

Marketers today are creating more content than ever. In fact, 77 percent of marketers plan to increase content production this year (Source: LinkedIn). This influx of branded content has forced marketers to compete for consumer attention on a digital content battleground. And in that battle, content performance is the path to victory. But successful content performance is not easily won.

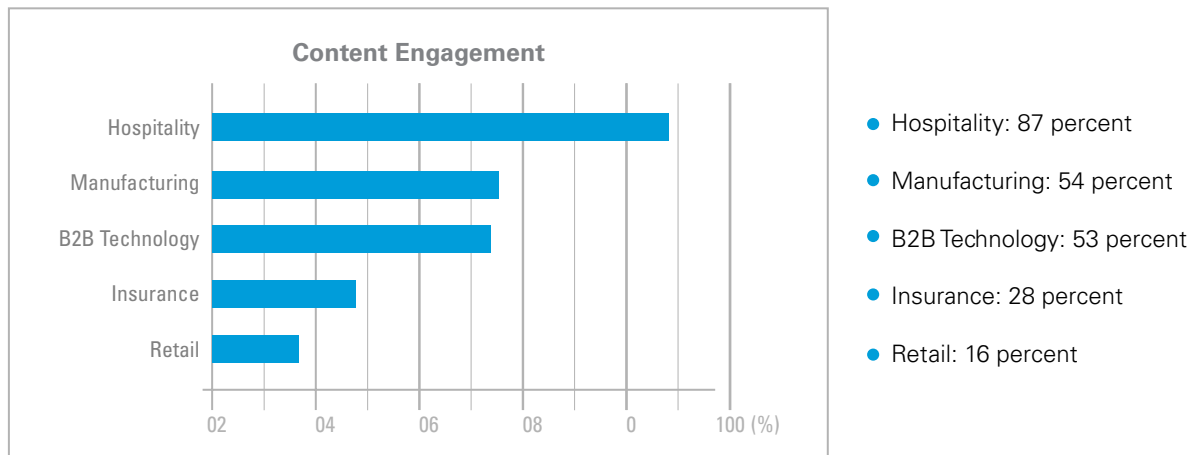
How can marketers ensure their content cuts through the noise? BrightEdge, the leading content performance marketing platform, decided to answer that question using its Data Cube, the largest content dataset which indexes billions of pieces of web-wide content across industries. **BrightEdge’s research found that engagement is the single biggest driver of content performance.**

The following report breaks down how content engagement — defined by BrightEdge as traffic, conversions and revenue — varies by industry. Additionally, BrightEdge research identified the factors that improve and hinder engagement and examines how mobile and desktop stack up.

Content Engagement Varies by Industry

For B2C industries, consumers only engage with 20 percent of content on average. For B2B, average engagement is higher at 50 percent of content. Engagement rates vary across specific industries, but hover between 33 and 50 percent of content overall.

The following chart illustrates the range of content engagement across five sample industries:



source:www.brightedge.com

The range in content engagement levels can be attributed, in part, to the fact that each industry’s content and sales strategies differ. For example:

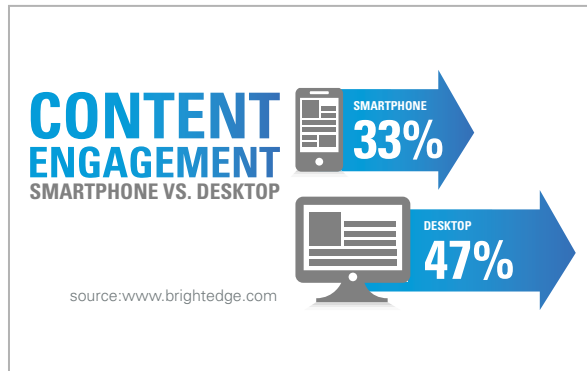
- Hospitality content has high engagement because their content is so targeted. Much of their digital content is produced to fill specific, physical hotel rooms. And the consumers who access that content are doing so for the express purpose of booking said room.
- Conversely, retail companies produce a massive amount of content — descriptions and pages for each category and specific product. Because their product list and customer base is generally broad, and engagement is concentrated on the most popular and top-selling products, their overall average engagement rate is inevitably lower.

- Manufacturing’s relatively high rate of engagement can be attributed to the way they distribute products. The majority of manufacturers do not sell to the mass market. Instead, they sell through a small group of distributors. For example, a hardware company could theoretically sell 95 percent of its product through 5 distributors. Because of this model, these companies can be hyper-targeted to their customer base and thus drive overall engagement rate up.

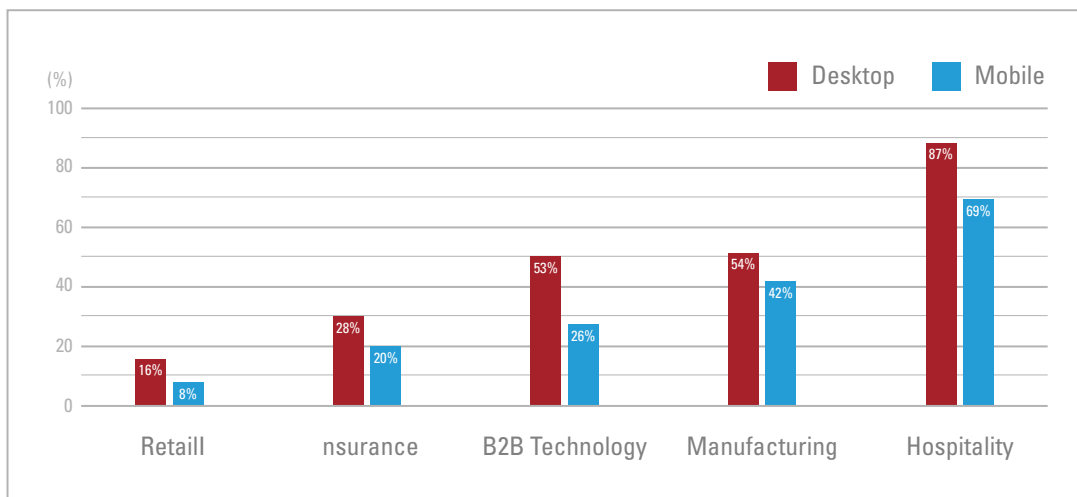
Content Engagement Varies By Channel

BrightEdge’s research also uncovered differences in engagement rate depending on whether the consumer is accessing content via desktop or mobile device. Findings show that although smartphones lead all device categories in market penetration, they lag behind desktop engagement by 30 percent.

The following chart demonstrates that mobile engagement is at 33 percent, topped by desktop’s 47 percent.



The following table depicts the difference in content engagement on mobile and desktop for the five sample industries. For each, desktop engagement trumps mobile:



source:www.brightedge.com

The differences in mobile engagement across these five industries can be attributed to the ways in which consumers access each industry’s content. With retail, for example, consumers generally spend more time shopping and making purchases on desktop devices and use mobile for quicker, less engagement-rich reasons (finding the location or hours of their local brick-and-mortar store).

The disparity between desktop and mobile engagement underlines a massive opportunity for marketers to improve the quality of their mobile content. With mobile usage on the rise, consumers expect higher quality and more types of content to be available on their smartphones. It’s crucial that mobile content is properly configured. According to BrightEdge data, more than 1 in 4 mobile sites is misconfigured, resulting in an average 68 percent loss of smartphone traffic to that content.

What Brands Can Do

Despite the explosion in digital content and the resulting content battleground, marketers in every industry have the tools available to boost engagement and ultimately drive content performance. Implementing a cycle of demand, measurement and optimization — combined with the analysis of competitive data — can drive higher content performance across the board. The following is a three step process for amplifying content efforts:

- No matter your customer base or sales model, understanding demand and predicting customer needs is a crucial step in a performance-focused content cycle. When you understand exactly what your customers are looking for, you can create content that matches that need.
- Secondly, measure your content's engagement and use that data to optimize content production moving forward. Keep doing what works and more of it. Fix what's not working or leave it behind.
- Finally, when it comes to data, don't get mired in the limiting practice of only analyzing your own content's performance. Instead, combine that knowledge with web-wide data on your competitors' content marketing performance.

About BrightEdge

BrightEdge is the essential content performance marketing platform for modern business. It transforms online content into tangible business results, such as traffic, revenue and engagement. BrightEdge's S3 platform is powered by a sophisticated big data analysis engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social and mobile. BrightEdge's 1,200+ global customers include brands, like 3M, Adobe, Microsoft and Nike. The company is based in San Mateo, CA with offices in New York City, Seattle, Chicago, Sydney, London and Tokyo.

Celebrate the path to 100% content engagement by learning more from BrightEdge customers at <http://www.brightedge.com/resources/videos>.

Please join us at Share15, taking place September 21-23, 2015 at the Westin St. Francis in San Francisco, where over 1,000 marketing leaders are attending to discuss, learn and share new and established ways to drive content performance to higher levels.

For more information, visit <http://www.brightedge.com/share15>.

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