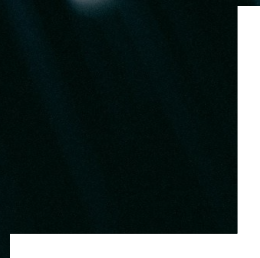


Content Performance Sprint

Project Overview



Most content doesn't drive value, and it's not always clear why

Original reporting is linked to profitability

Content is a key lever for growth and diversification and profitable publishers invest in it



But investment ≠ efficiency

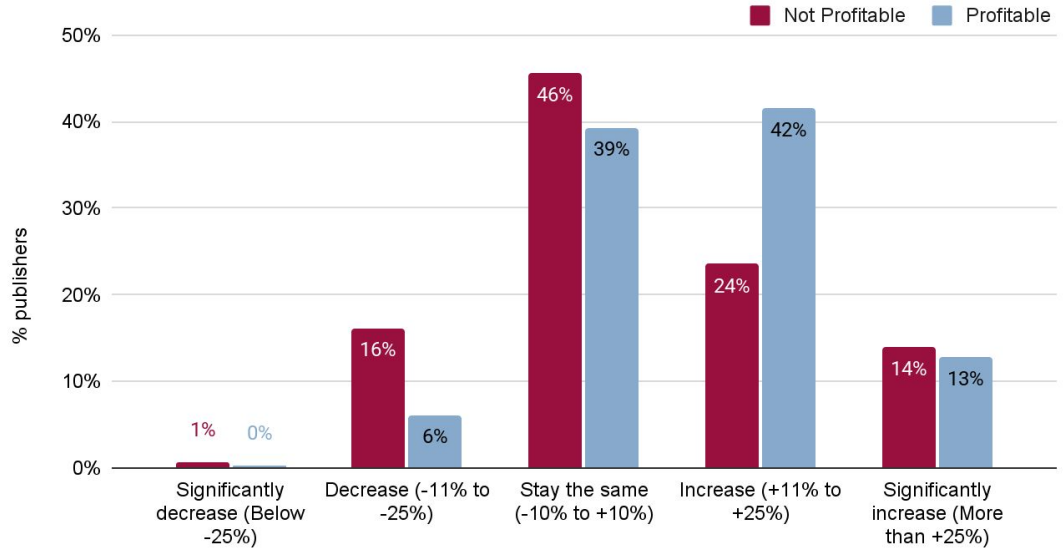
Many publishers have limited visibility into their content performance and volume alone doesn't guarantee engagement or revenue



And can lead to resource misallocation

Creating a weak feedback loop between editorial, product and commercial

Profitable publishers drive the shift to original content



"How will your investment in original reporting and analysis change over the next 3 years?"

*Source: FT Strategies research (449 publishers surveyed in 2024 and 2025).

Our *Content Performance Sprint* is delivered in 3 weeks, to provide clarity on what's driving value and what to do next



1. Context & data gathering

- Interview stakeholders to gather context and objectives
- Connect to analytics sources (e.g. GA4, CMS, GSC)
- Establish metrics ecosystem and analysis boundaries



2. Standardisation & GenAI classification

- Fill content metadata gaps (e.g. dates, authors, topics, tags, body) & standardisation (e.g. cleaning and filtering)
- GenAI advanced classification (e.g. user needs, lifecycle) and validation



3. Core analysis

- Identify content that over/under perform across reach, engagement or conversions
- Apply analytics frameworks such as Pareto, Quadrants or Article shelflife across all content and audience categories



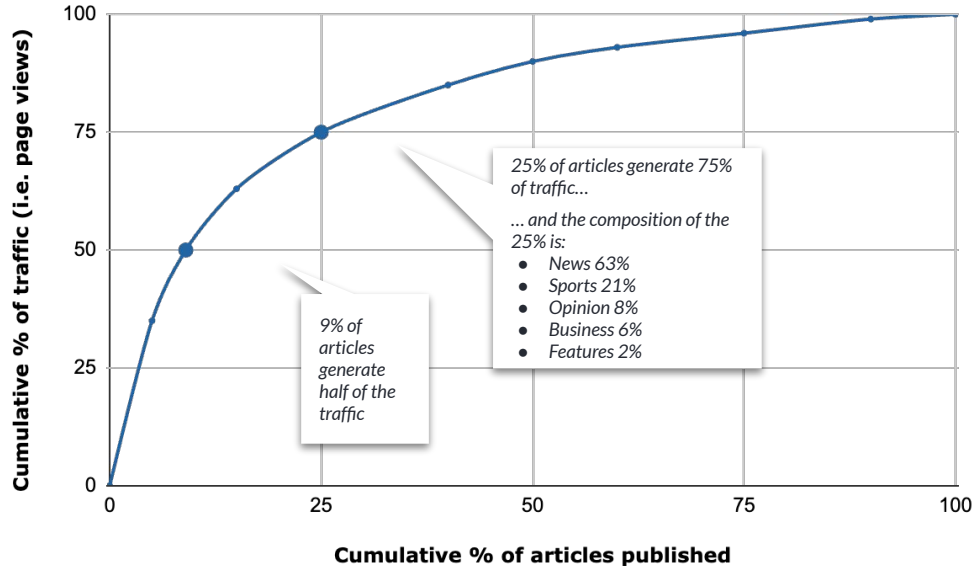
4. Insights & strategic roadmap

- Deliver a content playbook for growth with short and long term opportunities
- Recommendations will be provided along Commissioning, Distribution, Monetisation and Resilience

Analysis is conducted across your full content archive

We leverage of various frameworks and proprietary benchmarks to identify which levers to pull across the content lifecycle

Most publishers have a long tail of content that hardly generates traffic.
Can those resources be repurposed?

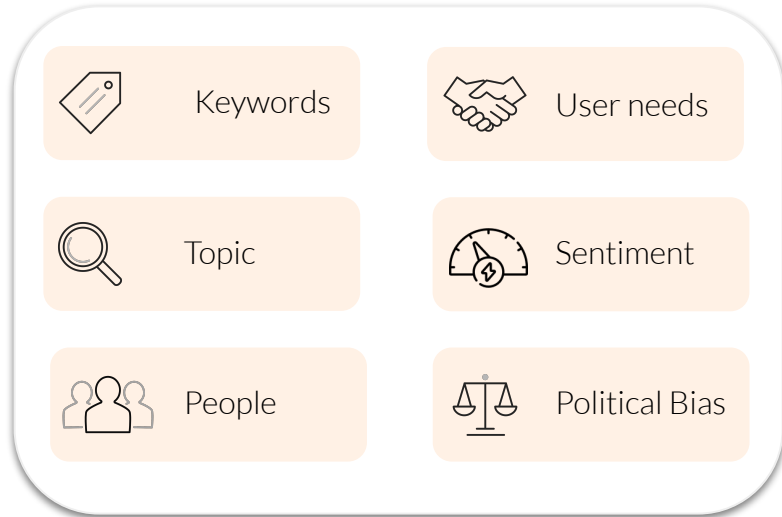


Key questions addressed:

- What makes up the long-tail of content, and what value does it generate?
- Are we locking commodity content behind the paywall and missing out on unsold inventory?
- Are we giving the right exposure to niche and differentiated content?
- What can we repackage to generate incremental engagement and revenue?

We uncover insights not visible in standard analytics, connecting content to real business decisions

GenAI content tagging can be used to assign:



Analysing tagged content at scale can help to inform:

- **Paywall strategy** and tactics (e.g. registration, paywall, access rules)
- **Product development** opportunities (e.g. paid newsletters, events, webinars) and marketing comms
- **New audiences to unlock** (e.g. younger audiences) based on what content and formats appeal to them
- **Content niches** that have proven commercial and audience output

The project will unlock value for your business and audience



Commission intentionally

- Focus investment on high-impact topics, formats and user needs
- Identify content that drives engagement, focusing on retention
- Reduce effort on low-yield and low value-add output



Distribute more effectively

- Match content to the audience and platform
- Optimise content access through paywall, registration and sampling
- Unlock value from existing content through repurposing



Monetise more efficiently

- Isolate and promote content that engages and converts
- Develop new propositions from niche and engaging content
- Improve advertising yield as a result of focusing on value

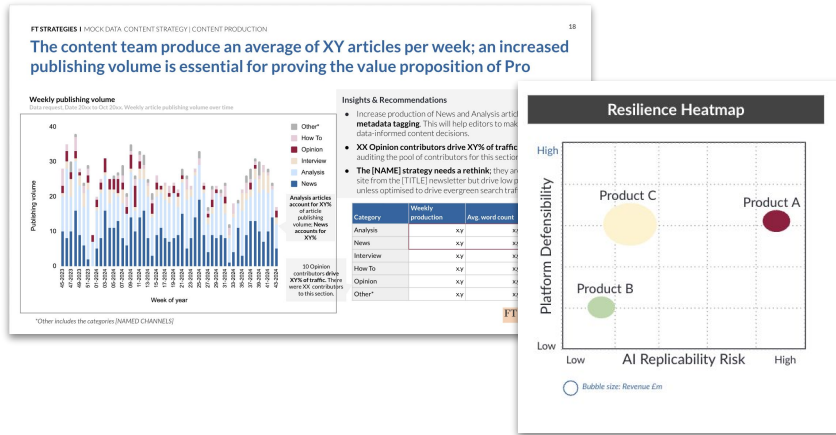


Build AI resilient content

- Identify content at risk of commoditisation
- Quantify originality and differentiation
- Shift investment toward defensible, high-value journalism

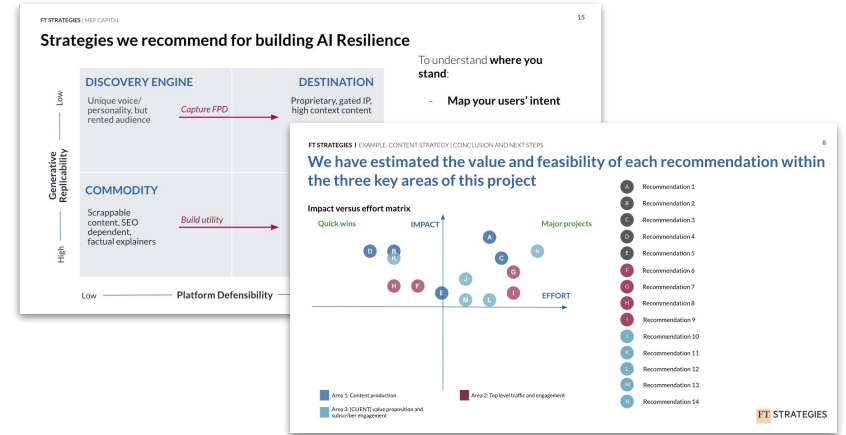
Clear outputs. Actionable recommendations. Immediate impact.

Insights and Diagnostic



A report with recommendations on content commissioning, creation and distribution, alongside editorial tagging, tracking and reporting.

Roadmap and Recommendations



A prioritised roadmap of actions across editorial, product and commercial teams to maximise the return of content published.

FT STRATEGIES

Partner with FT Strategies to transform your content into measurable, commercial growth that drives long-term value

Book a Discovery call



FTStrategies.com

