



SEE CONTENT VALUE CLEARLY WITH RETURN ON EFFORT

Keep Your Finger on the Pulse of
Content Performance for Better
Visibility, Agility, and Prioritization

**aprimo**TM

Emails have been sent and opened, blogs have been written and published, videos deployed, the website has been updated. You've launched yet another campaign to deliver a fantastic customer experience. **Now you wait to see if all that content was worth the hard work. Will those hours of design overtime pay off? Will creating all those new assets bring in a nice return?**



Why ROI Alone is Not Enough

The traditional approach to answering these questions typically comes only at the conclusion of a campaign, and then some. And once the lengthy process of ROI calculations has wrapped, you still don't have an important dimension of the full story: insights gathered at the content level. Creative and content leaders, campaign managers, and CMOs all need a complement to ROI to get the full picture. An analysis that combines sales cycle and revenue, performance metrics, goals met, along with resources allocated—the hours of effort weighed against the campaign metrics that drove real results throughout the campaign's duration.

Establishing the ROI on your content operations is important. It tells you a lot about effective process and campaign management, risk mitigation, can add efficiencies, and provide a holistic understanding on campaign monetization. But all of that is retrospective. Adding a content return on effort, or ROE, metric can provide quick insights on your individual assets so your team can make better, data-based strategic decisions while a campaign is in-flight, and clearly understand which content pieces see results.

Agility and re-prioritization is needed now more than ever: more than half of B2C marketers (54%) adjusted their editorial calendar in the last year.

CMI 2021 Survey

Content Agility and Content Prioritization Are Needed Now More Than Ever

Companies are crawling out from the morass of the last year and half. Budgets are back, especially for content. According to a recent Forrester study, nearly 80% of marketers say they're increasing investments in content, yet at the same time tracking and analyzing content performance is still a weak competency for marketing teams.

But this won't last for long. The demand for agile methods and structured models like content operations that prioritize the creation, dissemination, and the collection of actionable data is on the rise. Over half of marketers surveyed by CMI reported they were adjusting their editorial calendars and making both short- and long-term adjustments to content strategy—yet only 13% changed their content marketing metrics.

As John Horodyski recently wrote, **"Creative operations is the practice of making the creative workflow of a business more structured, efficient, and effective for content creators. It is required to enable and support rapid decision-making, content creation and distribution for evolving corporate strategies."**

Indeed, it is this kind of mindset that helps companies start to see content as a strategic function of the business; a new kind of sight which requires new tools, foundational changes, and a structural approach to give companies the competitive edge they seek out of their investment in content. Content Return on Effort helps teams solidify that mindset by making value demonstration simpler and more immediate.



What is Content Return on Effort?

Content Return on Effort (ROE) is a performance metric that gives your teams immediate insight into the value of each piece of content. Relying solely on ROI to determine the value of each content piece can take months.

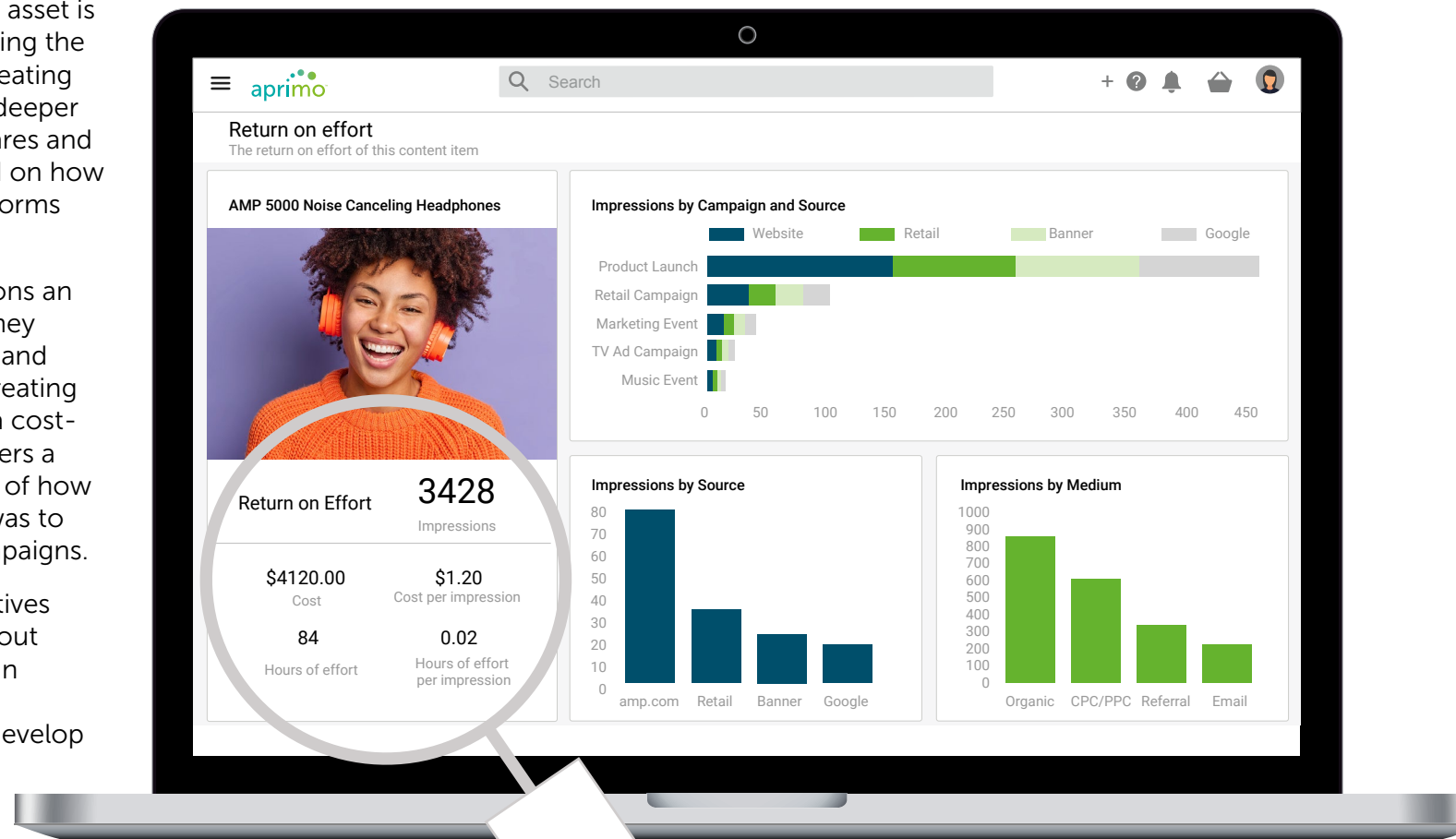
With ROE, your team has the answers they need today about how effective an asset is based on how much effort—including the work hours and cost—went into creating it. Content Return on Effort offers deeper insights than vanity metrics like shares and likes, instead showing values based on how content gets made and how it performs in market.

Displaying the number of impressions an asset has garnered against the money spent producing and distributing it and the hours of work that went into creating and finalizing it, ROE shows users a cost-per-impression calculation that offers a simple, graspable leading indicator of how worthwhile that piece of content was to make and subsequently use in campaigns.

With ROE, content teams and creatives can make data-based decisions about what content is best to include in an experience or campaign and more effectively track KPIs on assets to develop

baseline performance metrics they can then optimize. Having ROE on hand also empowers teams to prioritize the work that makes the most difference for the company as a whole. No more guesswork, no more feeling out which piece of content would be most valuable—

ROE is a powerful complement to ROI that gives teams a quick pulse check on what content performs and how much it costs to make. Creative and content teams gain confidence in their content and in their content strategy, knowing without a doubt which pieces work best in each customer context.



How Does It Work?

Content Return on Effort is calculated for assets stored in digital asset management solutions, natively capturing impressions that can be analyzed and viewed by source, medium, or other tracking parameters. In this way, every asset collects impressions which are compared against the hours of work that went into creating the asset and any other money spent on the piece, and then shows a clear ROE calculation.

Creatives and content marketers can quickly determine which pieces of content will best support a particular strategy. Gaining more impressions over time and always reflecting actual hours of work and money spent,

content pieces demonstrate both their short- and long-term value with Content Return on Effort.

Content performance data doesn't stay siloed in a DAM solution. Content return data can be viewed in marketing intelligence and performance solutions, like Salesforce Datorama or Google Analytics, so that content data can be married with campaign and program data.

ROE is a powerful piece of your team's data story, providing a solid leading indicator of future success or failure for any piece of content and, by extension, an entire digital customer experience.

BENEFITS OF ADDING A CONTENT RETURN ON EFFORT APPROACH



Agility

Enhance agile workflows with real-time insights and feedback.



Leading Indicators

Get leading performance indicators without waiting weeks and months for a campaign to run its course.



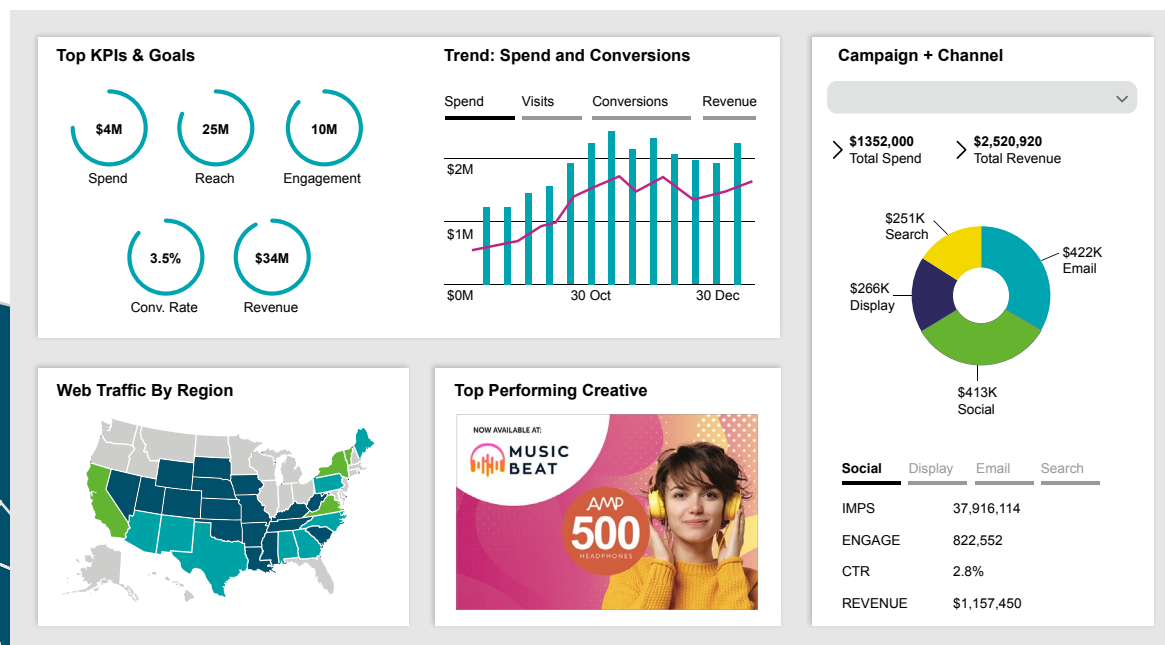
Content and Creative Strategy

Refine content and creative strategies with real-time performance indicators at the asset-level.



Eliminate the Work About Work

Prioritize work that moves the needle.



Who Needs ROE and Why?

ROE offers a host of benefits for roles across the marketing organization but is especially beneficial for two groups that often lack solid performance data: creatives and content marketers. Vanity metrics tell just a slice of a much larger content story. Instead of being at the whims of chaotic likes and comments, creatives need a metric like Content Return on Effort to become more agile in planning campaigns and to have a data-based understanding of what content is most effective and most valuable to produce.

Creative and content teams are under pressure to defend their corner of the marketing budget, which they typically do with KPIs like open rates and conversions. But these metrics don't measure the actual returns on the content they create - these teams need ROI calculations combined with ROE to more precisely capture the value of their content to the business.



Marketing/Campaign Leaders

- See quickly what is and isn't working in market
- Deliver data-driven answers about return on marketing efforts for executive team
- Become more agile and drive data-driven content plans
- Make smarter content decisions with hassle-free, asset-level performance metrics

Creative & Content Leaders

- Iterate on strategy based on content performance and make more informed decisions about content licenses
- Combine data- and creative-driven approaches for design strategy
- Focus high-value creative talent on areas that are more likely to see returns
- Run a more strategic creative practice

Content & Creative Team Members

- Use high performing assets as inspiration for new content design
- Leverage asset-level data to create content that resonates with the target audience
- Prioritize producing content that's performing
- Reduce effort by reusing high-performing content

Start Telling the Complete Content Story

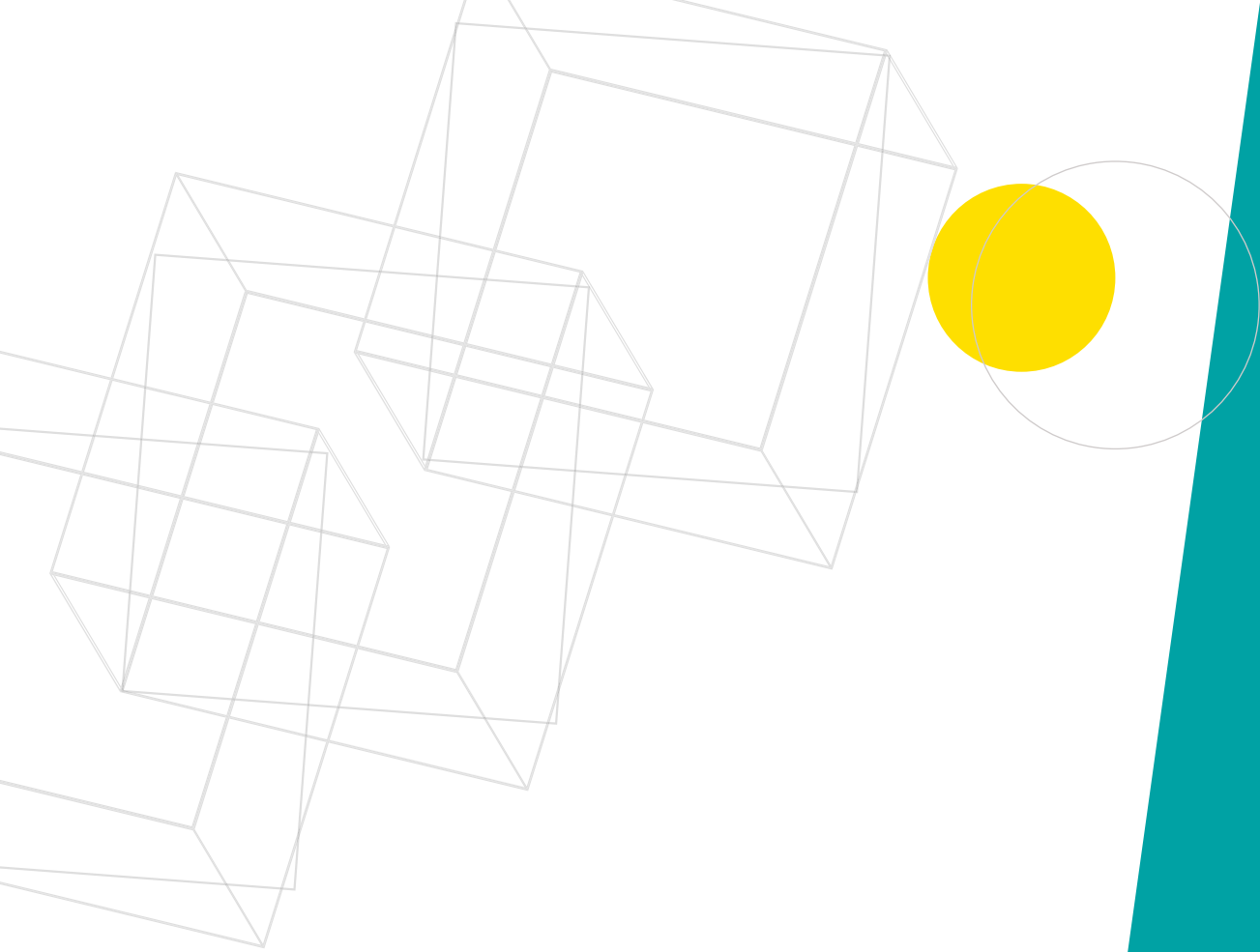
Return on Effort and Return on Investment are natural complements—ROI takes the long view on content and campaign performance, while ROE offers a robust leading indication and pulse check for teams in the moment.

Content ROE provides modern marketers with the agility they need to make data-driven decisions about what to include in a campaign or how to accelerate iterative cycles for more predictable business outcomes. As marketing budgets fall and data-based decision-making becomes cemented, it's only increasingly important for content and creative teams to have tools like ROE at their disposal that empower them to make the best strategic decisions for their brands and to deliver results for the rest of the organization.

LEARN MORE

- [Aprimo.com/ContentROE](https://aprimo.com/ContentROE)
- [On-Demand Webinar](#): Content Return on Effort—Focus Effort on What Matters
- [Blog](#): Cooking Up Complete Content Performance
- [CMS Wire Article](#): Stop Overpromising Content ROI and Start Delivering





ABOUT APRIMO

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.

Learn more at www.aprimo.com.



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