

# AI/ML-DRIVEN ANALYTICS AND REPORTING

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Contrend is your source for the most accurate and comprehensive audience and industry-related content data you need. Our analytics and reporting dashboards are streamlined to make complex metrics digestible for everyone.

**Consider Contrend the best content analysis expert your team's ever had, just in AI form.**

## Collecting Data

Like any analysis process must, we start by collecting data. Contrend can harvest and classify data from any format (*including text, video, imagery and podcasts*), market, language, and industry. Contrend can customize these parameters for you based on the subjects and data sets you want analyzed.

[Read more about how we harvest and classify data](#)

Then, Contrend calculates unique metrics for all of the data points including the Engagement Index (EI), Opportunity Index (OI), and Authenticity Index (AI). Each of these metrics can be further analyzed for your business, your competitors, and the overall content landscape.

## **Automated Analytics**

Contrend measures and tracks content performance 24/7 through regional and local market dashboards, and measures it against your content strategy and business goals. Because Contrend automatically analyzes content performance at regular weekly, monthly, and quarterly intervals, it gives businesses visibility about their over- and under-performing content, along with actionable optimization recommendations.

You can know how your content's performing when compared to different metric benchmarks at any time. This real-time visibility over multimarket content production and performance, combined with the constant analysis of huge data sets, allows you to assess the effectiveness of your content strategy and take actionable steps to optimize your content and increase ROI.

## **Automated Reporting**

You're not left on your own to interpret metrics and try to maximize your content ROI. In addition to content performance analytics, Contrend auto-generates optimization reports and content calendars.

## **Optimization Reports**

Contrend's optimization reports give detailed recommendations for optimizing new content and repurposing existing content. But we don't stop there. These reports also identify competitor strategies, audience preferences, and even [predict future content trends](#).

## **Custom Content Calendar**

Not only does Contrend provide reports with actionable insights, the platform also delivers content calendars with multi-platform topic, format, style, layout and imagery recommendations.

These meaningful insights help you pivot and perfect your content strategy to accurately reflect your audience's ever-evolving preferences while ultimately still reaching your business goals.

## **Use Content to Drive Your Business Goals**

The platform goes beyond data, analytics, and reporting by comparing Contrend's content assessments and recommendations with your business's owned metrics. We cross reference the EI—an arbitrary, Contrend-specific metric—with your Google Analytics (GA) or Adobe Analytics data, so you can really see the tangible benefits applying Contrend's metrics and data to your content marketing has on your business.

## **Converting Contrend into Business Intelligence**

Contrend could, for example, investigate how a 5% increase in EI manifests in GA metrics. This EI increase could directly correlate with an increase in everything from page visits to website traffic to conversions, and could also result in a reduction in bounce rates.

Contrend doesn't just help you improve your content as compared to your competitors, your audience's preferences, or the wider content landscape. Contrend assesses how content is affecting your business goals across entire teams, from marketing and branding to sales, product and tech. And you can apply that information to future goals, empowering your content creation and content marketing teams to be proactive versus reactive.