Evolution of the data driven content owner

A new species of content owner has emerged. They're using audience data to improve their products, enhance the user experience and drive greater engagement, retention and revenue. Using the example of Dave the digital visionary, we track their progression through four key evolutionary phases to ascend the natural order.

1. Digital primitive

Approach: Dave's organisation is capturing audience data, but that data is stored in silos owned by different departments. This means he can't access it easily. He's also incapable of building user profiles or cleansing the database.

Outcome: Dave lacks visibility across his audience and the data at his disposal is of often patchy, out of date and generally of poor quality. He can't perform meaningful audience segmentation and, without any insight into user behaviour, is unable to identify and respond to emerging trends and digital product development opportunities.

2. Data hunter-gatherer

Approach: Dave has made rudimentary progress on integrating his audience and marketing databases, but he lacks the capability to capture data via web forms, so he's struggling to build complete audience profiles.

Outcome: With limited insight into audience behaviour and interests, Dave's organisation is still producing largely generic content. He's also unable to deliver a personalised user experience.

3. Master of tools

Approach: Now equipped with new software, Dave has consolidated all user databases to obtain a single view of audience behaviour. By implementing a metered model and gating content, he is capturing data via a series of registration forms and building user profiles incrementally. This process also allows him to enrich and cleanse existing data.

Outcome: With deep and accurate insight into audience behaviour and user trends, Dave can segment his audience effectively and respond rapidly to opportunities and threats. He also has the business intelligence he needs to develop highly tailored digital products and content for specific users, driving up audience engagement, retention and revenue.

4. Digital native

Approach: Dave has a sophisticated audience database at his disposal that is cleansed regularly. This enables his organisation to deliver highly targeted, tailored bundles of digital content. He is also up-selling and cross-selling by guiding users towards relevant new content, digital products such as apps, and events.

Outcome: As a fully-fledged member of the subscription economy, Dave has a wealth of business intelligence that enables him to make crucial business decisions, respond rapidly to new digital product opportunities and create new repeat revenue streams. He's also extracting maximum value from content by promoting it to the largest possible audience while providing an exceptional user experience.