

# CONTENT SCORING

from MISSION Labs



## Is your content working?

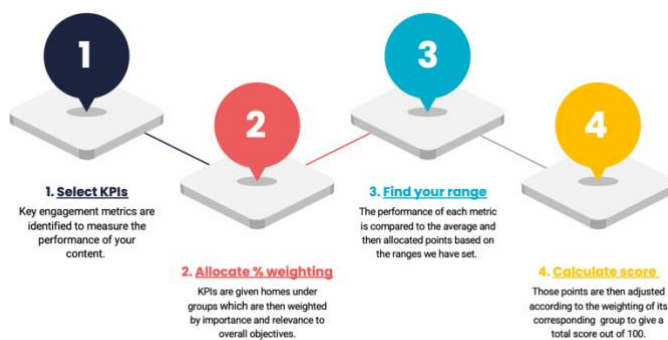
For many, answering this question involves a subjective mix of creative concept testing and gut feel.

But what if it were possible to easily measure the effectiveness of each piece of content without the need for an analyst?

That'd be a game changer, *right?*

## What is Content Scoring?

Content Scoring makes it possible to understand the true performance and engagement levels of your digital content quickly and cost-effectively.



Content Scoring utilises a four-step process to build an analytical framework that works for your content team.

Then, instead of presenting data in confusing rows and columns, Content Scoring puts information into a format that is easily understood by content authors.

The data is themed into a small number of sets, such as *Hidden Gems*, all low volume but high value pieces of content, or *Shop Windows*, high volume but low engagement articles that are good for driving traffic into your website.

Once themed, interpreting how your content is performing is simple. You can build a quantified 3D view of all content, and provide your clients with a simple, user-friendly report that will lead to clear, data-driven actionable insights.

What's more, Content Scoring is very affordable. As a MISSION Partner, it could represent a new potential revenue opportunity for your agency.

If you'd like to learn more, please contact:

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