

# Understanding Predictive Content



## Note

Depending on the purchase date, your Marketo subscription may include either Marketo Predictive Content or Content<sup>AI</sup>. For those using Predictive Content, Marketo is enabling Content<sup>AI</sup> 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<sup>AI</sup>.

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                   |

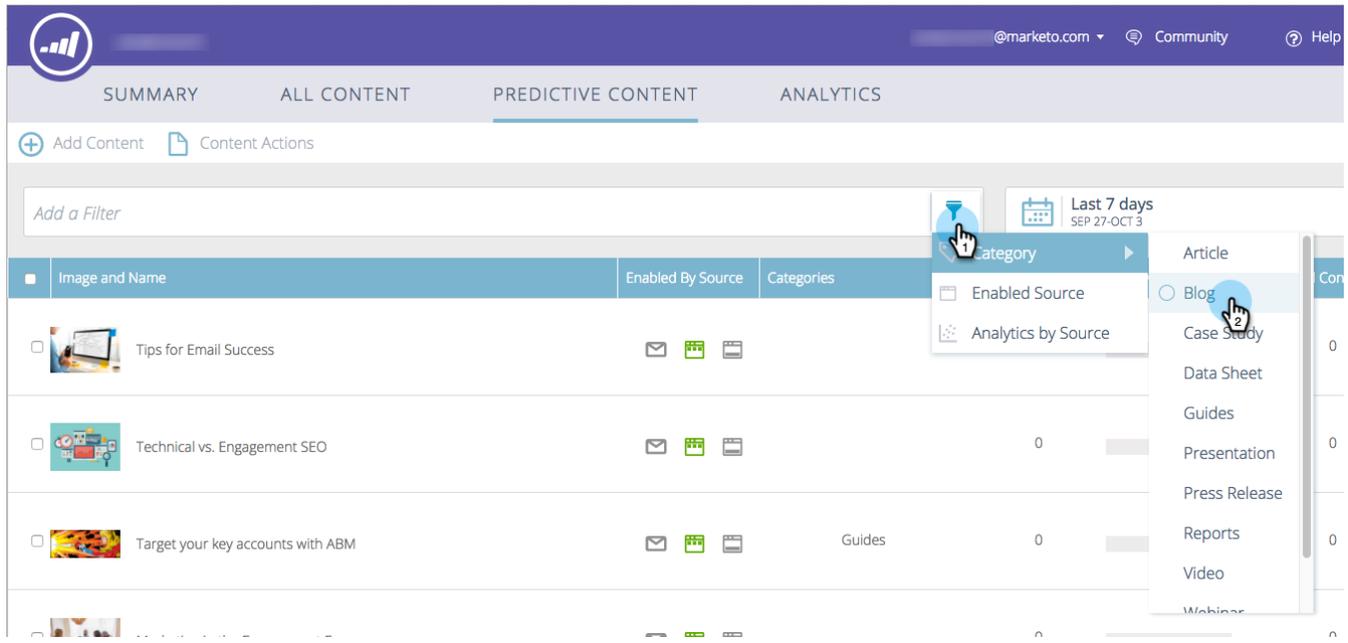
Page fields include:

- **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

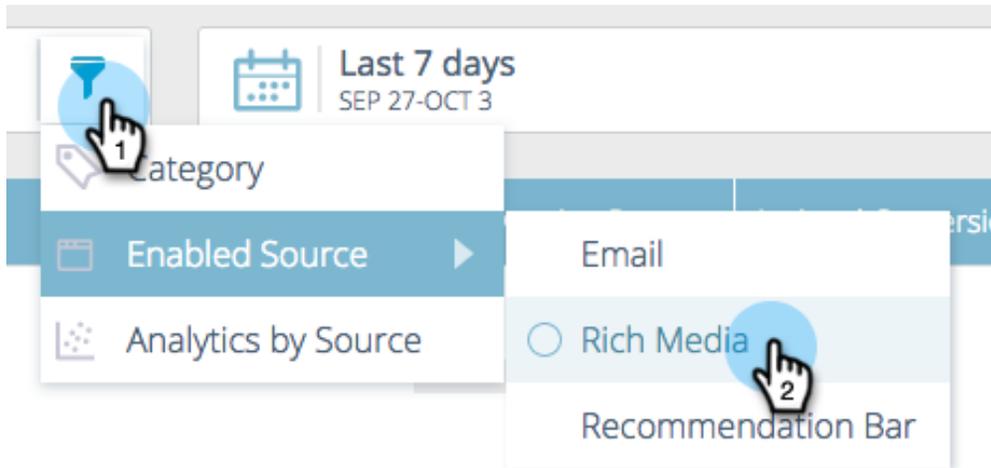
## Category

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



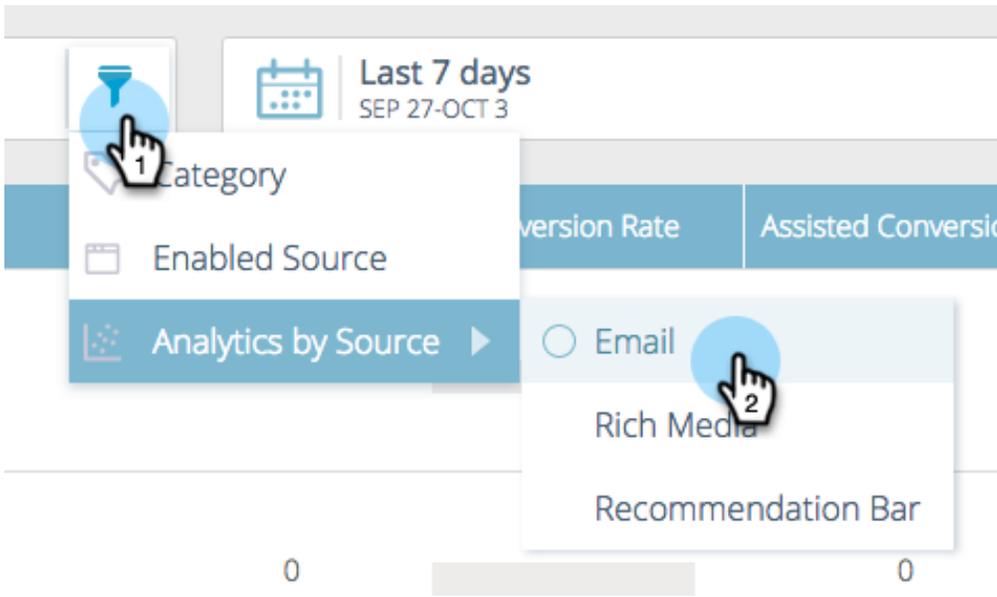
## Enabled Source

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



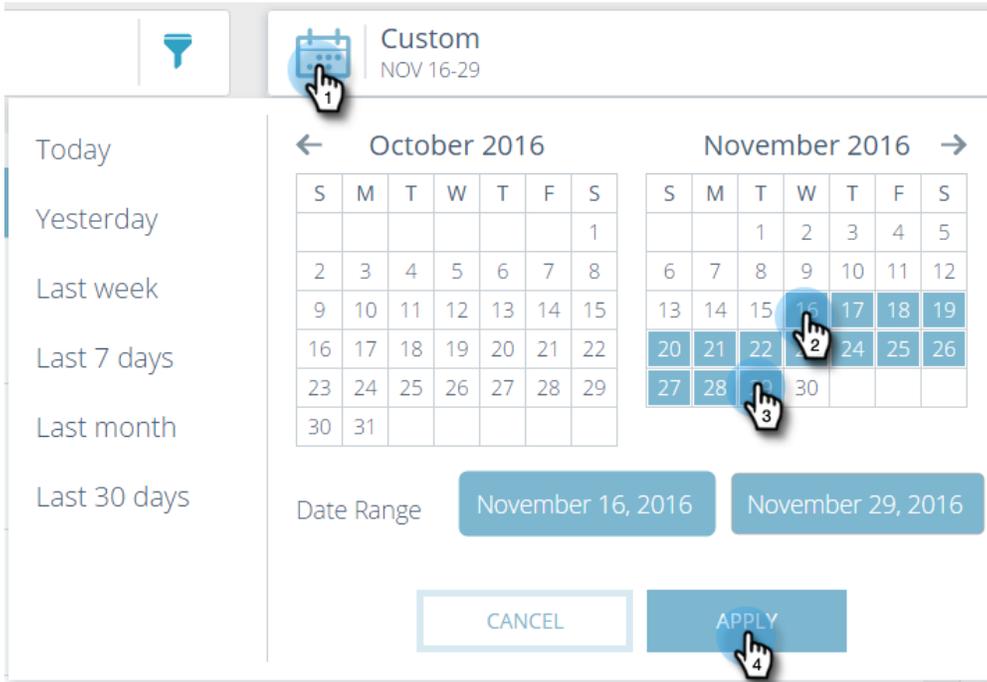
## Analytics by Source

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](#)

