Content Intelligence

Helps Renowned Nonprofit Make Better Content Decisions

Client: American Cancer Society / Industries: Health

CONTENT **SCIENCE**
Insight ▸ Idea ▸ Implementation ▸ Impact

CONTENT **WRX**
contentwrx.com

CONTENT **SCIENCE** REVIEW
review.content-science.com

In this case study, learn how the Society partnered with Content Science to use content intelligence to modernize its approach to content and analytics.

THE CLIENT

As one of the oldest and most renowned nonprofits, the American Cancer Society (ACS) works to save lives every day and create a world with less cancer. Its communications and outreach are essential in helping ACS share life-saving information to many different audiences—and content obviously becomes critical for such outreach. With accelerated, rapid shifts in how its audiences consume web content, ACS wanted to ensure that its executives, subject matter experts, and writers reached their audiences in the most effective way possible.

THE SITUATION

The American Cancer Society has a long history of sharing useful, credible information about cancer through printed publications and marketing materials. But as the Internet rapidly changed over the past 10 years, people began consuming more and more information online from a variety of devices at any time.

To meet the current needs and preferences of its audiences, the Society began taking steps to modernize its approach to content marketing.

THE NONPROFIT FACED AN EXCITING OPPORTUNITY TO WIDEN AND DEEPEN ITS MARKETING IMPACT THROUGH CONTENT BY FOCUSING ON TWO FACTORS:

CONTENT MARKETING IS A TREND PROVEN TO WORK

The demand for content has increased with the expansion of broadband internet access, the use of mobile devices, and social media. Content marketing is now a $1 billion dollar industry, and CMOs plan to invest more in content than in advertising this year.

SPREADING "TRUTH AND KNOWLEDGE" ARE PART OF THE SOCIETY'S DNA

Because of its long history of sharing accurate information about cancer, people trust the Society as an authority on the topic. They seek the organization out when they are in need. The Society's wealth of content and position as an authority is a real asset. But it also presents challenges.

THE SITUATION   Continued

THE AMERICAN CANCER SOCIETY NEEDED TO OVERCOME:

A PRINT-FIRST MINDSET

The Society's history of printing materials ran deep. As a result, print came first, then online. To take advantage of content marketing opportunities, the Society needed to shift to creating content for online first.

CONTENT SILOS PLUS TECHNOLOGY PLATFORM

Many teams within the Society were creating and publishing content with little strategic and tactical oversight, and technology constraints reinforced content silos.

When the Society migrated its website to a new platform with content management, asset management, and similar capabilities, it magnified the need to overcome content silos.

Melinda Baker, Web Marketing Director, explained:

"As a non-profit, we do a lot with very few resources, so we have to make thoughtful choices regarding what we spend money on. As part of our preparation for migration, it became apparent that we needed more than just Google Analytics and site feedback from users.
We needed content intelligence."

Wanting to take a more strategic and integrated approach to content, the American Cancer Society turned to Content Science to create a content intelligence system.

OUR SOLUTION

DEFINING CONTENT INTELLIGENCE

We started our engagement with the Society by briefly defining content intelligence as the systems and software that transform business and content data into actionable insights for content strategy and tactics with impact.

We explained that to yield useful insights, a content intelligence system must collect multiple sources of data and execute analyses focused on content. From there, it can determine whether content is effective, what makes it effective, and potentially predict how to make it more effective.
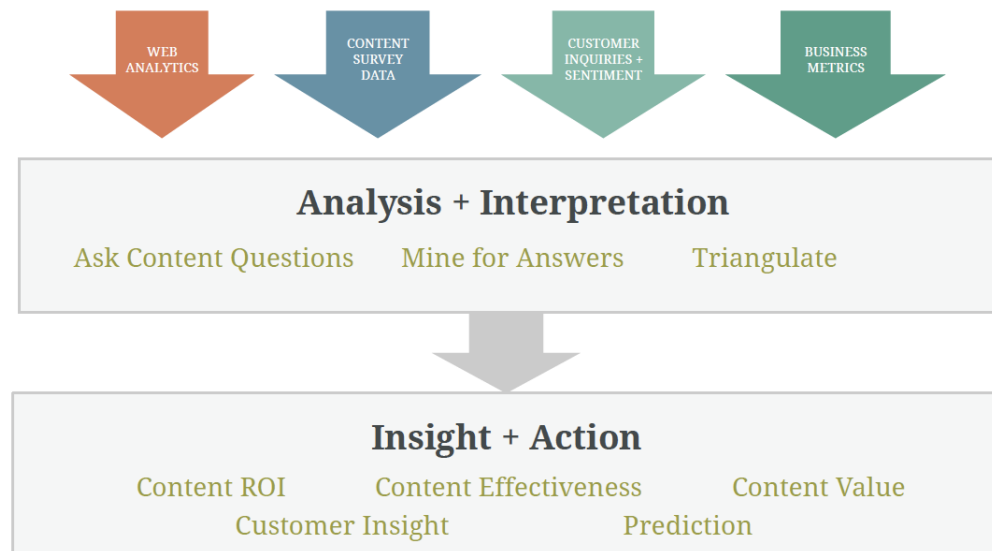

WEB ANALYTICS · **CONTENT SURVEY DATA** · **CUSTOMER INQUIRIES + SENTIMENT** · **BUSINESS METRICS**

Analysis + Interpretation

Ask Content Questions   Mine for Answers   Triangulate

Insight + Action

Content ROI   Content Effectiveness   Content Value
Customer Insight   Prediction

Fig 1. To yield useful insight, a CI system must collect multiple sources of data + execute well-planned analyses.

American Cancer Society®

OUR SOLUTION   Continued

TO IMPLEMENT A CONTENT INTELLIGENCE SYSTEM, THE SOCIETY:

INVESTED IN TRAINING TO SHIFT MINDSETS AND START BRIDGING SILOS FOR CONTENT AND DATA
Read more about the success of the
ACS training here.

**INVESTED IN TOOLS TO FILL DATA
GAPS AND FIND ROOT CAUSES**
The Society deepened its use of web analytics to understand its current content situation but realized web analytics were not enough. They were unable to answer whether the content was meeting the needs of the Society's audiences. The Society already had Google Analytics and survey data, but added more analysis of its calls, emails, and other inquiries. To dig deeper, the Society added the tools Optimizely, Hot Jar, and ContentWRX.

Our platform, ContentWRX collects data, applies an algorithm and creates a score that serves as a content effectiveness KPI. It also provides a breakdown of content effectiveness across six dimensions and allows tracking specific user or customer segments. The Society used it to gather feedback through validated survey protocols and analytics from survey respondents.

With these tools in place, the nonprofit collected content intelligence over the course of a year.

THE RESULTS

IN THE SHORT TERM, THE CONTENT INTELLIGENCE SYSTEM IS HELPING THE AMERICAN CANCER SOCIETY:

TRIANGULATE THE DATA FROM MULTIPLE SOURCES

Triangulating the data is helping the Society plan the migration of its content to a new platform. When statistics from the Society's annual survey led to more questions, the content team was able to triangulate the results with ContentWRX and its Google Authority score to gain a deeper understanding of the issue.

Without our ContentWRX tool and other data sources, the Society had limited context to take action and resolve.

Melinda Baker added,

If not for the additional data, we might have been solving the wrong problem. The data enabled me to talk with the team and get everyone on the same page, so we could agree on which problems to solve.

INFORM STRATEGIC PRIORITIES AND TACTICS

If an organization does not act on content intelligence, it might as well not have it. When the Society invested in content intelligence, it made using it in content decisions a priority.

Content intelligence and ContentWRX are giving the Society the ability to discuss and discern what changes have the potential to improve content impact and what changes risk introducing new problems.

We've used analytics and other tools to understand how people respond to our content, but ContentWRX has added a deeper layer of understanding that I think has really changed the way we make decisions about content. ContentWRX has been a gamechanger.

Kelley Graham, Web Content Strategy Lead

THE RESULTS   Continued

GIVE SMALL CONTENT DECISIONS BIG IMPACT

Content intelligence is helping the Society make more precise content decisions. As a result, the nonprofit is connecting the right people with the right content and using that content to make a real difference.

NEXT STEPS

Long-term, the Society plans to stick with its habit of continuous improvement and to meet monthly to discuss the scores and data that ContentWRX is providing.

The Society will also organize a quarterly compilation of what it has learned to communicate it upward. The Society is planning comparisons of results before and after migrating its content to the new technology platform as well.
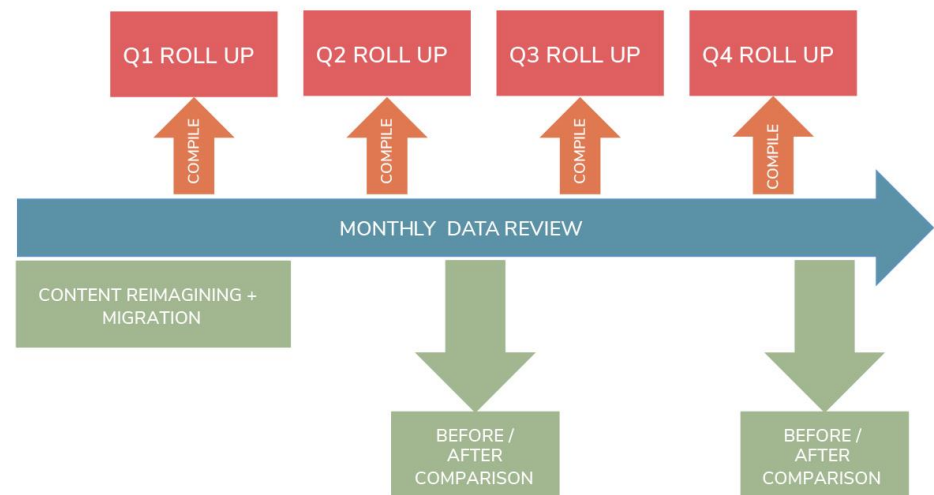
Fig 3. A system of good content intelligence habits

WHY PARTNER WITH US

DEFINING CONTENT INTELLIGENCE

Our partnership with the American Cancer Society was a success, resulting in training and tools the nonprofit can use to inform its content strategy as it migrates to a new technology platform. **As Graham notes,**

"What was helpful for us was to sit down with other content teams and walk through the data in as much of an objective framework as possible. It's not one team telling another team, 'Your content isn't effective.' It's sitting down as a group and going through the external and objective reporting that comes from ContentWRX and the other tools and really working together to see how we might solve 1 or 100 content issues."

Kelley Graham, Web Content Strategy Lead

By helping the Society establish a content intelligence system, the organization's content stakeholders now have more confidence in their data to make better content decisions. We can help you do the same by transforming your current content as well as the teams and processes that produce it. We'll navigate the complexities of your organization to get all the players on the same page and taking concrete steps toward a common vision.

If you work with us, you could gain benefits such as

- An analytical approach to improving content.
- A credible outside perspective that overcomes internal resistance to change.
- A clear understanding of your current content situation, including the challenges and, opportunities.
- More efficient internal processes for producing searchable, understandable, and actionable content.
- A framework for evaluating content performance.
- A strategy that works immediately and for the long haul.

ABOUT CONTENT SCIENCE

We're an end-to-end content company that partners with the world's leading brands to close the content gap in digital business. We bring together the complete capabilities you need to transform or scale your content approach.

SOLUTIONS

CS BRAIN

Consulting and research on content strategy and operations

CS FORGE

Our studio dedicated to crafting effective content

CS LAB

Content experimentation, measurement and optimization

PRODUCTS

CONTENT **WRX**

CONTENT SCIENCE ACADEMY

CONTENT SCIENCE REVIEW

SAMPLE CLIENTS

Coca-Cola   at&t   THE HOME DEPOT   DELL   WebMD   American Cancer Society   CDC Centers for Disease Control and Prevention   sharecare