Behind the Campaign:

Using AI To Fix Content Marketing’s ROI Problem

This campaign is a 2020 B2 Awards winner in the Artificial Intelligence/Machine Learning category
Advertising budgets are expected to reach more than $85 billion globally by 2021, with almost $57 billion allocated on clicks to content. Despite this growth, there is a growing cry for change within the digital marketing industry as leaders look beyond clicks and impressions and shift their attention towards engagement and ROI.

So, how did a Fortune 500 financial institution move beyond clicks and drive engagement of their owned content? By using inPowered and leveraging the potential of Artificial Intelligence (AI) to understand what content was resonating with their consumers and serving it up at the perfect time.
“At inPowered, we are constantly looking for ways to create game-changing solutions that bring us closer to achieving our mission of helping brands maximize their content marketing ROI. We dream big, move fast, take risks, celebrate wins, and learn from failures. These core values play a critical component in how we operate from all departments – sales, ad ops, engineering, marketing, and communications.”

Chelsea Waite, Director of Communications at inPowered
The Four Main Objectives

inPowered’s AI platform delivers quality content specific to the target audience’s interests at the right time, resulting in increased engagement and positive brand awareness.

By measuring engagement versus clicks, companies can evaluate ROI and the impact of campaigns, enabling them to make smarter content marketing decisions.
“The inPowered platform relies on a vast and complex monitoring system which constantly oversees all the key metrics of our campaigns, and it raises alerts in case of anomalies or data out of trend.”

Chelsea Waite, Director of Communications at inPowered
Getting to Know The Audience

The campaign started by amplifying 20 articles directly from the financial brand’s owned blog, promoting stories focused on various financial mindfulness and self-care topics.

Using inPowered’s AI-Content Distribution technology to run 150 different ad permutations through the Taboola distribution platform, the brand leveraged data collected through years of machine learning to identify users actively engaging with their content.

Each piece of content was then analyzed across various data points, including sex, age, mobile device operating system, interests, and geographic location.

Using inPowered’s AI-technology, the brand determined their pre-qualified first-party users: men and women across the United States, identifying as having a strong interest in: “Life Hacking,” “Healthy Eating,” “Buying & Selling Homes,” “Personal Finance,” “Consumer Electronics” and “Beauty.”
With the primary goal of this campaign being to further engage pre-qualified users on the client’s blog, inPowered’s content distribution technology then suggested “Related Stories” across each piece of content to increase consumer interest and interaction.

The campaign was further optimized by inPowered’s AI platform to ensure that the most engaging content was shown to the brand’s target audience at the ideal time.

By testing various calls-to-action, the brand could inform and refine future content creation strategies by establishing a target audience they already know is interested in reading specific topics.
inPowered’s technology showcased the right call-to-action after 15 seconds of engagement to further engage individuals to read more content across the financial brand’s blog.

By using artificial intelligence, the promoted content was automatically optimized throughout the campaign, and the KPI’s mentioned below were used to measure success:

- Amount of engaged users
- Average time spent engaging with content
- Next Action Click-Through-Rate
- Cost-per-Engagement (vs. Cost-Per-Click or Cost-Per-Impression)

By testing various calls-to-action, the client achieved a 33 percent Next Action Click-Through-Rate (CTR) with their content, allowing them to inform and refine future content creation strategy by establishing a pre-qualified first-party target audience.

Also, inPowered’s AI platform allowed the client to optimize the campaign in real time to attract new audiences three times more efficiently than before.
“Creating these pre-qualified first-party audience pools will be increasingly important for marketers to see success moving forward as privacy policies become more strict.”

Chelsea Waite, Director of Communications at inPowered
Q&A

What industries are using your technology?

InPowered primarily works with B2B clients and marketing agencies across a variety of verticals. We see great success in partnering with brands in finance, travel, healthcare, big pharma, technology providers, and automotive.

How did you guard against any technical or security concerns with the technology? How did you ensure that the technology was working and reporting data consistently?

Security at inPowered is achieved by not possessing any personal or sensitive information in our database. Our platform’s registered self-serve users are authenticated and authorized through a popular open-source identity and access management system. Their credentials travel over HTTPS and are stored in a secure way using SHA256 encryption. The inPowered platform relies on a vast and complex monitoring system that continually oversees our campaigns’ key metrics. It raises alerts in case of anomalies or data out of trend.

ANA Content Manager Jeff Haber and Chelsea Waite, Director of Communications at inPowered, recently discussed inPowered's AI campaign success.
Content Intelligence can decipher what content is resonating most with consumers while driving them down the funnel to take action and deliver real ROI.

Q What are some of the future expansions of use for content marketing AI?

A We recently released our latest AI-powered product, Content Intelligence. This proprietary tool is a SaaS offering created to solve content marketing’s ROI problem. Developed in response to COVID-19, Content Intelligence can decipher what content is resonating most with consumers while driving them down the funnel to take action and deliver real ROI. With the simple drop of a Java Script tag across all pages of a brand’s content, Content Intelligence can test various calls to action targeted to achieve higher-funnel business outcomes; optimizing the time and placement of an intelligent “Next Action” across all content, and driving consumers further down the funnel of consideration to take action. This new approach to digital marketing measurement allows brands and agencies to not only measure the impact of each user engaging with each piece of content but also to drive those pre-business objectives — such as increasing engagement, brand consideration, lead generation/high-value actions taken on-site, and time spent on each piece of content — all while amplifying their media at the lowest cost per engagement.