

Content that works

contently.com

Invesco: Institutional Investors

JULY 2017

contently.com

Contently

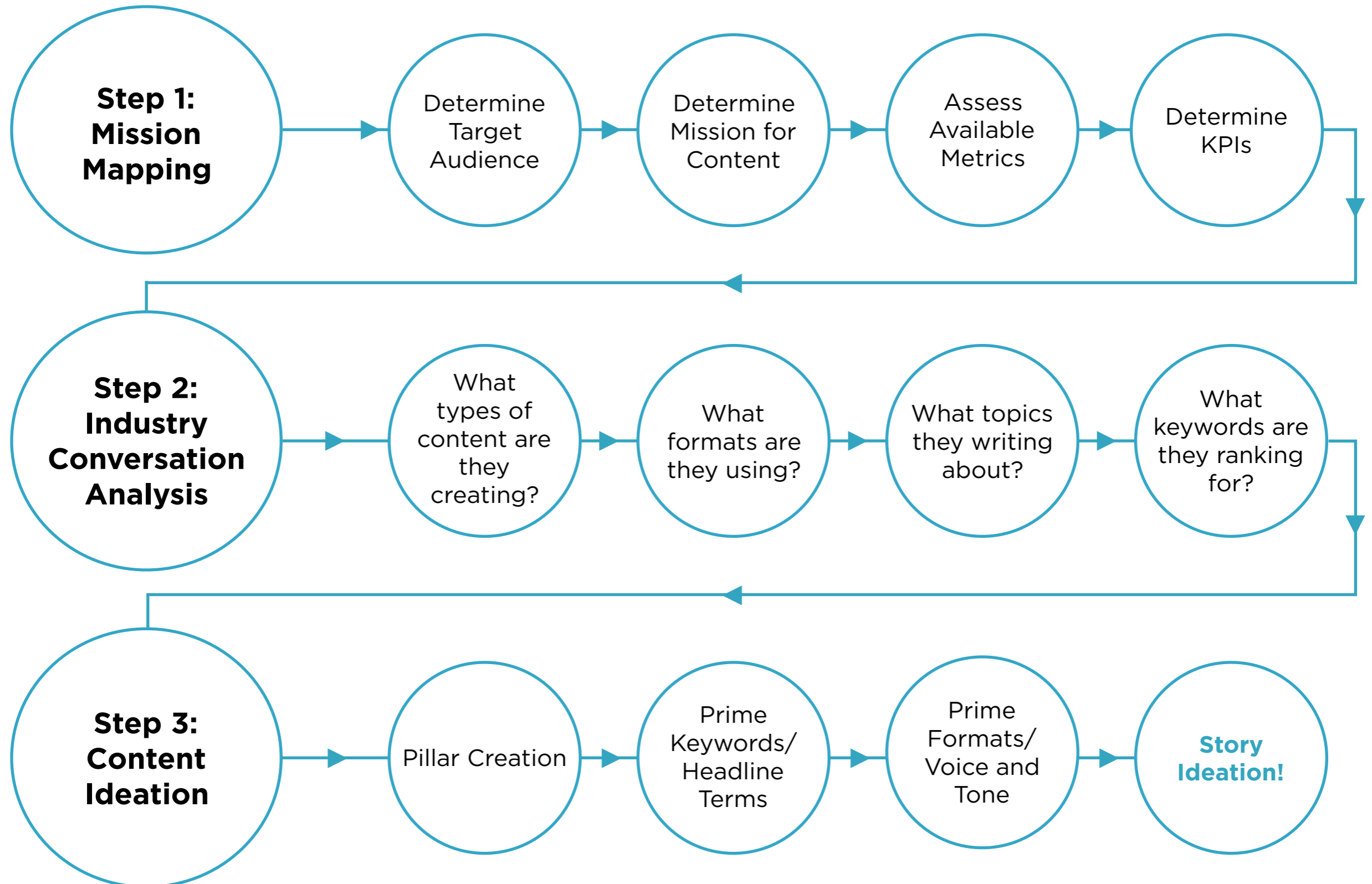
Hello!

Agenda

- 1. Our Process**
- 2. Mission and KPIs**
- 3. Competitive Analysis**
 - **Formats**
 - **Types**
 - **Topics**
- 4. Top Takeaways**

How can storytelling be data-driven?

Our Process



Mission & Goals

Why is Invesco creating content?

Program Mission and KPIs

Content will be used to:

1: Better position Invesco as the leading publication for the Institutional Market

2: Learn about Invesco's audience and convert leads

Provide a first-class user experience*

1: Establish Invesco as **the leading publication** for the Institutional market

Related KPIs

Total attention time

Total people

Returning people vs. total people

Total social actions

Avg. finish per engaged story

Avg. people per engaged story

Total social actions

Engagement rate by source

Engagement rate

Shares by social channel

Share of Voice*

2: Learn about Invesco's audience and convert leads

Related KPIs

Engagement rate by story

Engagement rate by tag group or story type

Engagement via content tag

Total time per story

Total social actions per piece

Engagement Rate by Source

Avg. people per engaged story

Leading SEO search terms leading to content

Leading domain links to stories

Competitive Analysis

Do competitors have strong content programs? How can Invesco stand out?

Group Analyzed

BLACKROCK

J.P.Morgan
Asset Management

Invest With Confidence 
T.RowePrice

**Goldman
Sachs**

Goldman Sachs

Interview with Josh James, Founder and CEO, Domo

gsam.com, 391 total shares

Takeaways:

1. Include images of subject (interviewee, place, etc.)
2. Visually emphasize most interesting sections of the piece
3. Include similar content recommendations in an easily accessible place
4. Include sharing buttons throughout article

The screenshot shows a webpage from Goldman Sachs Asset Management. The header includes the Goldman Sachs logo, 'Asset Management', and navigation links: 'OUR CLIENTS', 'STRATEGIES', 'INSIGHTS', 'ABOUT GSAM', and 'MY WORKSPACE'. The main content area features the article title 'Interview with Josh James' under the 'GSAM Perspectives' section. A sub-headline reads: 'Josh James, Founder and CEO of Domo, discusses how data analytics are revolutionizing the way people run and understand their businesses'. Below this is a question: 'How did you define big data and what does it mean to you and your business?'. The answer text follows: 'For me, big data is not about having more data, but rather, it is about having the right data and relevant information to inform business decisions. At Omniture, we evaluated data in real-time to assess web traffic and key metrics, i.e., search optimization tools and returns, which is how the company got its start. Today at Domo, we are not only providing online marketing data, but also including data from across a company's systems, and then packaging analytics on that data in a much more accessible manner. The goal is to provide business decision makers across the entire company a holistic view of what is happening in their respective businesses through a single platform—in order to collaborate with each other and make faster, better-informed decisions, optimizing performance in real-time.' To the right of the text is a portrait of Josh James, identified as 'Josh James, Founder, CEO, Domo'. Below the main text is a section titled 'ADDITIONAL INTERVIEWS' featuring a portrait of Daniel Nadler and the title 'Interview with Daniel Nadler'. A sub-headline for this section reads: 'Daniel Nadler, Founder and CEO of Kensho, provides his perspective on the power of big data analytics for Wall Street and beyond.'

J.P. Morgan

Journey to ESG Integration

am.jpmorgan.com, 81 total shares

Takeaways:

1. Use multimedia content (podcasts)
2. Include featured content section

The screenshot shows the J.P. Morgan Asset Management website. At the top, there is a navigation bar with links for 'Welcome to Institutional Asset Management', 'CHANGE SITE', 'COUNTRY: US', 'CONTACT US', and 'CLIENT REPORTING'. Below this is the J.P. Morgan Asset Management logo and a secondary navigation bar with 'Our Thinking', 'Our Clients', 'Investment Strategies', and 'Library' (highlighted in blue). A search icon is also present. The main content area features the title 'JOURNEY TO ESG INTEGRATION' with 'SHARE' and 'PRINT' icons. Below the title is a video player showing a progress bar at 0:00 / 30:44. The video title is 'Can fully integrating ESG into your investment process create value?'. The date is 'Jan 08, 2017 / 30:44' and the speakers are 'JAMIE KRAMER, KAY HERR, LINDA PALE'. The topic is 'Environmental, Social & Governance, Investment Excellence'. The main heading is 'Journey to ESG integration' with a sub-heading 'Environmental, Social and Governance. Three small words with a big meaning. In this episode we discuss putting ESG at the forefront of investment conversations and how responsible investing can positively impact your portfolio.' Below this is a 'Featured Content' section with two items: 'Visit the Center for Investment Excellence' (with an image of lightbulbs) and 'Click here for CFA Institute CE credit' (with an image of a pen).

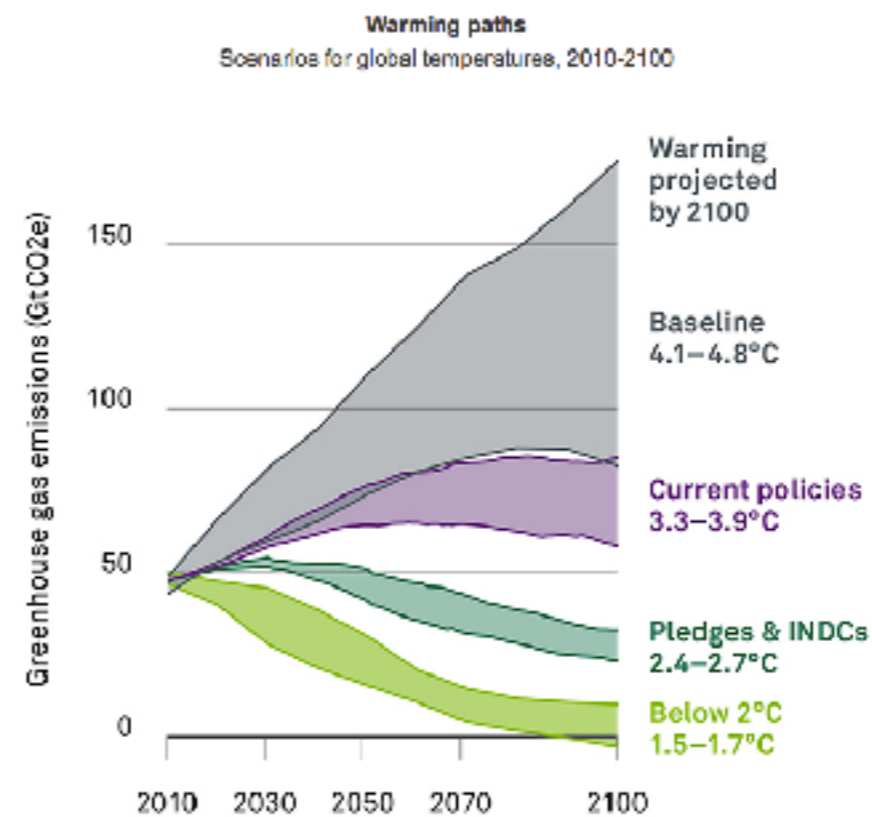
BlackRock

Adapting Portfolios to Climate Change

blackrock.com, 42 total shares

Takeaways:

1. Visually emphasize key points
2. Include digestible data visualizations
3. Keep UX/UI simple and sleek

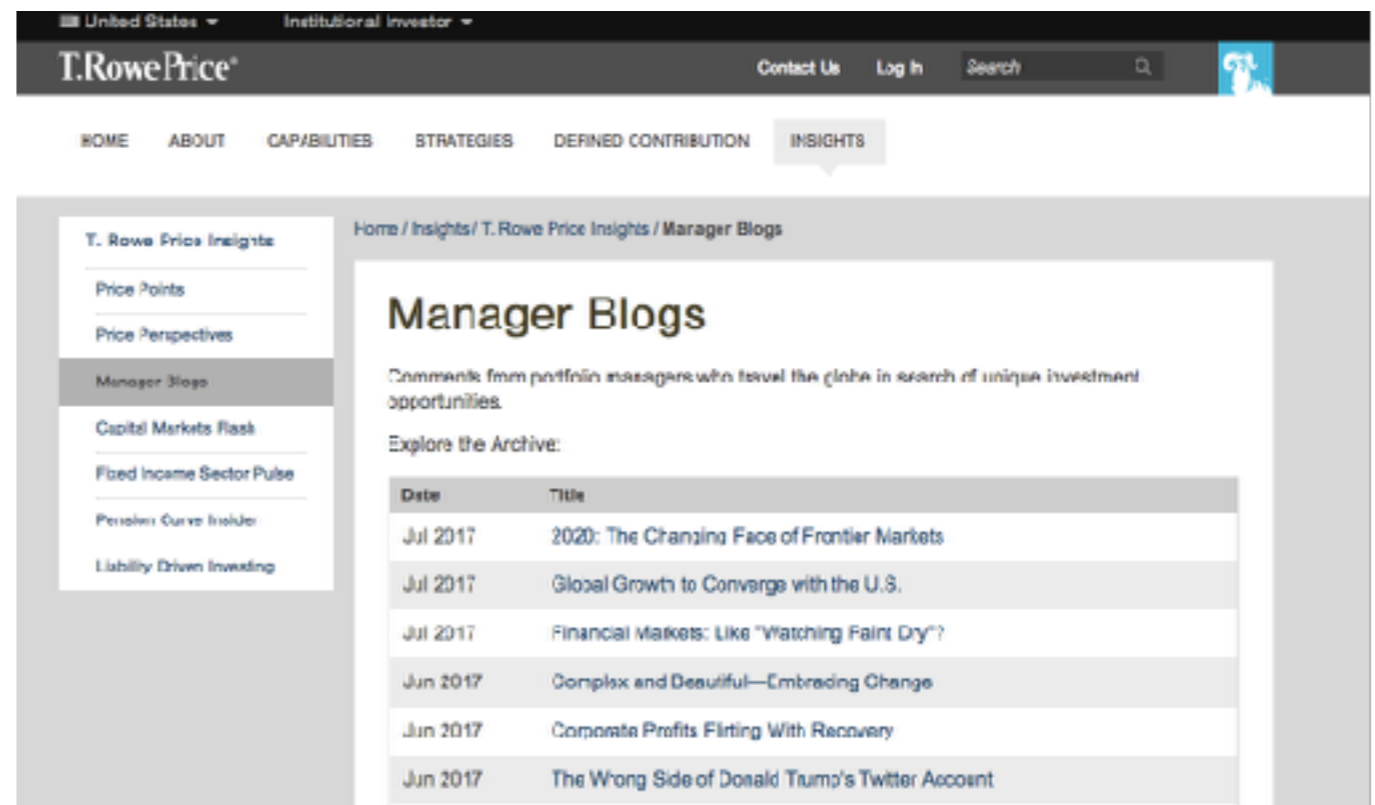
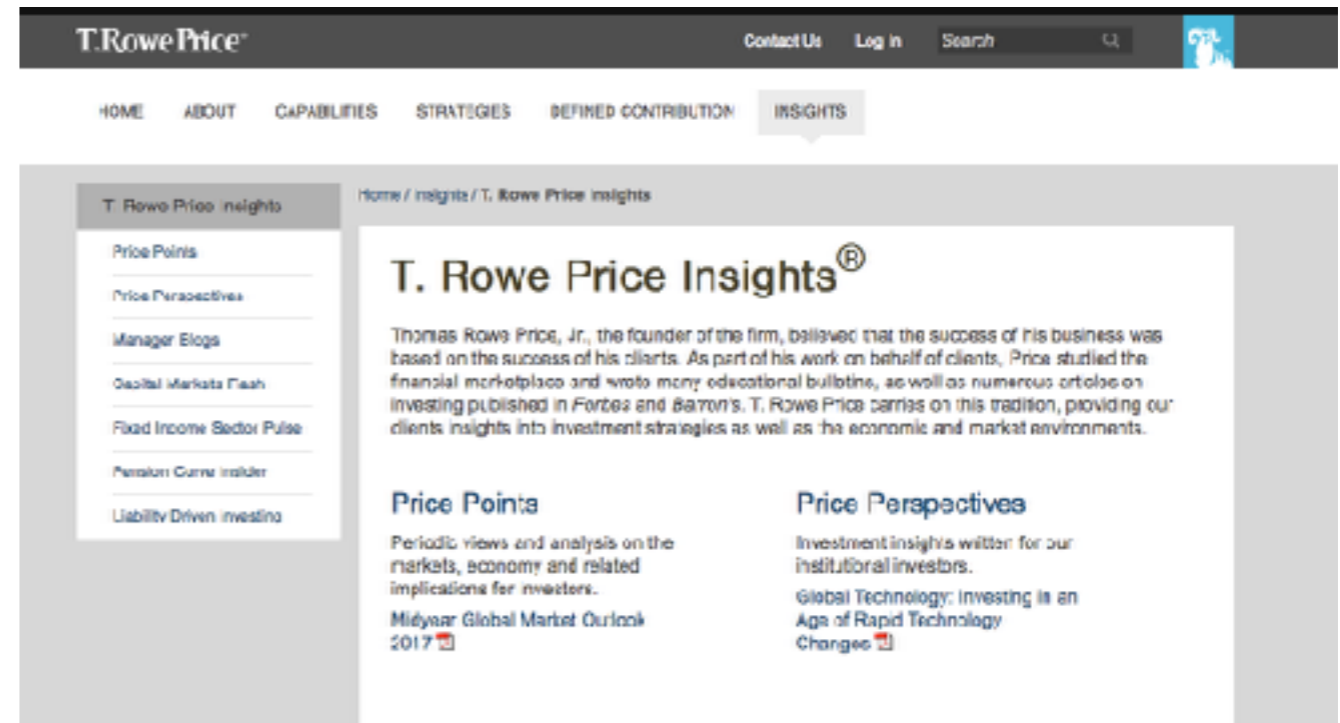


Sources: BlackRock Investment Institute and Climate Action Tracker Project, July 2016.
 Note: The chart shows the forecast path of emissions in gigatonnes of equivalent carbon dioxide (GtCO₂e) under different scenarios. The baseline area shows the path in the absence of climate policies; below 2°C shows the path needed to keep warming below two degrees Celsius from pre-industrial levels by 2100. The temperature ranges shown are the median pathways required to

T. Rowe Price Insights Page

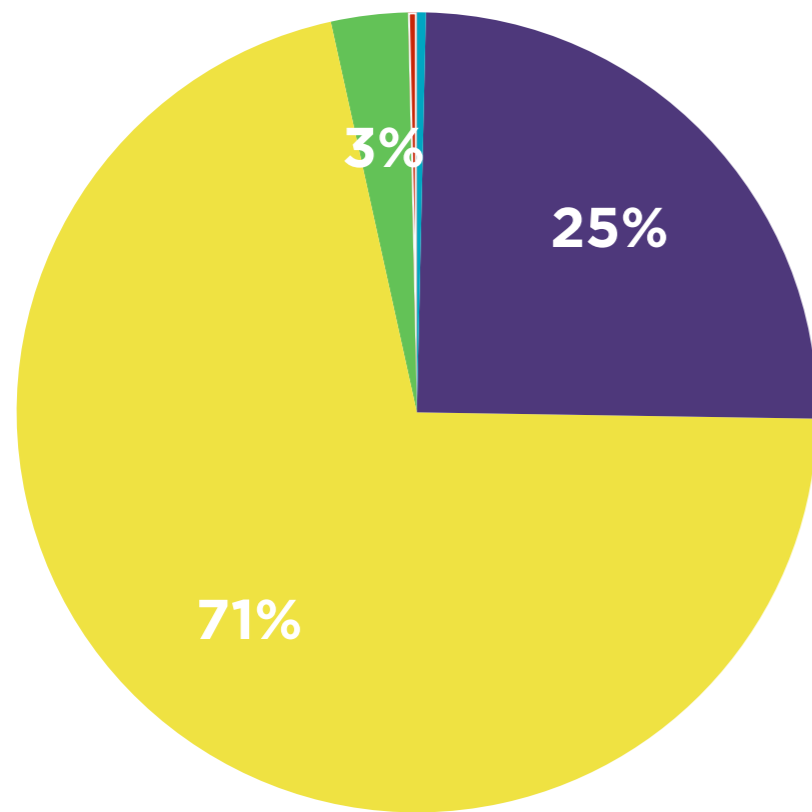
Takeaways:

1. Keep domains simple
2. Keep Institutional AM site on subdomain for equal comparison to comp.
3. Include all content on HTML webpages. PDFs are always supplementary, not primary.
4. All content should be shareable and trackable on social channels and search engines.
5. Index articles using visually appealing images and tiles, not hyperlinks.



Who owns the conversation?

Goldman Sachs' content received the most shares on Facebook, LinkedIn, and Twitter.

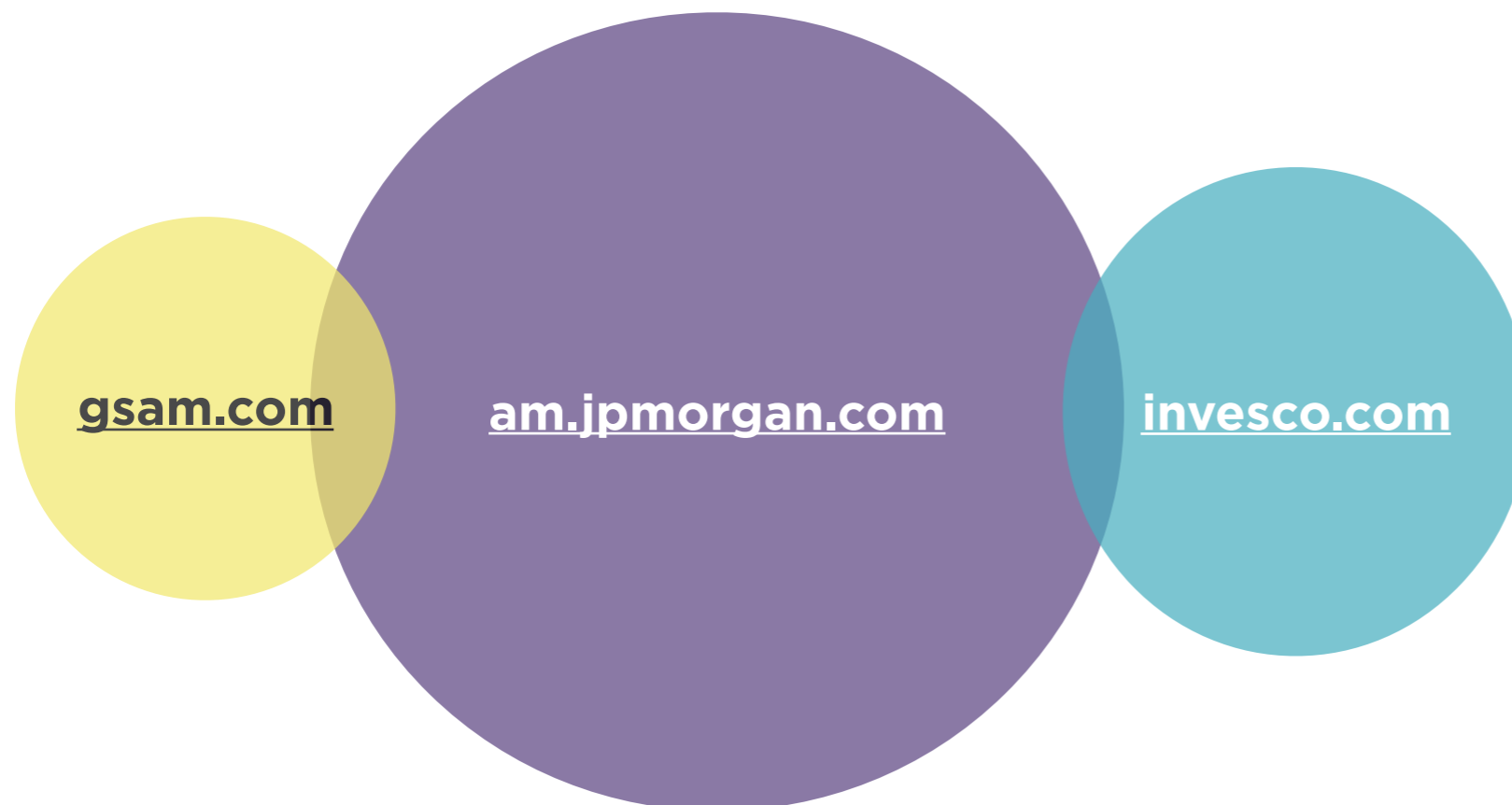


-
- Invesco
 - JP Morgan
 - Goldman Sachs
 - Black Rock
 - T. Rowe Price

Details: All content pieces analyzed must have been shared at least once over Facebook, Twitter, or LinkedIn to be counted.

Who owns the conversation?

JPMorgan has the highest volume of organic search keywords associated with its site.



~**3,000** keywords that Invesco ranks for exclusively
~**23,000** keywords analyzed

Details: All content pieces analyzed must have been shared at least once over Facebook, Twitter, or LinkedIn to be counted.

Top Competitor Keywords

Top ranking keywords that drive traffic to competitors' sites.

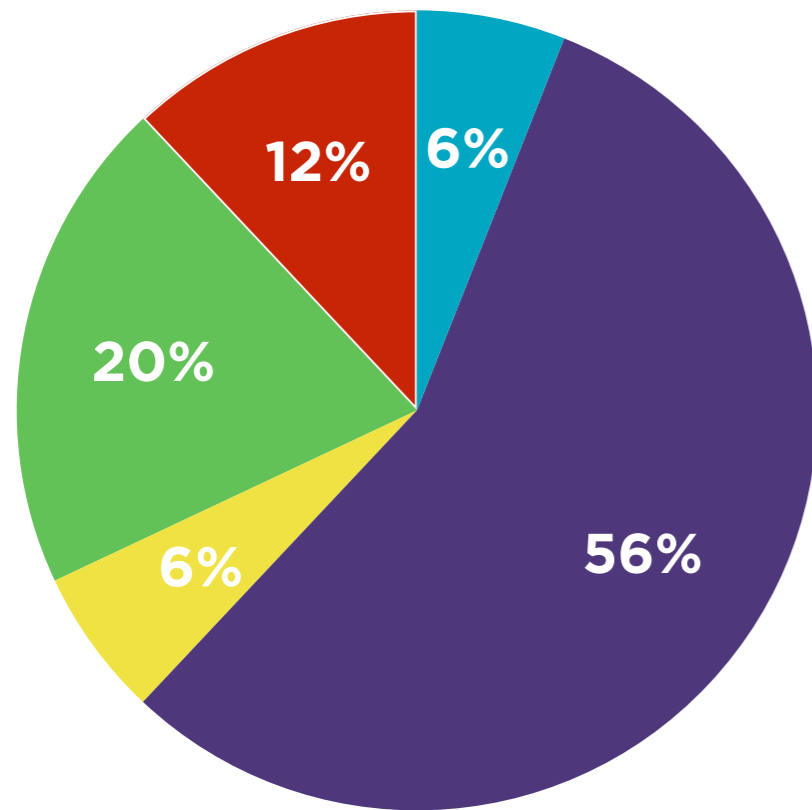
SEO Keyword	Est. Searches/Month	Est. Clicks/Months
Goldman Sachs (gsam.com)		
money managers international	6.6K	42
investment ideas	1.89K	16
exchange traded fund	6.6K	13
J.P. Morgan (am.jpmorgan.com)		
government funds	1.29K	6
equity index	390	3
capital research	240	3
BlackRock (blackrock.com)		
unit price	2.88K	25
high yield invest	1.59K	10
transition management	390	8
T. Rowe Price (troweprice.com)*		
federal taxes rate	22K	432
retirement	74K	397
mutual funds	74K	167

*Keywords exclude searches including the competitor's name

Formats

Formats: Overview

The majority of content produced by competitors are articles under 1,000 words.

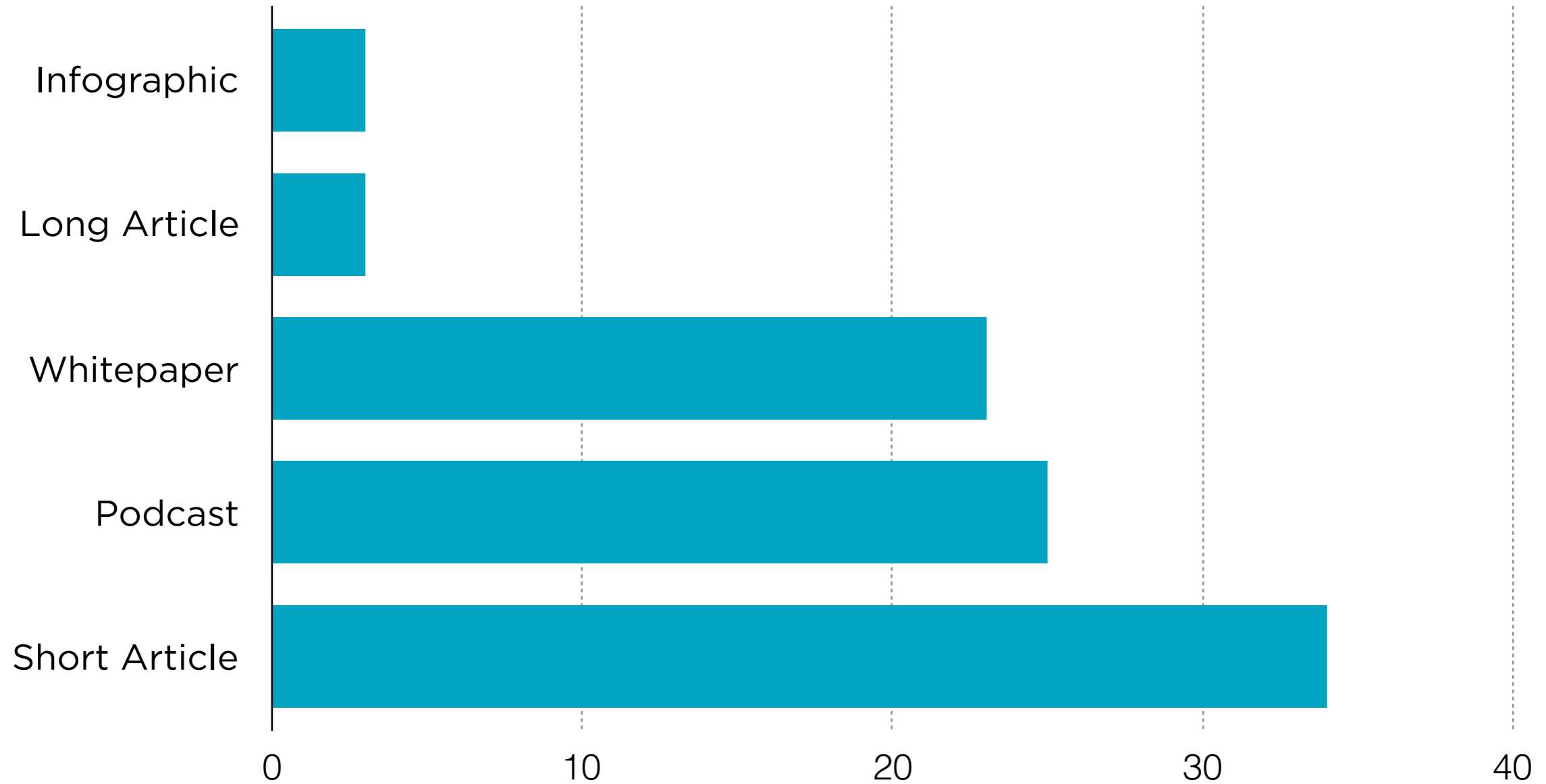


-
- Infographic
 - White Paper
 - Short Article
 - List
 - Long Article
 - Video
 - Podcast

Details: All content pieces analyzed must have been shared at least once over Facebook, Twitter, or LinkedIn to be counted.

Average Performance

Shares per item of content in each conversation



50 total articles analyzed
1,380 total shares analyzed

Competitor Performance by Format

What competitors excel with particular formats?

	BlackRock	Goldman Sachs	J.P. Morgan	T.Rowe Price	Total
Infographic					2.3
Long Article					5.3
Podcast			High Performance		25.2
Short Article		Extremely High Performance			34.4
White Paper	Extremely High Performance		Extremely High Performance		23.5
Video					
Total	21.5	34.2	18.2		27.6

Low Performance (0-10 avg. shares)

Medium Performance (10-20 avg. shares)

High Performance (20-30 avg. shares)

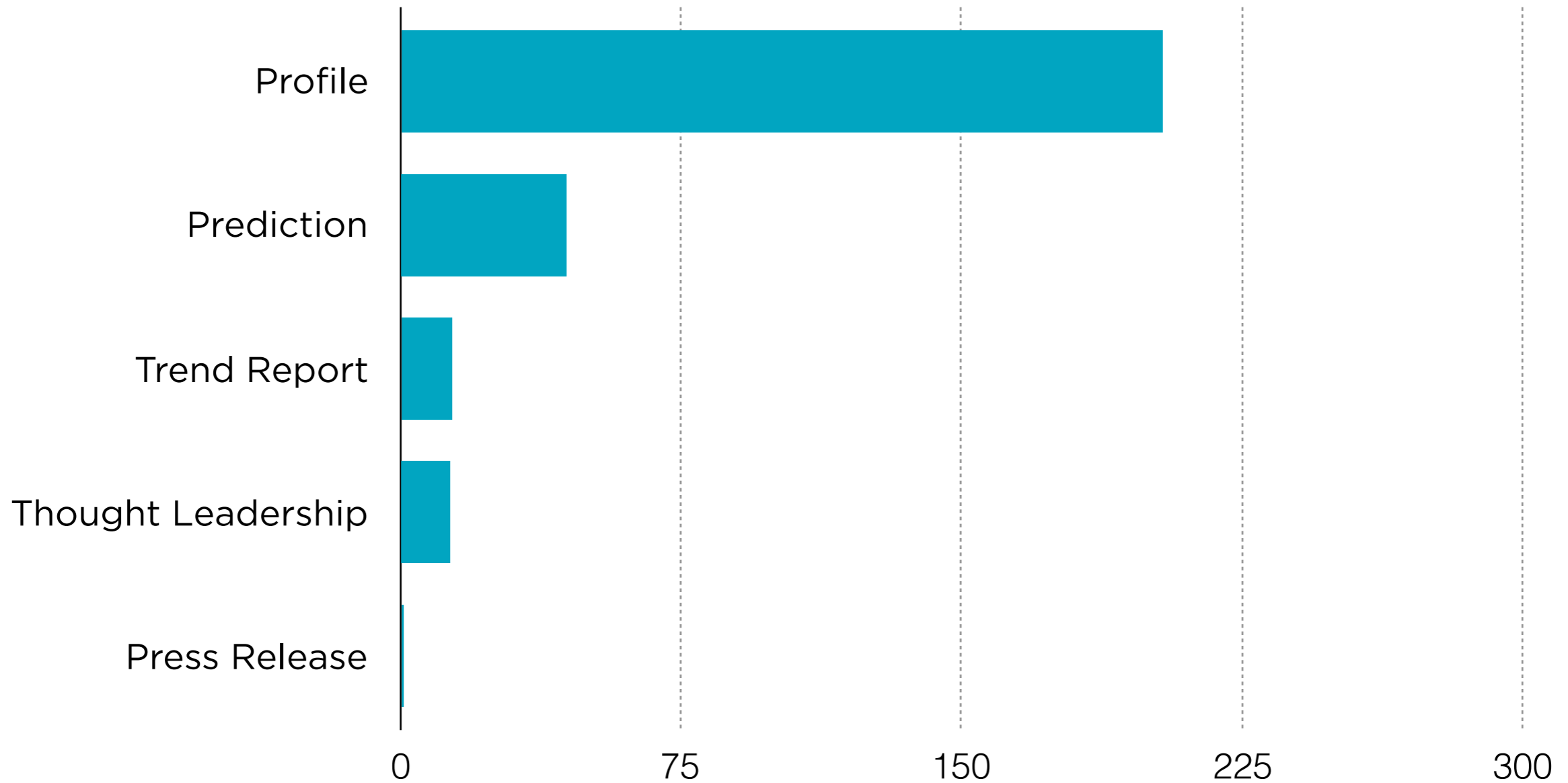
Extremely High Performance (30+ avg. shares)

Format Examples

Title	Publisher	Total Shares
Infographic		
Monthly Market Pulse: January	Goldman Sachs	3
Quant Call: Terms of Trade as a Signal for Currency Markets	Goldman Sachs	1
Relationship Networks: Helping Your Business Grow	Goldman Sachs	3
Long Article		
Spending in Retirement	J.P. Morgan	153
Sustainable Investing	J.P. Morgan	60
Weekly Commentary/Insights	Blackrock	40
Podcast		
Journey to ESG integration	J.P. Morgan	81
Climate Change: Risks and Opportunities	J.P. Morgan	67
Sustainable investing: Engagement and proxy voting	J.P. Morgan	67
Short Article		
Interview with Josh James, Founder and CEO, Domo	Goldman Sachs	391
Interview with Daniel Nadler	Goldman Sachs	179
2017 Investment Outlook	Goldman Sachs	153
Whitepaper		
2017 Long-term Capital Market Assumptions	J.P. Morgan	60
Adapting Portfolios to Climate Change	J.P. Morgan	42
The Data Revolution	Goldman Sachs	8

Types

Average Performance



50 total articles analyzed
1,380 total shares analyzed

Competitor Performance by Type

		Black Rock	Goldman Sachs	JP Morgan	T. Rowe Price	Total Shares
Prediction		High Performance	Medium Performance			267
Press Release						0
Industry Leader Profile		Extremely High Performance				611
Thought Leadership		High Performance	Medium Performance			225
Trend Report	Medium Performance		High Performance			277
Total	43	991	346			1380

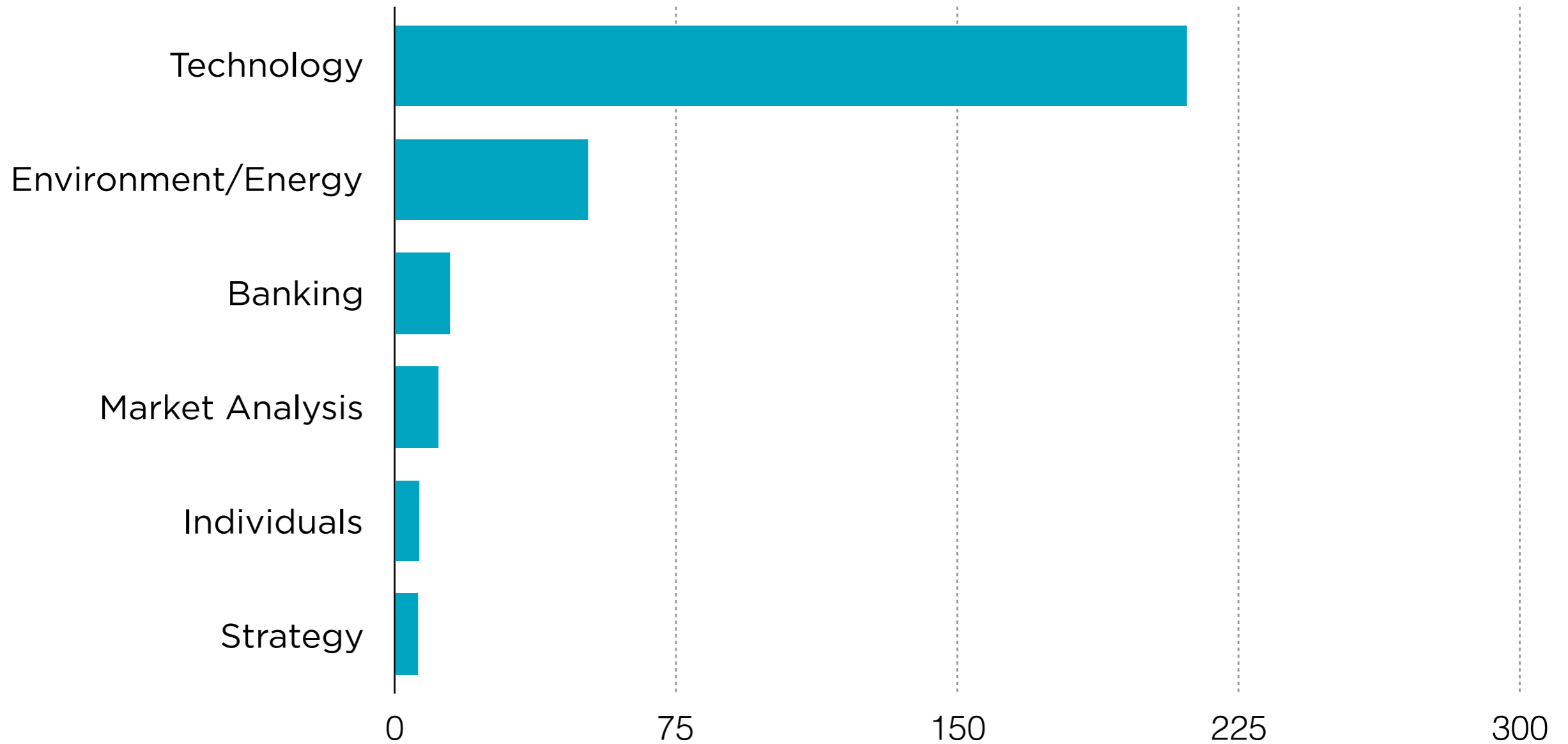


Content Type Examples

Title	Publisher	Total Shares
Profile		
Interview with Daniel Nadler	Goldman Sachs	179
Interview with Jake Flomenberg	Goldman Sachs	41
Interview with Josh James, Founder and CEO, Domo	Goldman Sachs	391
Prediction		
2017 Investment Outlook	Goldman Sachs	153
2017 Long-term Capital Market Assumptions	J.P. Morgan	60
Corporate Pensions 2016 Review and 2017 Preview	Goldman Sachs	40
Trend Report		
Sustainable Investing: Engagement and Proxy Voting	J.P. Morgan	67
Climate Change: Risks and Opportunities	J.P. Morgan	67
Adapting Portfolios to Climate Change	Blackrock	42
Thought Leadership		
Journey to ESG Integration	J.P. Morgan	81
Globalism to Populism	Goldman Sachs	71
From Low Growth to Pro Growth	Goldman Sachs	19
Press Release		
2017 GSAM Symposium	Goldman Sachs	3
J.P. Morgan Alternative Asset Management Hedge Fund Solutions	J.P. Morgan	1
Security Capital Research and Management	J.P. Morgan	1

Topics

Average Performance



50 total articles analyzed
1,380 total shares analyzed

Competitor Performance by Topic

		Black Rock	Goldman Sachs	JP Morgan	T. Rowe Price	Total
Banking/General		High Performance	Medium Performance			250
Market Analysis		High Performance	Medium Performance			200
Environment/Energy			High Performance			258
Technology		Extremely High Performance				611
Individuals						33
Strategy						6
Total	43	991	346			1380

Low Performance (0-50 shares)

Medium Performance (40-100 shares)

High Performance (100-250 shares)

Extremely High Performance (250+)

Topic Examples

Title	Publisher	Total Shares
Technology		
Interview with Josh James: Founder and CEO, Domo	Goldman Sachs	179
Interview with Daniel Nadler	Goldman Sachs	391
Tech: Views from the Valley	Goldman Sachs	22
Environment / Energy		
Journey to ESG Integration	JP Morgan	81
Climate Change: Risks and Opportunities	JP Morgan	67
Sustainable Investing: Engagement and Proxy Voting	JP Morgan	67
Banking/AM		
2017 Investment Outlook	Goldman Sachs	153
Three Things to Know About DC Plan Participants Under 30	JP Morgan	20
Equity Market Assumptions	JP Morgan	3
Market Analysis		
Globalism to Populism	Goldman Sachs	71
2017 Long-Term Capital Market Assumptions	JP Morgan	60
The Data Revolution	JP Morgan	8
Individuals		
Spending in Retirement	JP Morgan	14
An Analysis of Productivity	JP Morgan	4
Relationship Networks: Helping Your Business Grow	Goldman Sachs	3
Strategy		
The Role of Big Data in Investing	Goldman Sachs	6
Alternative Strategy Assumptions	JP Morgan	6

Top Takeaways

Takeaway #1

Deeply Engaging Content Formats are being Underutilized.

Infographics, videos, and long-form articles are being produced in negligible amounts by the competition. There is an opportunity to get ahead by producing high-quality content pieces in these formats. Infographics produced by Contently clients over the past year reached **54%** more readers than text posts and received **22%** higher engagement than publication average over the past year.

Takeaway #2

Feature Real People Whenever Possible.

Profiles of industry leaders were the most popular content type among competitors. There is an opportunity to take inspiration from Goldman Sachs' series by weaving personal stories or aspirational pieces into Invesco's content when possible.

Takeaway #3

Investment strategy, the environment, and technology are all topic opportunities.

Only one market leader is writing effectively about technology and its impact on the institutional investing space. There is an opportunity for Invesco to challenge Goldman Sachs by writing about technology in a smart, accessible way.

Contently

Thank you.

New York

**598 Broadway, 4th floor
New York, NY 10012**

San Francisco

**1161 Mission St.
San Francisco, CA 94103**

St. Paul

**213 4th St. East
St Paul, MN 55101**

UK

**Albert House
256-260 Old St.
London, EC1V 9DD UK**

www.contently.com