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| **Feature** | **Description** |
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| Content Performance Analytics | AI-powered platform providing comprehensive analytics on content performance for SMEs |
| **Features** |  |
| Engagement Metrics | Track views, clicks, shares, time spent, and bounce rates |
| Audience Demographics | Gain insights into age, gender, location, and interests of the audience |
| Conversion Rates | Measure effectiveness in driving desired actions such as lead generation, sales, or sign-ups |
| AI-Powered Insights | Uncover patterns, trends, and recommendations for refining content strategies using AI |
| Scalability | Scales with business needs, providing comprehensive analytics for marketing efforts |
| **Metrics** |  |
| Engagement Metrics | Views, Click-through rates (CTR), Shares, Time spent per session, Bounce rates |
| Audience Demographics | Age, Gender, Location, Interests |
| Conversion Rates | Conversion rate per content piece, by channel, by audience segment, funnel progression |
| **User Personas** |  |
| Marketing Manager Mia | Oversees marketing for e-commerce startup; uses analytics to optimize content strategy and drive sales |
| Content Creator Carlos | Creates content for B2B software company; tailors content creation efforts based on analytics to drive leads |
| Digital Marketing Director Dana | Provides clients with detailed reports on content campaign effectiveness using analytics; retains clients |