



INTELLIGENCE FROM CONTENT

Kevin Li

SVP Products & Solutions

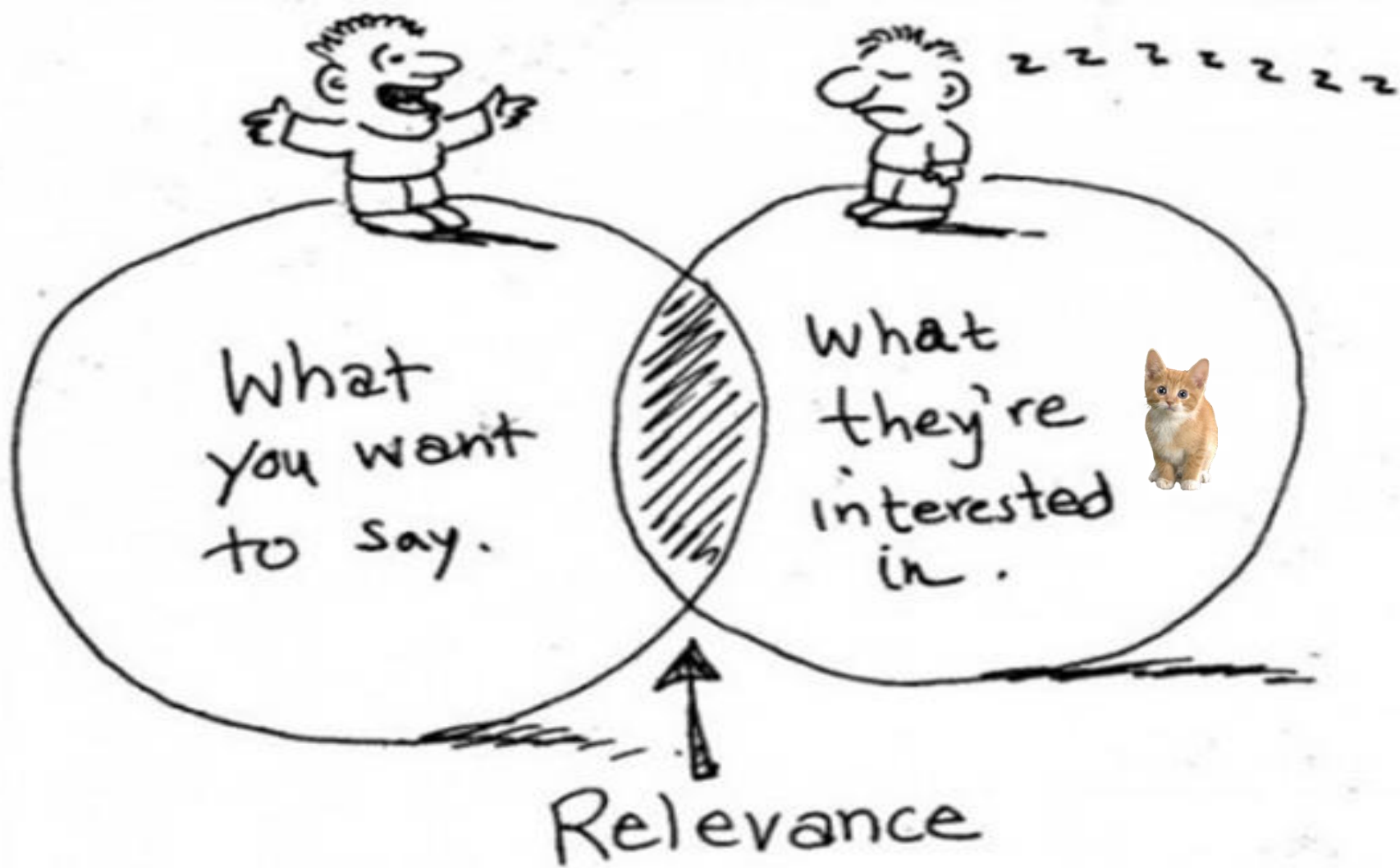
kevin.li@idioplatform.com



WHAT IS CONTENT MARKETING?

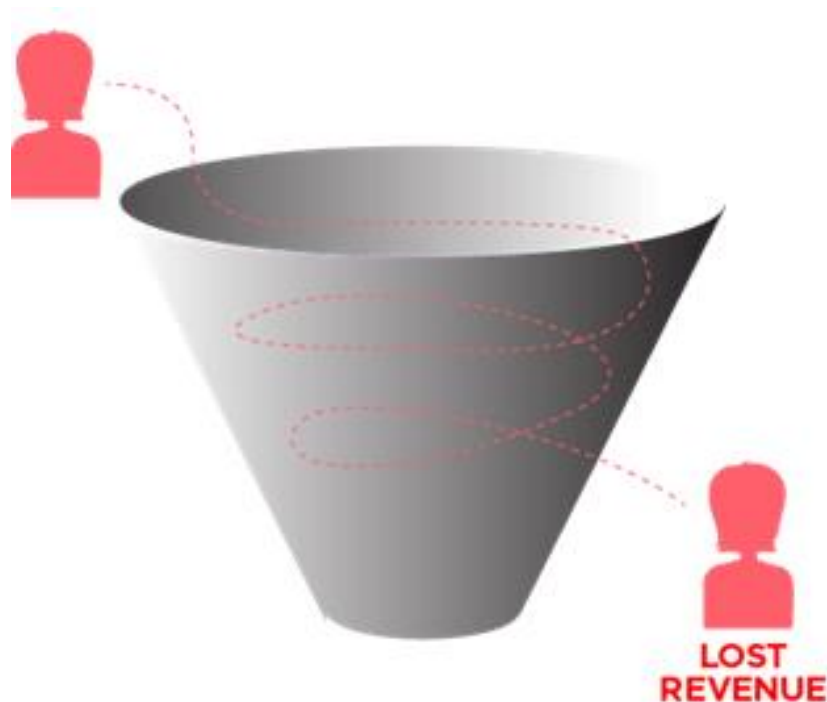
~~“Content marketing is a marketing technique of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”~~





“INTEREST ABANDONMENT” IS THE PRICE WE PAY FOR IRRELEVANCE

- Website bounce rate: ~50%
- Email open rate: ~20%
- Click-through rate: ~4%



Source: Mashable, Silverpop

BOTH MALE

BOTH BORN 1948

BOTH GREW UP IN THE UK

BOTH HAVE DIVORCED & RE-MARRIED

BOTH HAVE TWO GROWN SONS

BOTH ARE VERY WEALTHY

BOTH SPEND HOLIDAYS IN THE ALPS

BOTH ARE WORLD FAMOUS





MOVE BEYOND ATTRIBUTES TO INTERESTS



Word cloud for Ozzy Osbourne. The central and largest word is "Osbourne". Other prominent words include "Sabbath", "Black", "album", "band", "first", "later", "Rhoads", "record", "tour", "live", "career", "Jack", "Ozzfest", "number", "released", "also", "latter", "solo", "years", "guitarist", "release", "touring", "October", "albums", "show", "left", "family", "song", "edit", "Butler", "Sharon", "new", "announced", "Tony", "Birmingham", "Geezer", "time", "life", "rock", "former", "two", "early", "metal", "years", "Daisley", "success", "left", "family", "song", "edit", "Butler", "Sharon", "new", "announced", "Tony".



Word cloud for Prince Charles. The central and largest word is "Charles". Other prominent words include "Prince", "Wales", "Prince's", "Diana", "Duchy", "marriage", "since", "Commonwealth", "architecture", "Duchess", "year", "environment", "Charles's", "British", "first", "Cambridge", "Royal", "Palace", "royal", "King", "Castle", "ISBN", "published", "Elizabeth", "House", "Foundation", "Australia", "Trust", "born", "Kingdom", "alternative", "Queen", "George", "press", "Camilla", "two", "also", "Cornwall", "Canada", "New", "Highgrove", "United", "Canadian", "June", "called", "Duke", "time", "November", "also".

HOW? INTELLIGENCE FROM CONTENT

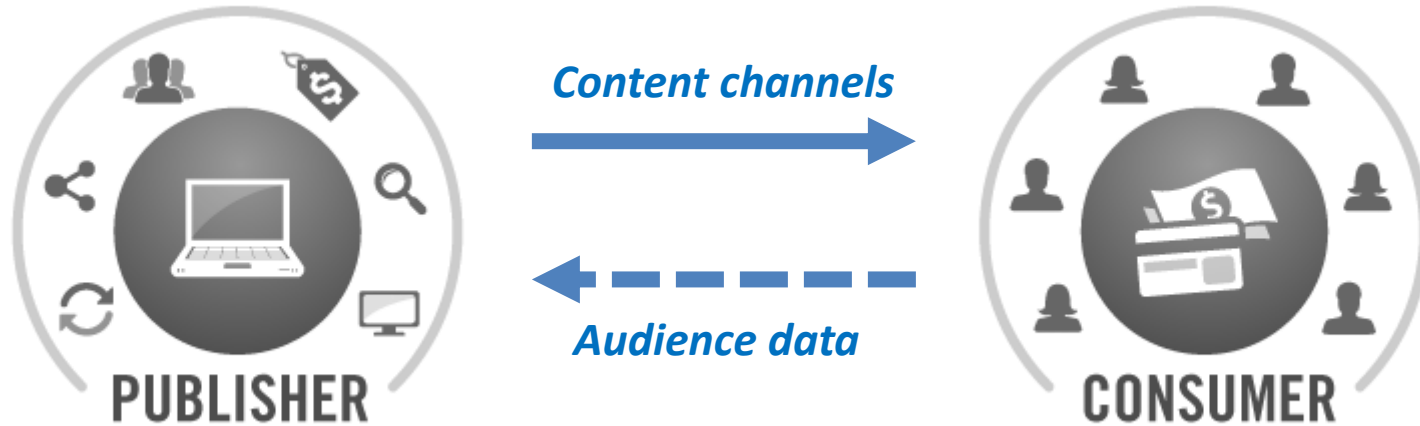


Image credit: cj.com

HOW? INTELLIGENCE FROM CONTENT

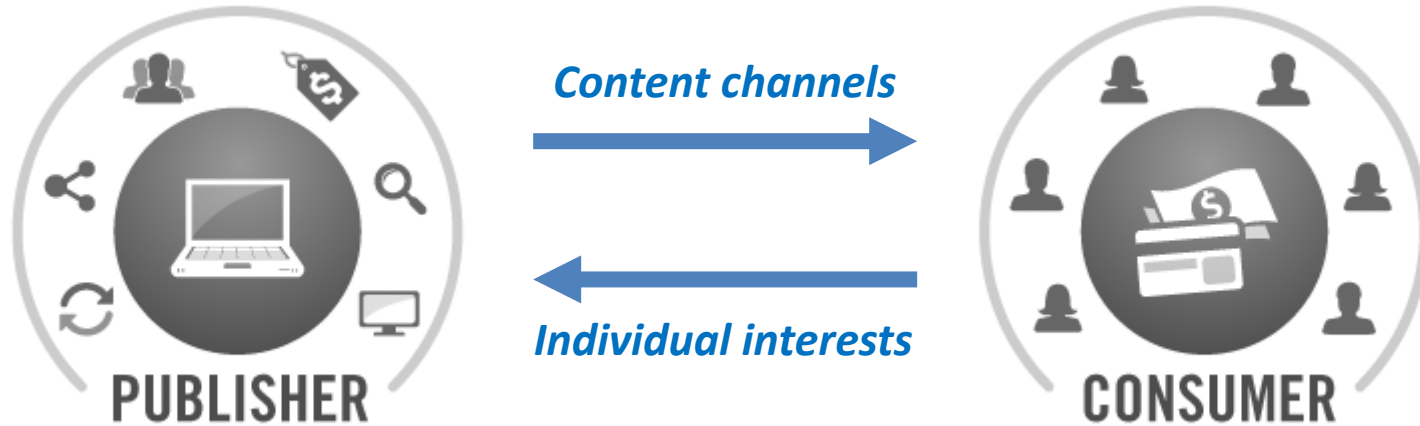


Image credit: cj.com

“A man’s bookcase will
tell you everything you
need to know about him”

Walter Mosley



INTEREST PROFILING IN ACTION



Web content



Content Item

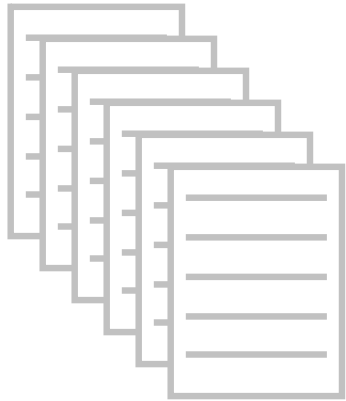


NLP



Content Profile

INTEREST PROFILING IN ACTION



Social updates



Content Item

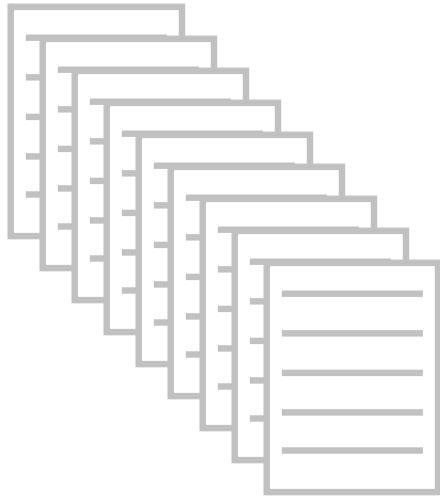


NLP



Content Profile

INTEREST PROFILING IN ACTION



Email content



Content Item

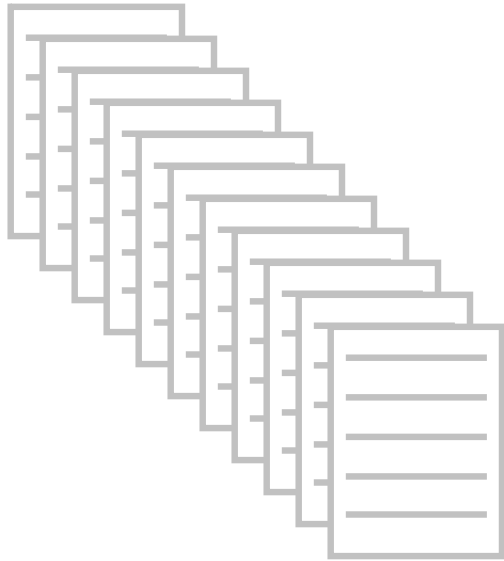


NLP



Content Profile

INTEREST PROFILING IN ACTION



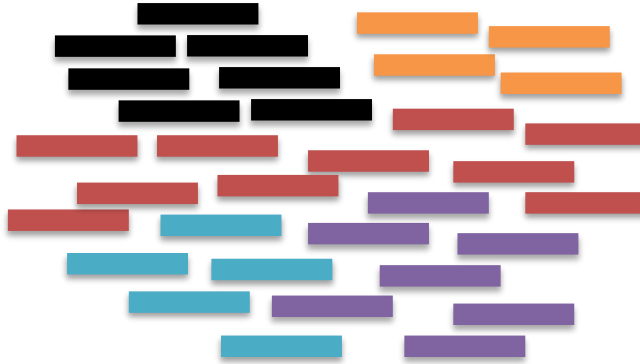
Mobile app updates



INTEREST PROFILING IN ACTION



INTEREST PROFILING IN ACTION



INTEREST PROFILING IN ACTION



Who is Kevin Li to a B2B publisher?

Mobile Marketing Retail Electronic commerce
Customer Relationship Management Time-based pricing
LinkedIn Facebook Return on investment SunGard Edwin Starr
Asia Software as a Service
Twitter Social media US\$ American Airlines
Internet meme Clickthrough rate Cleveland
Data management Kraft Foods Web content ICloud Cola Wars
Page view B&Q LOL FAQ
Digital distribution S.A. Content strategy



Content Item



NLP



Content Profile

INTEREST PROFILING IN ACTION



Who is Kevin Li to a B2C publisher?

Europe, the Middle East and Africa
Chief Executive Officer
Competitive advantage
Matrix
Innovation
Budget
Investment
Accountability
Credit union
Business
Chief Information Officer
European Medicines Agency
Emerging technologies
Big data
Kevin Walsh
Building society
Commercial paper

Financial Services



Content Item



NLP

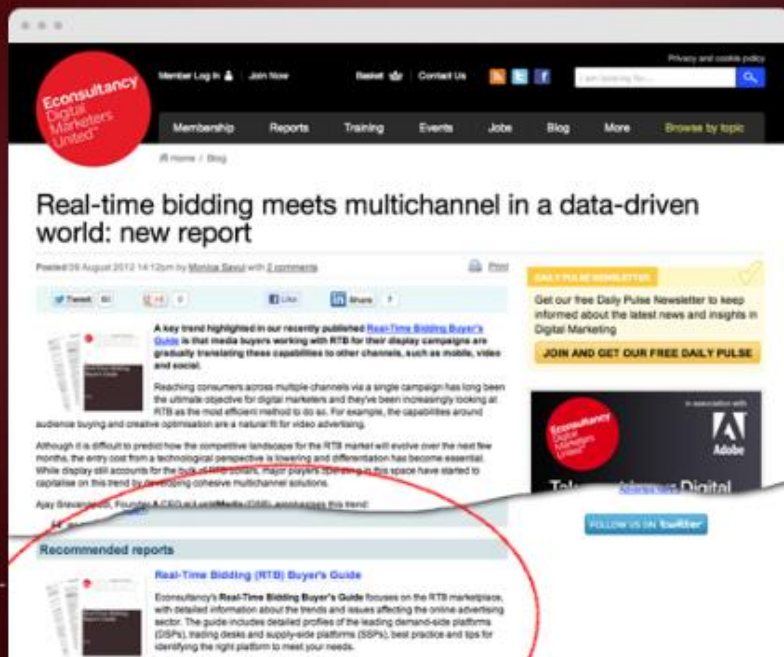


Content Profile

KRAFT AS A PUBLISHER – 1B INTERACTIONS, 100M UNIQUES, 22K TAGS LATER... 400% ROI.



**Real time
interest match**
Interest profiles compiled
on all who engage, inform
report recommendation



**Online site
performance**
6 months of tracking site
performance to drive report
purchase conversion

**NLP Report
Scanning**
Natural Language Processing
categorised each report

idio for Econsultancy

150%

GROWTH IN PER-VISIT
VALUE OF BLOG.

414%

INCREASE IN REVENUE
FROM PAID REPORTS.

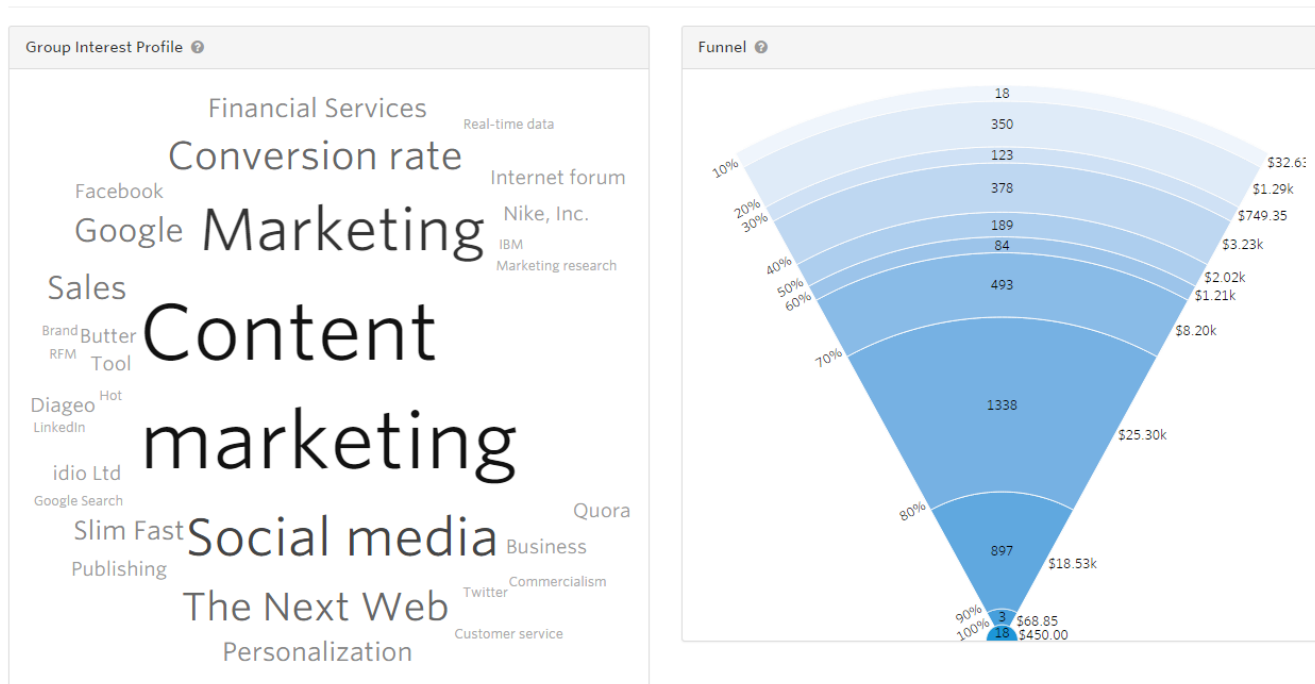
251%

CONVERSION TO
PURCHASE GROWTH.

INTERESTS ARE MORE IMPORTANT THAN PATH

NEWSLETTER GROUP VALUE: \$61,082

Edit



[Create View](#)

Control
Adam Henderson

[Customize Page](#) | [Edit Layout](#) | [Printable View](#) | [Help for this Page](#)

Fluoridation Status

- 2. Adam Henderson
- 3. Edward Rarrow
- 4. Custom media
- 5. User-generated content
- 6. Marketing communications
- 7. Metadata
- 8. Adobe Systems
- 9. Big data
- 10. Unstructured data
- 11. Personalization

 Recycle Bin

[Goodies/Links](#) [Up](#) | [Create](#) [Up](#) | [Open Activities](#) [Up](#) | [Activity History](#) [Up](#) | [Campaign History](#) [Up](#) | [Notes & Attachments](#) [Up](#) | [HTML Email Status](#) [Up](#)

Contact Detail

[Edit](#) [Delete](#) [Clone](#) [Request Update](#)

Contact Owner	 James Griffin (Contact)
Name	Adam Henderson
Account Name	Intelligent Marketing Institute
Title	Marketing Director
Department	
Birthday	
Reports To	View Org Chart
Lead Source	Web
Mailing Address	
Languages	
Created By	James Griffin 27/03/2014 14:31
Description	

Phone
Home Phone
Mobile
Other Phone
Fax
Email adam.henderson@icloudaffirm.com
Assistant
Attn. Phone
Other Address
Level
Last Modified By James Griffin, 24/06/2014 14:05

▼ idio Individual Insight

This contact is interested in...

This contact may want to learn more about...

Under the hood: visualizing content marketing measurement

Think about the last car commercial you saw. Were the advertisers talking horsepower or talking about the latest technology to keep you safe and protected behind the wheel?

The what, why, now and who of content tagging for content personalization

THE NOTORIOUS B.I.G. CONTENT
I'm not a massive fan of the "Big" naming convention. But now Gartner are punning the slightly awkward nomenclature of Big Content, it's likely to

7 Reasons Why Your Marketing Should be Content-Based

"Content is king" is an often heard motto in marketing, especially when dealing with it online. In particular, content marketing is using content—usually articles or blog posts—to build your brand and image online, attracting potential customers or clients.

[Edit](#) [Delete](#) [Clone](#) [Request Update](#)

Opportunities

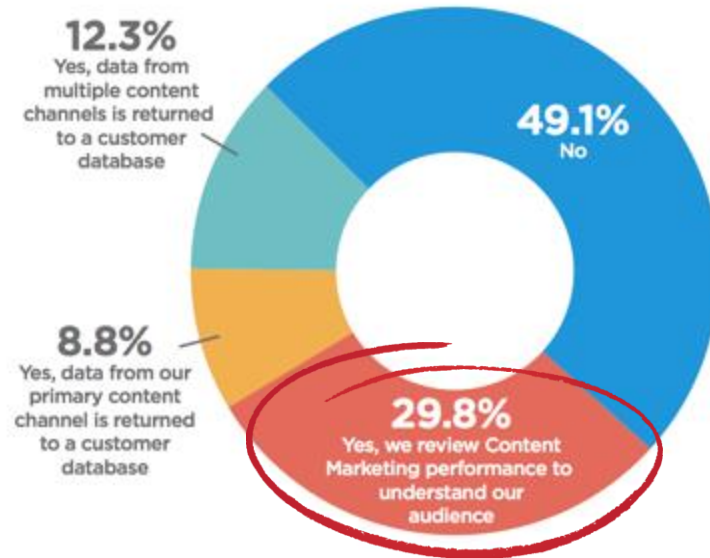
New Opportunity

[Connecticut, Here](#)

Action	Opportunity Name	Stage	Amount	Close Date
Edit Del	100	Prospecting		31.03.2021

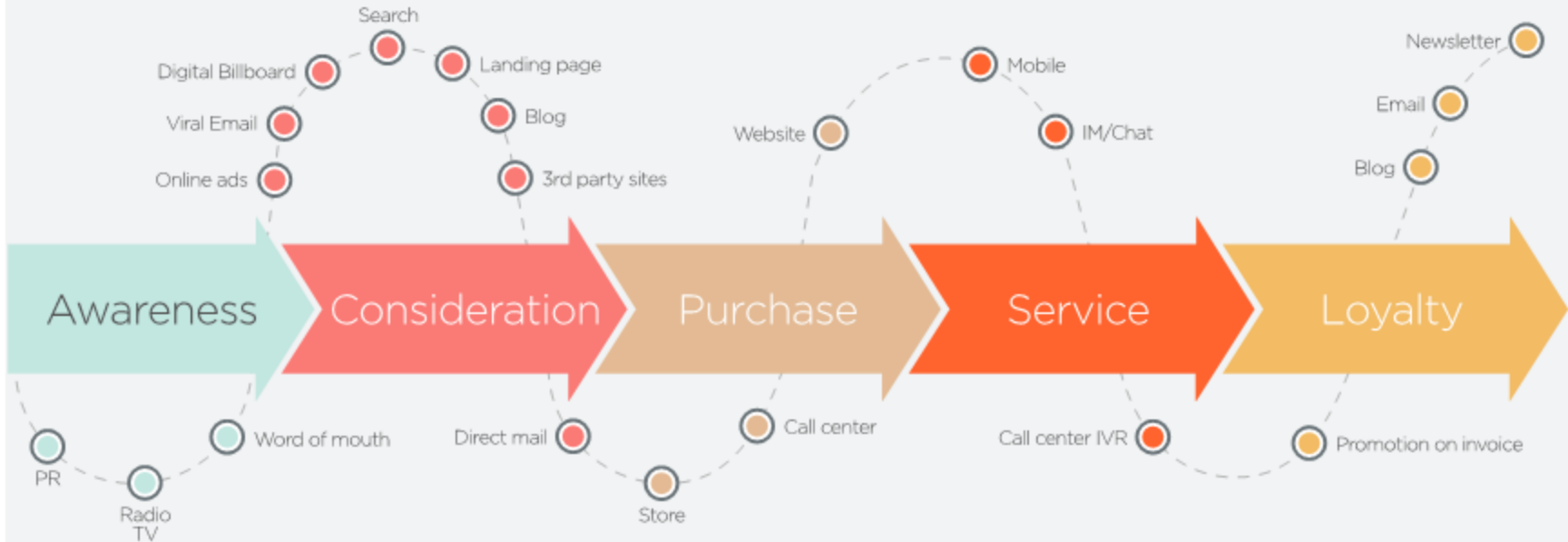
 Chat

Does your content marketing connect with your wider CRM program?



Data source: our own survey!

It's not just about marketing



Content is intrinsic to the **entire customer journey**