

CORE

Optimize Your Content



You'll receive the following reports:



Audience Alignment

Insights into how your content resonates with your target audience, while making recommendations for improvement.



Retailer Alignment

Analysis of your content against up to 5 retailers to gauge the fit of your content with each retailer.



Competitive Analysis

Insights into how your content stacks up with your competitors.

Webcollage was established to help manufacturers alleviate the arduous task of ensuring consistency, currency and accuracy of rich product information across the digital retail channel. And now **CORE - Content Optimization Research & Education** - ensures that your content is optimized for maximum impact on target audiences and segments.

Building on our expertise in content optimization, Webcollage CORE provides a layer of predictive analysis to help brands deliver content that is optimized for customer segments and interests, and personalized for maximum effectiveness, thereby collapsing the sales cycle.

Webcollage will run an analysis of your current product pages, and run it through the CORE engine, matching your content to millions of datapoints. Leveraging anthropology, linguistics, mathematics, neuroscience, and 15 years experience, we'll offer a prescriptive analysis used to tailor content to your target demographic and psychographic segments.