Tridion Success Summit

Content Intelligence Framework

John Winter

Introduction

- Co-founder of Content Bloom
- Worked in CMS since 1999 (Tridion 2004)
- Set up Content Bloom in 2011
- Today about 80 people
- Offices in: USA, Canada, India and The Netherlands
- RWS services:
    - Tridion Sites
    - Tridion Docs
    - Creative, Strategy, Optimization, Consultancy, Integration, Training
    - Managed services
    - Content Intelligence

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About Content Bloom

Recent RWS Projects:

– Starbucks: Partner Hub
  Tridion Docs & Sites portal to support
  employees globally within their stores.

– Siemens: Digital rebrand and site launch
  Complete redesign and launch of Tridion Sites
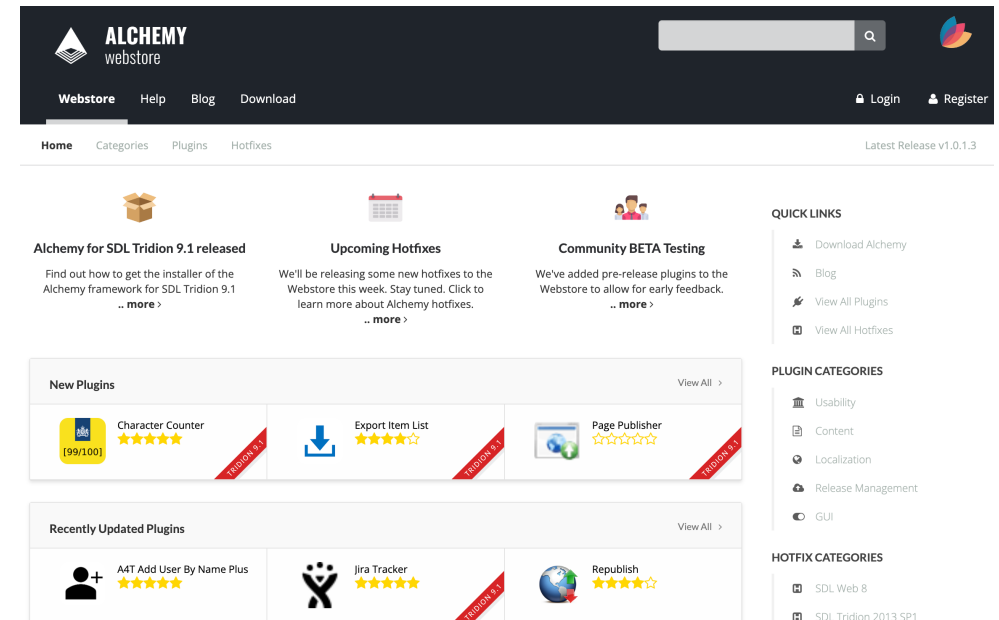 powered websites integrated with Salesforce
  Ecommerce.

We're active in the Tridion community

- 2012 – 2021: CB team win Tridion MVP's

- Released Alchemy in 2015

  – 1400+ software downloads
  – 2000+ plugin downloads

- Sponsoring events, presenting and sharing our knowledge and learning in the community.

Content Intelligence Framework (CIF)

Content Intelligence Framework

The Content Intelligence Framework (CIF) provides businesses with real time insights about their global content lifecycle.
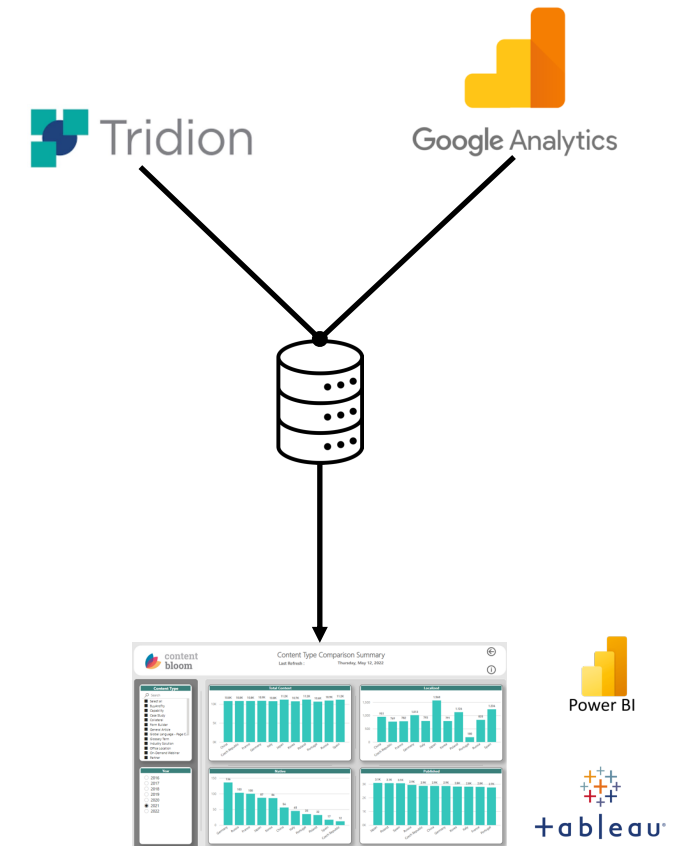
The framework part brings together all your data and uses Business Intelligence (BI) tools to create advanced dashboards.

It is a powerful tool for measuring online performance, discovering trends, and identifying areas of improvement.

Content Intelligence Framework – What is it?

- An extendable framework
- Content aggregation from data sources:
  - Tridion, Analytics, CRM, e-com, internal sources
  - dashboards ☺
- Data Transformation
- Data Modelling
- Visual Presentation
  - PowerBI, Tableau, Web
- Provides valuable insights for all types of content stakeholders within the organization.
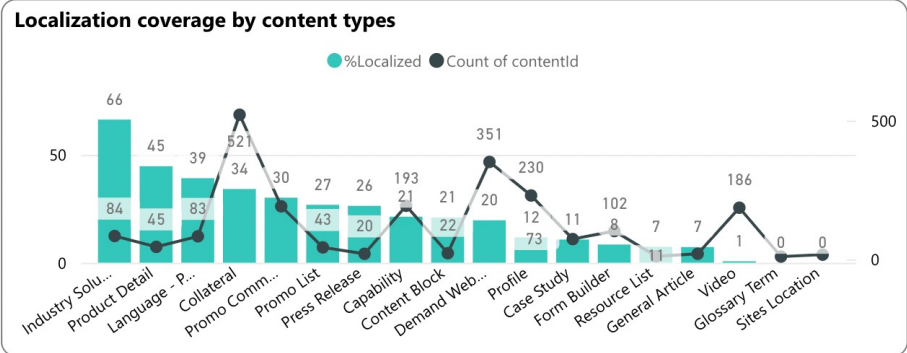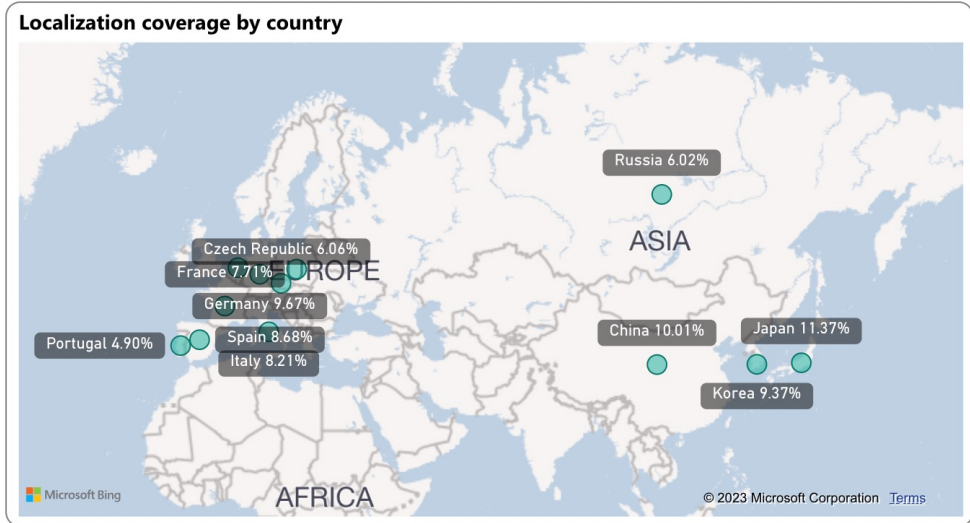
CIF Dashboard

Use case examples

Measurement Dashboard

- Data from: Tridion, Analytics, Google Search Console and Page Speed data

- Dashboard insights: top performing content, top keywords, return on content, website performance data.

Contact Management Dashboard

- Data from: Tridion, HubSpot and Leadfeeder

- Dashboard insights: Which contacts have visited specific content, # of return visits, which downloads, all content visited by company.

Personalization

- Data from: Tridion, Optimizely, Analytics

- Dashboard insights: Top / worst performing campaigns, which content in the CMS is causing users to abandon their journey.

Tridion Page URL	Traffic	Change	Value	Change	Keywords	Change	Top keyword
https://www.plm.automation.siemens.com/global/en/our-story/glossary/digital-manufacturing/13157	1,167 1.1%		$2.8K		57		🇺🇸 digital manufacturer 🇺🇸 digital manufacturers
https://www.plm.automation.siemens.com/global/en/our-story/glossary/what-is-preactor-aps/89455	1,156 1.1%		$1.1K		8		🇬🇧 preactor
https://www.plm.automation.siemens.com/global/en/our-story/glossary/what-is-wire-harness-engineering/108983	1,064 1.0%		$222		97		🇮🇳 harness in electrical
https://www.plm.automation.siemens.com/global/en/our-story/glossary/what-is-make-to-stock-mts/100404	1,032 0.9%		$25		231		🇮🇹 make to stock
https://www.plm.automation.siemens.com/global/en/our-story/glossary/product-data-management/13214	901 0.8%		$3.7K		109		🇮🇳 data management product 🇺🇸 pdm
https://www.plm.automation.siemens.com/global/en/our-story/glossary/3d-cad/21907	843 0.8%		$688		197		🇮🇳 3d cad modelling 🇺🇸 3d-cad

OOTB Insights for Tridion Content

Some metrics we already modelled within a **Tridion Sites** setup:

- What % of your content is translated or localized, in which locations/languages, and related details?
- When looking at a YoY trend, what % of your content has not changed?
  - What is that content and is it stagnant?
- What % of your content is created <u>centrally</u> but not currently published locally?
- What % of your content is created <u>locally</u> but not currently published locally?
- Who is publishing centrally created content?
- Schema-wise categorization of content – what is the worst type of content for stagnation?
- Insights about images/digital assets modification, impact and usage

The benefits of CIF

- Better understanding of the performance of content for stakeholders

- Improved knowledge and sharing – company wide

- Improved decision making – company wide

- Better governed Content Supply Chain ecosystem

- Improved systems connectivity and integration

- Multi-channel / country sharing of experiences (Good and Bad)

BI and data analytics helped **64%** of users **improve their efficiency and productivity** and **56%** of users claim BI enables them to make **more effective decisions**.

Thank you!

If you have any questions or would like to learn more about how CIF can empower your content operations, reach out directly to:

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