

The Global Content Impact Index

Good vs. Great: How to Double (Yes, We Mean Double)
the Impact of Your Content Strategy



Content is critical to your business. It's the voice of your brand, it educates your prospects, and it fuels new sales and customer loyalty.

Unfortunately, most organizations don't understand the fundamental connection between the quality of their content and the impact it has on their business. As a result, they often squander thousands (and in some cases millions) of dollars creating and distributing mediocre content and are surprised when it doesn't deliver the desired outcomes.

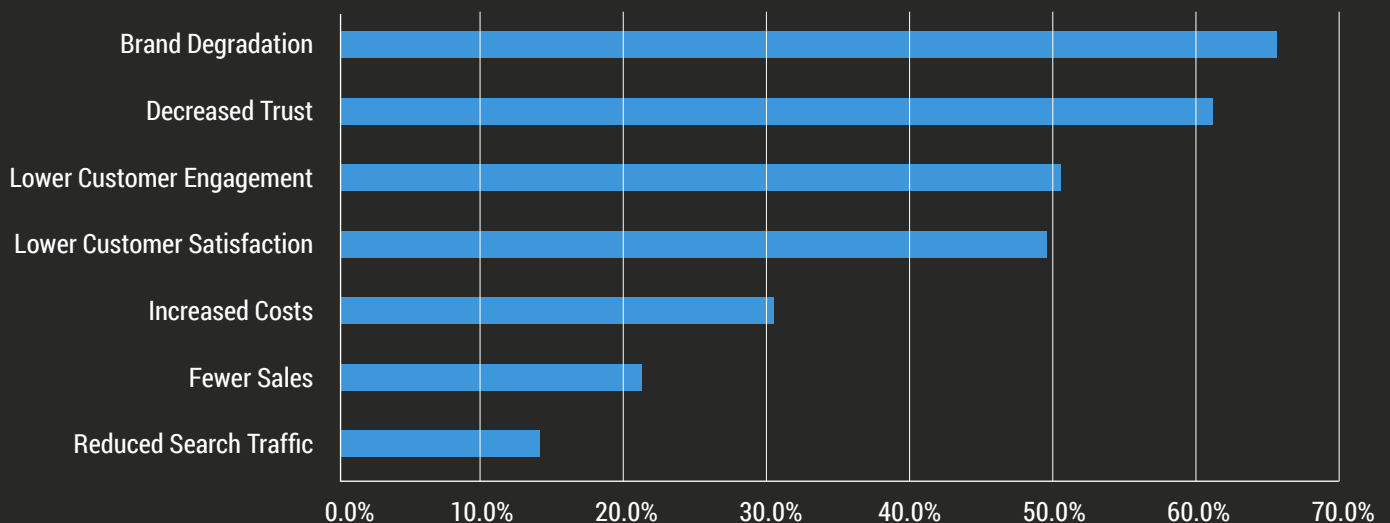
The purpose of this report is to provide hard data to help managers demonstrate how better content drives better business results. We're not talking about incremental improvements, but rather exponential gains in the core metrics that matter most to today's companies. We'll do so using the findings we obtained earlier this year after surveying hundreds of professionals around the country. As you'll see, the data we gathered supports one very clear finding: better content yields better business performance.

Understanding the importance of content quality is critical because it's the key to optimizing your content marketing program. Any organization that fails to appreciate how content quality can impact business results will be at a distinct disadvantage.

Better Content, Better Results

In February 2016, Acrolinx surveyed over 800 professionals around the world to better understand the impact of content quality. To do so, we started off by asking the participants to name what they believed to be the top three business implications of having poor-quality content. Here's what they said:

Impact of Poor-Quality Content



While virtually everyone agreed that publishing poor-quality content has negative implications for business, opinions varied about what those implications actually are. Brand degradation, decreased trust, and lower customer engagement were cited most often by our participants. Of course, perceptions alone don't make the case. Our next step was to try to quantify the impact that content quality can have on business metrics.

To do so, we segmented our survey participants into two groups, sending each a piece of marketing collateral for a fictitious company called Xtera. Although the content and messaging were virtually the same for both pieces of collateral, the quality of the writing varied. The piece of collateral that Group A received was of above-average quality (based on an Acrolinx Score), while the piece that Group B received was average. You can see the two pieces of collateral below.

A

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In addition to our fantastic software, we offer so much more. In fact, our outstanding customer support, complete online training, and competitive pricing are just some of the reasons why clients choose us.

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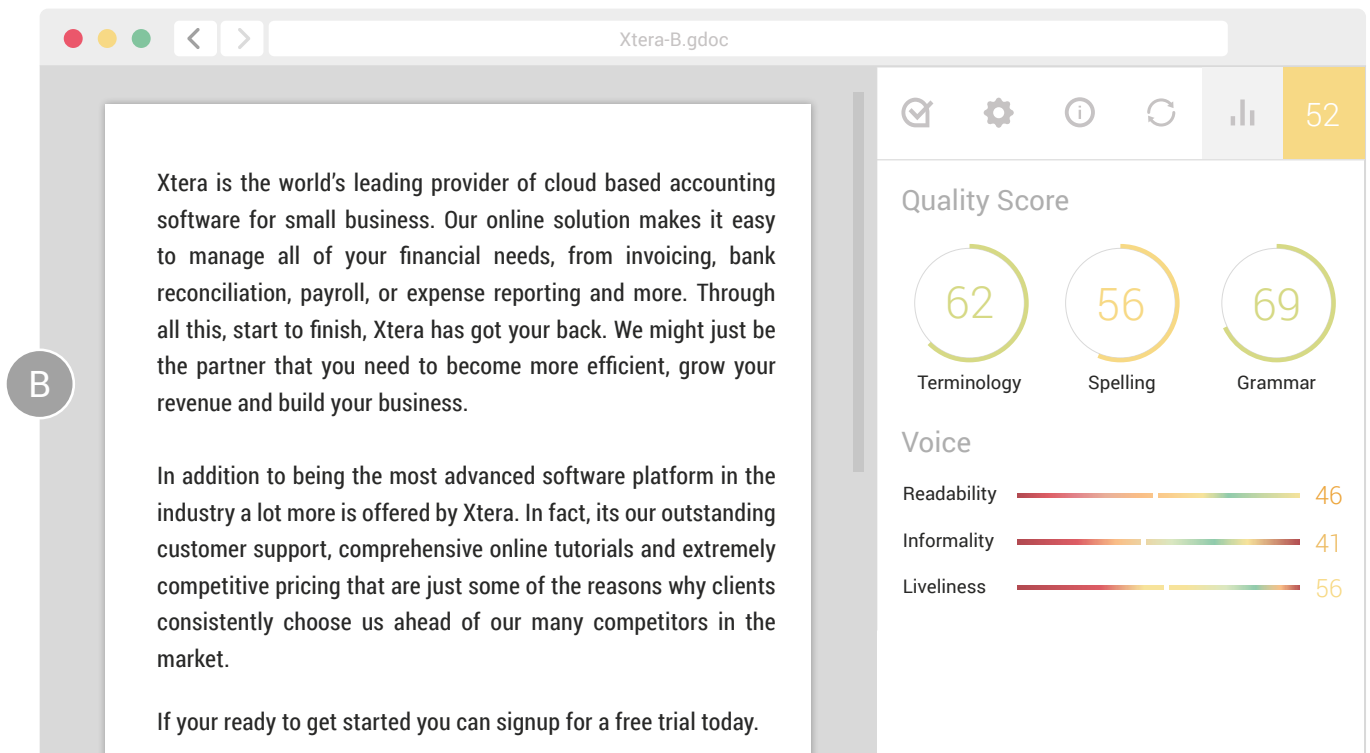
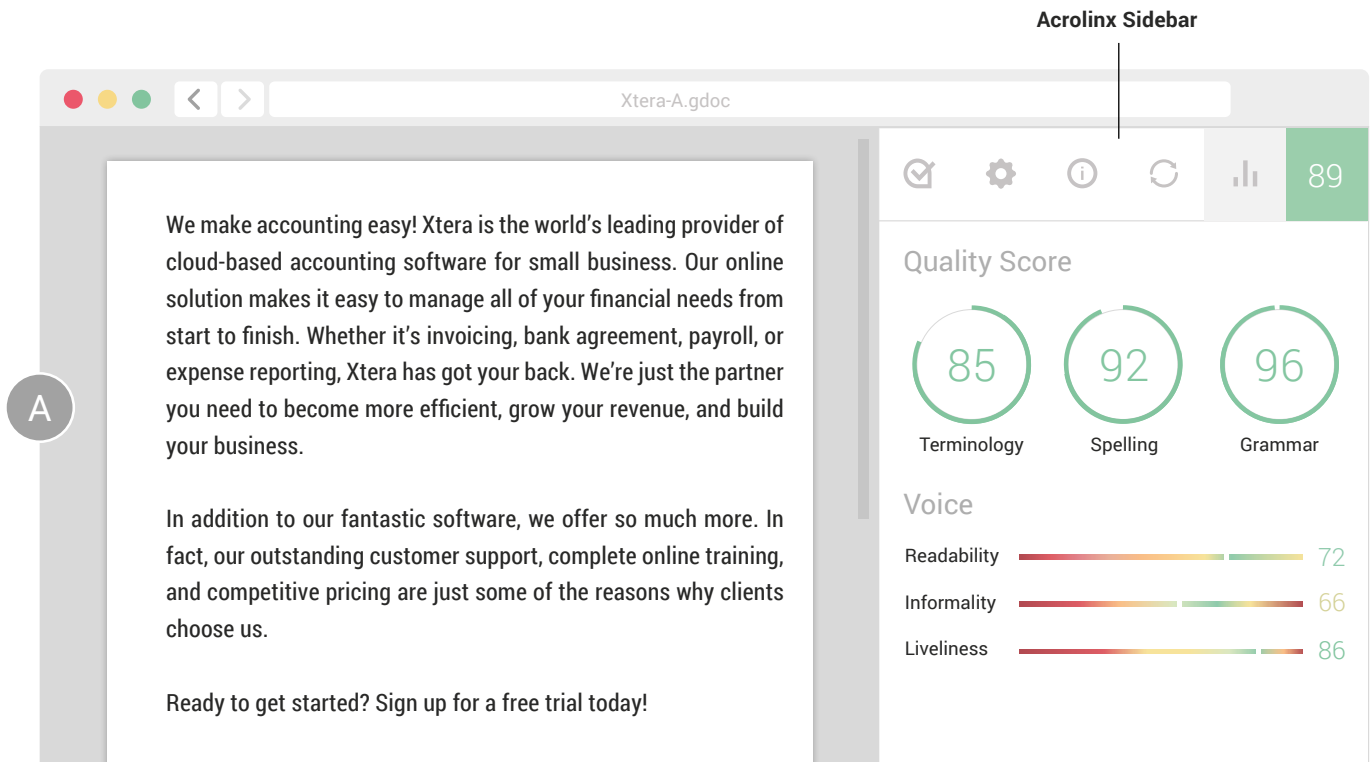
B

Xtera is the world's leading provider of cloud based accounting software for small business. Our online solution makes it easy to manage all of your financial needs, from invoicing, bank reconciliation, payroll, or expense reporting and more. Through all this, start to finish, Xtera has got your back. We might just be the partner that you need to become more efficient, grow your revenue and build your business.

In addition to being the most advanced software platform in the industry a lot more is offered by Xtera. In fact, its our outstanding customer support, comprehensive online tutorials and extremely competitive pricing that are just some of the reasons why clients consistently choose us ahead of our many competitors in the market.

If your ready to get started you can signup for a free trial today.

Next, we used Acrolinx Software to analyze and score the text. The Acrolinx Scores are shown below. For more information on how the Acrolinx Score works, please see the [Global Content Impact Index](#).

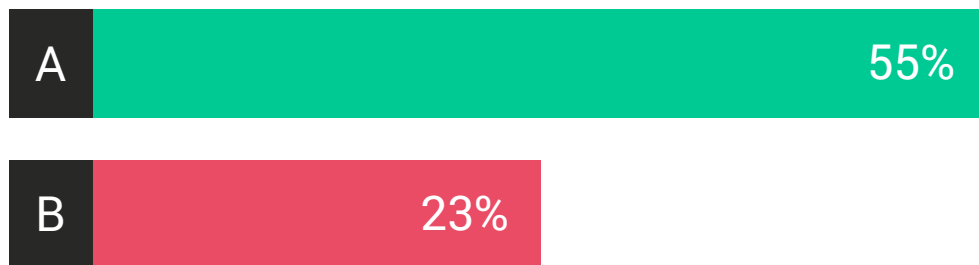


It's important to note that this was an independent blind study, where participants only saw one version of the content. After reviewing it, we asked them some questions, which led to some interesting results in three main areas.

Brand Perception

To quantify the connection between content quality and brand perception, we asked participants to rate their first impression of our fictitious company, Xtera, based on the content they read. Only 23 percent of the recipients who received the low-scoring content had a positive first impression of Xtera's brand. By contrast, nearly 60 percent of the respondents who received the high-scoring content did. By simply improving the quality of the content, we were able to increase positive brand perceptions by 139 percent — and that was using generic content for a random audience. Imagine the impact on content that's tuned for a very specific group of target customers.

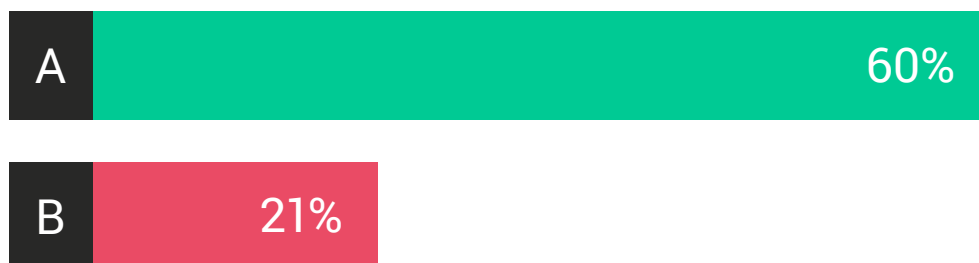
Do you have a positive impression of the company?
(Brand Trust)



Conversions

Next, we wanted to measure the correlation between content quality and conversion rates. To do so, we included a call to action in our sample marketing collateral, encouraging readers to sign up for a free trial. We then asked our survey participants how likely they would be to sign up based solely on the quality of the content they had read.

Would you click on the offer?
(Conversion)



We were fascinated to see that the people who had received the higher-quality content were 185 percent more likely to sign up for the free trial than those who had received the average-quality content. That's very significant considering how important increasing conversion rates is for generating and nurturing leads. What our findings show is that by improving the quality of your content, you can dramatically increase conversion rates.

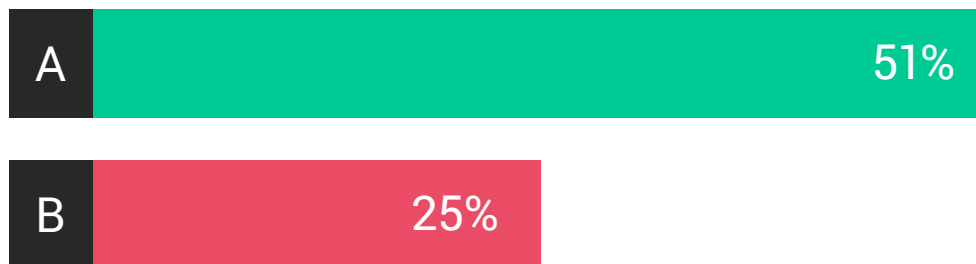
Intent to Purchase

The last thing we wanted to quantify was the correlation between content quality and intent to purchase. We asked the respondents to our survey how likely they would be to purchase from our fictitious company based solely on the quality of the content they had just read.

Amazingly, among the respondents who got the better content, intent to purchase was 104 percent higher than

among the respondents who received the average content. This is perhaps the most compelling insight we gleaned from our research because it draws a clear connection between content quality and increased sales.

Would you buy from this company? (Purchase Intent)



The Road to Better Content Marketing Begins With Better Content

Based on these findings, it's clear that even small changes in content quality can yield significant improvements to business results. We saw meaningful differences in brand perception, conversion rates, and intent to purchase between people who received good content and those who received great content.

For us, the takeaway is clear. Content quality matters more than most of us realize, and to truly optimize our content marketing programs, we must first focus in on creating higher-quality content. In our view, and based on the data we've shared, it's the key to maximizing the return on the considerable investment that many organizations are already making into content.

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