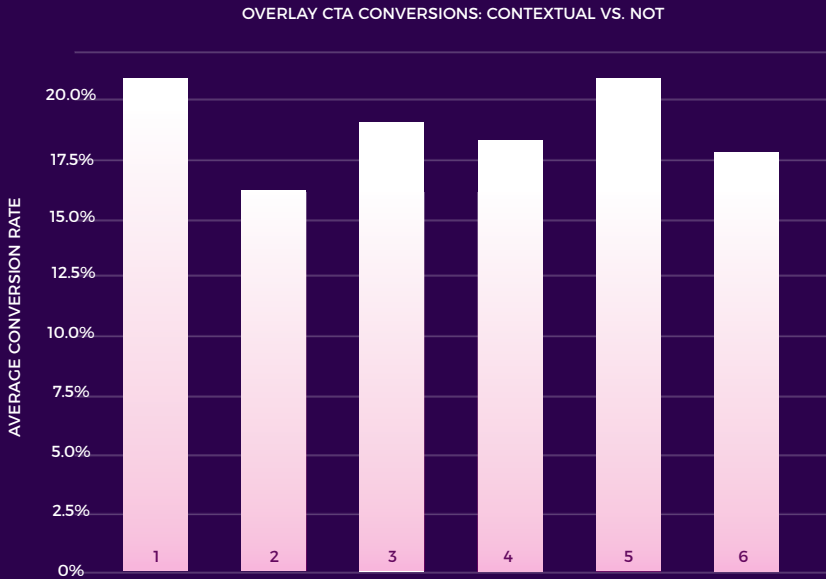


Each type of CTA serves its own purpose. As a result, each has very different conversion rates. So it's important to look at conversion rates from both types of samples.

## CONVERSION RATES FOR OVERLAY CTAS



When you look at the graph below, you can see the conversion rates for Overlay CTAs along the left-hand side. By conversion, we mean how many people entered their email in the CTA (i.e., converted) divided by how many people saw the CTA (i.e., impressions). Along the bottom, we can see the number of items that the Overlay CTA appeared on. The smaller this number is, the more likely we think that a CTA is contextualized.



**GATED CTA**

What we see is that Overlay CTAs have a very high conversion rate that hovers around 15 to 20 percent, regardless of the degree of contextualization. This makes sense. When it comes to great content experiences, when audiences want something from a company or source that they trust, "converting" is a natural next step to access that content.

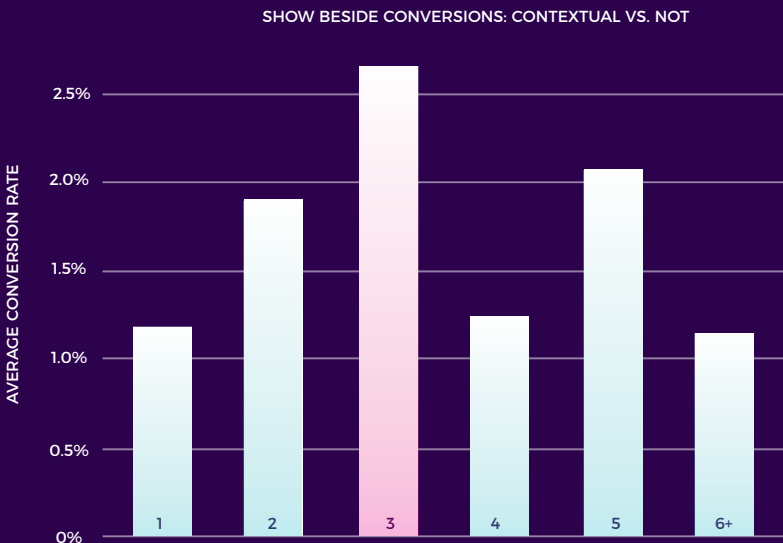
## CONVERSION RATES FOR SHOW BESIDE CTAS



Show Beside CTAs are close cousins to Overlay CTAs. They have the same function of achieving conversions, but in a less intrusive way. Rather than act as gatekeepers, gating content behind a form, they perform the duty of being a companion to content, keeping the content accessible to all, while providing the option for the user to convert.

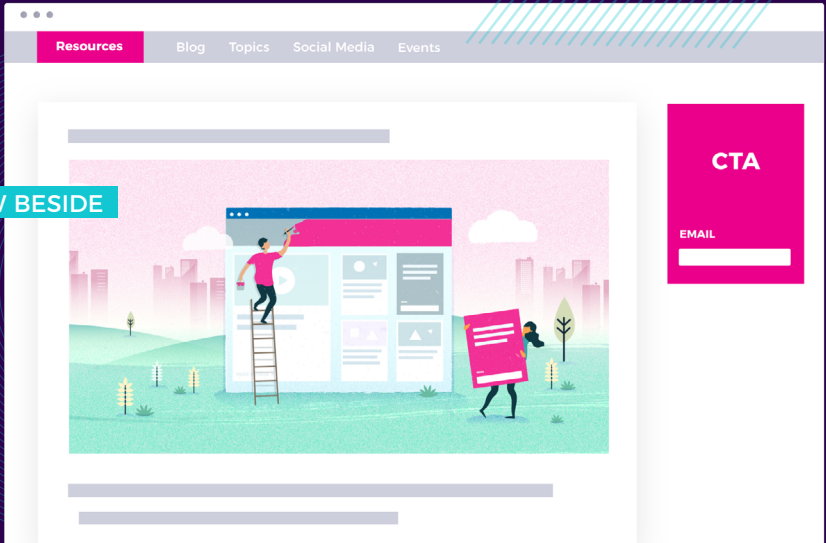
As a result, Show Beside CTAs have naturally lower rates of conversion than their counterpart Overlay CTAs. But, unlike Overlay CTAs, the contextualization of Show Beside CTAs has a noticeable impact on converting audiences.

In the graph below, we can see the conversion rates of Show Beside CTAs and the number of items that the CTA appeared on. Once again, the smaller this number is, the more likely we think that a CTA is contextualized.



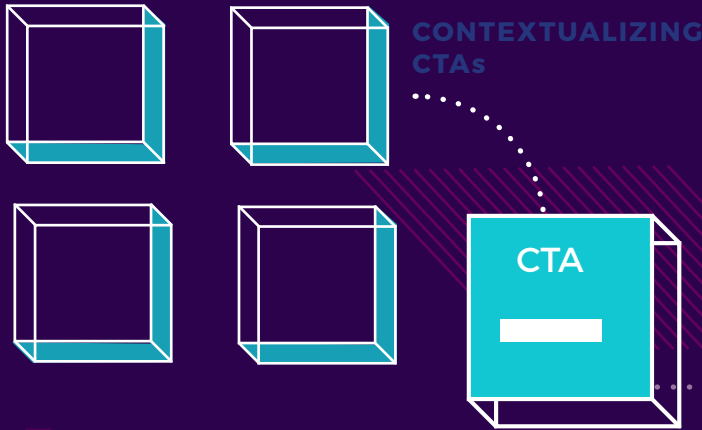


SHOW BESIDE  
CTA



Unlike Form CTAs, which convert at roughly 15 to 20 percent on average, we see that Show Beside CTAs convert at roughly 1 to 2.5 percent. But, we can see that for Show Beside CTAs, contextualizing is what makes a difference to the experience. When the same Show Beside CTA appears beside three pieces of content, the conversion rate more than doubles. So three content items seems to be the sweet spot for contextualizing Show Beside CTAs.





## WHY IT MATTERS FOR MARKETERS

Marketers have traditionally done a great job of contextualizing their Overlay CTAs to match what's being gated behind them. Show Beside CTAs add a new dimension to the content experience, as being a less intrusive source of conversions.

**THE CONTEXTUALIZATION OF SHOW BESIDE CTAS PRESENT A NEW OPPORTUNITY TO BOOST CONVERSIONS AND DELIVER A HIGHER-PERFORMING CONTENT EXPERIENCE. MARKETERS OUGHT TO LEVERAGE THE SWEET SPOT FOR CONTEXTUALIZATION OF SHOW BESIDE CTAS HAVING THEM "SHOW BESIDE" THREE ITEMS.**



ENGAGEMENT

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# ARTIFICIAL INTELLIGENCE

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**Personalized recommendations**  
**increase** the chances of a visitor  
consuming more content than  
generic recommendations **by 60%.**



## THE QUESTION

- **With the emergence of artificial intelligence (AI) for business applications, what can AI do for content experiences?**

## THE BREAKDOWN

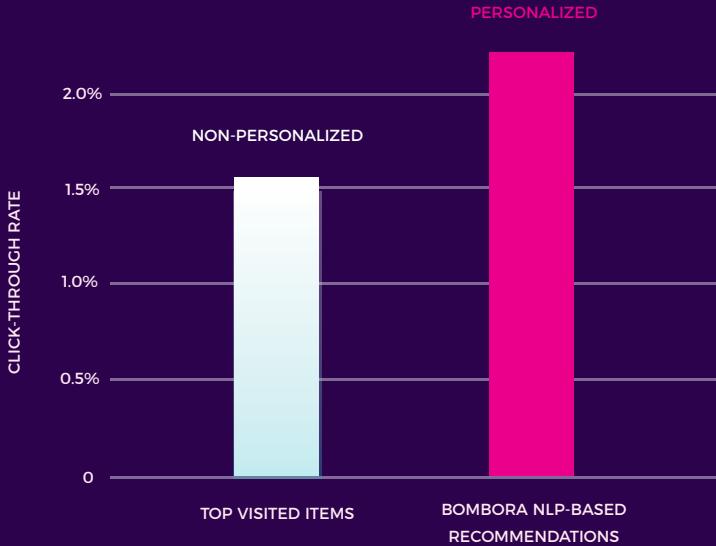
The hype cycle for AI in business seems to be leveling off. For those "in the know" and dealing with AI at a practical level, it's taken as a given that AI isn't magic. AI should be understood as emulating specific aspects of human behavior through the use of statistical methods and optimization algorithms. How can that be applied to your content experience? Let's take a look at the third aspect of content experience, as outlined in the introduction—engagement.

With AI, we can find novel ways to increase engagement within the content experience. On the Uberflip platform, we leverage our AI-powered recommendation engine to present recommended content to users.


**A good indicator of engagement is tracked through click-through rates. Click-through rates are the ratio of users who click on a specific link to the number of total users who viewed an item of content. So just how does AI impact the engagement of users and their inclination to click?**




Let's take a look at the graph below. At right, you can see the percentage of click-through rates on content items presented as recommendations to users, as well as the two types of recommendations—non-personalized and personalized.



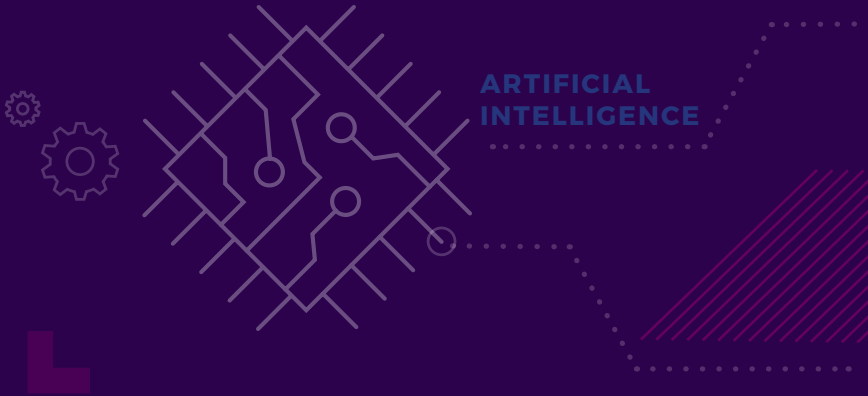
The left bar shows the click-through rate of a simple, non-personalized recommender. This recommender doesn't use AI, but instead presents to the user the most viewed items in a Content Hub<sup>12</sup>. By contrast, the right bar shows the click-through rate of a personalized recommender. Using AI, this personalized recommender "learns" from the behavior of visitors with similar interests. It relies on a combination of natural language processing (NLP) and visitor intent data (i.e., buying intent profiles that our visitors build as they consume content elsewhere online) from a platform called [Bombora](#).



Which performs better? The left bar shows a click-through rate of about 1.5 percent. Remember that this recommendation isn't intelligent. It simply presents content recommendations based on the highest amount of views (i.e., in musical terms, think "Top 40" on the radio or a "greatest hits" record). The right bar illustrates that the personalized recommender leveraging AI gets a better click-through rate (nearing 2.4 percent) on average! It outperforms generic recommendations not tailored to the user's interests and previous online behavior.



<sup>24</sup>This serves as a benchmark for click-through rates, and also as a way to serve recommendations to visitors when we don't have any way of personalizing their experience through data.



## WHY IT MATTERS FOR MARKETERS


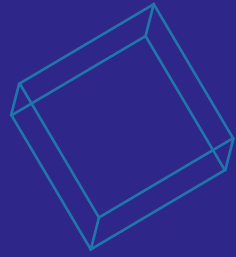
With the emergence of AI, we can now personalize content experiences at scale. We can leverage AI to present relevant recommendations to the user, and as a result, we can help our prospective buyers find and consume more content, faster, potentially speeding up the sales process.

**THE EFFECTIVENESS OF AI-BASED ALGORITHMS GIVES US INSIGHTS INTO HOW WE, AS MARKETERS, CAN BETTER LEVERAGE THE PAST AND PRESENT BEHAVIORS OF OUR AUDIENCES TO PROVIDE GREAT EXPERIENCES IN THE FUTURE. AND THOSE EXPERIENCES WILL IN TURN DELIVER RESULTS FOR OUR BUSINESSES.**



# CONCLUSION





NOW THAT YOU'VE HAD A  
CHANCE TO REVIEW ALL THE  
INSIGHTS AND RESEARCH,  
LET'S STOP TO TAKE IT ALL IN.

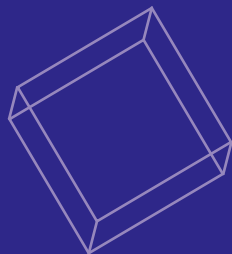
# SUMMARY CHART

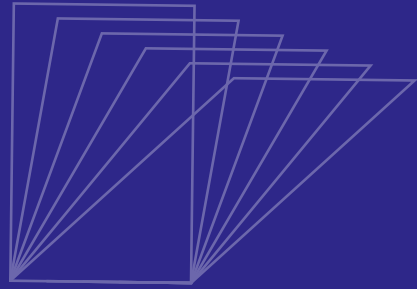
|   | DATA SCIENCE DISCOVERY   | WHAT YOU CAN DO  |
|---|--|--|
| 1 | Putting your content in more than one place can increase views by 8x on average!   | Instead of creating more content, try putting existing content in more than one place.   |
| 2 | Marketers see double the conversion rate when they add a background image to a CTA that appears beside your content!                   | Remember that CTAs need to be clear and visible to get that next action, but they also need to get your attention.             |
| 3 | Only have two menu headings in your top nav? Increase your content views by 200% by adding five or more menu headings to your top nav. | Start thinking about your navigation bar and whether you're making your content as discoverable as you can for your prospects. |
| 4 | Tagged content is viewed nearly twice as often as content that isn't tagged!   | It's not just prospects that need to discover your content. Internal teams can benefit from tagged content too.                |

|   | DATA SCIENCE DISCOVERY  | WHAT YOU CAN DO   |
|---|---|---|
| 5 | Marketers who categorize their content by topic see 2x the number of views.   | Segment content in a way that allows for easy discoverability.  |
| 6 | Putting a CTA overtop of your content has a 17% conversion rate! That's 7x the conversion rate of a traditional landing page.         | Stop sending your prospects away from your Content Hub to collect their information.                          |
| 7 | Contextualizing your CTAs to the content makes them 2x as effective when used beside that same content.                               | Contextualize your CTAs to the environment for a more personalized and higher-converting experience.          |
| 8 | AI works! Personalized recommendations increases the chances of a visitor consuming more content than generic recommendations by 60%. | Stop playing a guessing game with recommenders. Harness the power of AI to move prospects through the funnel. |



With all the evidence to support the impact content experience has on content performance, it's hard to refute the validity of this still-emerging category. A focus on your content's environment, structure, and how it compels your audience to engage are what's needed to take content—and marketing—to the next level. We've only scratched the surface of the insights that can be gleaned from our unique data set. There's still so much more to be explored.



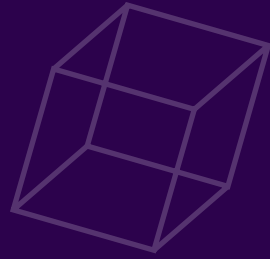


AS CONTENT EXPERIENCE MOVES TO THE FOREFRONT OF MARKETERS' MINDS, THEY'LL BEGIN TO SEE THEIR CONTENT REACH ITS FULL POTENTIAL, PERFORM THE WAY IT WAS INTENDED, AND PROVE THE ROI OF CONTENT MARKETING EFFORTS. THAT'S THE POWER OF FOCUSING ON THE CONTENT EXPERIENCE.





# APPENDIX



→ **LETTER FROM  
THE DATA SCIENCE  
LEAD**

→ **METHODOLOGY**





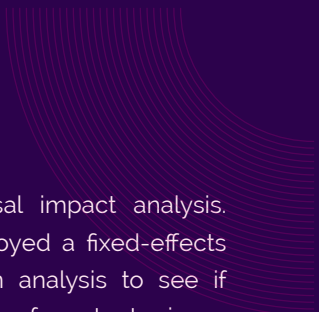
## LETTER FROM THE DATA SCIENCE LEAD

Over a year ago, coming to the field of content marketing as a stranger, I saw a very exciting field. Over the last decade, content marketing has turned into an indispensable part of the marketing arsenal. At the same time, the impact of content is difficult to measure, quantify, and identify. As such, there is much to be done in terms of data science in content marketing.

Content marketing is relatively old by digital marketing standards. However, measuring and quantifying content marketing is just starting. This ebook contains one of the first attempts at using data to discover the best practices in content marketing.

At Uberflip, we serve hundreds of professional company blogs to millions of visitors every year. Most of these visitors are business professionals, giving us a unique view of what professional visitor behavior looks like. Using this advantage, we wanted to describe




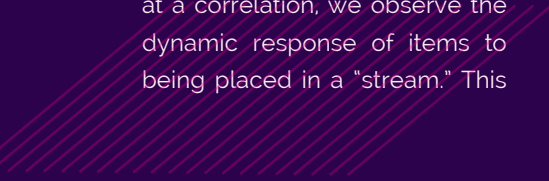


what content marketers do and what results their activities get.


As usual, most of our results show correlations in the data. The notable exception to this is the first discovery: content placement. For all other results, the sophisticated reader can feel free to adhere to the old maxim: correlation does not necessarily imply causation. Just because we see a correlation in the data, this does not mean that we have identified the cause of this correlation. However, as a first attempt, it is important to identify these correlations, because they may point at what the best practices can be. Observing correlations is still a step above simply looking at what other content marketers are doing.

Content creation and placement stands apart in this manner. Instead of simply looking at a correlation, we observe the dynamic response of items to being placed in a "stream." This

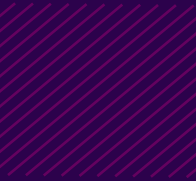
is a causal impact analysis. We employed a fixed-effects regression analysis to see if the views of content pieces increased after placing them in additional streams. The results show us that even in the same domain, by carefully organizing content, and marketing to relevant audiences, it is possible to increase the viewership of existing content. This is in contrast to the well-known SEO practice of having content in one copy only. We present evidence that it is good to have multiple copies of the same item, even on the same domain, to create different experiences for different audiences. Thankfully, instead of boring you with the details of this analysis, we are able to express the results with a helpful visual. We hope that you have found it interesting, relevant, and convincing.




## METHODOLOGY




Our data comes from data collected by Uberflip's proprietary data collection engine, as well as from our partner, Bombora. While collecting data is important, it is also important to choose a relevant and clean sample. From the various customers we serve, we chose a relevant sample of mostly B2B customers and active content hubs. So this data and the results based on it come from the efforts and results of marketing professionals like you.




Web data is reputedly noisy—the data has quite more unexplained statistical variation than variation attributable to our inputs. As one of our marketing professionals put it, the data is “wobbly” from week to week or from month to month. As part of the effort to filter out this statistical noise, we find that it is important to look at not just weeks and months, but full quarters. For this ebook, we used at least six months of data. This gives





us one way to use sufficiently convergent data to draw conclusions.<sup>13</sup>




In quite a few of the analyses, we look at “views per item” as a measure of effectiveness and success. There are a few reasons for this. Most importantly, dividing by the item inventory count is a good way to control for differences in content marketing size. Larger companies tend to have larger content inventories, and it is difficult to make comparisons between larger and smaller web pages. When we normalize content marketing outcomes by the item inventory, we make content marketing efforts comparable, large and small. Furthermore, it is possible to think of this as a measure of content

marketing return on investment: Your content inventory is your investment, and the exposure to your audience is the return that you get out of this investment. As such “views per item” is a good way to quantify how much you are getting out of your existing content.

To keep our visuals more accessible for a larger audience, we stuck to presenting averages, and we chose to keep standard deviations out of our visuals. However, internally, we observed other distribution parameters such as the median and the percentiles, and we checked for a reasonable amount of statistical significance. We share with you the results that passed a reasonable test of skepticism.

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<sup>13</sup>The exception to this is the first discovery: content placement. This data comes from three years of observations. Such a large time span was important to find a sufficiently large number of items to draw inference from. We looked at over 2,500 items that got various placements over this time period for this analysis.



# The data is in!

## Content experience drives engagement and conversions

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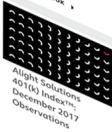
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UPDATE SETTINGS

UPDATE PASSWORD

UPDATE EMAIL

UPDATE PHONE

UPDATE ADDRESS

UPDATE BIRTHDAY

UPDATE GENDER

UPDATE MARRIAGE STATUS

UPDATE DEPENDENTS

UPDATE EMPLOYER

UPDATE EDUCATION

UPDATE OCCUPATION