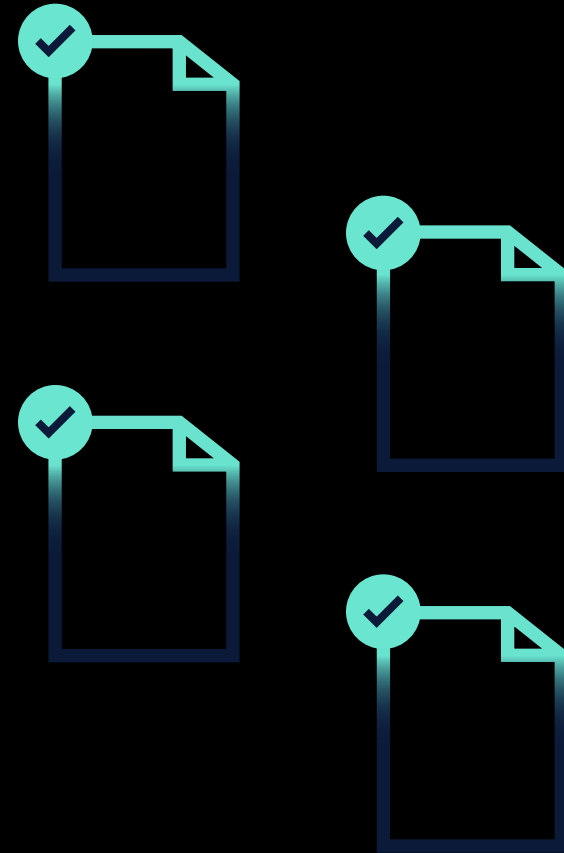


The Benefits of Active Content Governance

Why Active Content Governance makes sense and how you should measure your success.



Active Content Governance is about operationalizing your content strategy. A great way to do that is by using an Active Content Governance platform that's powered by Artificial Intelligence. That way, you can apply rules, manage content assets, enable writers, and measure performance — all with very little human intervention. For large enterprises, it's a much easier way to scale up your governance program.

With the right platform, you can actively manage the quality, clarity, consistency, strategic compliance, and impact of the content that drives your customer experiences. As a result, the overall value of your content improves.

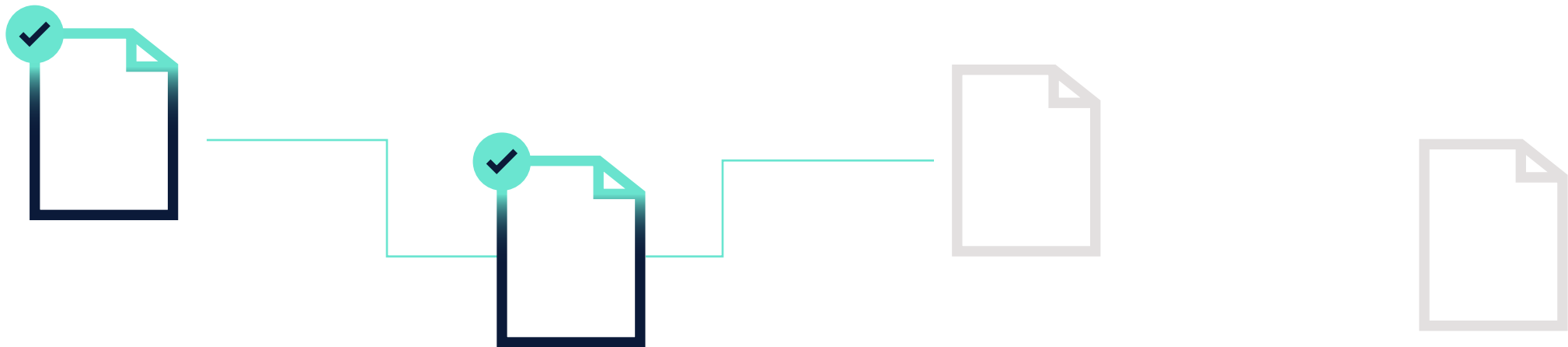
Practically speaking, that means that Active Content Governance doesn't just pay one dividend. Rather, it delivers many benefits across the customer journey and the entire business. The internal process benefits alone are significant. They help you:

- Publish and distribute more content, faster.
- Lower content costs by streamlining production and eliminating duplication of effort.
- Translate more content, more accurately, for less.

But there are even bigger customer experience wins that allow you to:

- Deliver on your content strategy by only publishing content that's consistent, on-brand, and on-strategy.
- Amplify the impact of your content by making sure every piece helps your prospects and customers succeed.
- Extend the reach of your content by making it more discoverable and accessible.
- Deliver better, content-driven customer journeys by creating consistent, high-quality experiences that will attract, retain, and satisfy customers.

These are huge gains that contribute to every metric that matters in sales, marketing, product marketing and management, and customer service. And they pay dividends again and again across your business.





“

The outcomes we're after include improved efficiency, better quality, more easily discoverable content, and more consistent measurement. The transparency of the strategy and process leads to the improved quality and impact of that content.

”

Dusty DiMercurio, Director,
Content Marketing & Social
Media, Autodesk

“

When you start pulling revenue levers, you start seeing smiling executives.”

”

James Mathewson,
Distinguished Technical
Marketer, Content, IBM

The Value of Active Content Governance

A KPI Checklist

Here's a sample of the kinds of KPIs that content governance professionals are using in their businesses.



Process Benefits

Cost and speed of content creation

- ☐ Time to market
- ☐ Average number of revision rounds

Savings in manual editing

- ☐ Number of people editing/reviewing
- ☐ Hours spent editing/reviewing

Savings in translation/localization

- ☐ Average cost of translation
- ☐ Total cost of translation
- ☐ Ratio of machine to human translation

Continuous improvement

- ☐ Content supplier performance
- ☐ Resourcing improvement impacts

Customer Experience KPIs

Discoverability and accessibility of content

- ☐ Percent of discoverable/accessible content
- ☐ SEO performance trend
- ☐ Percent of content used by a customer

Content quality and impact

- ☐ Engagement: time on site, pages viewed
- ☐ On-page content CSAT scores

Strategic and brand consistency

- ☐ Acrolinx Score trend
- ☐ Clarity, Style, and Tone of Voice issue trends



Traffic and views

- ☐ Engagement metrics
- ☐ Downloads and views
- ☐ Social media shares
- ☐ Percentage of Marketing Qualified Leads that touch content

Sales KPIs

- ☐ Percentage of closed deals that touch content
- ☐ Number of content pieces touched: closed vs lost deals
- ☐ Sales team content usage trends

Customer Service and Support KPIs

- ☐ Percentage of self-service interactions
- ☐ CSAT of support engagements
- ☐ Call deflection rates
- ☐ Support team content usage trends
- ☐ Overall service cost trends

Technical Documentation KPIs

- ☐ Percentage of documentation accessed
- ☐ Clarity and quality score trends
- ☐ Use of technical content pre-sale
- ☐ Speed of tech doc release

Customer Satisfaction Uplift

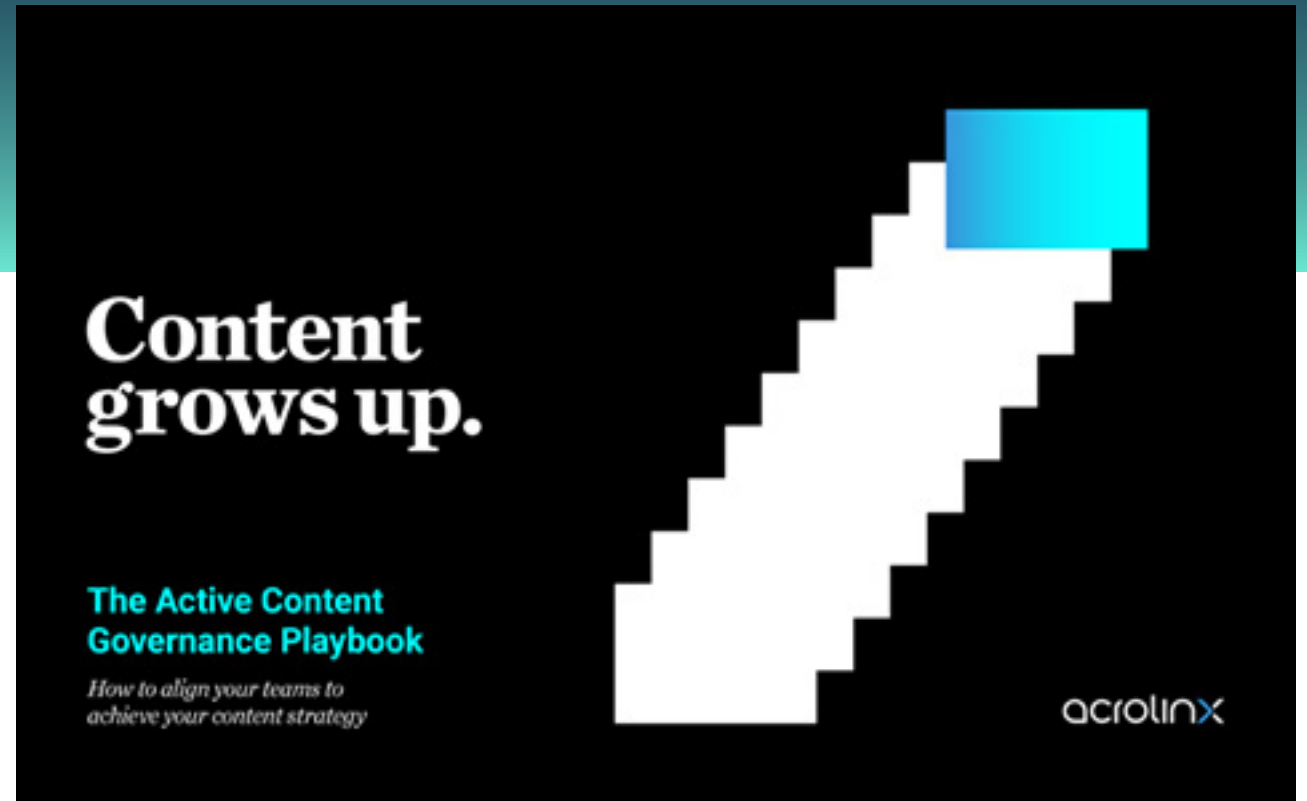
- ☐ CSAT scores: before and after ACG
- ☐ Correlation of CSAT with content usage

Content Reach

- ☐ Increase in amount of content translated
- ☐ Number of languages/regions reached
- ☐ Content usage by region/vertical, etc.

What's Next?

Get started on the road to Active Content Governance and all its benefits. Our playbook has everything you need.



About us.

Built on Science.

Acrolinx was born at the German Research Center for Artificial Intelligence, and raised by a brainy bunch of AI Language experts.

We taught Acrolinx that language is diverse, complex, and rich. Driven by the challenge to solve issues with content creation and brand communication, Acrolinx is constantly in development by people who love language and technology.

Our platform helps you create content that is more findable, readable, and enjoyable. Your strategic communication goals are our business. We help you tell your story in a way that wows your audience from start to finish.

Award-Winning Platform.

We're proud to serve some of the most recognized brands in the world, and humbled to be recognized with numerous industry awards for great platform and service.



Acrolinx

North America

2400 District Avenue Suite 105

Burlington, MA 01803

+1 866 749 3700

Europe

Friedrichstraße 100

10117 Berlin

Deutschland

+49 30 288 848 330