

Predictive Content Analytics Overview

Use content analytics to gain further insights into your existing content, learn (based on AI and Predictive algorithms) what content works for your audiences, and increase ROI from your marketing efforts.



Note

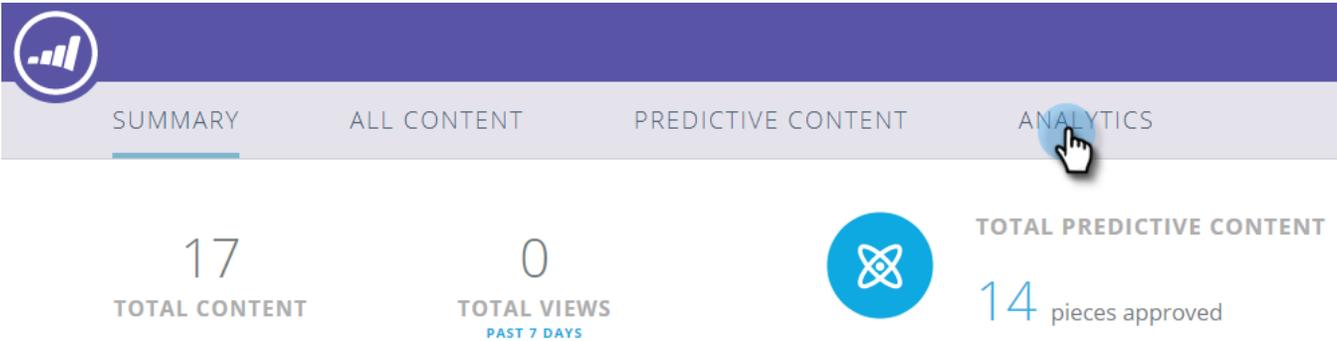
The Analytics tab and content analytics features are available exclusively with Marketo Predictive Content.

What's in this article?

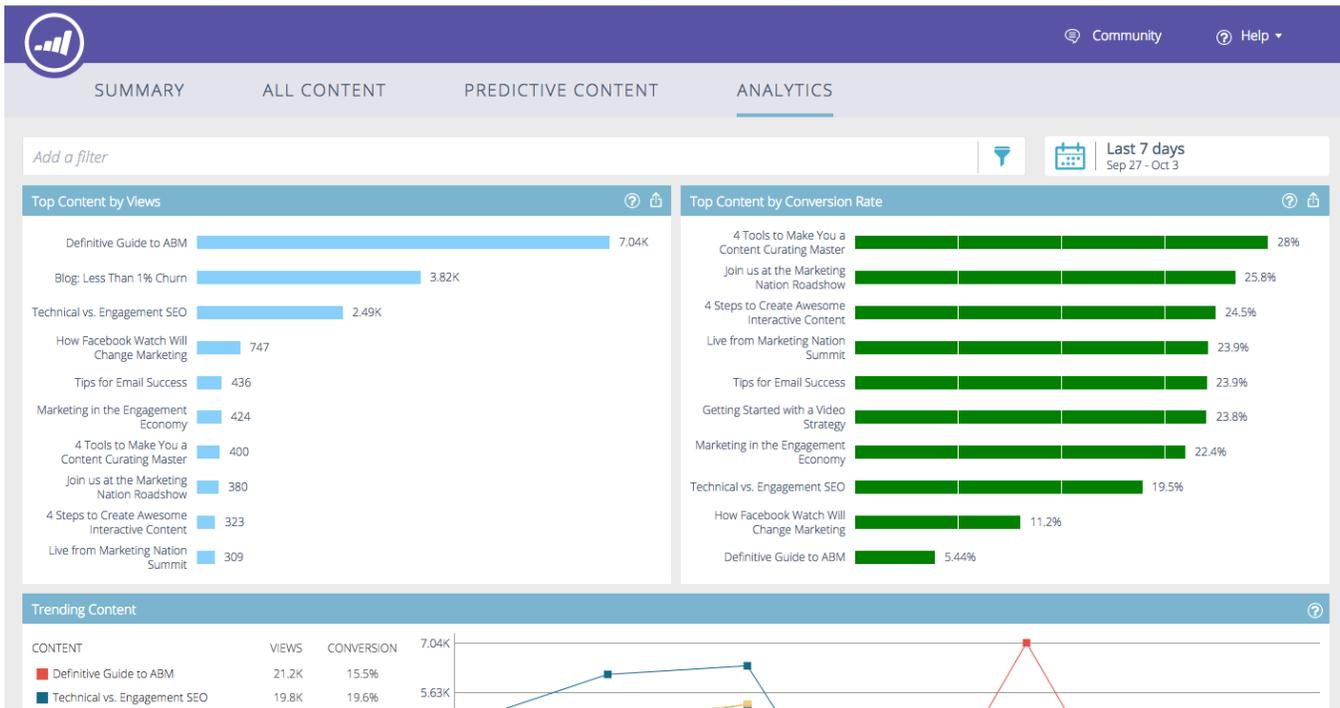
- Overview
- Top Content by Views
- Top Content by Conversion Rate
- Trending Content
- Suggested Content
- Content

Overview

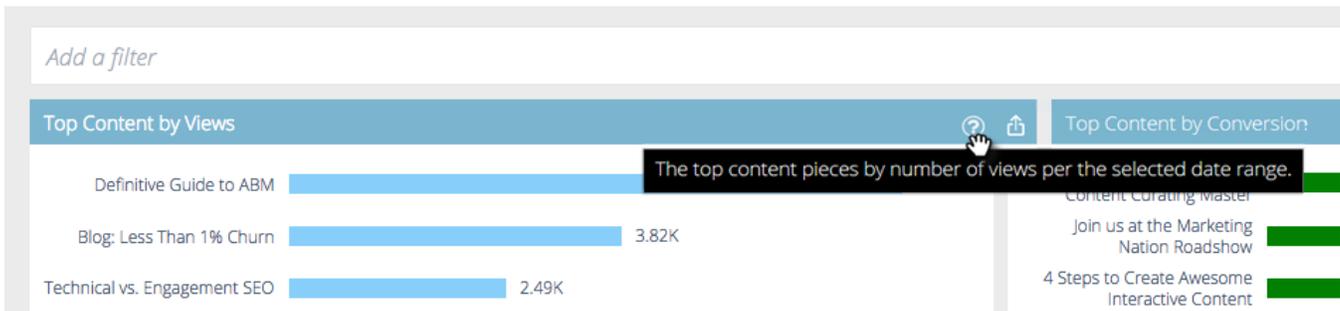
On the Summary page, click **Analytics**.



Analytics comprises several sections: Top Content by Views, Top Content by Conversion Rate, Trending Content, Suggested Content, and Content.



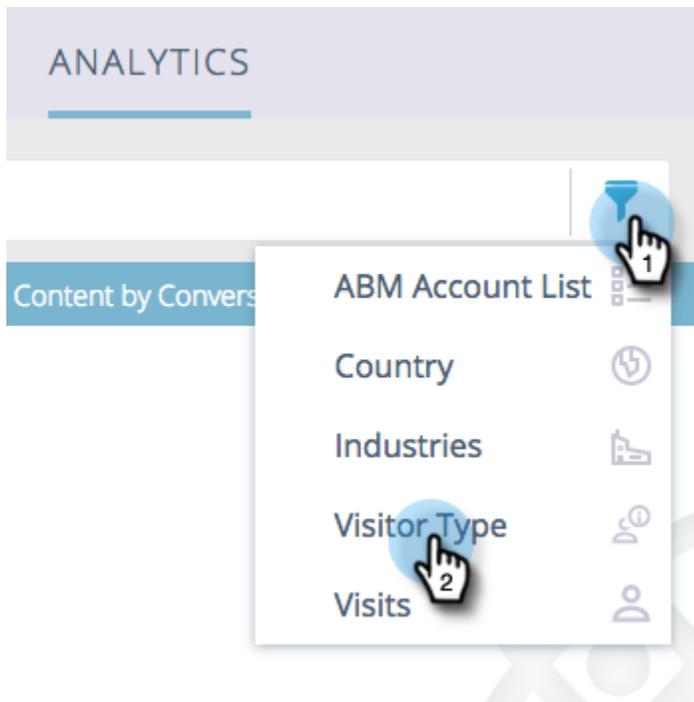
Hover over the question mark in any section header for additional details.



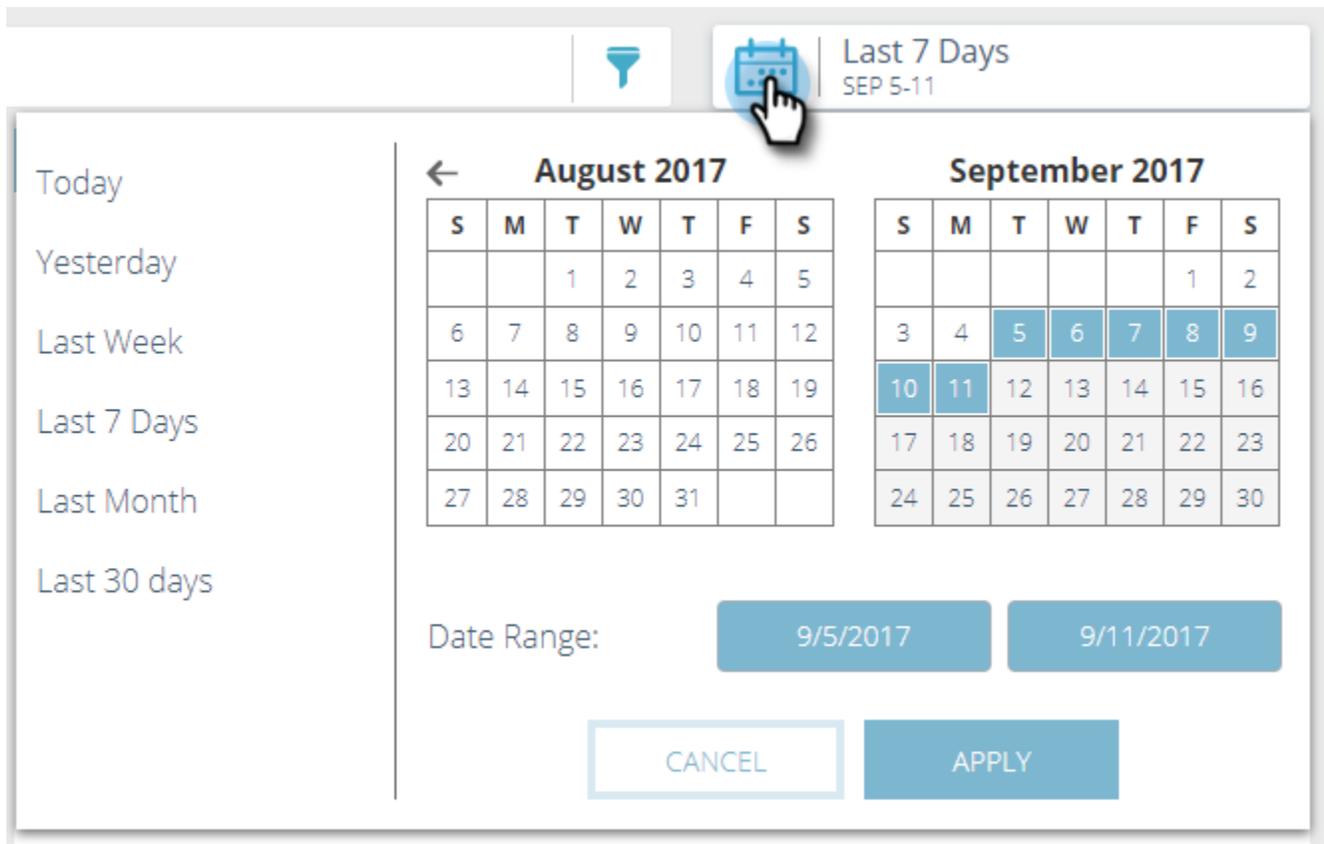
Click the export button to export that section's results via Excel.



You can filter results by various attributes/properties (e.g. ABM Account List, Country, etc.).

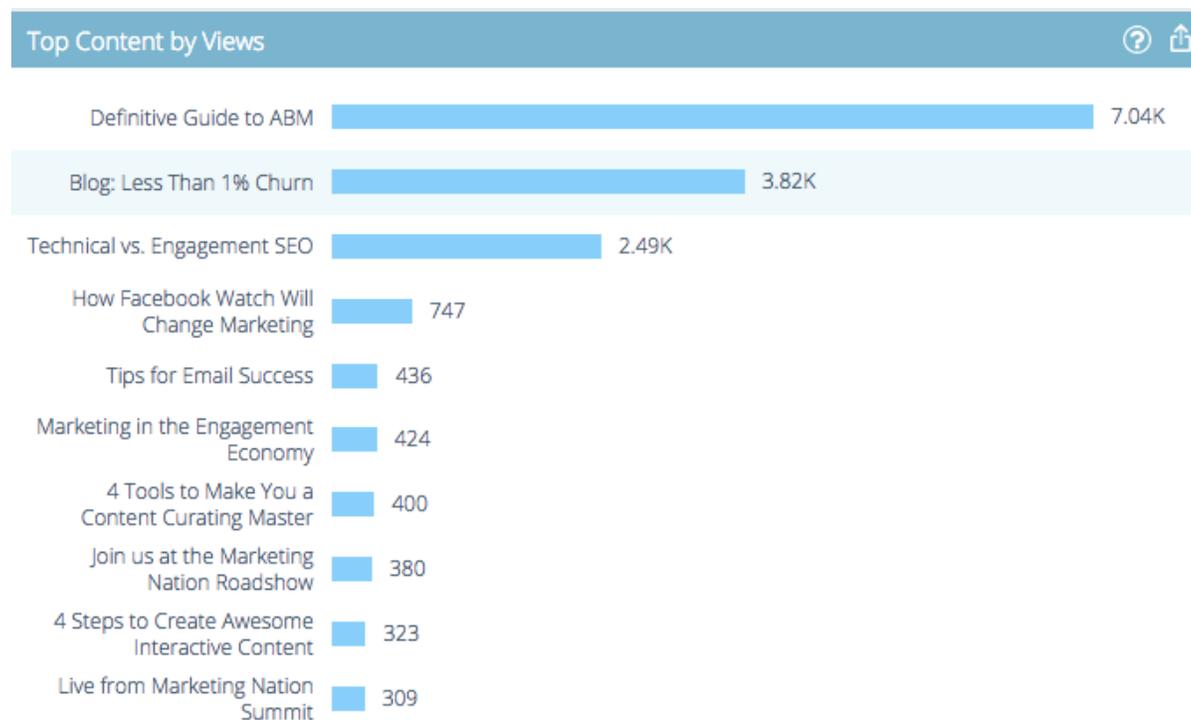


Click the calendar icon to change the dates of the reflected data. Choose a preset amount of time, or a specific date range.



Top Content by Views

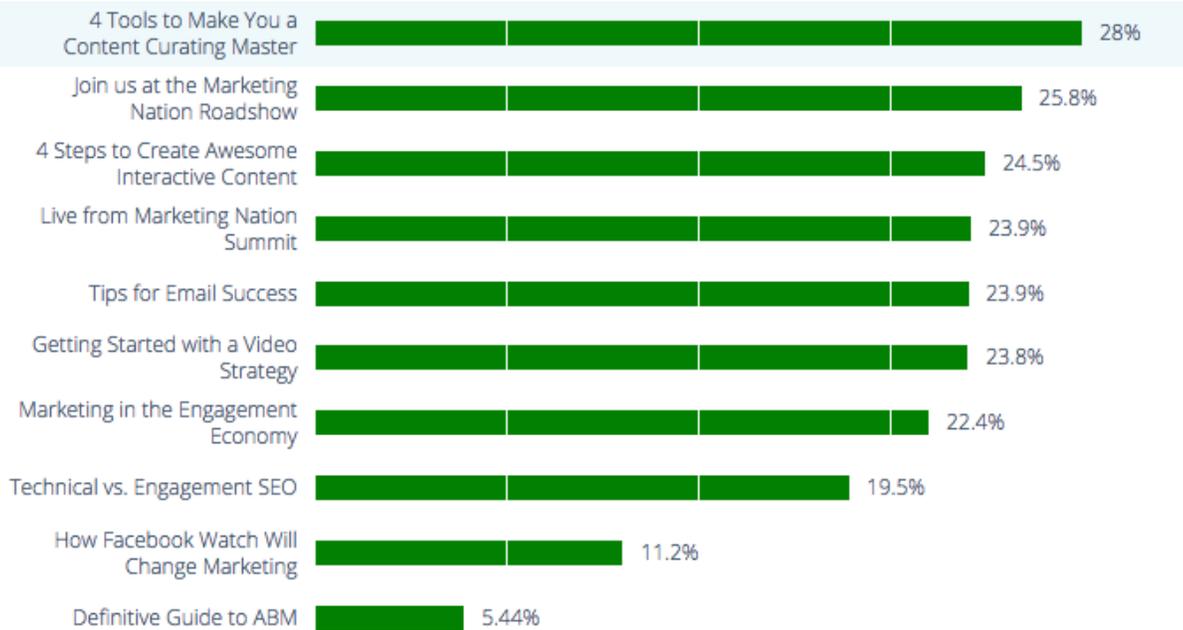
Displays the top content pieces by number of views per the selected date range.



Top Content by Conversion Rate

Displays the top converting content by conversion rate for the selected date range.

Top Content by Conversion Rate



Definition

Conversion Rate: A percentage calculated by direct conversions divided by clicks.

Trending Content

Displays a content piece's surge in popularity by looking at the last two-week increase in views compared to the same previous period.

Trending Content



Suggested Content

Displays content we suggest you promote in your Marketing Activities based on the filter you defined.

Suggested Content



Definitive Guide to ABM



Technical vs. Engagement SEO

Hover over an image in Suggested Content to reveal available options.



Definitive Guide to ABM



Explanation

See those icons at the bottom? Left to right they are: View Content, Export to CSV, Approve Content.

Content

Content	Views	Conversion Rate	Top Locations
 Definitive Guide to ABM	7.04K	5%	United States South Africa Belgium
 4 Tools to Make You a Content Curating Master	400	28%	United States Japan Canada
 How Facebook Watch Will Change Marketing	747	11%	United States Belgium South Africa
 Tips for Email Success	436	24%	United States Japan South Africa
 Join us at the Marketing Nation Roadshow	380	26%	United States Malaysia Philippines

Search for the desired content piece and click it to see additional details, including: the visitors viewing it, new versus returning, known and anonymous, the top locations the visitors came from when viewing the content, and the top inferred industries they come from.

How Facebook Watch Will Change Marketing



Visitors

New	63%
Returning	37%
Known	49%
Anonymous	51%

Top Locations

United States	23%
Belgium	11%
South Africa	10%
Thailand	10%

Top Industries

Software	29%
Bus. Services	7%
Wholesale	7%
Energy	7%
Education	6%

SIMILAR CONTENT @



Tips for Email Success



Getting Started with a Video Strategy



Definitive Guide to ABM



Tips for Email Success

436

24%

United States
Japan
South Africa

Software
Finance
Bus. Services

65%

35%

58%

42%

Note

Similar content is based on the selected content piece and is calculated by an association rules algorithm. The results represent content pieces that visitors will most likely click, depending on the selected piece and past visitor behavior. It does not take the filter or date range into account.