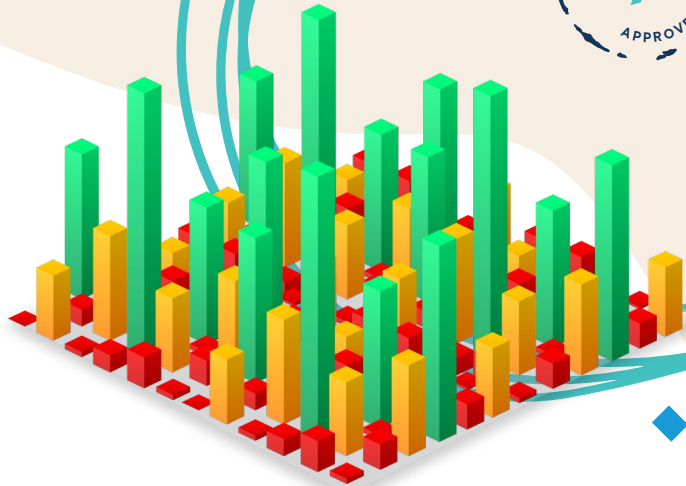


The Content Cube

Improving Content Performance Through Fitness

Your content has the potential to create value for your customers. So it needs to be fit and ready to perform. Fit content is clear, concise, on-brand, relevant, easy to find, and easy to understand. All the qualities that lead to an aligned customer experience, with strong results.

The Content Cube from Acrolinx gives you a holistic view of your content's fitness and performance over time — with guidance on how to improve both. Content Fitness improves the value content provides for your organization, while creating an aligned customer experience — from inquiry to purchase, implementation, and ongoing support.



What Makes Content Fit?

Correctness

Accurate language builds credibility.

Clarity

Easy-to-read content increases engagement.

Words and Phrases

Consistent use of brand terms fuels brand recognition and trust.

Scannability

Structured content is easier for the reader to skim.

Consistency

Reliable use of language avoids confusion.

Tone

Your tone of voice defines the relationship you have with readers.

Inclusive Language

Respectful and accessible content increases your total addressable market.

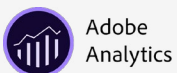
Emotions

Emotion influences how people will feel when engaging with your content.

Combining Fitness and Performance to Increase Content Value

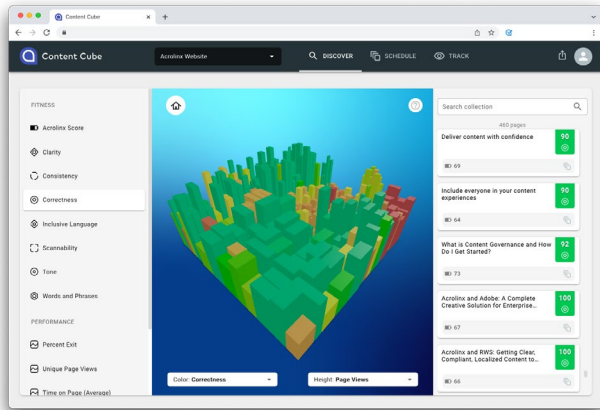
The Content Cube uncovers content that has the potential to impact business outcomes. It also calculates fitness scores and collects your performance data from your web analytics platform. Your business can view its performance through several lenses to understand which content improvements will have the greatest impact.

The Content Cube Integrates with a Wide Range of Analytics Platforms



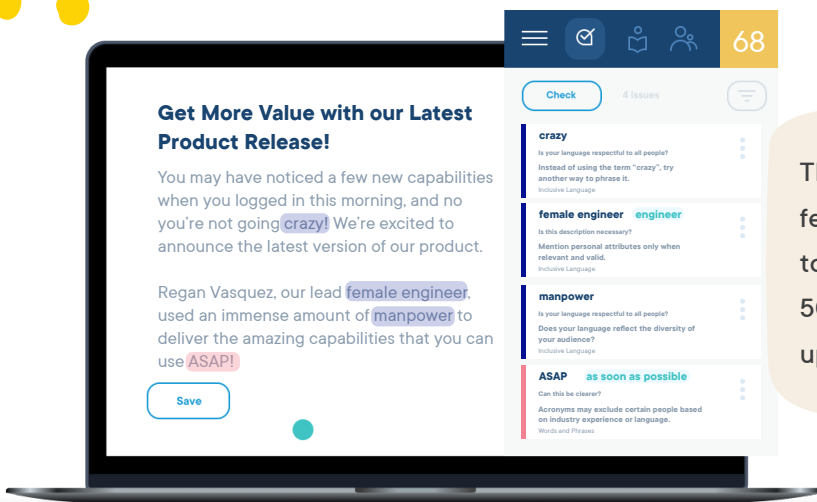
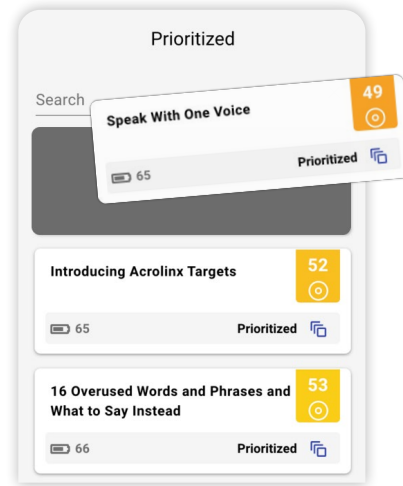
Plus Hundreds More!

How the Content Cube Improves Content Value



Marketers can quickly see correlations between content fitness and performance, identify unfit content, and prioritize pages with the highest potential for improvement.

The Content Cube intelligently identifies unfit and underperforming content and places it on a content update prioritization list. You can easily share this list with the appropriate writing and editing teams so they can improve the content's fitness.



The Acrolinx Sidebar gives writers actionable feedback on the exact issues they need to address to improve content fitness. And thanks to more than 50 authoring integrations, writers can make the updates wherever they work.

ABOUT ACROLINX

Acrolinx is an AI-powered software platform that improves the quality and effectiveness of enterprise content. We help some of the world's most valuable brands meet complex content challenges at immense scale — across writers, languages, and cultures. Acrolinx delivers a unified content experience across all digital touchpoints, all while avoiding editorial bottlenecks, quality issues, budget overruns, and compliance risk.

Learn more at acrolinx.com

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Better Content. Faster.