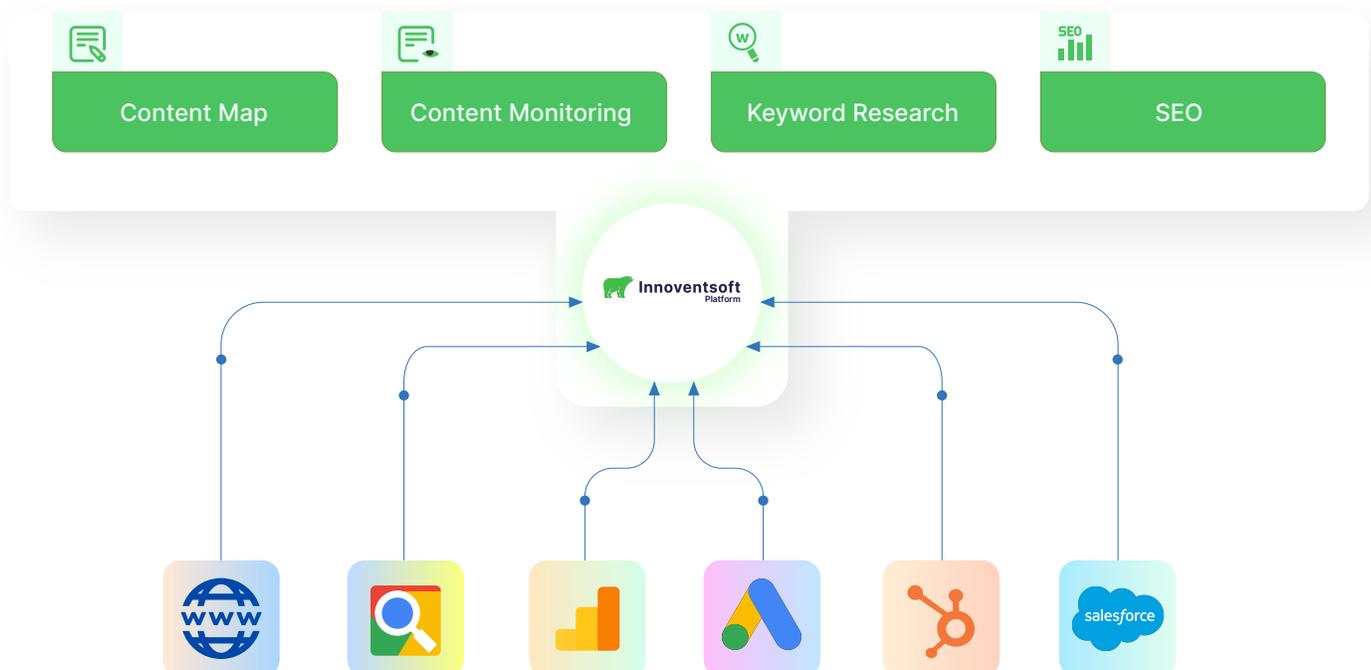


Innoventsoft Platform

Today B2B software firms find it challenging to create online content that appeals to their target customers. With growing marketing tools and technology, it becomes complicated to track the impact of their content effort on brand awareness and sales pipeline.

Innoventsoft offers an AI-based content marketing platform to empower B2B product marketers and content marketers. The platform leverages AI/NLP technologies to identify the list of content topics for various stages of the customer lifecycle journey, which would help to increase brand awareness and website audience by 5X. Innoventsoft platform also maximizes marketing ROI by providing a centralized view for B2B marketers to understand the impact of content on lead conversions and MQL generation.



Content Map

The Innoventsoft algorithm is trained by studying thousands of websites of successful B2B companies. It has identified a pattern in the content that can help a company succeed in its business. Based on the data about your domain, the Innoventsoft platform provides content maps for target personas (buyers, influencers, and users) at various stages of the customer lifecycle journey. The content map will also tag keywords you can target to increase your brand presence online.

- Product and content marketers can create the right content for customers and website
- Marketing operations can quickly navigate content to craft ABM campaigns.

Content Monitoring

Content marketers need information on their impact on website brands and the sales pipeline. The Innoventsoft platform helps you visualize the content performance wrt marketing KPIs such as brand awareness and lead generation. With the platform, you would get information on lead trends, traffic trends, competitive benchmarking, content release cadence, etc., to craft effective marketing strategies and allocate appropriate budgets for maximum impact on sales.

- Comprehensive tool to get content insights and their impact on audience and MQLs
- Maximize marketing ROI with the 360° visibility of content performance

Keyword Research

Our platform constantly studies other websites using patent-pending algorithms and suggests keywords that can help you attract more website audiences. Innoventsoft platform provides benchmarking wrt each keyword and content to bridge the gap with your competition.

- Get keyword research to move ahead with your content journey constantly
- Stay ahead of your competition with benchmarking reports on content

Content Optimization & SEO

Automatically analyze all the web pages and blogs, and find SEO suggestions to optimize your content. With Innoventsoft, you can get 24*7 support on optimizing your website. Innoventsoft platform also crawls thousands of websites, analyzes content patterns, and proactively generates reports to improve the content.

- 24*7 support to optimize your website to rank better in Google search
- Improve your impressions and clicks on existing content

Key Benefits

- 5X improvement in brand awareness and audience engagement with the right content
- 90% rise in productivity and efficiency of the product and content marketers
- 2X rise in MQLs with proper email engagement and ABM campaigns
- Up to 300% rise in lead generation from the website (without any paid medium)
- 500% rise in marketing ROI



Innoventsoft

Learn more : <https://www.innoventsoft.com/>