

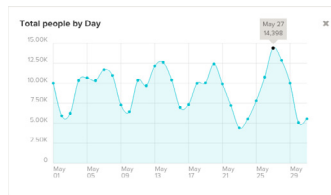
# Contently Analytics

Contently Analytics is a centralized, highly customizable intelligence center where you can track, manage, visualize, and optimize critical data about your content marketing operation.

## View all your data and reports in one flexible interface:

**Avg. attention time per person by Source**

SOURCE	AVG. ATTENTION TIME PER PERSON
Email	6m 58s
Internal	5m 05s
Direct	3m 33s
Search	2m 51s
Social	2m 30s
Other	2m 12s



### Performance

Understand critical information about how your content performed on your website, including attention time, engagement, social actions, and average finish—on both an overall and story-by-story basis.

**Stories created**

59

**Pitch acceptance rate**

63.33%

### Production

View data on content creation, workflow, and productivity reporting for activity within the Contently platform, including volume of stories completed, payment data, and more.

**Stories completed by Contributor**

CONTRIBUTOR	STORIES COMPLETED
Joe Lazauskas	15
Amanda Walgrove	6
Dorian Benkoil	4
Tessa Wegert	4
Aaron Taube	3

**Overall distribution CPC**

\$0.13

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**Overall attention minutes per distribution dollar**

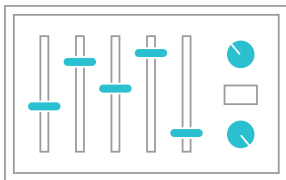
310

**Total distribution clicks by Publisher**

PUBLISHER	TOTAL DISTRIBUTION CLICKS
Cnn (Turner U.S.)	17,311
Fox News (Fox News)	13,653
Prevention (Rodale)	4,413
Women's Health (Rodale)	4,007
Espn (Espn)	3,856
Popsugar	3,670

### Distribution

Integrated data from distribution partners provides unique insights on content amplification performance, including “attention time per dollar spent” and more.



## Your Data. Your Dashboard

Create a tailored view of your content marketing world.

- **Easy drag-and-drop configuration:** Drag-and-drop cards help you put your most important metrics at your fingertips.
- **Deep-dive capabilities:** View detailed data by publication and user, and pivot your data to produce dynamic visualizations of performance by contributor, story attribute, source of audience, and more.
- **Historical data:** Easily visualize the effectiveness of your content marketing efforts with interactive timelines.



## Run Content Marketing Like a Business

Empower your team with mission-critical data.

- Provide operational transparency with improved reporting to your team and key stakeholders.
- Consolidate disparate KPIs from across your content marketing organization and platforms.
- Gain deeper insight into your audience, what works, and how they interact with your content.
- Improve operational efficiency by measuring and managing key productivity metrics.
- Optimize your distribution spend with unique blended data tying together costs and content performance.

**“Contently has made it possible for our team to view and evaluate all of our content performance in one place—from production to paid distribution and overall engagement metrics. This has helped us improve our day to day operations and enabled us to become much more proactive with identifying content assets that shine or don’t meet expectations for our audience.”**

—JOHN PARRIS, Cox Communications



## Questions?

Please contact your account manager or  
via [sales@contently.com](mailto:sales@contently.com)