



How a Division of Cox Communications Quadrupled Audience Engagement in One Year

In 2013, Cox Communication's Northeastern division began an innovative new series of content marketing campaigns. Their mission was to turn passive readers into dedicated consumers of CoxHub, a source for local sports, news, entertainment, food & drink across New England.

Before working with Contently, CoxHub published one paragraph stories to accompany their video content.

But they needed more high quality, multimedia focused feature editorial, with a quality mix of graphics, images and video. Cox turned to Contently, supplementing their team with high-quality contributors and taking advantage of proven content technology.

By doing so, they were able to publish almost twice the amount of content as the year before, and their audience engagement skyrocketed. Cox streamlined their editorial process and (using a combination of Contently talent and their own internal team) they produced 1,200 stories last year alone, earning them a highly engaged audience and a 50% improvement rate on conversion on premium events (pay-per-view or subscription).

“Contently provided Cox Communications with an editorial platform that allowed for a streamlined content creation process, as well as access to passionate writers who are not afraid to go the extra mile.”

— **JOHN PARRIS**, Director of Field/Channel Marketing at CoxCommunications Northeast

Challenge

In 2014, CoxHub needed a way to reach their local audience and drive new pay-per-view customers, but lacked an established editorial infrastructure. With little experience in the online space, CoxHub turned to Contently for its easy-to-use content platform, stable of quality contributing writers, and a data-driven approach.

Solution

Armed with a robust content creation platform and access to “passionate” contributors that are “not afraid to go the extra mile,” John Parris, Director of Field/Channel marketing at CoxHub, began to see immediate results. This led CoxHub to further leverage Contently’s analytics and distribution capabilities, which then reduced CPC and amplified audience engagement.

Results

1,200

stories produced
in 2014
(2x more than 2013)

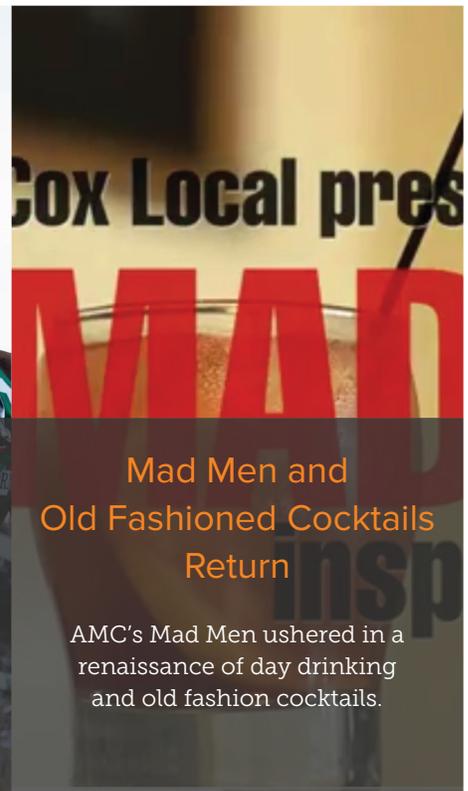
4x

increase on
audience engagement
year over year

75%

increase in
landing page
submission rates

Examples of work



Interested in working with us?

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