# Mintent launches Content Performance Analytics

*Content marketing leader simplifies analytics for content marketers.*
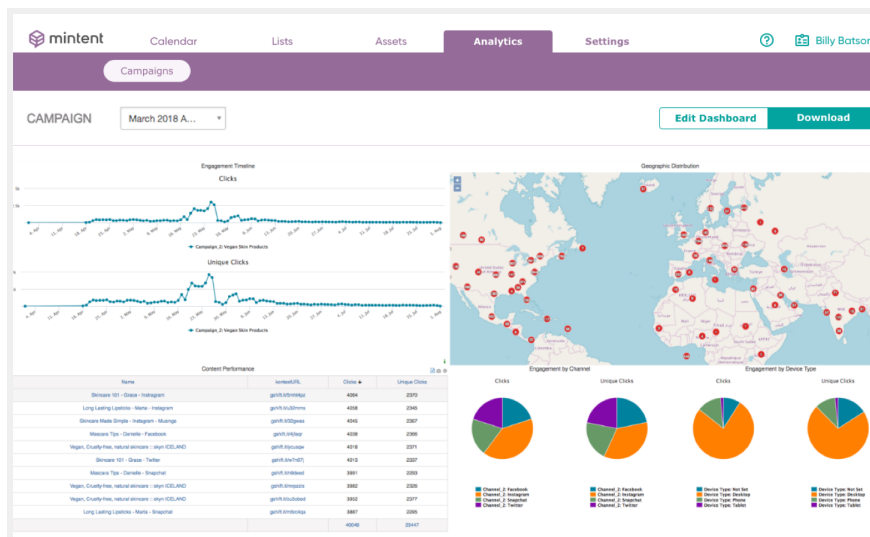
CLEVELAND, Ohio, September 4, 2019 – Mintent, the leading content marketing platform for distributed content teams, today announced it has released the industry's first proprietary fully integrated multi-channel analytics system. This tracked links product enhancement helps content marketers understand and compare the performance and engagement of content across all channels.

The announcement was made from Booth #707 at Content Marketing World 2019.

Marketing leaders struggle to demonstrate the ROI of their marketing investments. Analytics is a nightmare. There are typically many silos and distribution systems, each with its own island of data. Pulling all of this together into one dashboard to understand the performance of content across all channels and how a campaign with multiple content items is performing in real time has been practically impossible. Mintent tracked links now solves this.

"Content marketing technology providers have traditionally not given their customers true comprehensive performance metrics," states Matt Dion, CEO, Mintent. "Mintent acquired gShift, a provider of content optimization data and analytics, to connect the content marketing dots of ideation, planning, creation, distribution and now, measurement. This product launch is the first step in simplifying and making analytics more accessible to content marketers."



Just 7% of B2B marketers in the US rate their company's current ability to measure and analyze marketing performance and impact as "excellent," according to Demand Gen Report. Every marketer, every day is seeking answers to the basic questions, what is working and what is not working, right now? Mintent's Content Performance Analytics module streamlines marketing analytics and enhances the marketing department's accountability.

Mintent is the first to seamlessly integrate analytics with the content creation process, dramatically reducing the time and effort required to track content engagement and performance. As content is created in the platform, a unique smart URL can be created for each channel the content is being distributed to. Marketers simply use these links when distributing their content and engagement with the content is automatically tracked. Engagement and performance can be viewed and compared in dashboards by campaign, individual content asset, channel, content type, over time or by geographic location. Campaigns can then be optimized on the fly.

"The technical and analytical sides of content marketing are just as important as the creative side," states Ian Cleary, CEO Razor Social. "Mintent's ability to help marketers prove content performance engagement across channels, in a simplified way within their platform, is definitely a step in the right direction for the industry."

Mintent is providing product demonstrations of their tracked links technology at Content Marketing World, Booth 707 and the 3CMA Conference in Denver, Colorado.

**About Mintent (www.getmintent.com)**
Mintent is the leading provider of Content Marketing Optimization Software with Performance Analytics. Built exclusively for content marketing teams, Mintent simplifies the entire content marketing process from ideation to calendaring, workflows and analytics. The simple, yet sophisticated, platform helps marketers more precisely align messages with customer buying cycles, manage concurrent editorial calendars and content marketing workflows to achieve higher returns on their content investments. Customers include: The United Way, Allegion, Premier Inc., Keysight Technologies, Intersystems, The Arts Council of England and Allianz Global Investors.

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