

Understanding Predictive Content



Note

Depending on the purchase date, your Marketo subscription may include either Marketo Predictive Content or Content^{AI}. For those using Predictive Content, Marketo is enabling Content^{AI} Analytics features until April 30, 2018. To keep these features beyond that date, please contact your Marketo Customer Success Manager to upgrade to Marketo Content^{AI}.

After you [approve a title for predictive content](#), you work on it here.

















What's in this article?

[Filtering Content](#)

[Display Analytics by Date](#)

[View Table Data for Predictive Content](#)

The Predictive Content page displays all of the titles you have approved for predictive content.

Image and Name	Enabled By Source	Categories	Clicks	Conversion Rate	Assisted Conversion
<input type="checkbox"/>  Tips for Email Success	  		0	<div style="width: 0%;"></div>	0
<input type="checkbox"/>  Technical vs. Engagement SEO	  		0	<div style="width: 0%;"></div>	0
<input type="checkbox"/>  Target your key accounts with ABM	  	Guides	0	<div style="width: 0%;"></div>	0
<input type="checkbox"/>  Marketing in the Engagement Economy	  		0	<div style="width: 0%;"></div>	0

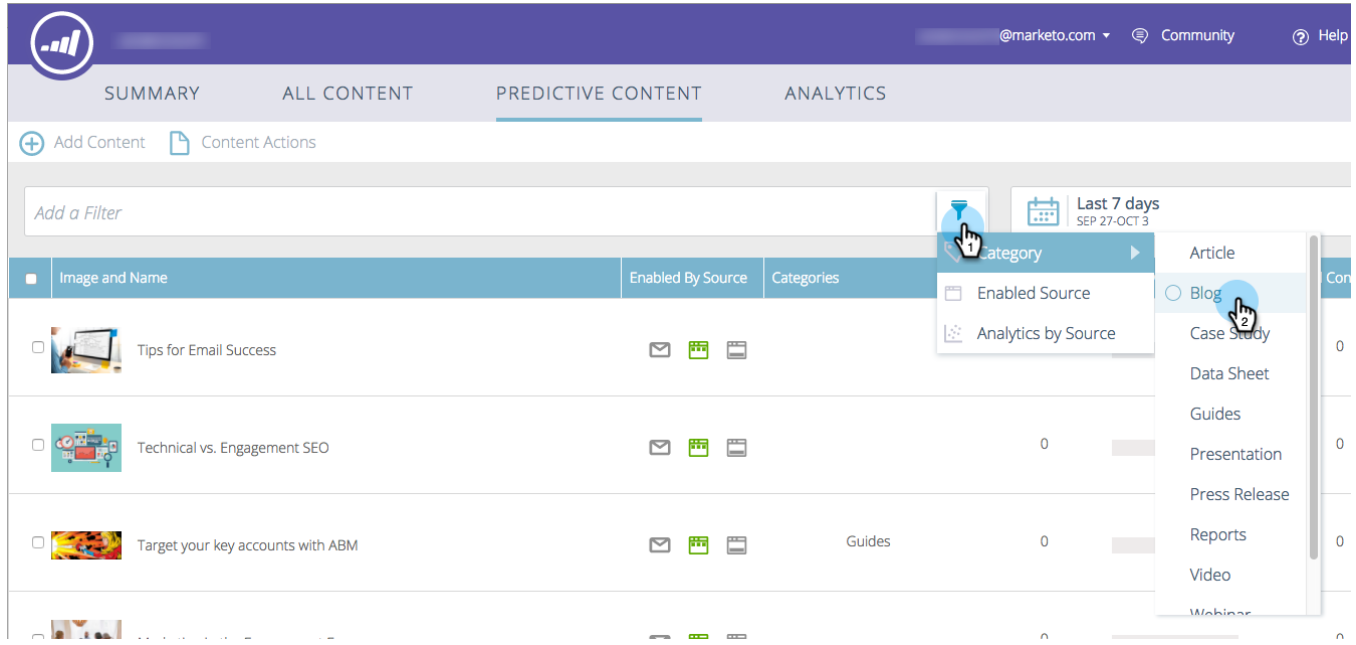
Page fields include:

- **Image and Title:** The name of the piece of content and selected image
- **Enabled by Source:** Shows if the title is approved for Rich Media, email, or the Recommendation Bar.
- **Categories:** Created by you and used to group your predictive outcomes for web or email
- **Clicks:** Total clicks on recommended content (including all sources)
- **Conversion Rate:** A percentage calculated by direct conversions divided by clicks. Hover to see additional data (see below)
- **Assisted Conversion:** Visitors who clicked on recommended content in a past visit and completed a form later

Filtering Content

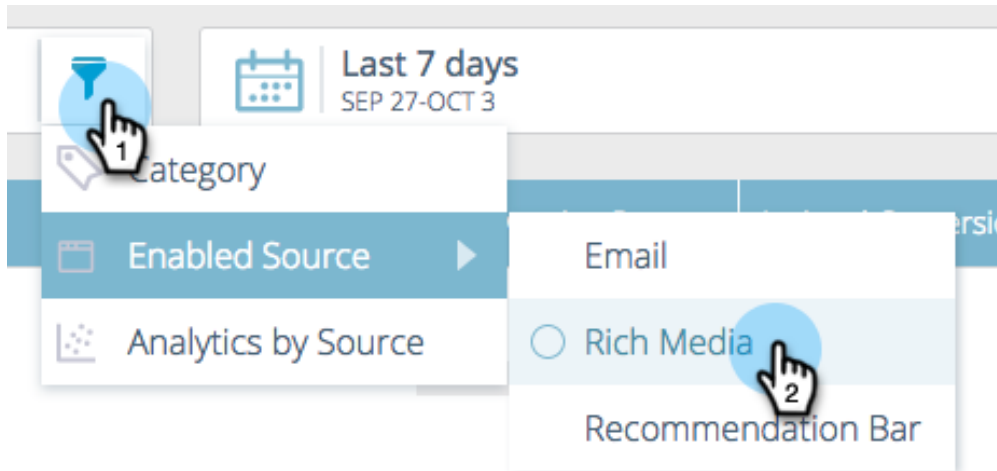
Category

You can filter content by categories you've created. Click the filter icon and under **Category**, select one or more content categories.



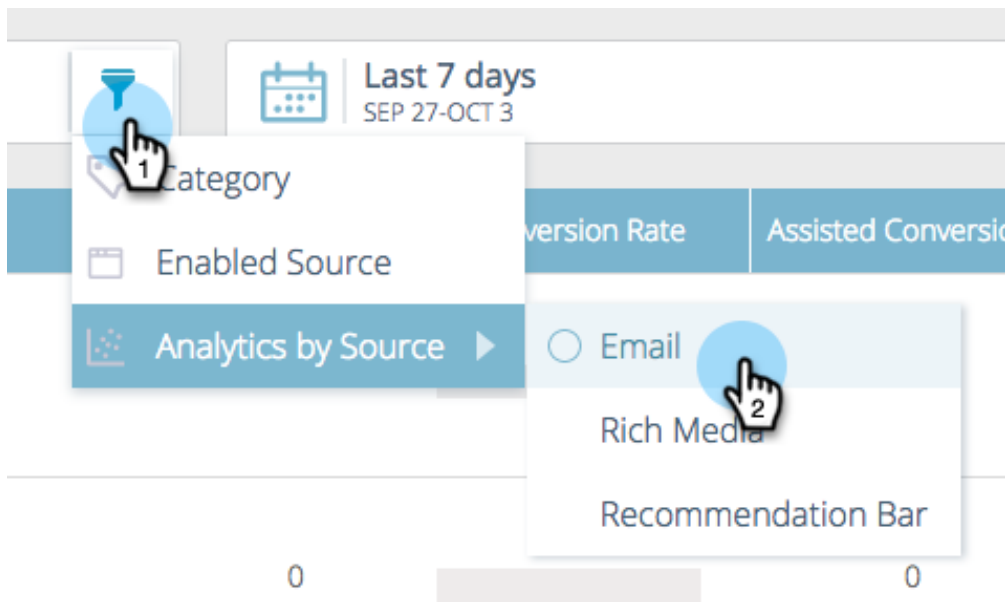
Enabled Source

Filter by each type of enabled content: Email, Rich Media, Recommendation Bar.



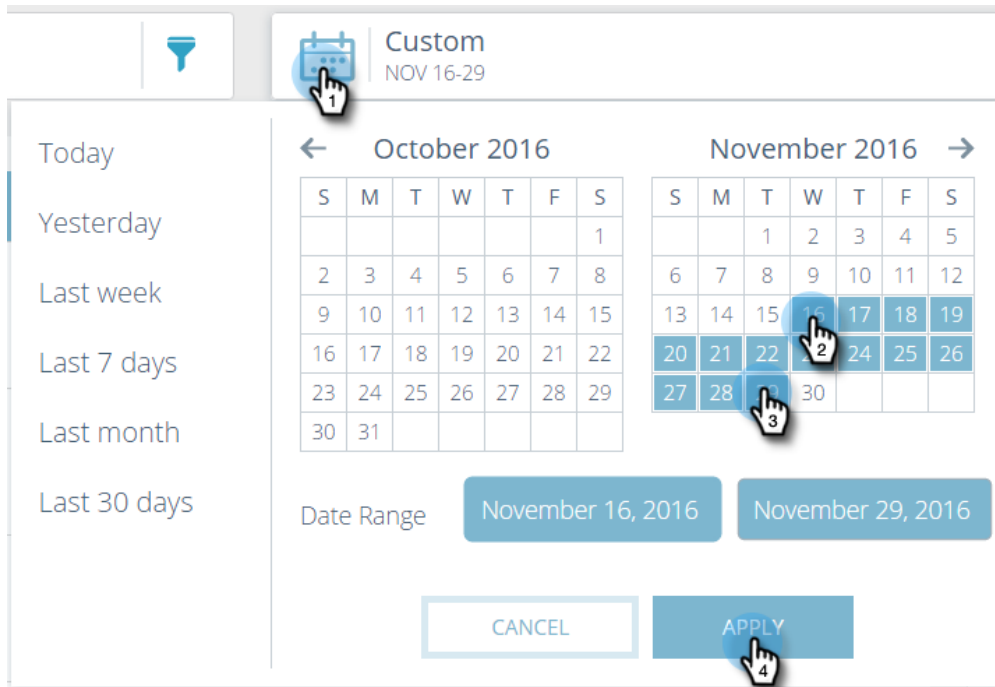
Analytics by Source

Filtering enabled content analytics gives you the ability to see how each source is performing.




Display Analytics by Date



To display predictive content analytics for a specific date or date range, click the calendar icon and make a selection from the left panel. Or, for a custom date range, select the start and end dates on the right (as shown). Click **Apply**.











View Table Data for Predictive Content

In the table, you can view which sources are enabled for predictive content, from left to right: Recommendation Bar, email, and Rich Media. Enabled sources are shown in green. You enable these when you [edit the content](#).


SUMMARY ALL CONTENT PREDICTIVE CONTENT ANALYTICS



 Add Content  Content Actions








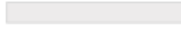
Add a Filter



Image and Name	Enabled By Source	Categories
<input type="checkbox"/>  Tips for Email Success	  	
<input type="checkbox"/>  Technical vs. Engagement SEO	  	

Hover over the bar in the Conversion Rate column to view conversion rate, direct conversion, and clicked data.

PREDICTIVE CONTENT

  Last 7 days 25-DEC 1

Enabled By Source	Categories	Clicked	Conversion Rate	Direct Conversion
  	Blog	23		0
  	Article	22		0

Conversion Rate 0%
 Direct Conversion 0
 Clicked 23

Definition

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

Direct Conversion: Visitors who clicked on recommended content and completed a form in the same visit

Clicked: Total clicks on recommended content (including all three sources)



Related Articles

- [Predictive Content](#)
- [Edit Predictive Content](#)

