



Measuring Content ROI

Activating a data-driven content marketing strategy

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- Sitecore MVP 2015 – 2020:
Technology, Commerce, Ambassador
- 12 years of Sitecore delivery
- 6 years of managing Sitecore practices
- MarTech enthusiast — Azure, AI, & Blockchain

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A long-exposure photograph of a city at night, showing light trails from cars on a multi-lane highway. In the background, several tall skyscrapers are illuminated, with one prominent tower on the left. A yellow semi-circle is visible in the top right corner.

We are a global digital marketing
and technology agency focused
on creating data-driven
personalized experiences.

Our Services Drive Great CX Outcomes



Marketing

- CX Strategy
- Demand Generation
- Content Strategy & Production
- Personalization Strategy
- Social Media Marketing Strategy



Experience

- UX & UI
- Customer Journey Mapping
- Multi-Device, Multi-Channel experience design
- Accessibility compliance



Technology

- Technology Strategy
- CXM
- CRM
- Cloud
- Commerce
- Analytics and Business Intelligence
- Marketing Automation
- Mobility and IoT
- DMP, CDP
- DAM
- Social Media Management

Altudo is a Sitecore leader: XP / XC / CH

Platinum
Partner



500+

Sitecore Projects delivered
Sitecore Expertise

45+

Fortune 500 Clients
Trusted By Top Brands

10+

Awards Worldwide
Recognized By The Experts

20+

Partnerships to help you scale
Sitecore Ecosystem

250+

Sitecore SMEs
Extensive Experience



MVP 2020
Ambassador



MVP 2020
Ambassador



MVP 2020
Technology



MVP 2020
Strategy



Traditional Content ROI Calculation

Content ROI = (Campaign Revenue - Cost of Production) / Cost of Production

- **Campaign Revenue** - a monetary value of business generated from the campaign
- **Cost of Production** - a total cost calculation of asset production (Time & Material)



Offline ROI Calculation Problems

We can only manage what we can measure.



Hidden Waste

Wasted investments and misguided strategies



Opportunity Blindness

Inability to objectively recognize content marketing investment opportunities and get the most value out of content marketing investments



Revenue Disconnect

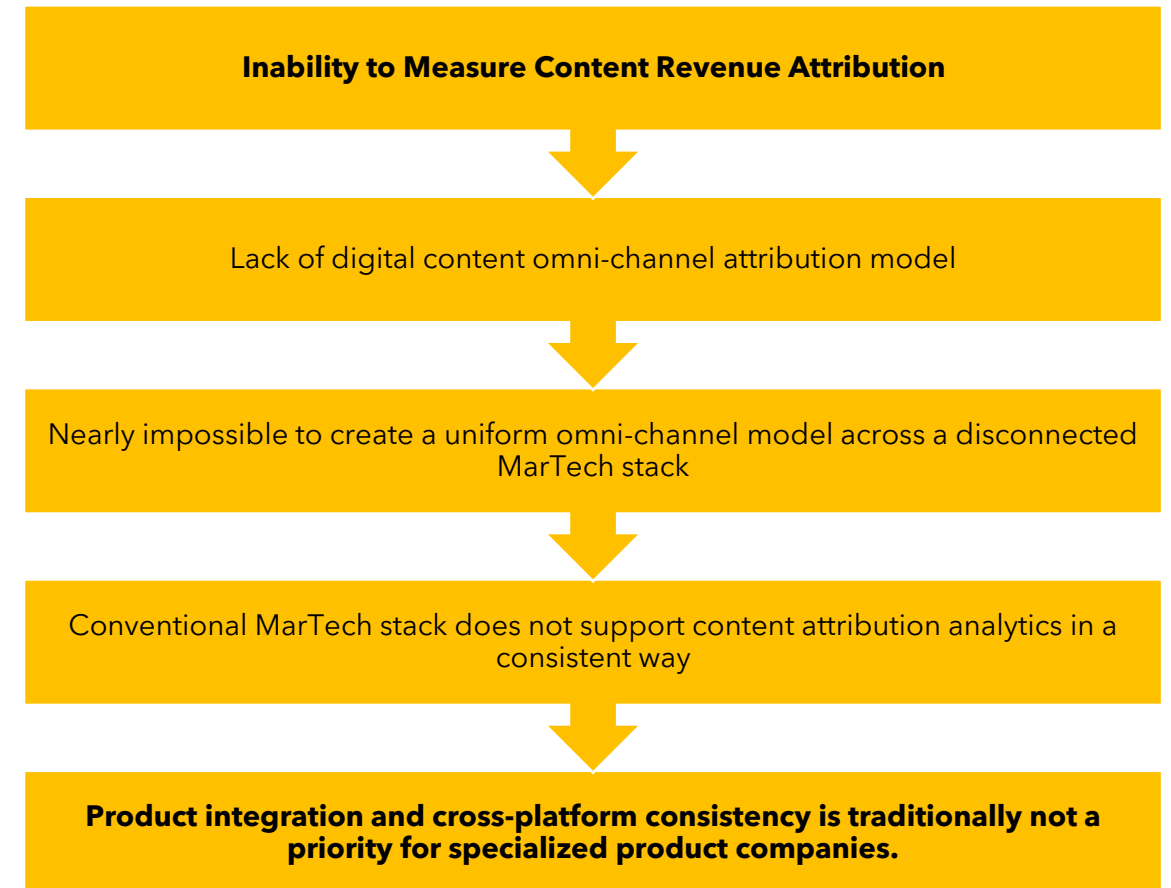
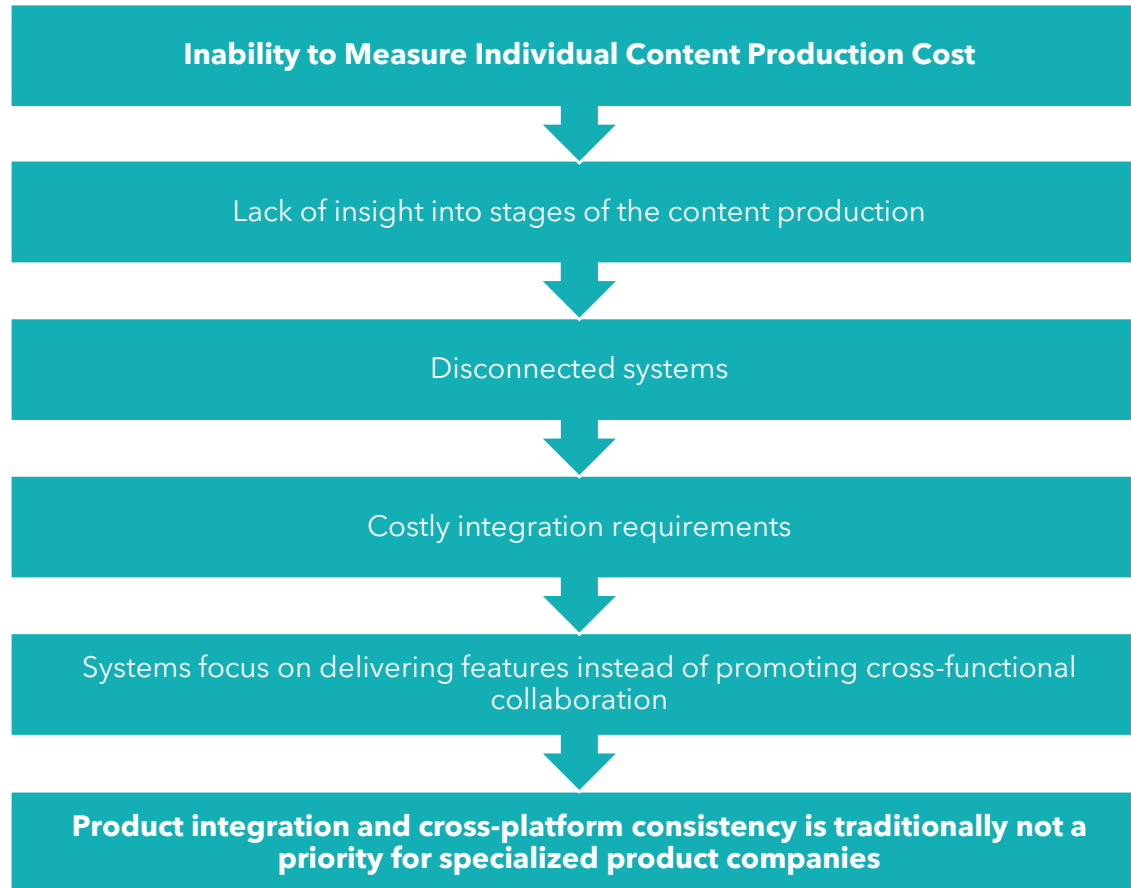
Inability to prove the effectiveness of content marketing efforts

Hidden Investment Waste Example

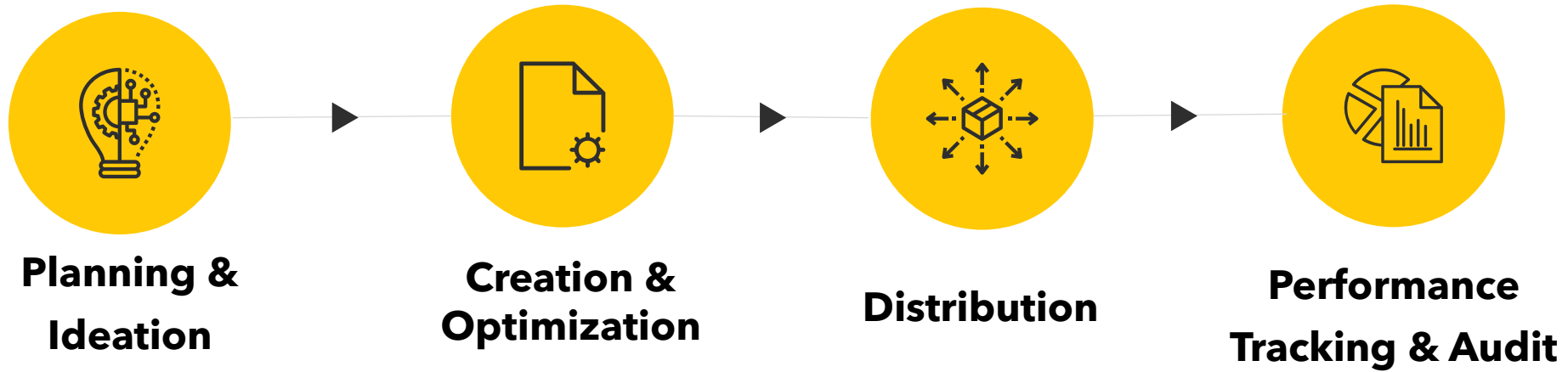
- Campaign Spend on 5 content items (3 images + 2 blogs): \$3,000
- Total Sales: \$20,000
- Content Impact & Attribution:
 - **Asset A: 30% (Twitter)** - Profitability Driver
 - **Asset B: 45% (Instagram)** - Profitability Driver
 - Asset C: 10% (Facebook) - Investment Waste
 - Blog A: 10% (website) - Investment Waste
 - Blog B: 0% (affiliate website) - Investment Waste



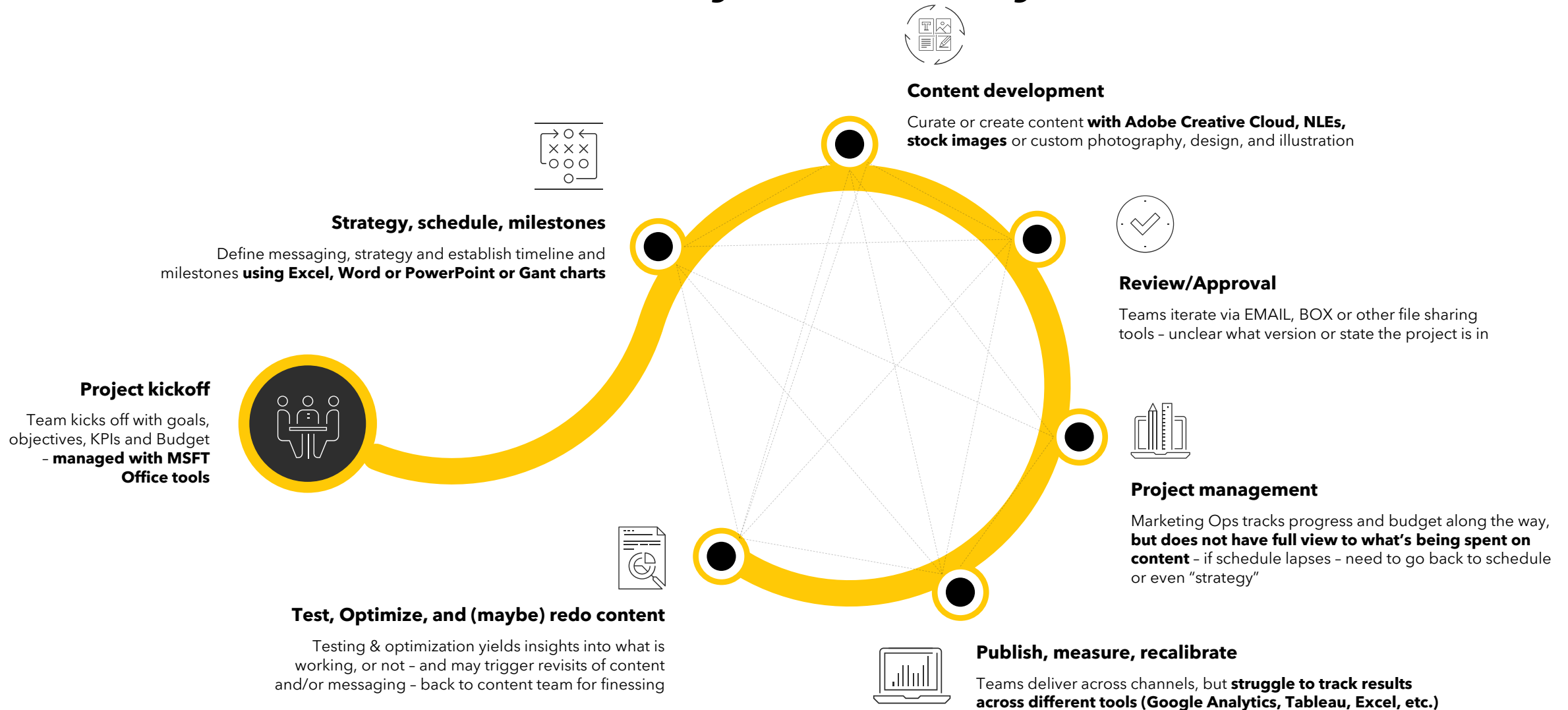
ROI Measurement Challenges - "The Five Whys"



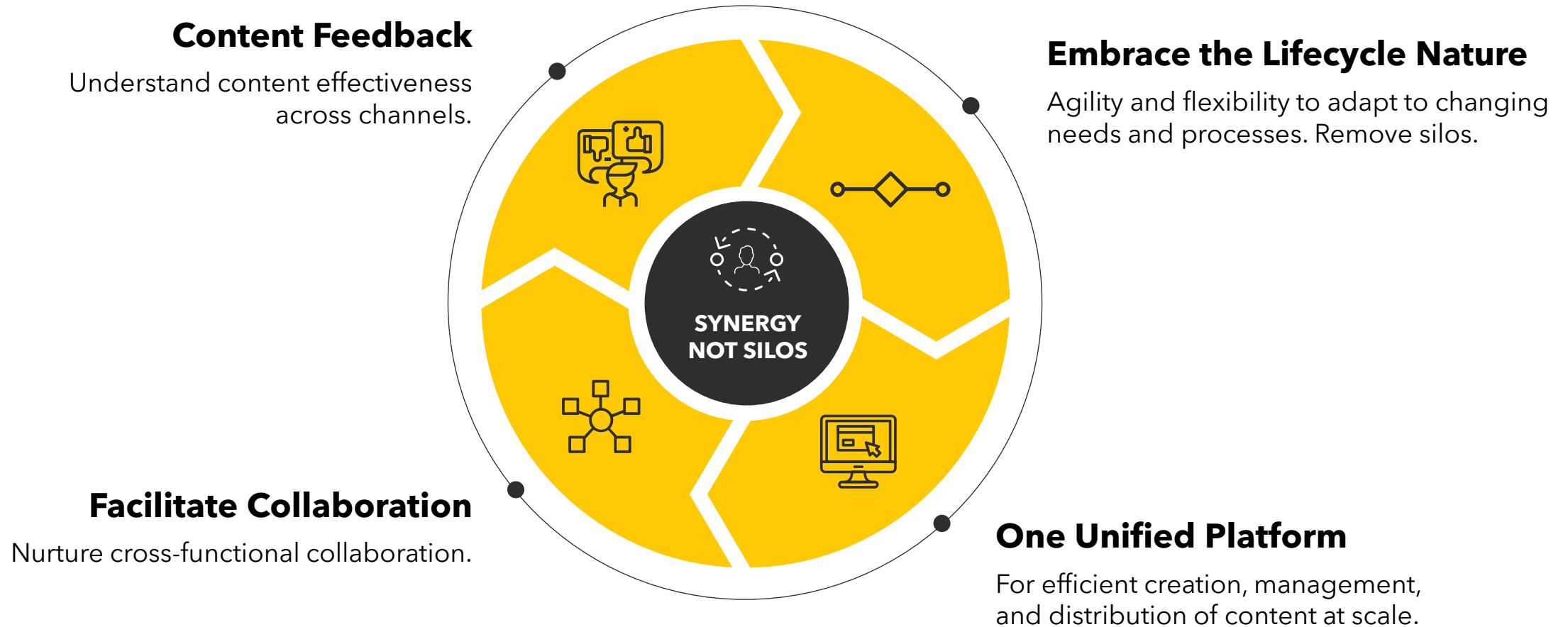
Production Cost: Content Lifecycle in Theory



Production Cost: Content Lifecycle in Reality

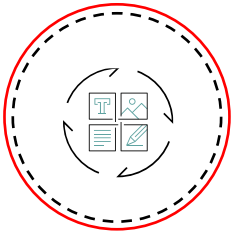


Production Cost: Single Unified Platform



Sitecore Content Hub™ Components

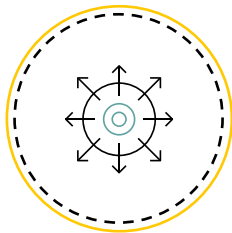
Sitecore DAM™ (Digital Asset Management)



Simplify storage, management, distribution and control of digital assets

- Manage virtually all digital asset file types
- Reduce time to tag, locate, use, and share assets
- Machine learning helps tag your content
- Preview images, videos, layouts, and other file types in context
- Reduce risk by enforcing DRM

Sitecore MRM™ (Marketing Resource Management)



Manage, budget, and control every phase of a marketing project

- Plan and execute campaigns across channels, markets and brands
- Steer teams to achieve key production targets on time with intuitive collaboration, review and approval tools

Sitecore CMP™ (Content Marketing Platform)



Streamline content strategizing, planning, creation, and publication

- Effectively plan, manage, and collaborate on content strategy
- Streamline production by orchestrating many simultaneous task streams of different content stakeholders
- Optimize content usage and distribution to target audiences across channels
- Elevate visibility and governance

Sitecore PCM (Product Content Management)



Stay on top of all your product content for ecommerce and other downstream apps

- Centralize and automate the management and maintenance of all product-related content (assets, descriptions, SKUs...)
- Create relationships with all relevant objects

Sitecore W2P (Web-to-Print)

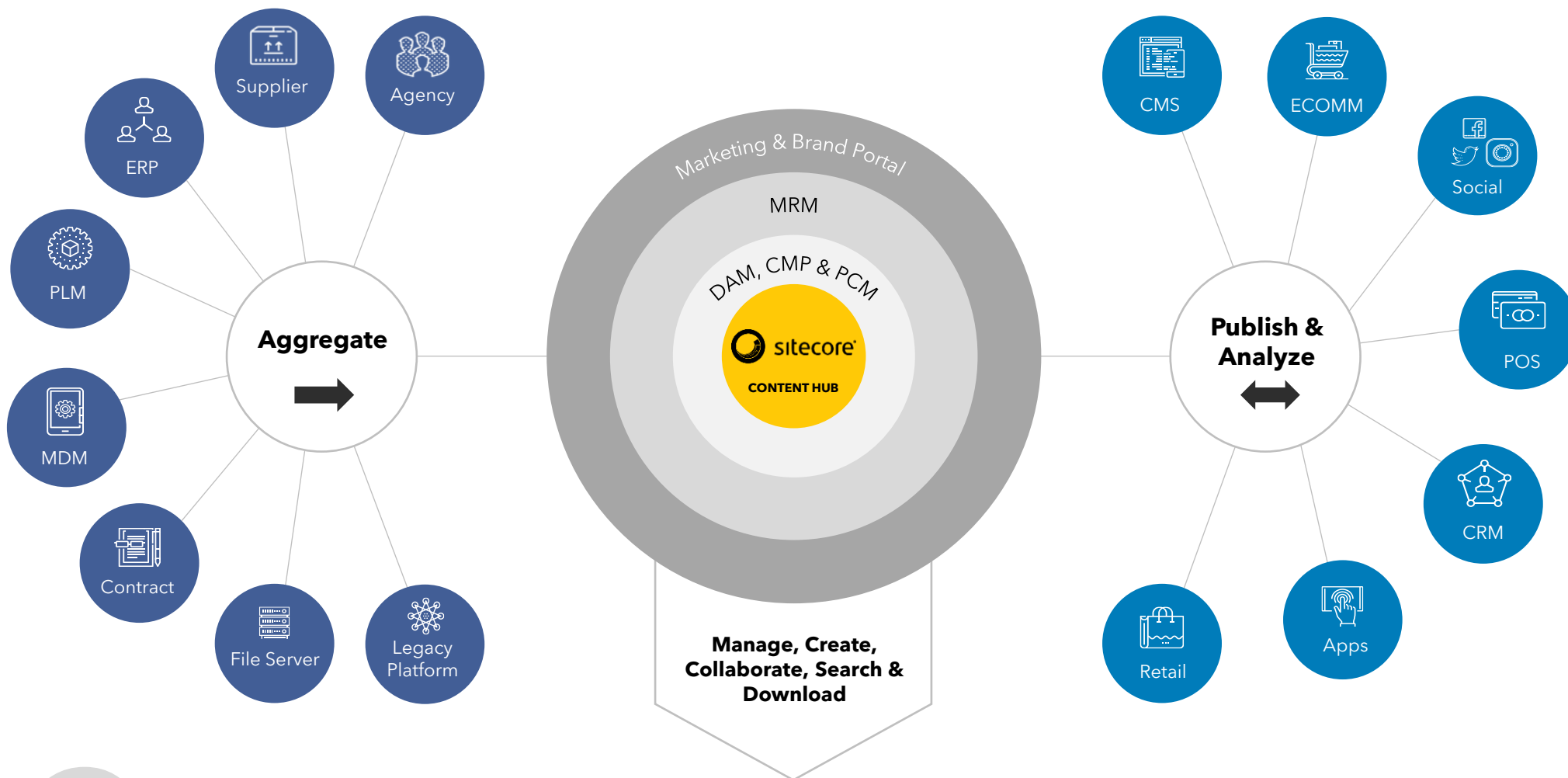


Allow users to self-serve and automate collateral creation

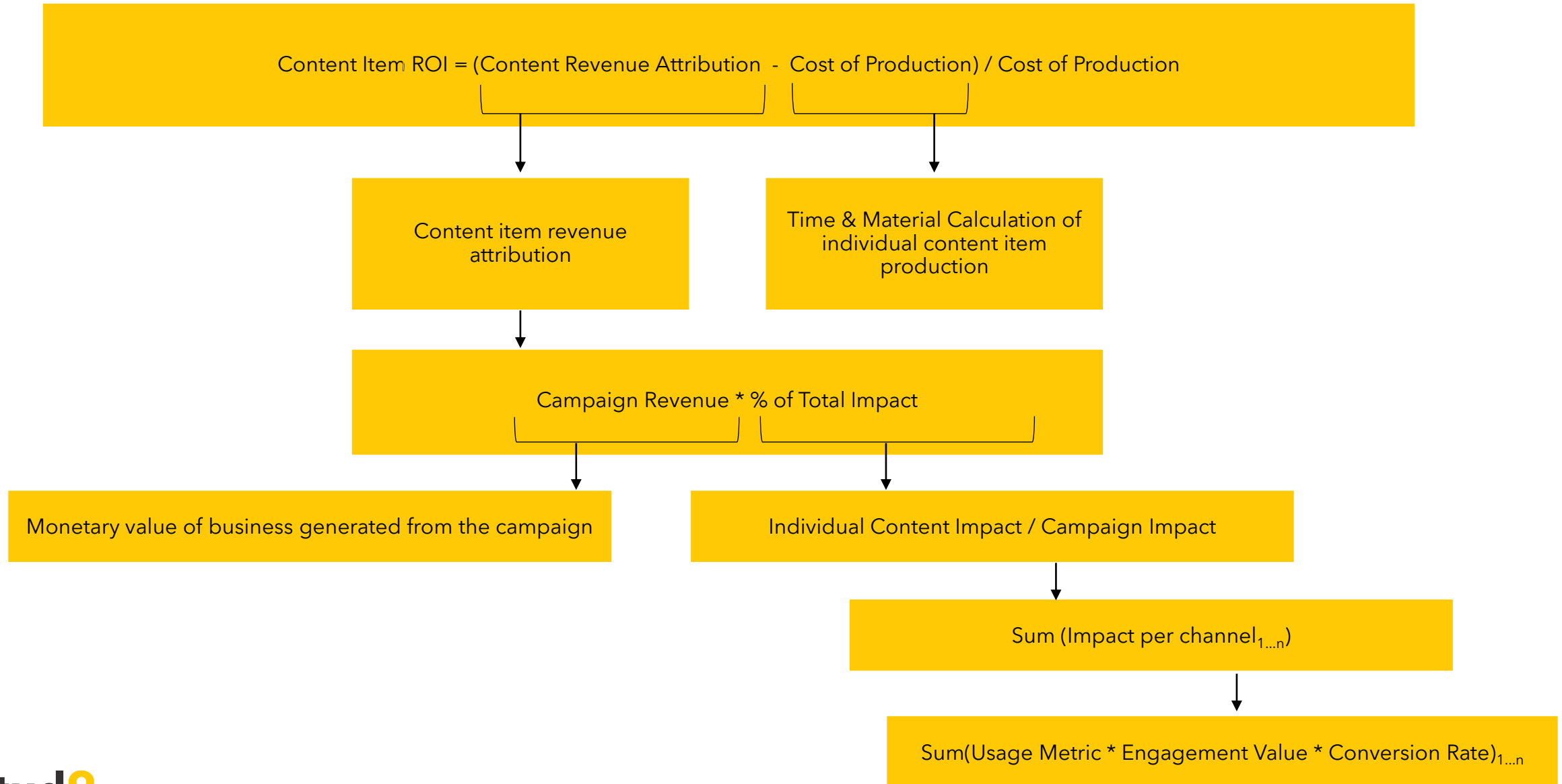
- Generate custom printable product sheets using all available content
- Enforce brand guidelines even outside the organization

Sitecore Content Hub™

Enabling Enterprises to own the entire content management and delivery lifecycle from plan to publish across all channels, greatly expanding market reach and footprint

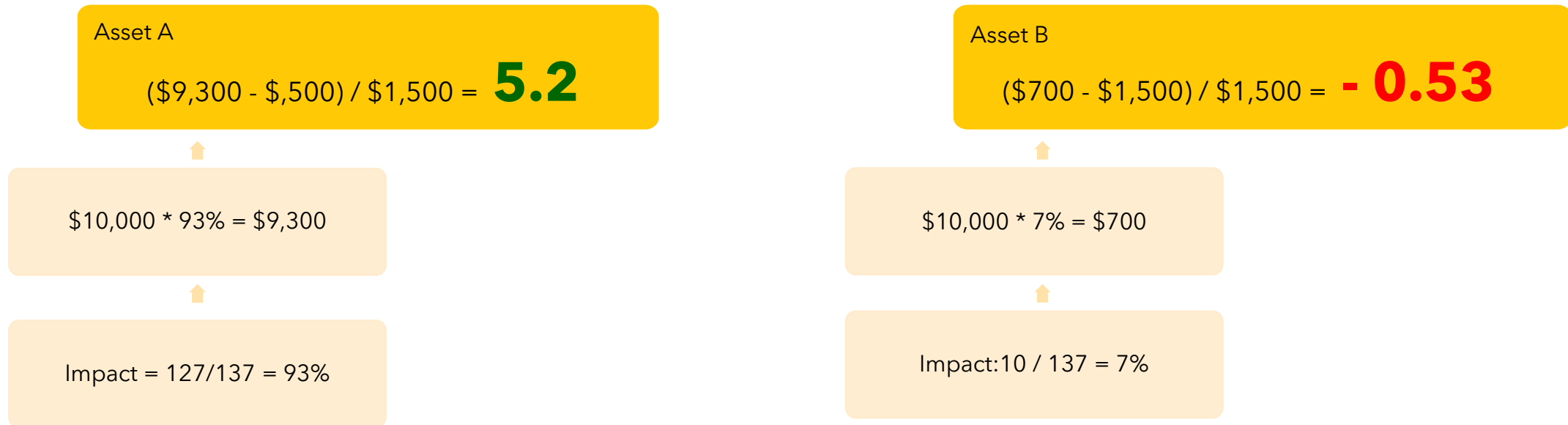


ROI Calculation: Individual Content Item ROI



Content ROI Calculation Example

- Production Cost Per Asset: \$1,500 (total budget: \$3,000)
- Total Campaign Revenue: \$10,000
- Total Accumulated Impact Score of the campaign content: 137 points
- Asset A Impact Score: 127
- Asset B Impact Score: 10





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Thank you!

