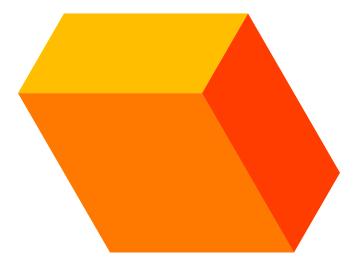# What is Content Intelligence?

PathFactory, the most trusted Intelligent Content Platform, provides a 360-degree view of your organization's content and its attributes, which can be used to inform your content strategy and enable the best content experiences possible.

We do this by:

1. Ingesting and mapping your content through natural language processing to create a structured dataset.

2. Analyzing your content to understand its health, readability, and compliance against key functions of discoverability and accessibility.

3. When married with audience (account and individual - known or anonymous) behavior captured while they are consuming that content,revealing actionable insights about the efficacy and performance of your content in the audience journey; and

4. Facilitating the activation of a variety of highly relevant, AI-driven content recommendations with your audiences across your digital channels using either PathFactory templated experiences and widgets, or your own.

Understand your entire content landscape at scale with PathFactory's unified content library

Consolidate and synchronize the finished, publishable content artifacts from your entire content ecosystem regardless of whether they live in your Content Management System, Digital Asset Management system, cloud file storage platforms, or even your YouTube channel with PathFactory's content library where they can be organized, structured, and labelled. Implement robust governance policies to manage what content can be viewed and accessed by specific team members in your organization.

Automatically analyze your content to extract meaningful information, and to determine its effectiveness and health

PathFacory uses Natural Language Processing to extract meaningful information from your content, such as topics, key phrases, and reading length, while creating content taxonomies and determining how content assets relate to each other. Additionally, your content is analysed to determine whether it follows digital marketing best practices, such as whether it's are optimized for search engines, complies with accessibility standards, and if it contains important attributes such as Open Graph meta tags that are needed to ensure your content can be shared on social media effectively.

By using PathFactory's content library, you benefit from:

1. Consistent manual and AI-generated tagging and topics;

2. A rich understanding of the information architecture of each asset defined by quality and health; and

3. Knowing the relationship between your content assets - nearest neighbors and next best asset to sequence if manually curating your content experiences.

If you are creating content by persona, account, or stage of the demand waterfall, you can tag each asset to ensure the analysis is presented in the best possible way to suit your business needs.

![PathFactory logo]

Understand how your content is performing in your audiences' journeys and determine the topics they are interested in

Going beyond traditional web analytics platforms, PathFactory's tracking script captures the visitor engagement with your digital content at the individual and account level to provide more meaningful insights that align with your marketing and sales funnel. This includes metrics like scroll depth and dwell time, as well as the engagement journeys your audiences take.

With PathFactory's rich content data, it's easy to understand the topics and keywords that your audiences are interested in to enable your marketing and sales teams to deliver the right messaging and content to your audience at the right time on the right channel.

Drive better business outcomes across the full content and audience lifecycle

Connect PathFactory's visitor engagement data with your CRM, marketing automation platform, and customer data platforms to show which content is driving meaningful conversion and to prove the ROI on your content initiatives. These insights will help you determine whether to create new content, repurpose existing assets, or sunset some of your content completely.

Activate your digital channels with personalized content recommendations featuring headless content intelligence

Whether you want to manually curate the content experience or use PathFactory's AI-driven recommendation service, your content experiences can be scaled based on smart content intelligence and firmographic-based and/or known visitor profiles collected through first-party cookies. The combination of content and audience data powers a plethora of recommendation options, ensuring your audience gets the best, most contextually relevant content experience, increasing dwell time, content consumption, self-education, and accelerating desired business outcomes.

In summary…

PathFactory drives content-led growth by giving you complete visibility into content health and utilization while empowering you to activate content across all channels by leveraging content intelligence. By connecting your target audience to the right content journey at the right time and giving comprehensive actionable insights that inform marketing and sales decisions, PathFactory empowers you to drive revenue through your content investment.