

Enterprise Content: An Asset Worthy of Investment

Uncovering the hidden value of content

Everyone knows that content quality is important.

And more than 90 percent of B2B content professionals confirm that content is a major business asset. But it's one thing to realize content is important, and another to quantitatively define its value to your organization. Your enterprise has lots of people who spend time and money creating content — often alongside their primary roles.

The consequences of not understanding how to improve the ROI of your enterprise content leads to people putting in effort where it creates the least amount of business value. Content also loses its ROI quickly when it's slow to publish and if it's hard to find, share, or repurpose. In fact, IDC data shows that this kind of content chaos costs organizations with over 1,000 employees approximately \$2.5 million per year. Not only that, but the subsequent need to duplicate this disorganized content costs another \$5 million.

The first step to calculating the hidden value of your enterprise content is to understand the current costs associated with producing it. How many pages do you have and how much do you pay to create and maintain them? How important exactly is content quality?

And what are the costs and risks of content that fails to make the right impact?



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Boost the customer experience with revenue-winning content

Content is part of almost every touchpoint in the customer journey, and it's at the core of every customer experience. At Acrolinx, we've calculated that a typical Fortune 2000 company may have 30+ million visits per year to its website content. People, on average, spend about 23 minutes per visit, which means customers are interacting with content for 700+ million minutes per year. Those minutes make up the total annual customer experience with content.

The [Temkin Group](#) further reinforces the value of investing in customer experience. Companies that earn around \$1 billion annually can expect to earn, on average, an additional \$700 million within 3 years. For SaaS companies in particular, **they can expect to increase revenue by \$1 billion.**

Investing in customer experience has the potential to double your revenue within 36 months. On the other hand, [61% of customers](#) say they would switch to a new brand after one bad experience. Content is the conduit for every customer experience, so it's important to make sure it's fulfilling its potential.



30M+ visits x 23 minutes

700M+ minutes

Spent interacting with content per year



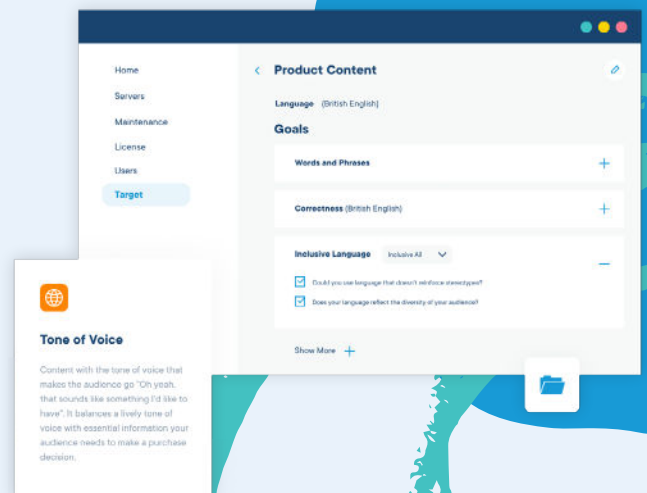
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Increase content ROI with Acrolinx

The best way to increase the value of your company's content-powered customer experience is to focus on the quality of the content itself. Acrolinx is an AI-powered content impact platform that helps Fortune 2000 brands meet the challenges of creating content at massive scale. It aligns content to your brand standards and target audience across several goals, including clarity, consistency, inclusive language, words and phrases, and tone of voice. With a combination of enterprise-level authoring assistance, automated quality gates, and analytics, Acrolinx increases your content's value over time.



Content impact platforms like Acrolinx detect content issues that get in the way of meeting your business objectives:

- Overused, underused, and misused keywords
- Technical terminology problems
- Branding violations
- Safety or compliance issues arising from inconsistent or obsolete terminology
- Spelling and grammatical errors
- Overly long or complicated sentences
- Non-inclusive language that might be discriminatory or culturally inappropriate
- Style violations like passive voice and incorrect use of pronouns
- Tone of voice that's not right for your audience and overused jargon
- Clarity and consistency issues that make translation more difficult and expensive

The result of using Acrolinx?

- ✓ Greater content impact that lasts longer than a trend, campaign, release, or season.
- ✓ Content that's as great at building customer relationships as you are, and keeping them.
- ✓ More valuable content for the same resources or less.
- ✓ And the list goes on!

The Acrolinx Value

Acrolinx customers like IBM, Microsoft, HSBC, Humana, Nutanix, Siemens Healthineers, and more are seeing powerful results from our content impact software. Here's a sample:



90%
fewer content
errors



25%
more satisfied
customers



5X
greater customer
engagement



20%
higher savings
on translation

By bringing guided writing assistance to the environments where writers create content, you eliminate them having to research the correct style, brand guidelines, and compliant terminology. This not only saves them time but it also increases their velocity. In the aggregate, **Acrolinx customers report a 90% reduction in time spent reviewing content and a 2.4 times increase in content creation velocity.**

For example

One of our largest manufacturing customers checks **more than 300 documents — the equivalent of about 2 million words —** every month with Acrolinx.

A human copy editor might read 2,000 words per hour, which is **320,000 hours a month** by comparison.

You would need **more than 6 copy editors** to check that same volume of content.

What to do with all that added efficiency? You can either choose to take the associated cost savings directly, or reinvest them into improving your content operation even more with:

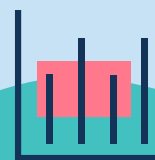
- ✓ Greater bandwidth to produce more content
- ✓ More time to focus on content campaigns
- ✓ Better knowledge sharing across the enterprise
- ✓ Content translated into more languages



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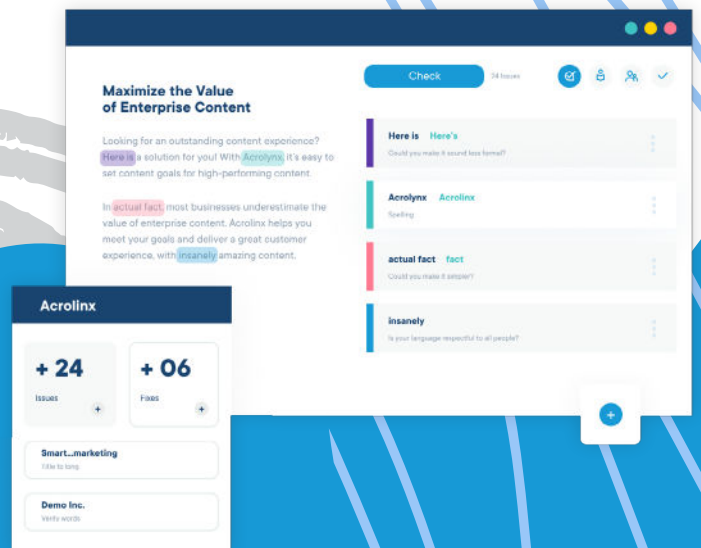
You'll also be able to extend your content strategy to include more strategic elements like:

- ✓ Developing content to achieve a new business goal
- ✓ Adding a new content distribution channel
- ✓ Adding a new content type
- ✓ Refreshing your current messaging and brand voice
- ✓ Focusing on SEO initiatives

Achieve Total Content Confidence

As you focus on improving the value of your content – and keeping it strong – you might start by giving your writers a tool that finds spelling and grammar mistakes in their content. But that would be short-sighted because content that delivers real business impact needs to be more than just grammatically sound.

You also need content that's aligned with your company's brand voice, approved messaging, and other style standards, while also seeing analytics that explain how your content quality affects its performance. The only way to do that well – across your enterprise – is with content impact software from Acrolinx.



Want to learn more about
what Acrolinx can do for you?

Let's talk

acrolinx

Better Content. Faster.

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