

# The Total Economic Impact of NewsCred for Enterprise Content Marketing

To determine the financial benefit of investing in NewsCred's complete content marketing solution, NewsCred commissioned a Total Economic Impact (TEI) study from independent research firm Forrester Consulting.

Through interviews and financial analysis of a current NewsCred customer – a multinational consulting firm – Forrester determined the return on investment (ROI) that global businesses can expect from leveraging NewsCred's technology platform, expert services, and content offerings.

Three-year ROI:

# 201%



## Financial Benefits of Using NewsCred

The interviewed consulting firm realized:



### \$494,755

Content creation cost savings

### \$564,300

Productivity savings from NewsCred's platform

### \$505,400

Efficiency gains from NewsCred managing editorial process

TOTAL BENEFITS

# \$1,564,475



## Productivity

The firm created more content that drives results:

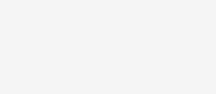
# ↑ 50%

Increase in productivity of content marketing team using NewsCred's software

The organization increased the pieces of content published daily:

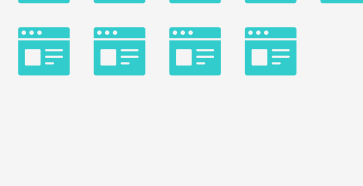
from

# 3



to

# 14



## Traffic

The customer saw substantial traffic gains:



Pageviews

# ↑ 53%



Unique Visitors

# ↑ 51%



Sessions

# ↑ 59%



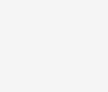
## Social Media

The firm increased its social following by:

# ↑ 3,150%

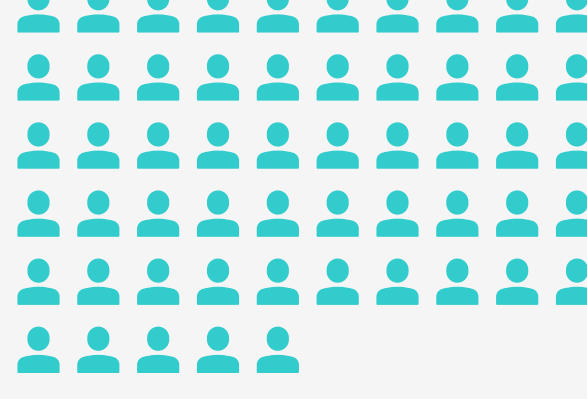
from

# 20,000



to

# 650,000



## A Relationship that Pays Dividends

Benefits of working with NewsCred increase year over year



# 4.3 month

Payback period



Simply put, the organization discovered that the editorial team employed by NewsCred was far more efficient at managing marketing and online content than the internal editing team.

THE TOTAL ECONOMIC IMPACT OF NEWSCRED,  
FORRESTER, 2017

Before NewsCred, we managed a lot of content and assignments using email, which had very little tracking. We now use NewsCred to manage a great deal of our content pipeline and metadata. We need to know where the content came from, who's in charge of next steps, and how it lines up with our brand goals.

GLOBAL HEAD OF CONTENT, FORTUNE 500 CONSULTING FIRM  
INTERVIEWED FOR THE STUDY

FORRESTER  
The Total Economic Impact™ of NewsCred

Forrester: The Total Economic Impact™ of NewsCred

[Download the full study](#)

NewsCred is the global leader in enterprise content marketing

We bring together technology, content, and expertise to provide a complete content marketing solution that delivers measurable business results to your bottom line. More than 200 global enterprises have already begun to grow their businesses through NewsCred. To find out how your company can benefit, visit [newscred.com](https://newscred.com) →