Case Study: AgentC for AcmeCo

AI-Driven Content Performance

Delivering Strategic Insights & Automation with AI

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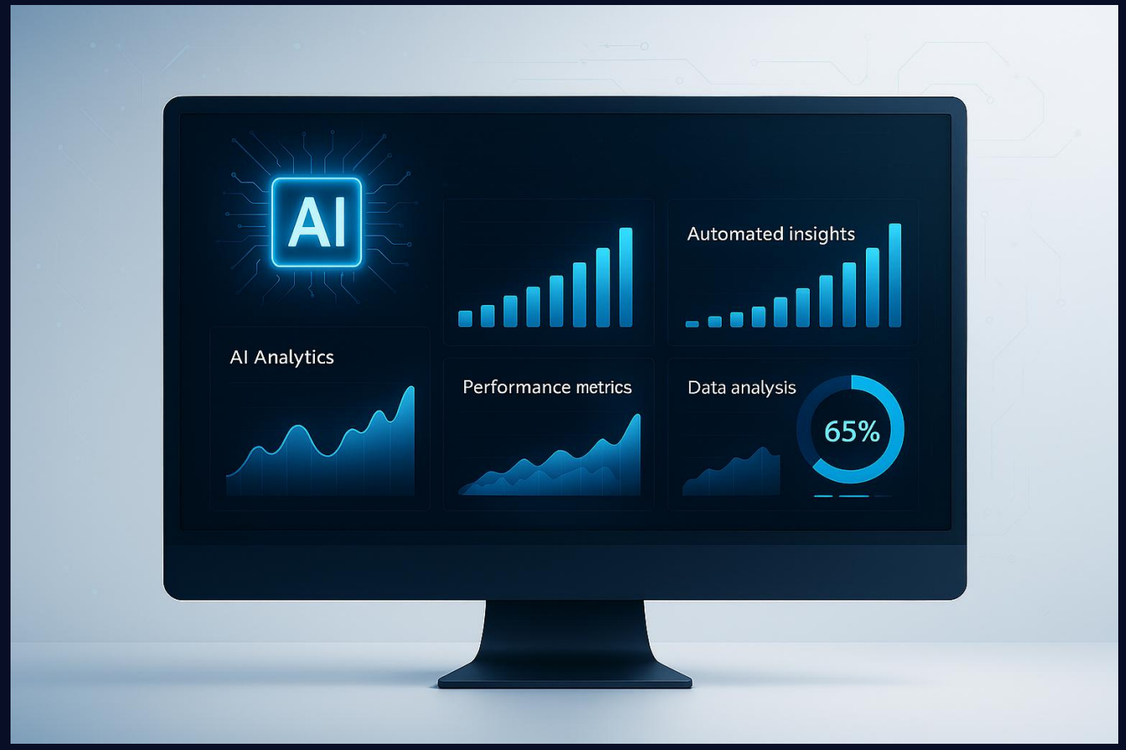


Executive Summary

Why AI for Content Performance?

- Our CMO needs **fast, actionable insights** across a ton of different content channels.
- Our manual reporting has been **slow, inconsistent, & siloed.**
- **Our Solution:** Automated, Azure AI-powered workflow– recurring, scalable, and CMO-ready!

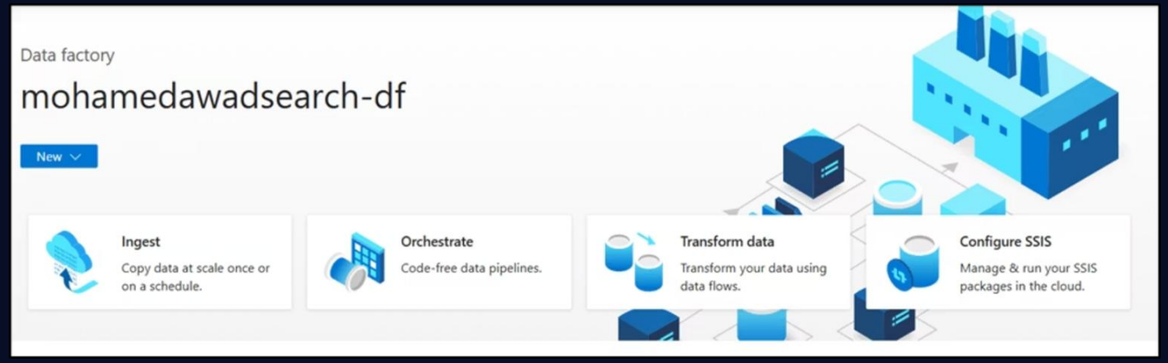
Workflow Overview

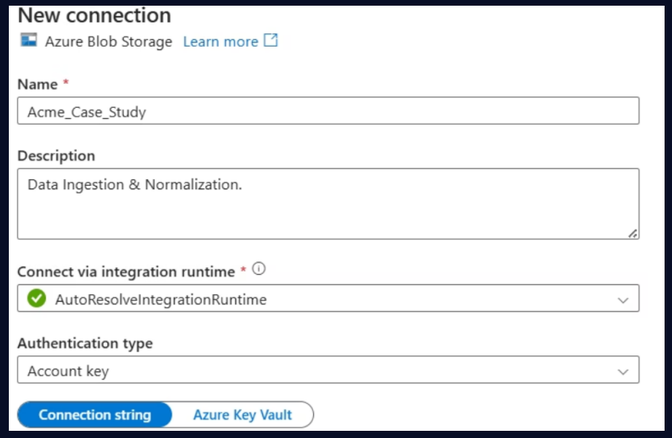
Our AI Workflow:

- Data ingestion & normalization from all content sources
- Automated tagging & classification
- KPI aggregation by topic, format, channel
- Anomaly detection & trend spotting
- Executive summary & automated delivery
- Continuous improvement loop

Data Ingestion & Normalization

Step 1: Data Ingestion & Normalization





Model:

Azure Data Factory / AI Foundry Data Ingestor.

Why:

Connects Excel, CSV, and cloud sources.

Output:

Unified content performance database.

Key Learning:

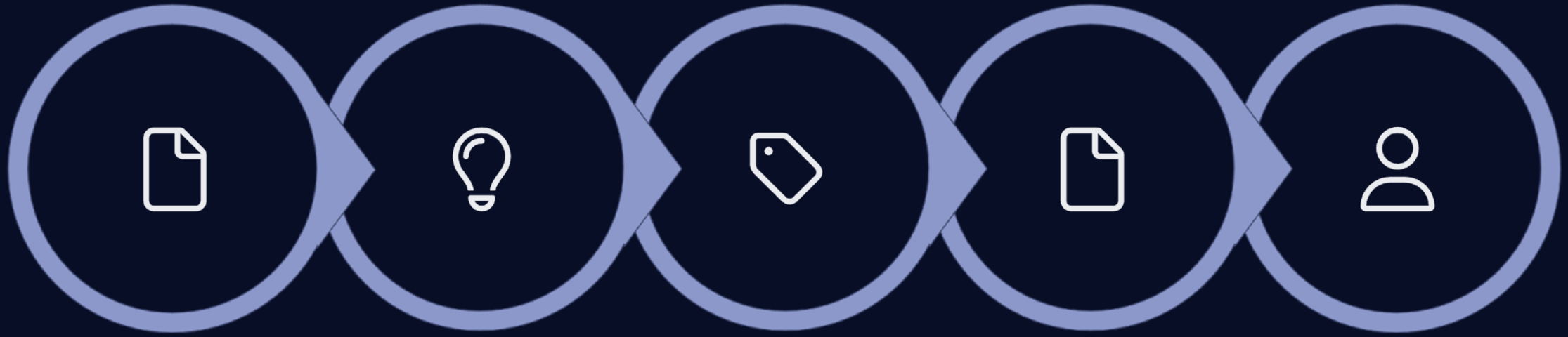
No more "spreadsheet chaos"–single source of truth!

Next Step:

Classify and tag content automatically.

Content Classification & Tagging

Step 2: Content Classification & Tagging



Upload Documents *Analyze Content* *Tag by Topic* *Tag by Format* *Tag by Channel*

Model:
Azure Cognitive Services – Text Analytics, Entity Recognition, Custom NLP

Why:
Automatic asset tagging by topic, format, channel

Output:
Mapped content inventory (e.g., AI, CX, Guide, Webinar)

Key Learning:
Enables granular, topic-level insight

Next Step:
Aggregate performance by topic/format/channel

Content Classification & Tagging: Analysis

Rank	Top 3 Performing Formats (by Views/Conversions)	Top 3 Performing Topics (by Views/Conversions)	Bottom 3 Underperforming Formats	Bottom 3 Underperforming Topics
1	Ebook ("ZWP Ebook: AcmeCo Phone")	CX ("CX Demand Science ZCC", "CX Ringfence")	Blog post (multiple, 0 views/convs)	Blog post (multiple, 0 views/convs)
2	Guide ("ZWP AcmeCo Workplace Use Cases Guide")	Workplace ("ZWP AcmeCo Workplace Use Cases Guide")	Infographic (not listed in top)	Infographic (not listed in top)
3	Report + Webinar ("ZWP Report + Webinar: Global Collaboration")	Phone ("ZWPGlobal: Q2 Integrate AcmeCo Phone")	Internal (not listed in top)	Internal (not listed in top)

Summary of Key Patterns:

- The content formats that achieved the highest engagement and conversions were **eBooks, guides, and combined report+webinar assets**
  - With"*ZWP Ebook: AcmeCo Phone*" and "*ZWP AcmeCo Workplace Use Cases Guide*" leading in both views and conversions
- On the topic side, *CX (Customer Experience), Workplace, and Phone-related assets* consistently outperformed others, **suggesting a strong audience interest in these areas.**
- In contrast, traditional blog posts–despite their volume–**consistently reported zero or negligible views and conversions**, making them the most underperforming format and topic
  - Other formats like infographics and internal documents also did not stand out in terms of performance.
  - A few assets, especially non-English, could benefit from additional language or regional tags for more precise reporting

The data indicates that **in-depth, resource-rich content** (such as eBooks, guides, and webinars) tailored to high-interest topics (CX, Workplace, Phone) **is most effective for driving engagement and conversion**, while lighter or routine formats like blog posts underperform

Content Classification & Tagging: Next Steps

1. **Standardize Our Content Taxonomy**
   - *Establish a unified system for tagging formats and topics so all content is consistently classified and analytics-ready.*
2. **Automate Tagging with Azure AI**
   - *Deploy AI-driven workflows (Text Analytics or GPT) to classify new assets automatically, reducing manual work and errors.*
3. **Retroactively Tag Legacy Content**
   - *Run automated or batch tagging on historical assets to enable full-scope performance analysis and trend tracking.*
4. **Integrate Tagging into the CMS Process**
   - *Require standardized tags for every new asset in the content management system, ensuring quality control at the source.*
5. **Audit and Optimize Tagging Monthly**
   - *Review tagging accuracy and completeness regularly, using analytics dashboards to flag issues and drive continuous improvement.*

Performance Pattern Analysis

Step 3: Performance Pattern Analysis

Model:

Azure ML/Foundry Data Aggregator

Why:

Roll up KPIs (views, conversions, leads)

Output:

Top-performing formats, topics, and channels

Performance Pattern: Analysis

Rank	Top 3 Performing Formats (by Views/Conversions)	Bottom 3 Underperforming Formats	Top 3 Performing Topics (by Views/Conversions)	Bottom 3 Underperforming Topics
1	Guide (e.g., CX Use Case Guide)	Blog post	CX	Developer
2	Webinar (e.g., WBR, VODs)	Blog update	Workplace (ZWP)	Healthcare
3	Report (e.g., vBook, Content Syn)	Internal	AI	Security

Summary of Key Patterns:

- **Guides, webinars, and reports** are the content formats that performed best
  - With guides like the "*CX Use Case Guide*" and webinars such as "*CX Q1 Predictions WBR*" and "*CX Ringfence*" **generating the highest engagement and conversions**
- "*Ebook*" and "*Landing Page*" formats, though fewer in number, drive **disproportionately high conversions** (especially "*Plans & Pricing*" and "*ZWP Ebook*").
- A few standout assets (like the aforementioned *Plans & Pricing*) achieve conversion rates much higher than the site average, **indicating high buyer intent or a strong match with audience needs**
- On the topic side, **CX (Customer Experience)** dominated both in the number of assets and in performance metrics, while Workplace and AI topics also showed strong results
  - In contrast, blog posts and updates had the highest volume but the lowest engagement and conversions, with internal and less interactive formats underperforming as well
- Topics such as *Developer, Healthcare, and Security* had the fewest assets and lowest performance.

This pattern suggests that **in-depth, interactive formats** focused on CX, Workplace, and AI **are most effective for driving engagement and conversions**, while routine blog posts and niche topics generate limited impact!

Performance Pattern: Next Steps

- **Double Down on High-Performing Formats and Topics**
  - *Increase promotion and investment in content types and subjects that consistently deliver the highest conversions and engagement.*
- **Reallocate Resources from Underperformers**
  - *Reduce or revamp production of formats or topics with persistently low results, and pilot new approaches or channels as needed.*
- **Establish Regular KPI Benchmarking**
  - *Set monthly performance benchmarks by format and topic, and review against actuals to identify emerging winners or laggards.*
- **Link Content Results to Campaign Outcomes**
  - *Map content performance to lead quality and revenue impact, ensuring that analytics inform marketing and sales strategy directly.*
- **Share Insights Across Teams for Agile Content Planning**
  - *Deliver monthly reports and actionable takeaways to content, marketing, and sales teams to align priorities and accelerate results.*

Anomaly & Trend Detection

Step 4: Anomaly & Trend Detection

Model:

Azure ML Anomaly Detector + Time Series

Why:

Flag sudden spikes/drops or shifts

Output:

List of under/over-performing assets & emerging opportunities

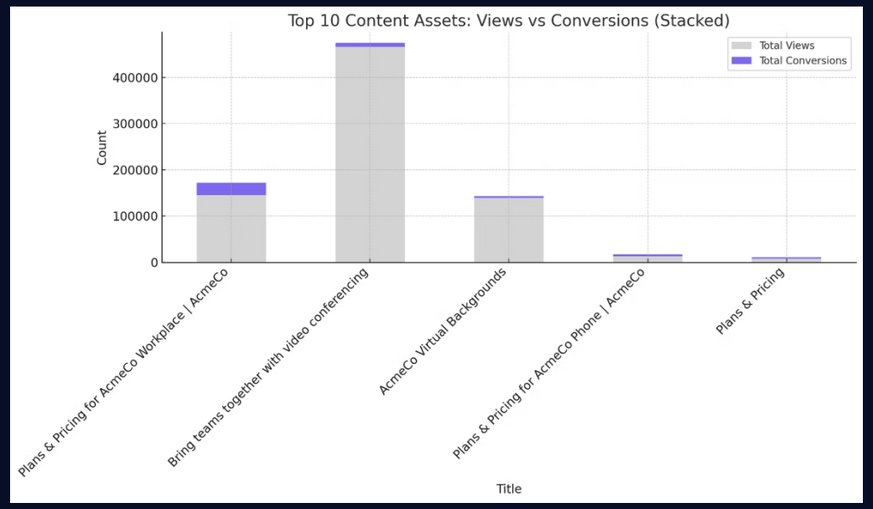
Learning:

No blind spots – catch wins (or problems!) early

Next Steps:

Generate AI-powered recommendations

Anomaly & Trend Detection: Analysis



Views vs. Conversions

This view helps us compare how much *reach* each asset gets (gray) versus how much it actually *converts* (blue).

Key Insight: Some assets (like "*Bring teams together…*") drive massive awareness with modest conversion, while others (like "*Plans & Pricing*") convert a large share of a smaller audience.

This helps us reveal both TOFU (top-of-funnel) and BOFU stars.

Key Patterns:

- Several assets show anomalously high or low conversion rates:
  - The "Plans & Pricing" page (exceptionally high)
  - Certain newsletters (low engagement and conversions)
  - Japanese blog post (very low)
    - Disparity in performance between English & non-English assets suggests either audience mismatch, inadequate localization, or mis-targeted promotion.
- Asset creation is heavily skewed towards a few top topics; little experimentation is evident in new formats or emerging topics.

Conclusion: Regular anomaly detection catches both **unexpected wins** and **potential issues before they become problems**. High-conversion assets = our best-practice models. Underperformers (especially those with high visibility but low conversion) require targeted investigation–are we attracting the wrong audience? Is the content misaligned?

Spotting and responding to these outliers monthly prevents wasted investment and amplifies opportunities.

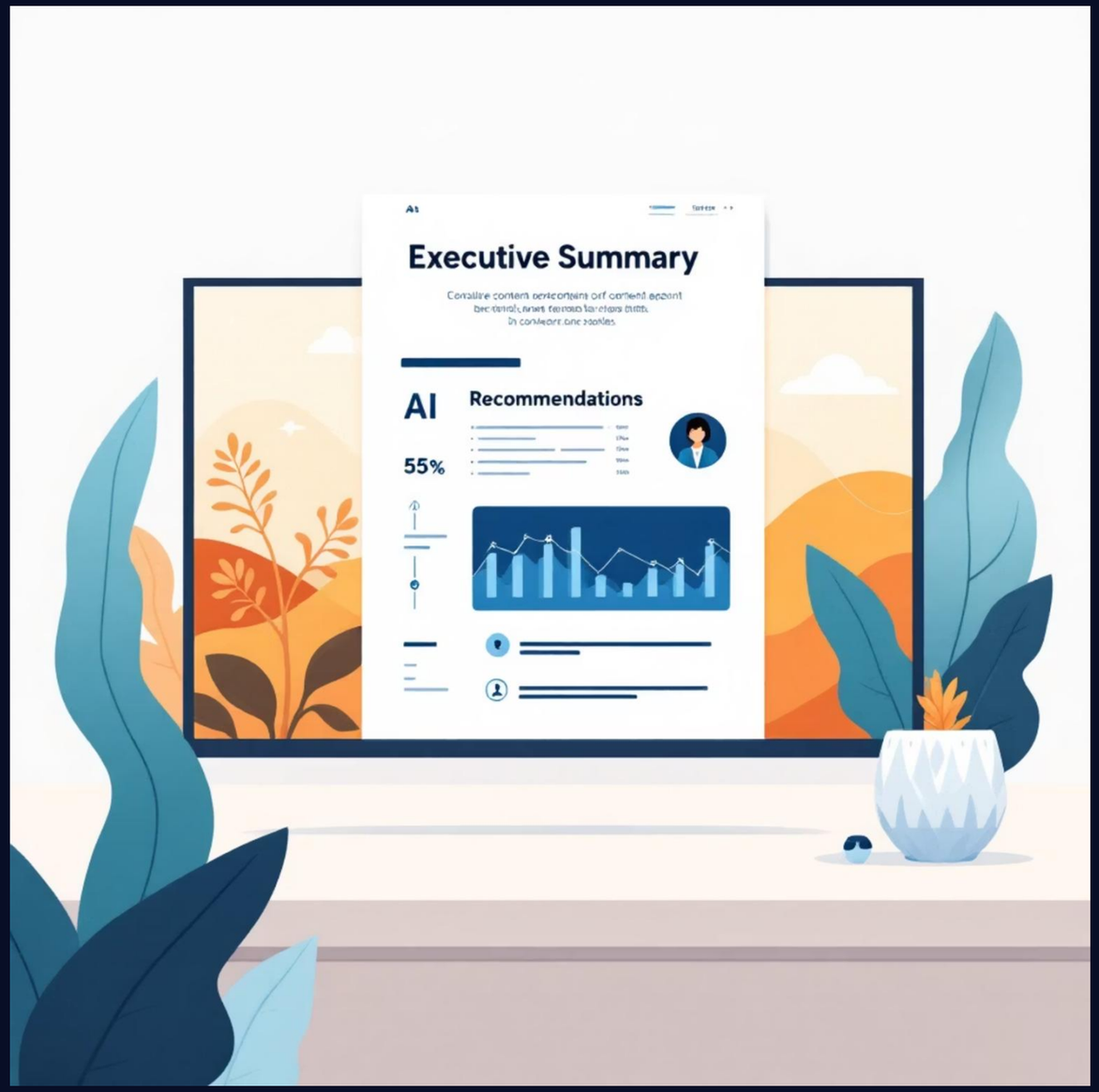
Now if you've been tracking the deck, you can probably guess what's next–yep, **Next Steps!**

Anomaly & Trend Detection: Next Steps

- **Implement Automated Anomaly Alerts**
  - *Set up AI-driven monitoring to immediately flag spikes, drops, or unusual patterns in content performance, enabling faster response and investigation.*
- **Prioritize Rapid Review of High-Impact Outliers**
  - *Focus executive and analyst attention each month on both positive (breakout) and negative (underperforming) anomalies to quickly replicate success or address risks.*
- **Correlate Anomalies with Campaign Activities and External Events**
  - *Investigate whether content spikes/drops align with marketing campaigns, product launches, or market news to better understand drivers of change.*
- **Develop Playbooks for Anomaly Response**
  - *Create standardized protocols for responding to anomalies, including escalation steps and communication plans for both opportunities and issues.*
- **Continuously Refine Detection Models with Human Feedback**
  - *Incorporate CMO and team input to adjust what constitutes a "meaningful" anomaly over time, making alerts smarter and more actionable with each cycle.*

Strategic Insights & Recommendations

Step 5: Strategic Insights & Recommendations



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Model:

Azure OpenAI (GPT-4) Recommendations Generator

2

Why:

Translate analytics into clear CMO takeaways

3

Output:

"What, Why, Next" executive summary

4

Learning:

Focus our efforts on what's proven, cut/adjust underperformers

5

Next Step:

Schedule automated report delivery

Strategic Insights & Recommendations

Key Patterns:

The most effective assets align **both format and topic with high buyer intent**

- (e.g., eBooks about Workplace or CX)

Consistent gaps- some formats (newsletters, infographics) appear to be low priorities for both production and audience engagement

Data quality issues (missing or inconsistent tags) can cloud insight and slow down automated reporting

Conclusion:

Strategic content investments say we should double-down on our proven winners (*landing pages, eBooks, workplace/CX topics*) and be cautious with resources spent on chronic underperformers.

Note- data hygiene isn't "just admin"–**it's the backbone of fast, trustworthy, and scalable analytics.** Our next steps should focus on:

- Aligning content investment with high-performing formats/topics
- Systematic review and update of content tags and metadata
- Launching targeted tests (A/B or audience segmentation) for "problem" content to see if repositioning can recover value

Automated Delivery & Dashboards

Step 6: Automated Delivery & Dashboards

Model:

Azure Logic Apps / Power Automate / Power BI

Next Step:

Close the loop–add feedback for continuous improvement

Why:

Send CMO-ready snapshots & dashboards monthly

Output:

Always-on, visual, and actionable

Learning:

Moves from reporting to insight-driven decision-making

Thank you.

Liked this info? Have questions? Just want to chat AI?

Shoot me a note: mowadmarketing@gmail.com

=Mo Awad