



EBOOK

Granular Data:

**THE IMPORTANCE OF DETAILED
AI-PROVIDED INFORMATION**

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Using AI for More Detailed Data Results

Research is an important part of the content marketing process, and it can be improved with artificial intelligence (AI). Marketers can easily get to the root of their target audience's business problems and better understand what content will benefit them the most by collecting AI-driven insights. CONTENTgine utilizes this intelligence to help all professionals find the right software and technology solutions for their business.

Using AI in data analysis offers improved speed and accuracy, enabling our team to process vast amounts of content-focused data in a short amount of time with high levels of accuracy. As a result of our AI usage, marketers receive detailed insights about what follow-up content to send to potential customers and which assets will be the most effective with prospects.

Continue reading to learn how CONTENTgine uses AI-provided data to create more accurate and detailed information for our customers.



AI-based granular information isn't guesswork — it's knowledge that's backed up by first-party interactions taken by real people.

What Is Granular Data?

You already know what data is, but it's important that you understand the depth of data available for your content marketing efforts. This is vital because not all pieces of information provide the same amount of valuable insight. Data granularity is the level of detail provided in a data structure. The more granular the intelligence, the more information you'll have to work with.


Granular data can be obtained by using AI to capture insight based on your target audience's behavior and fill in gaps of missing or partial information. AI-based granular information isn't guesswork — it's knowledge that's backed up by first-party interactions taken by real people. You can trust that the information provided by AI is detailed enough to give you the understanding you need to succeed in content marketing.

The Importance of AI-Generated Information

Most marketers would agree that when you spend large amounts of time and money organizing quality advertising messaging, you want to see real results. But, if what you're communicating to your target audience is based on assumption or inefficient data, then you'll most likely not receive the ROI you're hoping for.

At CONTENTgine, our focus is on digital engagement. What content is being consumed? What does the content tell us about the challenge that the professional is trying to solve? What's the correct type of content to show the user next to help them find the right business solution? AI helps us determine the answers to all of these questions and more.

Continue reading to learn how CONTENTgine uses AI-generated insights to help marketers know what follow-up content to send their target audience and what to include in their messaging.



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This enables us to see what category of content people are consuming, which gives marketers more insight into what interests their target audience.

Categorization

There's a large amount of B2B content available to readers surrounding technology and software. Rather than simply allowing people to traverse through thousands of documents with no topic in mind, we wanted to create an easy way to categorize and organize pieces of content to serve both our team and the reader.

We use AI to automatically scan, review, and classify content by vendor and product category, with a focus on key topics. This enables us to see what category of content people are consuming, which gives marketers more insight into what interests their target audience. Not only does this give more pointed feedback on marketers' target audience and the content categories they're reading, but it also provides advertisers with ideas on what pieces of content could further the reader's content consumption, ultimately pushing them down the sales funnel.

This allows us to save time and energy, all while realizing the marketers' target audience's intent by what keyphrases they're searching for.

Keyphrase Generation


Because all of our content is categorized by AI into categories and keyphrases, we better understand what content is focused on. This also makes our platform easily accessible and searchable, ensuring readers can simply look up a specific keyphrase and find exactly what they're hoping to.

AI is smart and does a lot of the difficult and time-consuming work of grouping content together under similar topics. This allows us to save time and energy, all while realizing the marketers' target audience's intent by what keyphrases they're searching for. On top of that, our platform does this at scale across tens of thousands of assets, so all content is constantly being categorized without readers having to manually wade through every piece.

Business Needs

When prospects look for content, they most likely search keyphrases focused on their main needs. By categorizing content using challenge-focused keywords, marketers can pinpoint the key issues their target audience is dealing with. Knowing what business needs their audience is tending to allow marketers to send specific messaging to supply readers with necessary information and propel them toward making a purchase.

CONTENTgine uses AI to better understand what specific challenge each piece of content aims to solve, then surfaces them in CIP – our content indication platform that takes consumed content and delivers reader intent. As a result, accounts get a better view of what prospects are researching, enabling advertisers to lend a hand via useful content before the reader even asks for assistance.



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We're focused on the standard of content rather than its quantity because readers could consume numerous assets without truly gaining any actionable knowledge.

Next Best Asset

Without a clear path forward, it can be difficult for marketers to know what the most efficient next step for their audience is. The CONTENTgine platform provides a roadmap that can point advertisers in the right direction for each unique opportunity.

Based on the intelligence gleaned from our computer-generated content review, the platform synthesizes the next best asset for industry professionals to see while on their solution discovery journey. This keeps prospects doing beneficial research that supplies them with the right types of information and continuously moves them closer to make a buying decision.

We're focused on the standard of content rather than its quantity because readers could consume numerous assets without truly gaining any actionable knowledge. By receiving first-party, high-quality intelligence, marketers can fuel leads and analytics to improve their ROI.



Contact **CONTENTgine**
today to get started.

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CONTENTgine: Granular, AI-Generated Data

CONTENTgine isn't just another platform with half-baked suggestions – we're a data generator that provides granular insights and AI-generated information that can help marketers make smarter decisions about their audience and their needs.

Know who to target, what to say and when to communicate by using CONTENTgine to inform your content-based marketing choices. Get started by **contacting our AI-data specialists at CONTENTgine** today.



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