



Analytics for Management

Insights for Effective Content and Faster Workflows

acrolinx

Define and Measure your Enterprise Content Standards

To collect, extract, format, and analyze insights into better content was once an arduous task that delayed important business decisions. No matter which industry or role you're in, Acrolinx Analytics makes it possible to extract genuine value from your content that's relevant and tailored to your business goals.

How else can you improve content quality if you don't agree on a definition for quality? Different interpretations of your company voice or style guide leads to teams publishing content that is hard to read or not on brand. Acrolinx helps you distill the essence of the way you communicate down to measurable standards.

We use the power of active content governance to quell content chaos and give you real metrics that are meaningful to decision makers and team leaders.

Analytics help to plan efficient content creation, improve processes, and determine how your content is performing. With Analytics, it's easy to see whether or not your content strategy is working, or design an efficient content workflow based on data and insights.

Acrolinx: Better Content. Faster.

5 Reasons you Need Acrolinx Analytics

1. Get an overview of your entire content operation and see where content needs improvement at a glance
2. Use insights to define what content quality means for your enterprise and different content types
3. View Analytics metrics to prove there's business value in better quality content
4. Set benchmarks for content and see where content is underperforming
5. Focus your writers on improving underperforming content



The Newbie's Guide to Acrolinx Analytics

Acrolinx Analytics is a suite of 15 dashboards that helps you assess performance, pinpoint problems, and optimize your content operation. You can measure content optimization performance against your goals and objectives such as improving content consistency, velocity, and cost savings.

The dashboards are broken into 4 categories, namely **Impact, Analysis, Guidance, and Health**. Each dashboard offers several charts and tables to equip you with a powerful analysis tool.

1 Impact

Impact is where you'll see the impact your content has on your business. You can get a quick overview of the overall quality of your content and see where you've already made improvements and savings.

2 Analysis

Analysis offers deeper insights into the specific areas into your content, which is useful feedback for teams creating content. See how your content is scoring across different channels and departments and monitor improvement over time.

3 Guidance

Guidance is all about terms and keywords. This is where you'll tweak your guidance profiles for different audiences or channels. Findability helps you target the keywords that make your online content discoverable. Term Discovery helps you find new terms in your content that are not yet in your official terminology.

4 Health

Health is a bit of a 'housekeeping dashboard.' It's where you'll check how often Acrolinx is in action or if your integration is due for an update.

Dashboards

Impact

Trends



Improvements



Quality Snapshot



Cost Savings



Guidance

Guidance Overview



Analysis

Content Quality



Content Comparison



Category Scores



Score Roll-Up



Health

Checking Activity



Diving Deeper into Some of the Dashboards

Different parts of an organization have different goals they want to achieve with their content. Depending on the kind of content you produce and what matters to you, you'll use different dashboards to measure different standards of effectiveness and alignment with your enterprise goals and guidelines.

For example, you can watch how your baseline content scores improve in the **Content Quality** dashboard. Here, you can analyze the Content Groups in relation to the baseline and target score, and see which types of content across departments need closer alignment to your expectations.

In **Trends** you'll see the average scores of content by category over time, such as type (blog post, UI string, emails), department, or writer.

The **Guidance overview** section is where you'll see the top grammar and style issues, so that you can guide writers improve content in the areas it needs it the most. It's also the dashboard that will show you if it's necessary to refine your guidance to suit changing content goals or new content types.

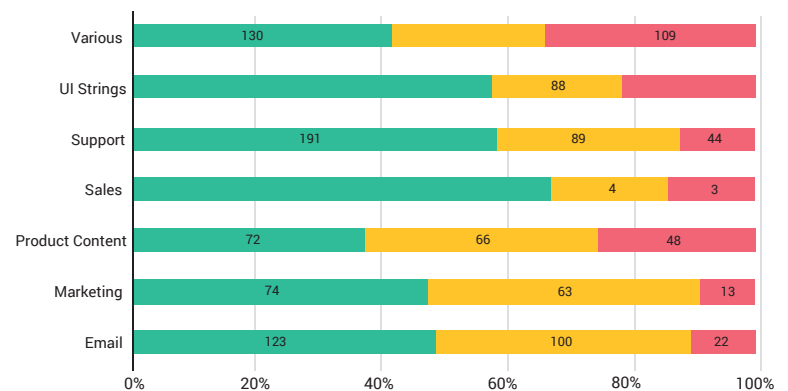
Content Quality

76

Current Avg. Acrolinx Score

51% of your content scores below the target.

Content Group Performance



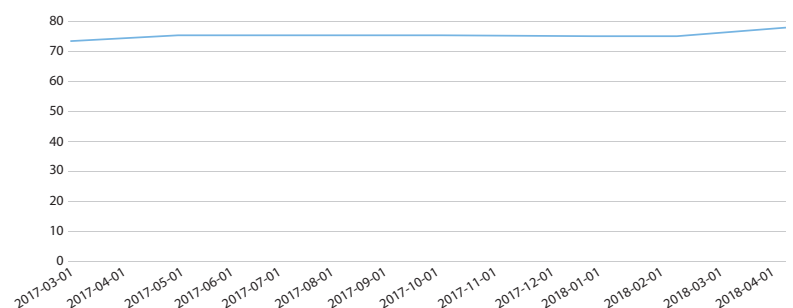
Trends

76

Current Avg. Acrolinx Score

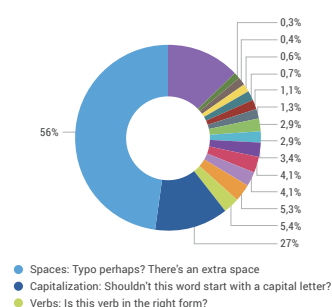
Your team has checked 3,601,988 words in 2,428 documents and performed 8,353 checks.

Average Acrolinx Score

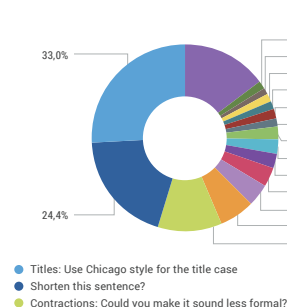


Guidance Overview

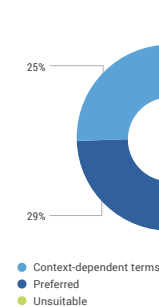
Top Grammar Issues



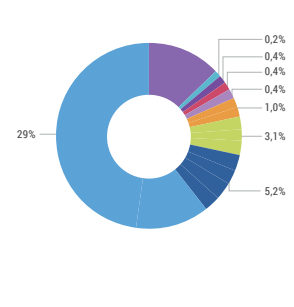
Top Style Issues



Terminology Issues



Top Spelling Issues



Diving Deeper into Some of the Dashboards

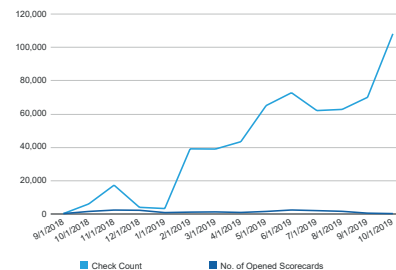
The easiest way to see who's using Acrolinx the most and who needs a nudge in the right direction is in the **Checking Activity** dashboard. You'll also see how many times your documents were checked, right down to the number of words and sentences.

Term Discovery is where you'll see where your teams have identified new terms and keywords that you can choose to integrate into your official enterprise terminology. It's also a great place to check writers are using your terms in the right context.

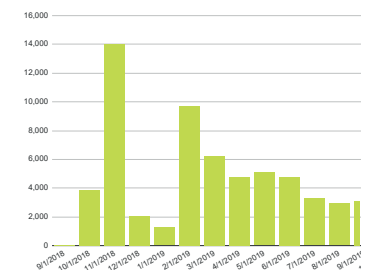
Finally, compare Acrolinx Scores by content group in the **Content Comparison** dashboard to see opportunities for education and training.

Checking Activity

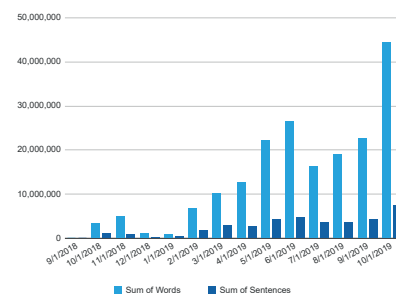
Acrolinx Checks



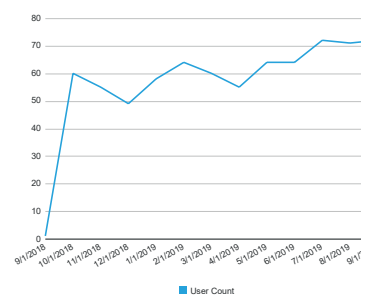
Documents Checked



Words and Sentences



Active Users



Term Discovery

Discovered Terms

Term	Count
KCS	1,444
Privacy Policy	902
readability	750
PwC	718
Gartner	713
Gartner Term	672
Service Innovation	552
Dashboard	529
Infor	468
customer experience	435
Password reset	423
knowledge worker	321
knowledge base	298
Active Content Governance	275
Content Marketing	272
Acrolinx-Built	244
ReadablePro	238
brand strategy	238
self-service	221
EMEA	220
Financial Service	215

Term Variations

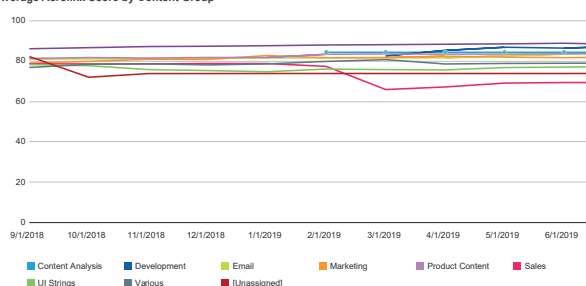
Group ID	Term	Count
f734824c	batch ID	34
	Batch ID	10
	batchId	6
	batchld	5
	batch-id	4
	batch id	3
	batchid	2
	Batch Id	2
	batchID	1
	BatchID	1
f69f0580	eBook	163
	eBook	87
	ebook	35
	e-book	15
	E-Book	10
	E-book	6
	Ebook	6
	E-BOOK	3
	e-Book	1
88799878	testing environment	26
		9

< 1 + > X

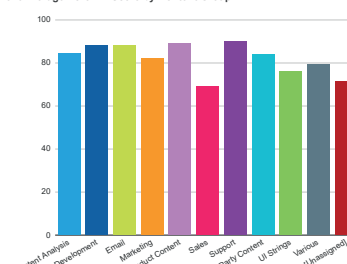
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Content Comparison

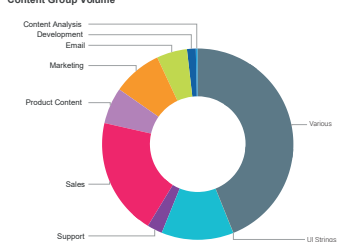
Average Acrolinx Score by Content Group



Current Average Acrolinx Score by Content Group



Content Group Volume



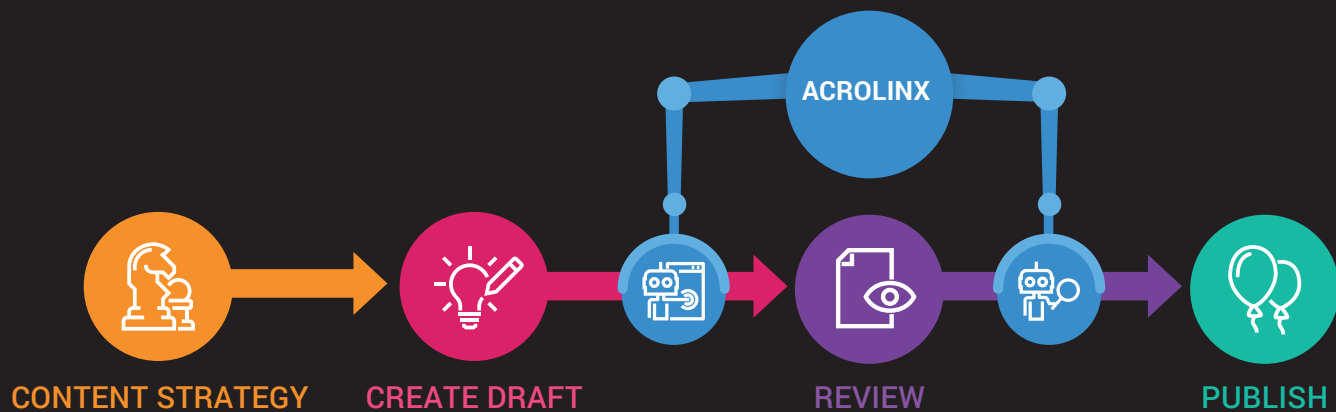
Combining Analytics and Automation

Our most successful customers use automation to get the most complete insights into their content.

You can use the Acrolinx Platform API to integrate the Automated Check into different stages of your workflow. You decide how often it automatically scans throughout the content lifecycle.

Automated Check acts as a quality gate, checking that content meets your objectives at every stage of the process. You can then see how well your content scores in the Scorecard or explore your content's strengths and weaknesses with the Acrolinx Analytics dashboard.

Automation gives you better Analytics because it automatically checks 100% of your content before publication. By removing the reliance on individual writers to use the Sidebar while they write, Acrolinx becomes the gatekeeper between every piece of content and your target audience.



There are several options to use the Automated Check in your processes.

Examples of automated integrations include:

- Checking several documents at once with a single click
- Scheduled batch checking of entire content inventories
- Automated checking of individual content pieces as they're created
- In a Content Management System (CMS) before you publish or translate
- Automated checks at every step (save, import, publish)
- Automated website checking at regular intervals

The Solution to Better Performing Content

Analytics data opens up many possibilities to design better content creation workflows. You can update your Acrolinx guidelines, monitor how many teams use Acrolinx or track the quality of different content types. It takes the guesswork out of writing effective content and makes digital transformation achievable. Using our platform that's designed for transparency and control, Acrolinx helps dissolve silos to achieve excellent content at scale.

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