



THE FUTURE OF CONTENT

PART I:
PERSONALIZING
THE CONTENT
EXPERIENCE

PART II:
MEASURING
CONTENT
PERFORMANCE

PART III:
RETHINKING
CONTENT
CONSUMPTION

Executive Summary

HOW TO BUILD MEANINGFUL CONNECTIONS WITH YOUR CUSTOMERS THROUGH CONTENT INTERACTIVITY AND DATA

In an age where interruptive advertising is declining and social media is surging, content marketing has become a go-to marketing strategy for brands. Rapt Media wanted to understand how content is evolving in this changing ecosystem and surveyed an audience of 500 marketing creatives to better understand their:

- Content creation challenges
- Content creation priorities
- Content data and ROI accountability
- Content technology investments

The pull versus push of content marketing has evolved and puts consumers in an active exploration or “lean forward” mode. As a result, content marketing is fundamentally different than brand or awareness advertising, so the approach to content creation, the definition of personalization, and the technologies invested in to get consumers to further lean in and engage must also evolve.

With this as context, **Rapt Media’s study found that 83 percent of content creators say personalization is their biggest challenge and 94 percent say better content tech is key to driving deeper engagement. But almost none of them are investing on technology solutions that could deliver better content.** Instead, the large majority of creatives say their companies are investing in content distribution and management technologies.

Rapt Media’s study also found 86 percent of creatives are not being held accountable for business metrics with the content they are producing and 77 percent say that linking performance data with content is not important. If marketing leadership fixes this strategic mistake, then the focus will turn to investing in technologies that support content personalization and the ability to link to performance data revealed by consumers’ specific engagement and interactions.

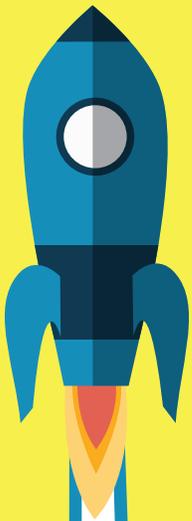
KEY FINDINGS FROM THIS RESEARCH INCLUDE:

- 83% say developing content that’s personalized enough is their biggest challenge
- 94% say better content tech is key to creating content that’s personalized and engaging
- 81% say increased engagement is key to securing content tech investment
- 77% say linking performance data with content is not important
- 86% say they are not held accountable for business metrics from content they produce
- The majority say their companies are investing in content distribution and management tech

DEEPER ENGAGEMENT & PERSONALIZATION: PRIORITY AND CHALLENGE FOR CREATIVES

Nearly all of the marketing creatives Rapt Media surveyed said they know that personalization is key to cutting through the clutter and driving higher levels of engagement. They also said it was their biggest challenge.

BETTER CONTENT TECHNOLOGY IS KEY



94%

of creatives say that better content technology is the key to creating content that is both more personalized and more engaging

engagement is top priority

CREATIVES SAY THAT THE KEY TO GOOD CONTENT IS:

76%

Making it engaging



55%

Personalizing it to different audiences

30%

Distributing it to multiple channels



41%

Distributing it to the right channels



26%

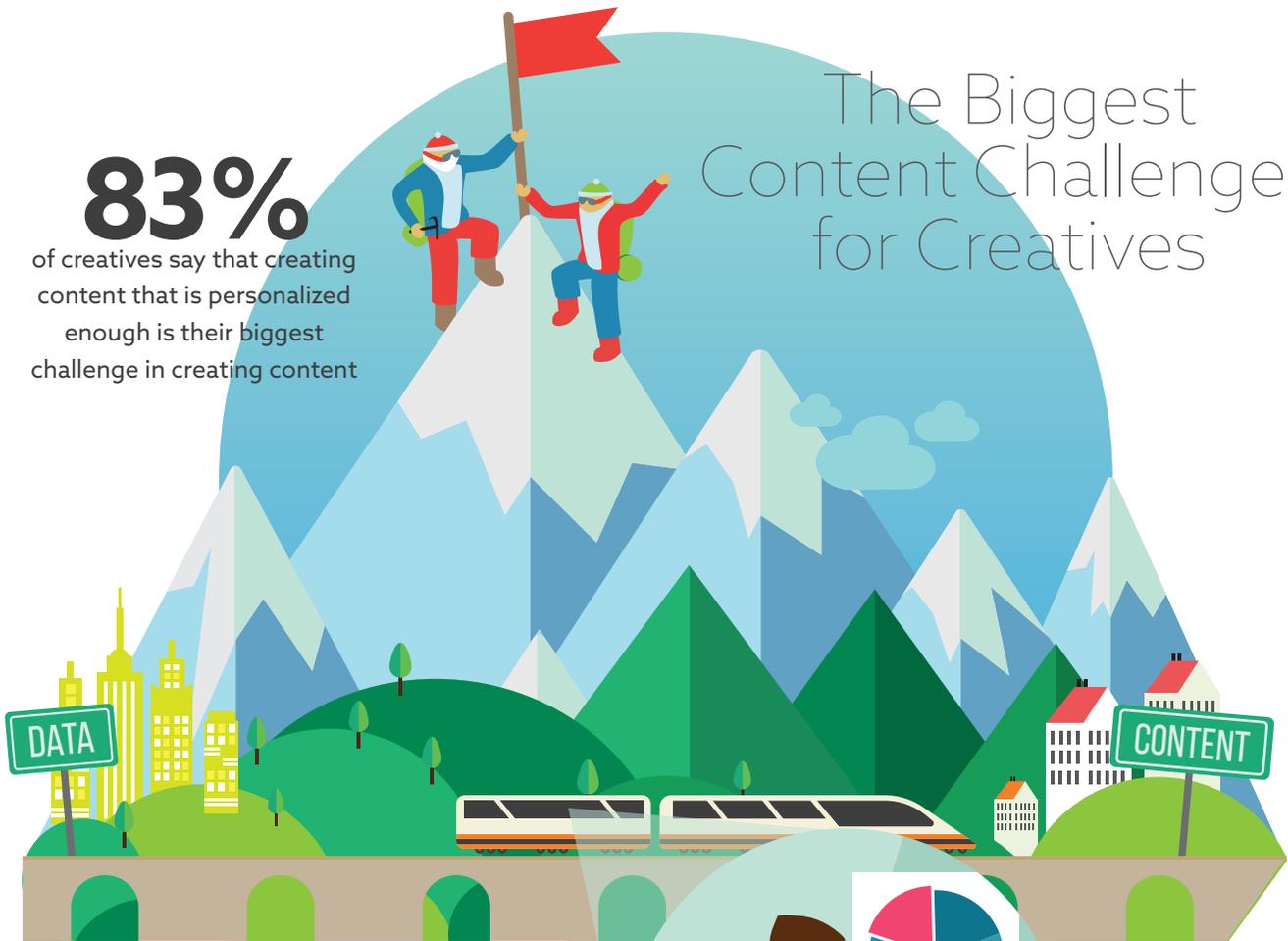
Making it measurable beyond clicks & views



The Biggest Content Challenges for Creatives

83%

of creatives say that creating content that is personalized enough is their biggest challenge in creating content



77%

say linking performance data with content is not important

Linking Metrics with Content



86%

say they are not held accountable for business metrics from content they produce

WHY AREN'T MORE CONTENT CREATIVES LINKING METRICS WITH CONTENT PERFORMANCE?

According to the Content Marketing Institute, 65 percent of creatives say their top focus in the next year will be to better understand what makes effective content.¹ Deeper, more precise measurements and analytics, pulled straight from the content, will offer creatives the insights they need to produce better, more personalized content for their target audiences. However, Rapt Media's survey found that a large number of creatives said that linking performance data to content was not important, and an even larger number said that they were not being held accountable for content performance.

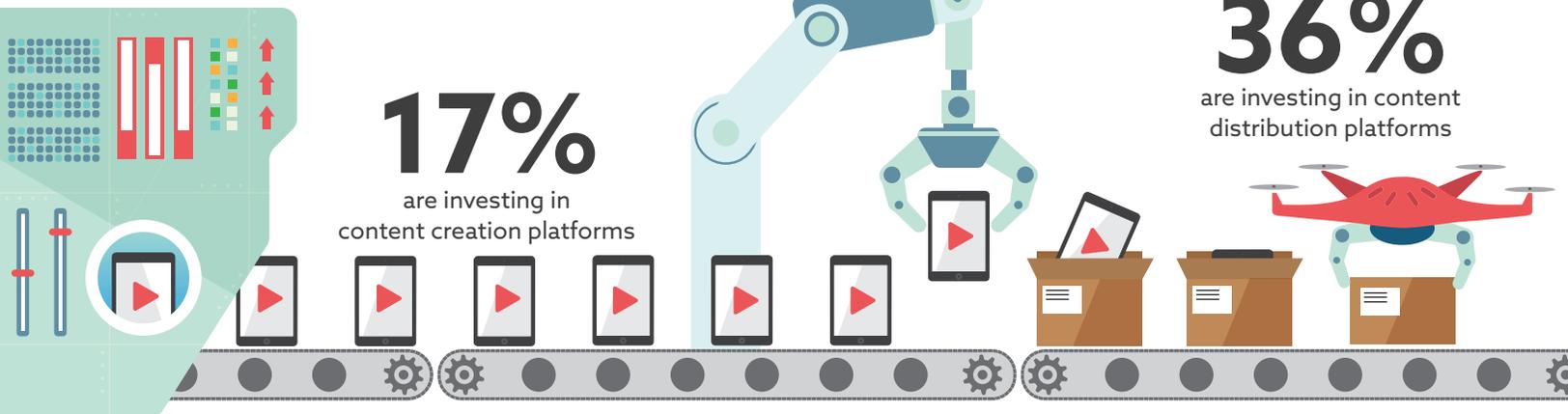
¹ Content Marketing Institute, 2016 B2B Content Marketing Report

CONTENT TECHNOLOGY INVESTMENT: DISTRIBUTION, MANAGEMENT, AND CREATION

Contently Inc., a content marketing platform, recently found that 30 percent of marketers say they still don't have a tool or platform that provides data on their content.²

Arming creatives with deep analytics is a critical key to unlocking greater investment, leading to greater technologies that produce better analytics, and ultimately demonstrating better ROI. It's the first step in a cycle that inevitably leads to the content promised land. The content ecosystem connects assets to channels through distribution platforms, but there is still no indication that the actual content is effective. That's where content technology tools make the process more effective, allowing marketers to optimize the content in real time, and enabling a whole new layer of measurement to answer the question: Is your content actually working?

Where Content Investment is Going



Rapt Media's survey found that although creatives understand that personalization means more productive content, they simply can't develop content that is personalized enough for audiences using their current methods. Creatives need better technology at the point of content creation that can provide choice, increased engagement, and data. But getting approval to invest in that technology requires demonstrating it will yield meaningful audience data that can be optimized to drive increased ROI.



The Key to Content Creation Technology Investment

81% of creatives say that demonstrating better engagement and personalization to business leaders is the key to seeing better investment in content technology

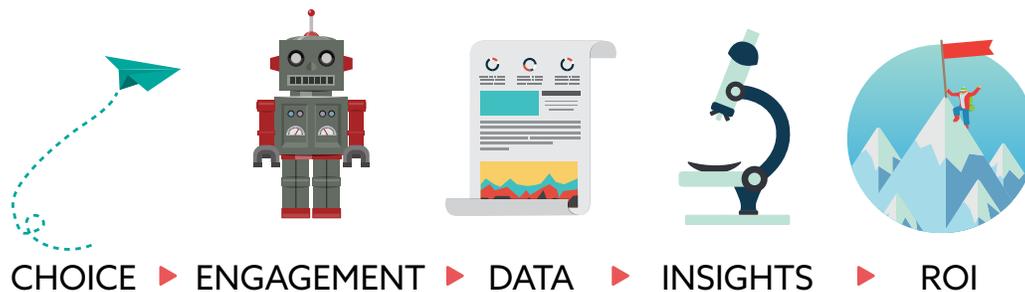
30% say that the key is being able to demonstrate deeper analytics to business leaders and decision makers

² Contently, *Content Marketing 2016: Staffing, Measurement, and Effectiveness Across the Industry*

The Case for Change

Creating for your audience is fundamental to content marketing, but marketers continue to rely on ad tech and marketing automation technologies to drive personalization for “push” marketing. Shouldn’t the focus be on identifying new technologies that enable the creation of compelling, valuable and customized content from the outset for “pull” marketing? Sure, automation leads to efficiencies in distribution, but it isn’t a substitute for true content personalization. Rather than relying on distribution to do the heavy lifting of personalization, creatives and marketers should leverage emerging tech to customize content at the point of creation.

Personalized, engaging, interactive content powered by a technology platform enables a customer-centric experience while capturing content analytics and insights, all of which can be used in multiple ways to deliver on ROI depending on your use case. Emerging content technology is the key to creating a new kind of customer-centric experience that also allows marketers to glean deep analytics from the content, understand its effectiveness, and optimize it for better performance.



The content marketing industry has reached a turning point where the need for better, more personalized content that can be measured and optimized is here. Linking performance data with content creates a win for both the customer and the creative: better, more meaningful content for the customer, and the business case to continue to invest in content for the creative.





ABOUT RAPT MEDIA

Rapt Media — Data-savvy creative is the future of content, and only Rapt Media has the storytelling tech that combines personalized narrative with unparalleled insights and data integration. Rapt Media's HTML5, mobile-native video platform gives the power of choice, turning viewers into participants and engagement into real insights. Rapt Media is bigger than video alone and is helping to redefine the future of content.

Some of Rapt Media's innovative customers include ABC News, Toyota, eBay, WB, Anheuser-Busch, Fusion, Vodafone, Deloitte, Philips, and Maybelline.

METHODOLOGY

Rapt Media surveyed more than 1,000 consumers in the United States through an online survey in February 2016. Responses were voluntary and anonymous.