

Content has become a staple in every company's marketing strategy. As content is shared and consumed at an unprecedented scale across the Internet, it has influenced a shift in consumer behavior and has presented new opportunities for brands across various industries.

Today, every brand is a publisher in their own right. However, brands need to be more than content machines to truly succeed in content marketing. Marketers must understand the ecosystem that surrounds their content, how that content performs and how it drives business results.

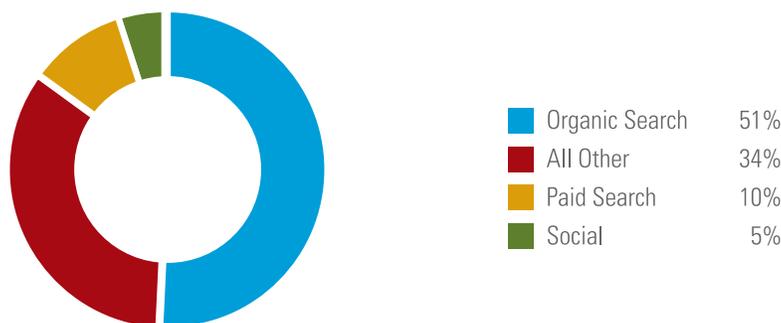
BrightEdge tapped into its massive Data Cube repository, which analyzes billions of pieces of content from across the web, to provide a comprehensive view into the channels that drive traffic and the types of content that perform best. BrightEdge created this report to help brands understand the actual performance of site content by channel and by industry.

If It's Traffic You're After, Then Choose The Right Channel.

The first step to executing a successful content program is understanding the channels likely to drive the most visitors to a company's web properties. With organic search, social, display, email, paid search and referred traffic, there are many avenues for consumers to find their way to a company's web content. The bottom line? Marketers shouldn't spread themselves thin trying to engage with consumers at every point of entry. Instead, marketers should funnel resources into the digital marketing channels that will offer the most bang for their buck.

Insights from BrightEdge's Data Cube reveal that the clear champion of website traffic is organic search. Overwhelmingly, organic search trumps other traffic generators, driving 51% of all visitors for both B2B and B2C businesses.

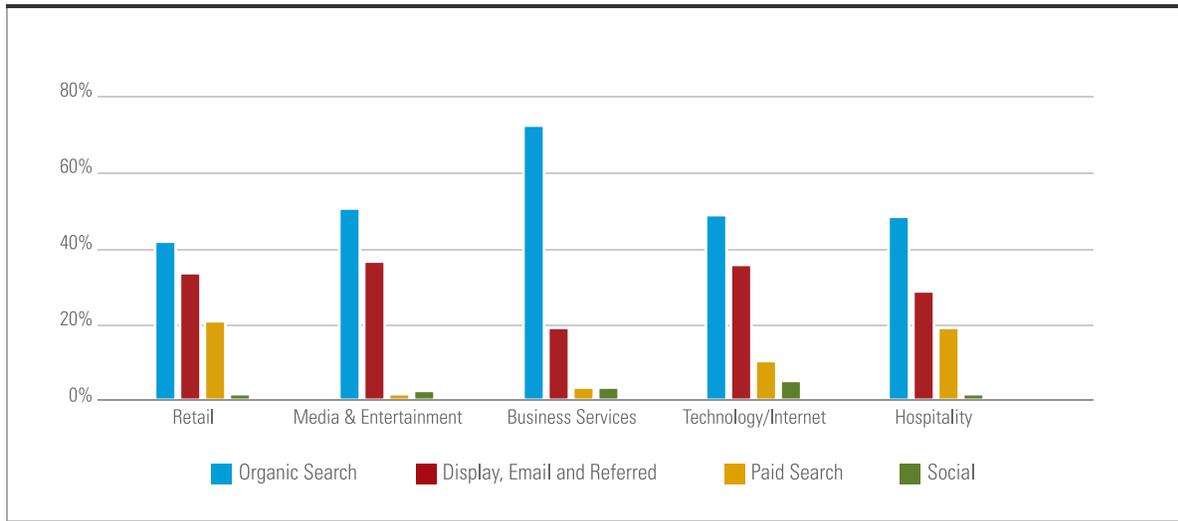
Source of traffic



All non-organic search channels combined — paid search, social, display, email and referred — don't stack up to the impact that organic search alone commands across all industries. Search's dominance may come as no surprise. After all, search has become the dominant user interface to discovering content on the Internet.

In addition to providing the above analysis by channel, BrightEdge also examined how traffic is distributed amongst different industries. BrightEdge data reveals that the distribution of where traffic comes from varies widely.

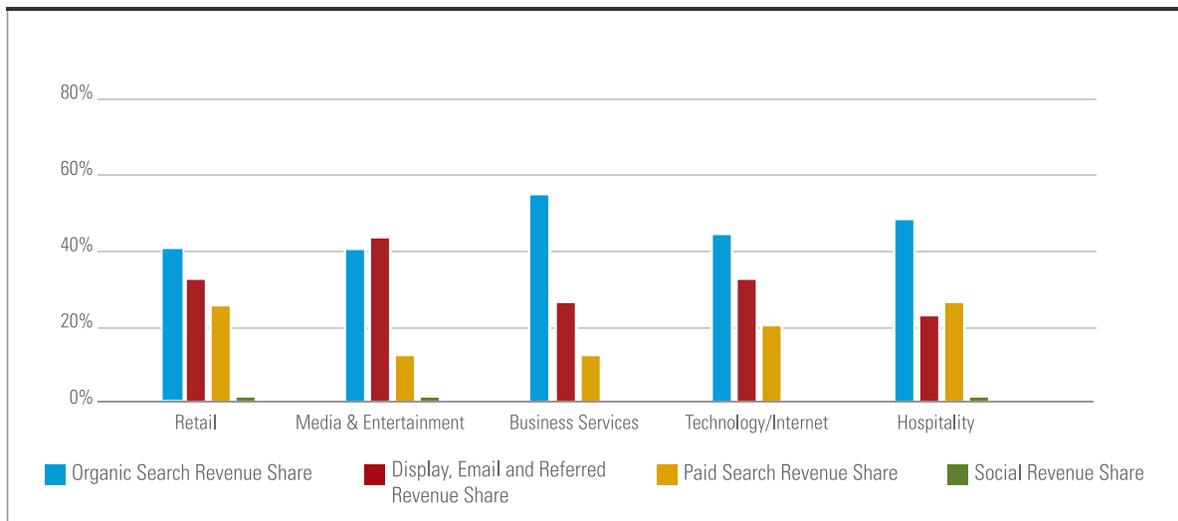
The table below shows the traffic performance across 5 industries by channel.



Business Services is the top performer at 73% when it comes to organic search, with Media and Entertainment coming in at second with 51%. While both industries thrive with organic search traffic, they see comparatively less impact from combined display, email and referred traffic and even less traction from social media.

While organic search generally drives the most traffic, paid search drives significant revenue, for the amount of traffic that comes from paid. When examining the ratio of traffic to revenue, it is clear that the paid channel more than carries its weight in delivering business results, especially for the Media and Entertainment Industry.

The table below shows the revenue performance for the 5 industries by channel.



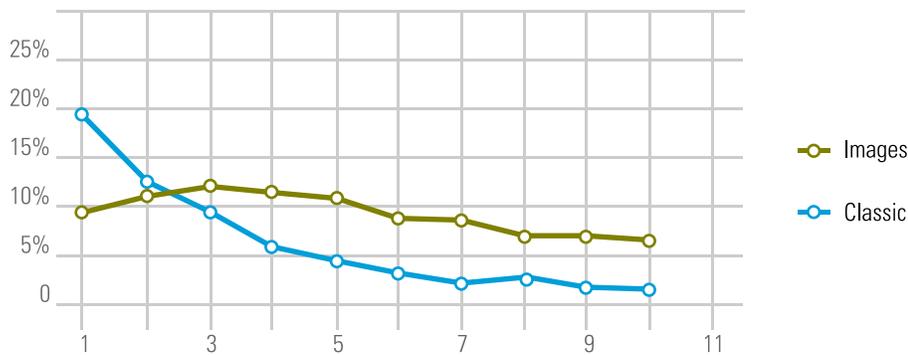
BrightEdge research supports that a blended approach is best for delivering high performing content. Not only will combining organic and paid search increase website traffic, but it will offer a bigger return on the investment. Take Retail, Technology and Hospitality industries, for example — organic and paid search combined make up more than two-thirds of their total revenue. In order to squeeze the most value out of content marketing, marketers should utilize the best channels for delivering consumers to their digital content.

Give Content A Traffic Boost With Rich Media.

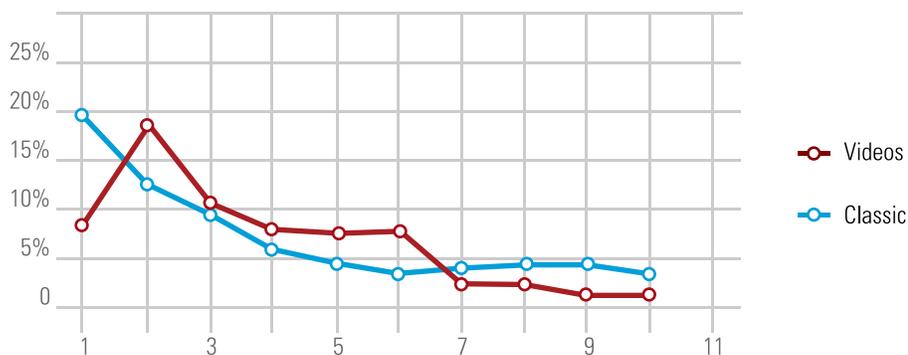
BrightEdge also looked into the types of content that perform best in delivering traffic and discovered that rich media is a brand's best tool for engagement. Images and videos have become increasingly popular content types for brands as bandwidth has increased, digital imagery has become dominant and displays have become higher resolution in the last decade. Brands may not all have the same resources, but they all do have an equal opportunity to leverage rich media. Those looking to drive more eyes to their web content without an overhaul of their program should certainly invest in rich media.

The following tables show the desktop click through rate (CTR) for rich media compared to classic written web content.

Images



Video



Every marketer knows that traditional written content is the standard in terms of driving consumers to digital content, but what else can influence traffic? BrightEdge research shows that rich media is a top generator of traffic and can improve any brands' content hand. More specifically, videos and images, which are naturally compelling and sticky content elicit a 13% higher click through rate than traditional written content.

Video and images also have a secondary benefit of increasing a company's chances of being seen. Utilizing multiple mediums of content increases the likelihood of being ranked higher, which ultimately affects the amount of traffic driven to a website. For example, if a company has poor written content but an exceptional video or image, rich media will boost the brand's position in search results and increase chances of capturing consumers' attention.

Regardless of a brand's position in search results, rich media should be incorporated into every content strategy for premium results. After all, if consumers aren't being driven to a company's content, it doesn't matter how good that content is, because no one will see it.

Don't Just Engage With Content — Deliver Results.

Marketers need to think about the entire ecosystem that surrounds the content they develop. Understanding the channels and types of content that perform the best in terms of traffic and revenue is the first step to driving more customers to content and fostering engagement that delivers results.

Regardless of whether the business focus is B2B or B2C, organic search and rich media should be invested in across all industries. Combined organic search and rich media offer an opportunity for brands to ensure more revenue generating clicks are directed to their web properties over competitors.

Content marketing will continue to evolve, which is why BrightEdge constantly innovates to stay ahead of the shifting market. To help customers stay ahead of the curve, BrightEdge develops tools and technology to help marketers drive conversions and revenue in a measurable and predictable way.

About BrightEdge

BrightEdge is the essential content marketing platform for modern business. It transforms online content into tangible business results such as traffic, revenue and engagement. BrightEdge's S3 platform is powered by a sophisticated big data analysis engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social and mobile. BrightEdge's 8,500+ global brands include leaders like 3M, Microsoft, Netflix and Nike. The company is based in San Mateo, CA with offices in New York City, Chicago, London and Tokyo.

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