



# Content Matters 2023 Report

[wpvip.com](https://wpvip.com)

# The Power of Content

The content we create connects us as people. Platforms now allow more people to create richer experiences in less time, which fuels the opportunity to deepen those connections. At WordPress VIP, we're driven by the goal of enabling those relationships in meaningful ways.

From our *inaugural Content Matters report* last year, we learned 66% of marketers and content creators wanted to produce more content to achieve their goals. With online attention being harder than ever to catch—and retain—creating content that connects with your audience is the key to success. That means content marketing isn't just a part of the big-picture marketing strategy anymore. *All marketing is content marketing.*

**Content matters: to you, to your audience, to your customers, to your executives.**

However, the world has changed dramatically since our inaugural report and that's why we wanted to learn even more about the state of content marketing and the teams that create, publish, and measure every single day. For our *Content Matters 2023 Report*, we heard from more than 1,500 respondents across a variety of industries and roles.

Here's what we learned:

- **Resources:** Teams and budgets are still growing despite economic uncertainty. In fact, 58% expect their content budgets to grow in 2023.
- **Strategy:** 61% are still creating more content, but focus is shifting to quality over quantity. Some are even turning to artificial intelligence (AI) tools to create content and fill gaps in resources. Though we don't have the data on this trend (yet), we expect it to grow in popularity over the next year.
- **Analytics:** Measuring performance is key to proving the value of content, yet only 46% actually use data to make strategic decisions.
- **Planning:** The future of content is bright, but understanding what works is the spark.

And that's only getting us started. I invite you to dive into this exclusive survey to learn more about how you stack up against your content marketing peers, and where the future of content marketing is headed.



Nick Gernert, CEO  
WordPress VIP

## The power of media

Typically out front of content marketing trends, the media industry, which derives revenue largely from selling advertising, has adopted a data-driven editorial mindset—creating great content that resonates with target audiences. Taking a cue, non-media brands are now adopting similar practices, but with a goal of driving direct sales, conversions, and overall brand recognition.

Throughout this report, we'll call out what media organizations in particular told us about how they're prioritizing content creation, budgets, strategy, and resources.

[Learn more](#)

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SECTION I

# Teams, Budgets & Goals

**"Getting companies to invest in content marketing internally is not easy. Many people think of content marketing as PR and sales-type blog content. They don't understand how effective content marketing can lead to purchases, build a sales funnel, reach your audience, and retain existing customers—all factors that affect sales and monetization."**

VP OF CONTENT MARKETING

The demand for more content is higher than ever, with no signs of slowing, even amid economic uncertainty. Why is demand so high? How are teams keeping up?

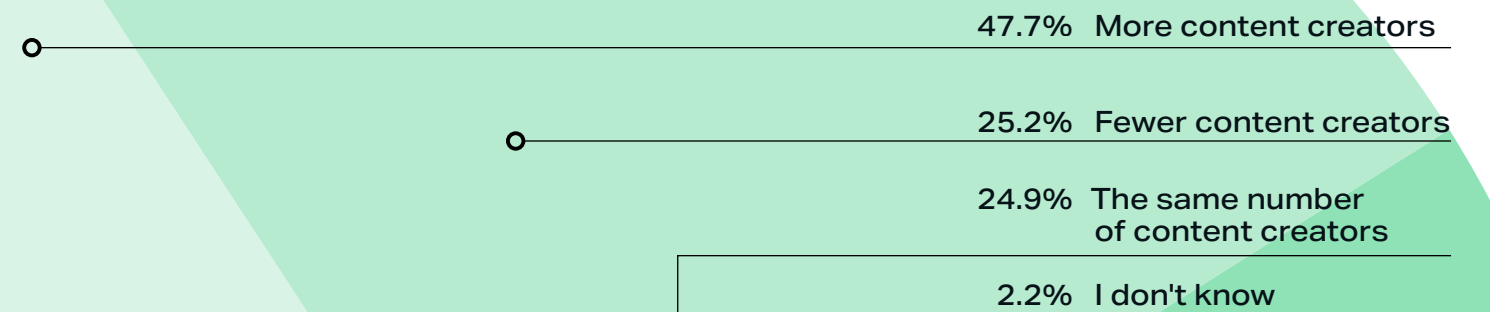
The most prevalent challenge for marketers this year was limited resources, whether it be people, time, talent, budgets, or all of the above.

# Why teams are still growing

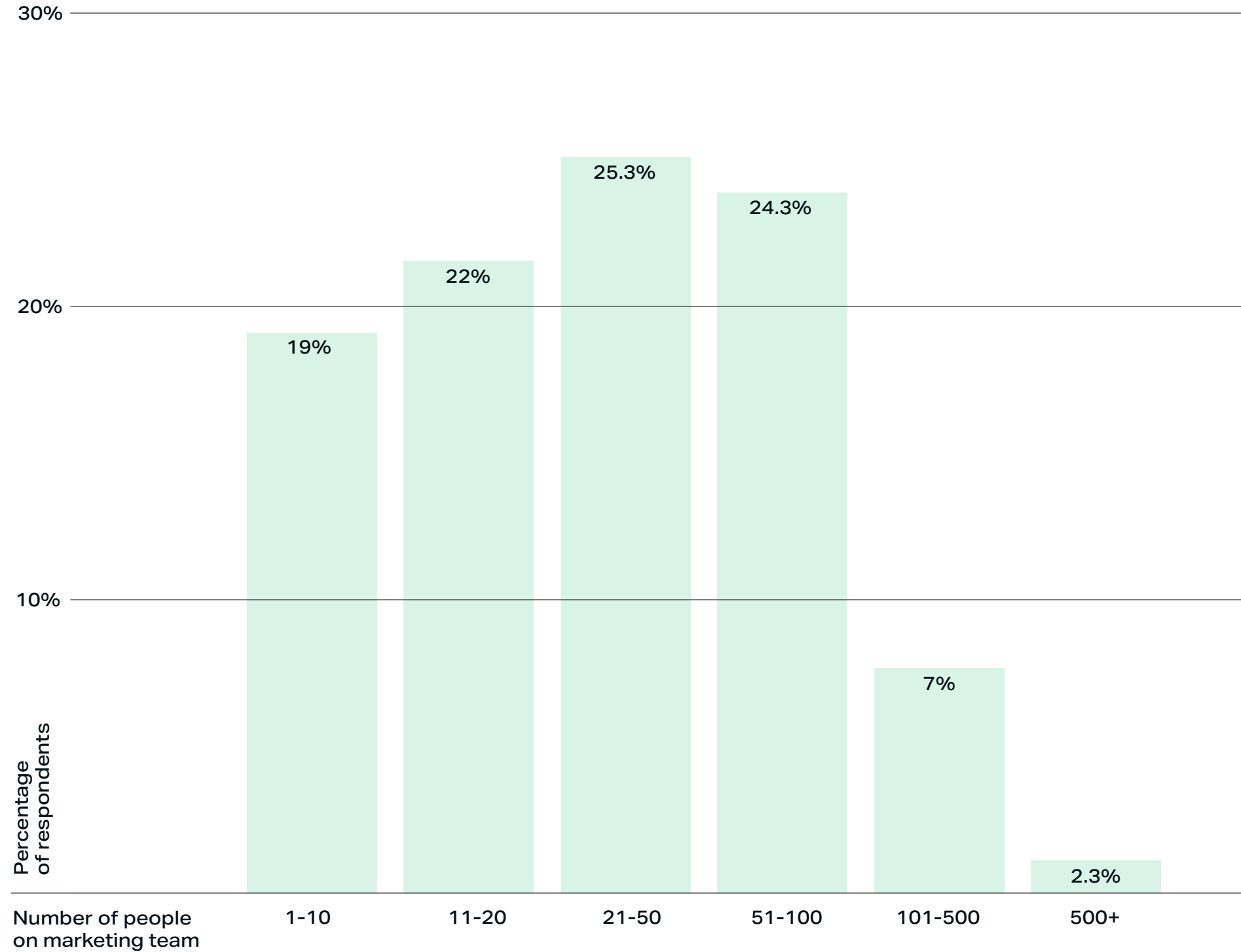
Marketing teams continue to make up only a small percentage of an organization's headcount. But those teams largely continue to grow, even despite fears over inflation, rising interest rates, and roller coaster markets. Even more promising, the number of internal content creators has grown substantially compared to 2022.

Organizations that prioritize tracking content ROI—proving the value of content and the teams that produce it—stand to be in a better position to maintain or even increase their headcount.

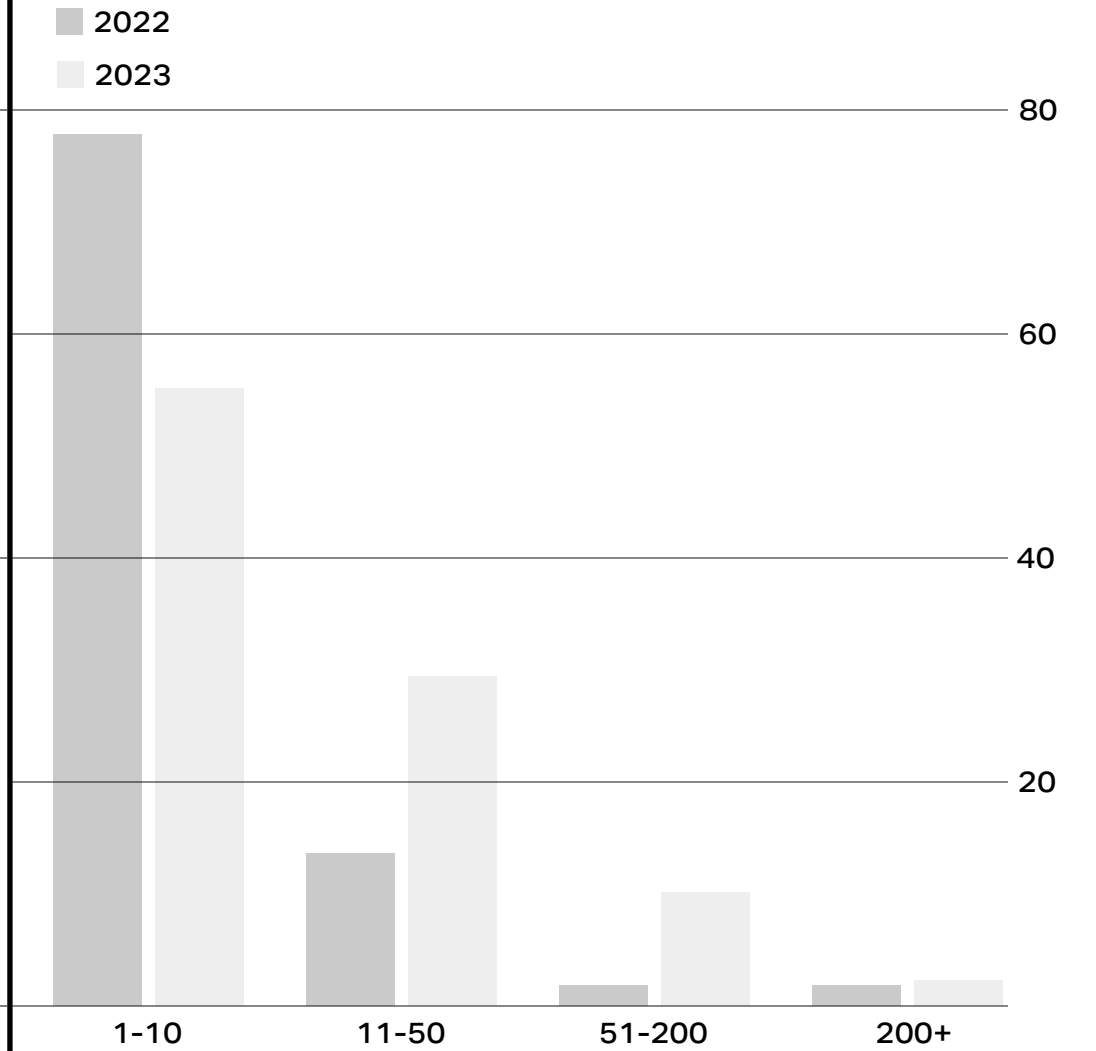
## Change in number of content creators over the past 12 months



# Marketing team size



Change in number of people creating content, by year



Number of people creating content	2022	2023
1-10	79%	56%
11-50	14%	30%
51-200	2%	10.4%
200+	2%	2.5%

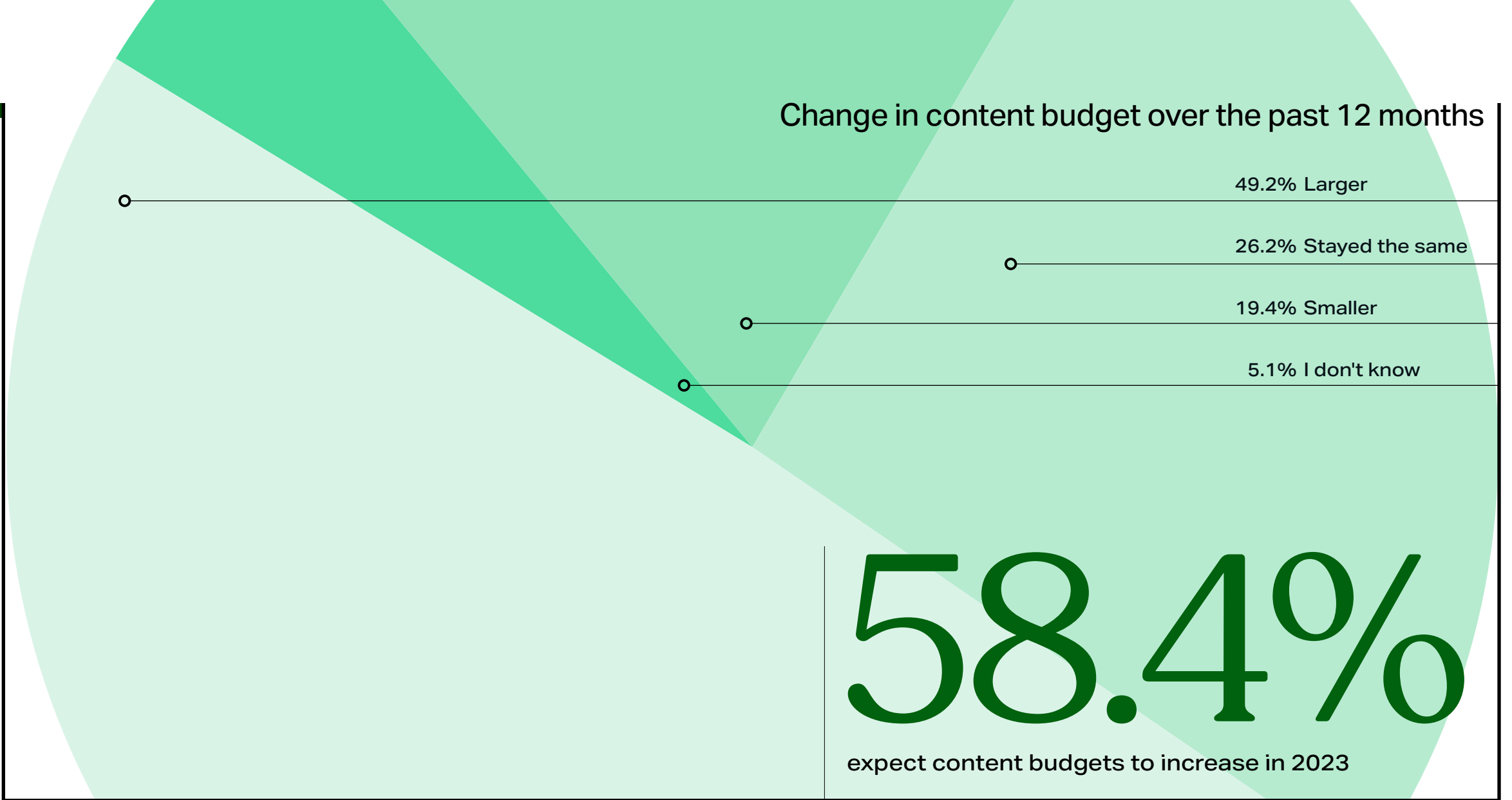
# Good news: budgets are increasing

Last year, 42% of respondents expected their content marketing budgets to increase. Based on results from this year's survey—they did.

Despite global economic uncertainty, marketing budgets are expected to increase again next year, proving the essential value of content marketing for organizational success, even in shaky times. For those that expect their budgets to decrease, it is almost solely due to economic factors.

As a declining economy raises concerns, the ability to tie ROI to content will only increase in importance over the next year.

Change in content budget over the past 12 months



# 58.4%

expect content budgets to increase in 2023

Percentage of marketing budget spent on content	
11-30%	35.1%
5-10%	26.1%
31-50%	16.4%
I don't know	9.9%
Less than 5%	6.1%
More than 50%	5.8%

**Contracted content creators and agencies continue to be the most popular budget item, followed by content management tools.**

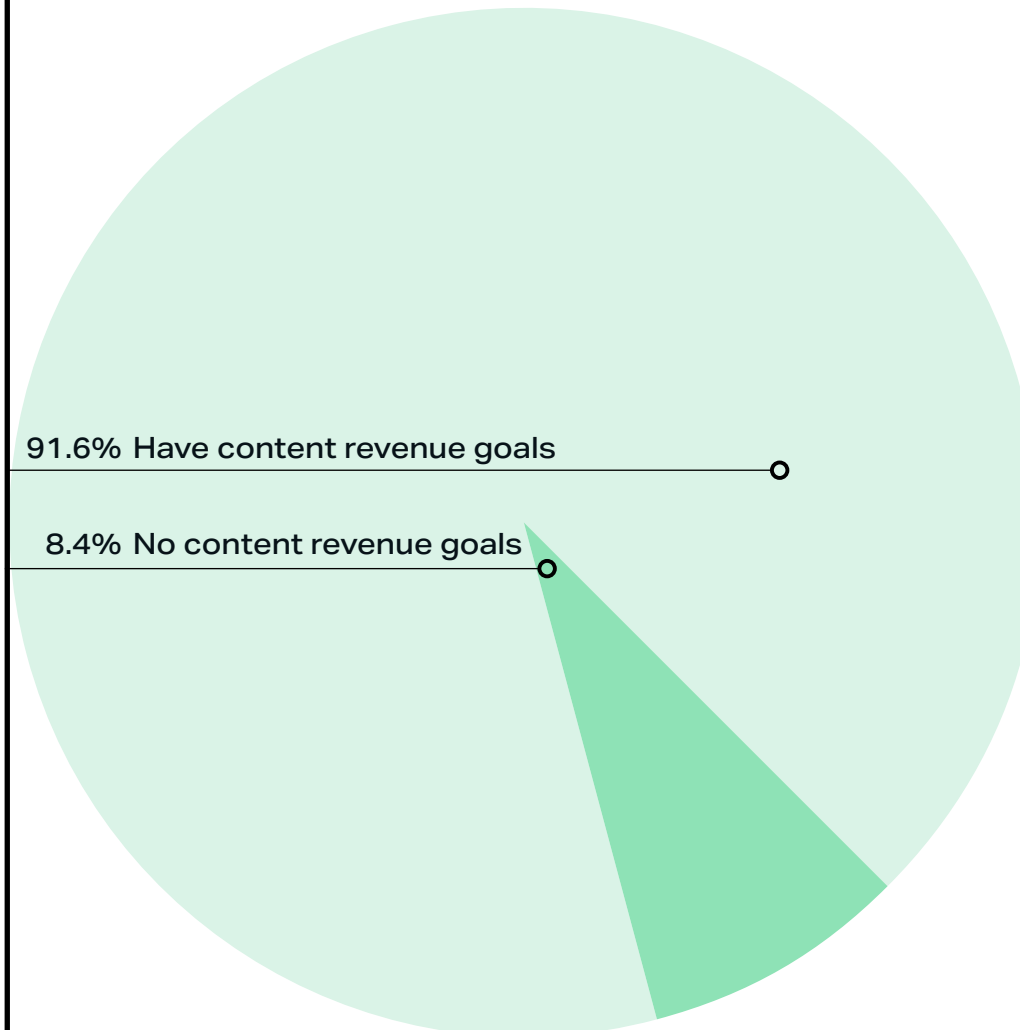
# Tying content to ROI

As the economy and business goals shifted over the past year, the need to drive revenue through content became increasingly important. Despite **brand awareness** remaining the top purpose for creating content, **generating revenue and sales** jumped from #5 to #2 in this year's survey.

It's clear: when you have revenue goals tied to content, senior leadership is more likely to understand the value of your content marketing efforts. If you're struggling to get leadership buy-in, tie your content goals back to revenue to prove value.

Additionally, in times of economic recession, customer retention and expansion become crucial to business success. Only 33% of people use content to build loyalty with existing customers, so we expect this to increase over the next year, along with the percentage of those who use content to nurture leads as the quantity of leads decline.

## Organizations where leadership understands the value of content



### Most effective content type for driving revenue

Advertising placements	18%
Selling content products	17%
Drive traffic to products for sale	14%
Content paywalls/subscriptions	14%
Sponsored content	11%
Drive traffic to sales team	11%
Retain and expand existing customers	7%
Donations	5%
Affiliate sales	3%

# 9 in 10

teams with leadership buy-in have revenue goals tied to content

**Advertising placements remain the #1 most effective revenue driver. With the need for revenue from content marketing increasing, we expect a larger portion of budgets to be dedicated to advertising next year.**



# 82%

say the importance of using content as a revenue driver has increased

## Purpose of content marketing

Create brand awareness	41%
Generate sales/revenue	38%
Generate demand/leads	38%
Build credibility/trust	38%
Build loyalty with existing customers	33%
Support the launch of a new product	30%
Educate audience	27%
Drive traffic to ads	26%
Build a subscriber audience	26%
Nurture leads	22%
Drive attendance to events	21%

## What about media? Keeping revenue top of mind

Media organizations create content with the goal of generating revenue, but also to earn the loyalty (and retention) of customers. Their content goals are much more evenly distributed than non-media organizations, proving each audience touch point matters when it comes to the buying process.

## Purpose of content for media

Generate sales/revenue	42.1%
Educate audience	40.7%
Create brand awareness	40.0%
Drive traffic to ads	37.9%
Build credibility/trust	37.1%
Build loyalty with existing customers	37.1%
Generate demand/leads	36.4%
Drive attendance to events	32.9%
Build a subscriber audience	32.1%
Support the launch of a new product	27.9%
Nurture leads	22.1%

## More time, please!

The biggest challenge is overwhelmingly a lack of resources. The struggle for content marketing teams seems to be keeping up with demand—they need more time, more people, or both.

“Hiring talent is absolutely the biggest challenge.”

—EDITOR

### Biggest content challenge

<b>Resources</b>	People, talent, time, budget, and other resource limitations	44.4%
<b>Economy</b>	Struggles related to a slowing economy and pandemic-related challenges	16.0%
<b>Analytics</b>	Proving results, measuring ROI, and other analytics-related issues	12.3%
<b>Competition</b>	Breaking into a saturated or well-established market	11.8%
<b>Leadership</b>	A lack of leadership buy-in or ineffective leadership	4.0%
<b>Quality</b>	Producing high-quality content	3.7%
<b>Engagement</b>	Lack of audience engagement, lead generation, and revenue created by content	2.9%
<b>Strategy</b>	Trouble forming an effective content strategy and follow-through	1.9%
<b>Videos</b>	Generating and distributing video content	1.3%

SECTION II

# Strategy & Execution

With demand for content at an all-time high, marketers are expected to plan, create, and distribute more content, even if they can't keep up. Fortunately, we're seeing a shift in the amount of content being created, publishing channels, and methods of distribution.

**"Today, the lack of a clear strategy is one of the biggest challenges for B2B marketers. Without a clear strategic plan, it is difficult to determine where to go next, how to execute, and what the potential outcomes are."**

VP OF CONTENT MARKETING

# Trending: quality over quantity

Yes, overall, more content is being created than last year, but the percentage of organizations creating more content dropped a bit from 66% to 61%.

Interestingly, 18% are producing less content (compared to just 9% in 2022), possibly focusing on quality over quantity.

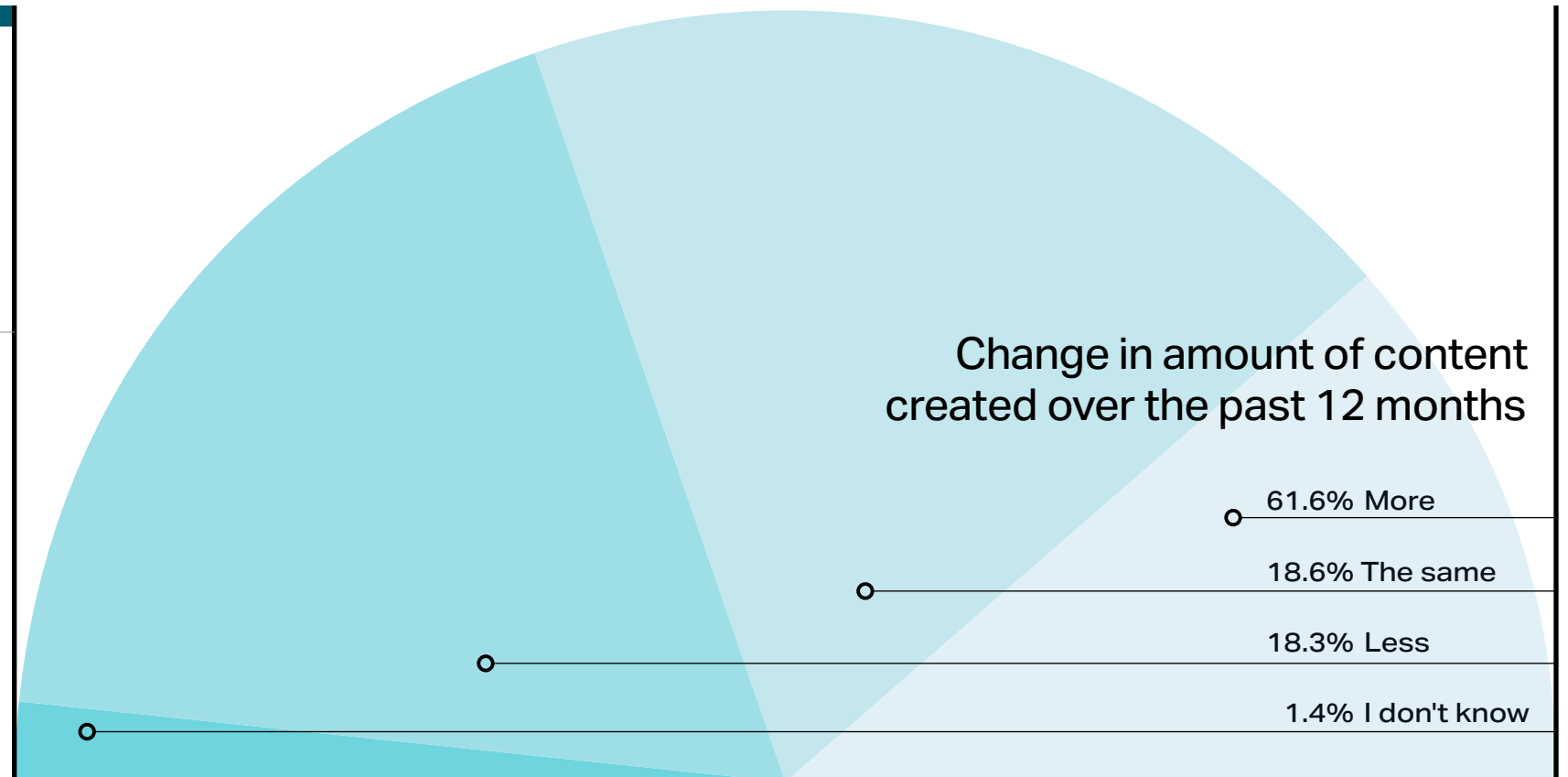
Prioritizing content is necessary in a time of limited resources. So, how do you decide which content to create? Many organizations are going straight to the source and surveying customers and prospects about what content they want to see.

We know analyzing content data is the best, most effective way to decide what content to create that will generate the best results. But despite the clear connection between

content analytics and leadership buy-in, only 36% use data for making decisions. We expect this percentage to increase as the need for revenue-driving content becomes more important.

As for formats, multimedia content creation has skyrocketed with video and audio both increasing in importance over the past year.

**Social media and community building** overtook **blogs** as the most popular type of content marketing. This makes sense, with most teams struggling to keep up with demand. Not only is social media often faster and easier to produce, but much of community building is actually user-generated content, requiring fewer internal resources.



## Content marketing activities

Social media posts and online community-building	17.8%
Blog posts/articles	14.7%
Videos	13.2%
Email newsletters	11.8%
Events/webinars	9.6%
Podcasts/audio	8.8%
Infographics	6.9%
Case studies	6.2%
White papers/ebooks/guides	6.2%
Interactive tools/calculators	2.8%
User-generated content	2.0%



## What about media?

### Video continues to top the marketing wish list

Editorial organizations made the shift to video-first content years ago. The amount of video content increased drastically, but there was never quite the full-blown pivot that was expected. Now, we're seeing marketing organizations follow the lead of media.

The types and amount of content being created by editorial organizations are similar to non-editorial ones, which means content marketers are catching up to multimedia content trends made popular by news outlets.

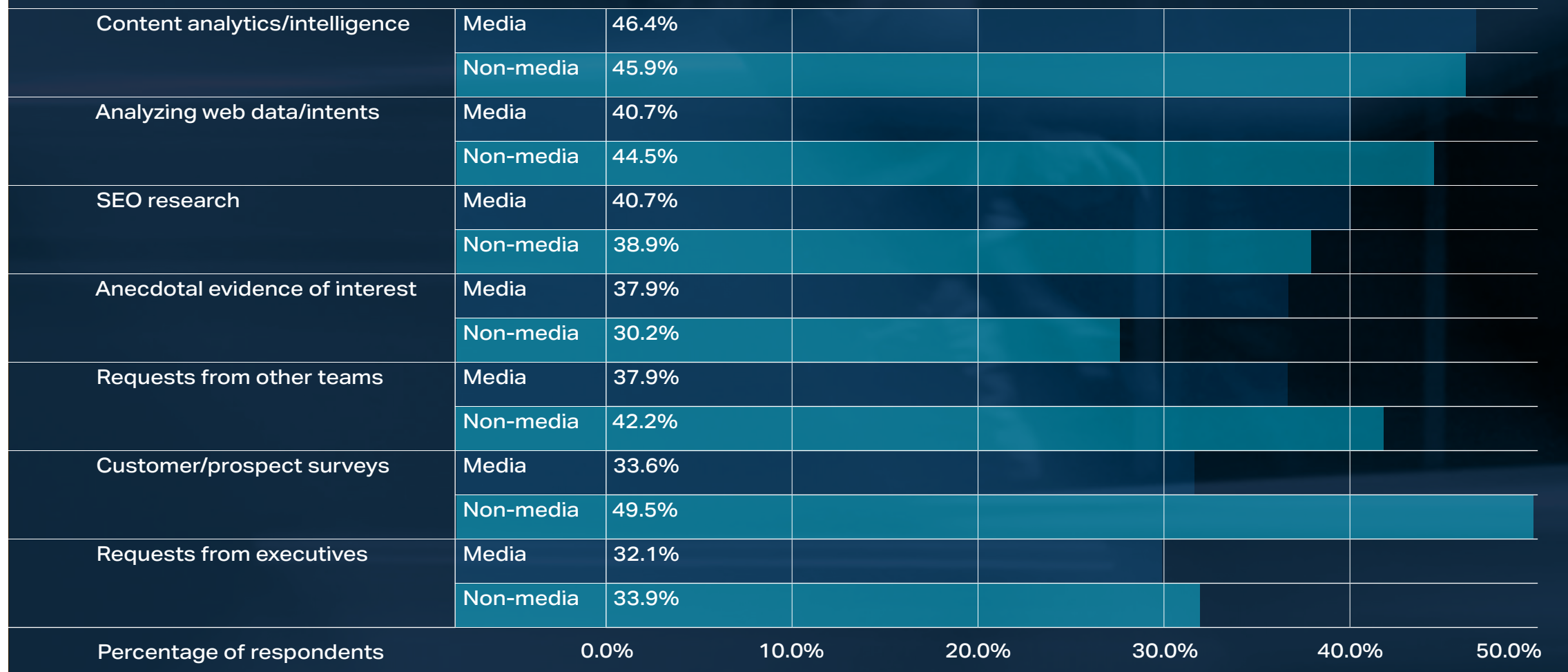
However, media organizations prioritize content analytics and web data when deciding what to create, emphasizing the importance of tying metrics to content goals.

[How to create more marketing videos](#)

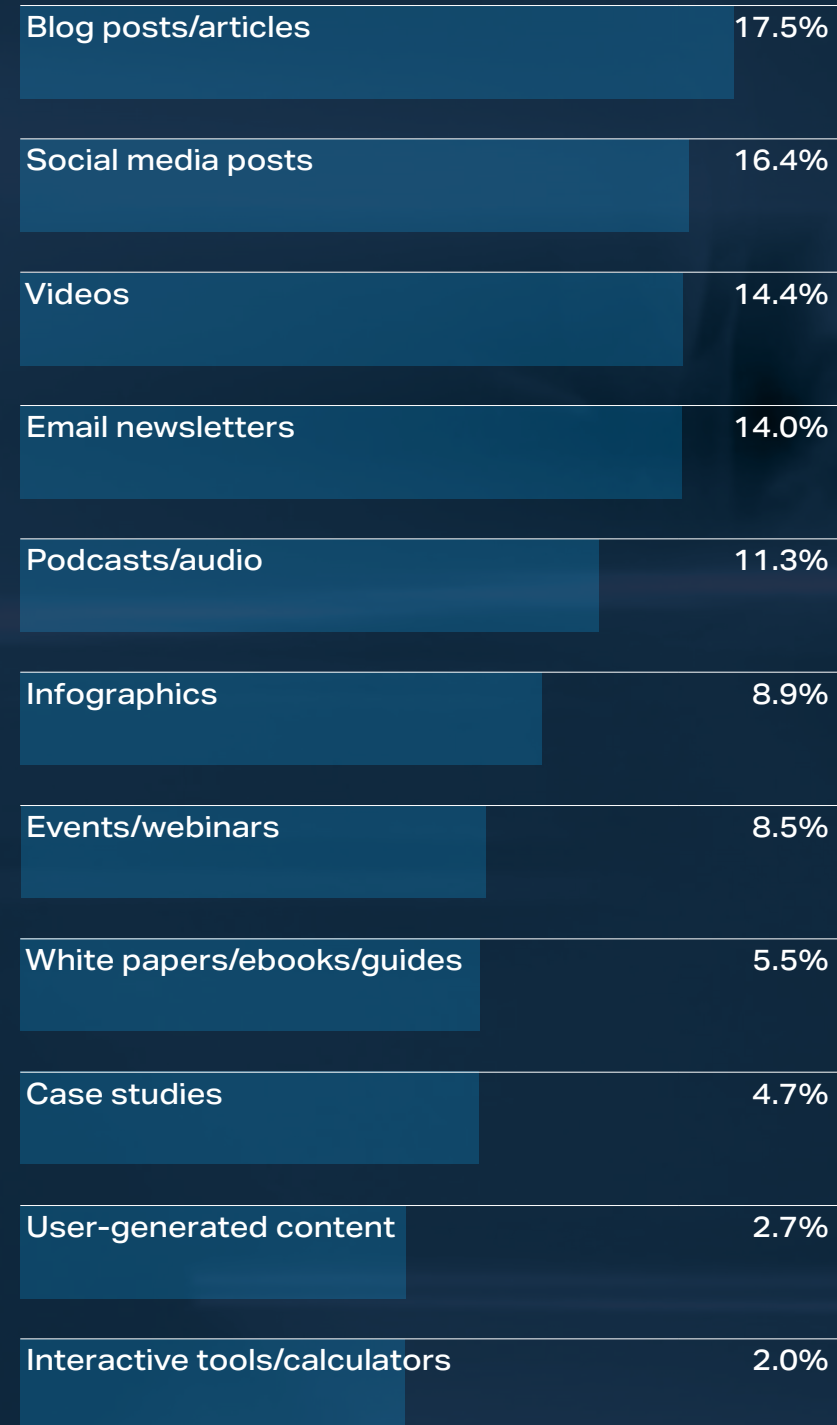
“Video has been our toughest nut to crack. It's expensive, and it's hard to find the right people to help you bring your vision to life.”

—DIRECTOR OF MARKETING

### Source of content strategy decisions



## What about media? Types of content for media



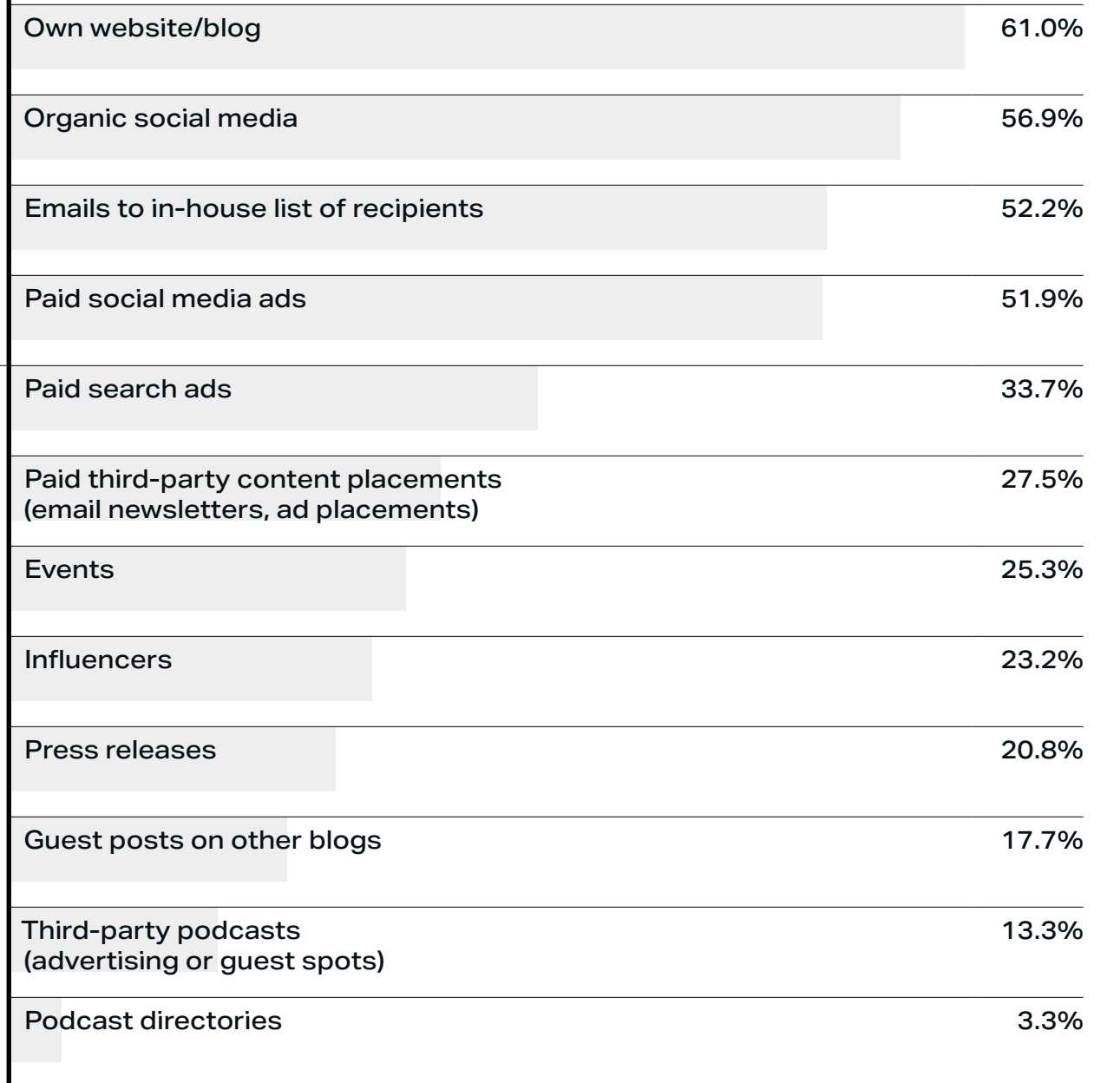
## Owned channels top the charts

The types of content created have varied this year over last, but distribution channels have not. This year's results mirror those from our 2022 report.

Despite the importance of advertising placements for revenue, owned channels continue to top the distribution list. Why? Because it's easier to publish content and track performance within your owned channels.

Proving the value of content is a top concern for most marketers, guiding their strategy and actions. If they can see the performance, they can prove the value.

## Content distribution channels



### A look at paid channels—are they worth it?

Topping the list of biggest revenue sources, paid channels offer a direct connection to proving ROI. Look for opportunities to expand in your market with paid options like influencer marketing, partnerships, and sponsorships.

# Let's get social

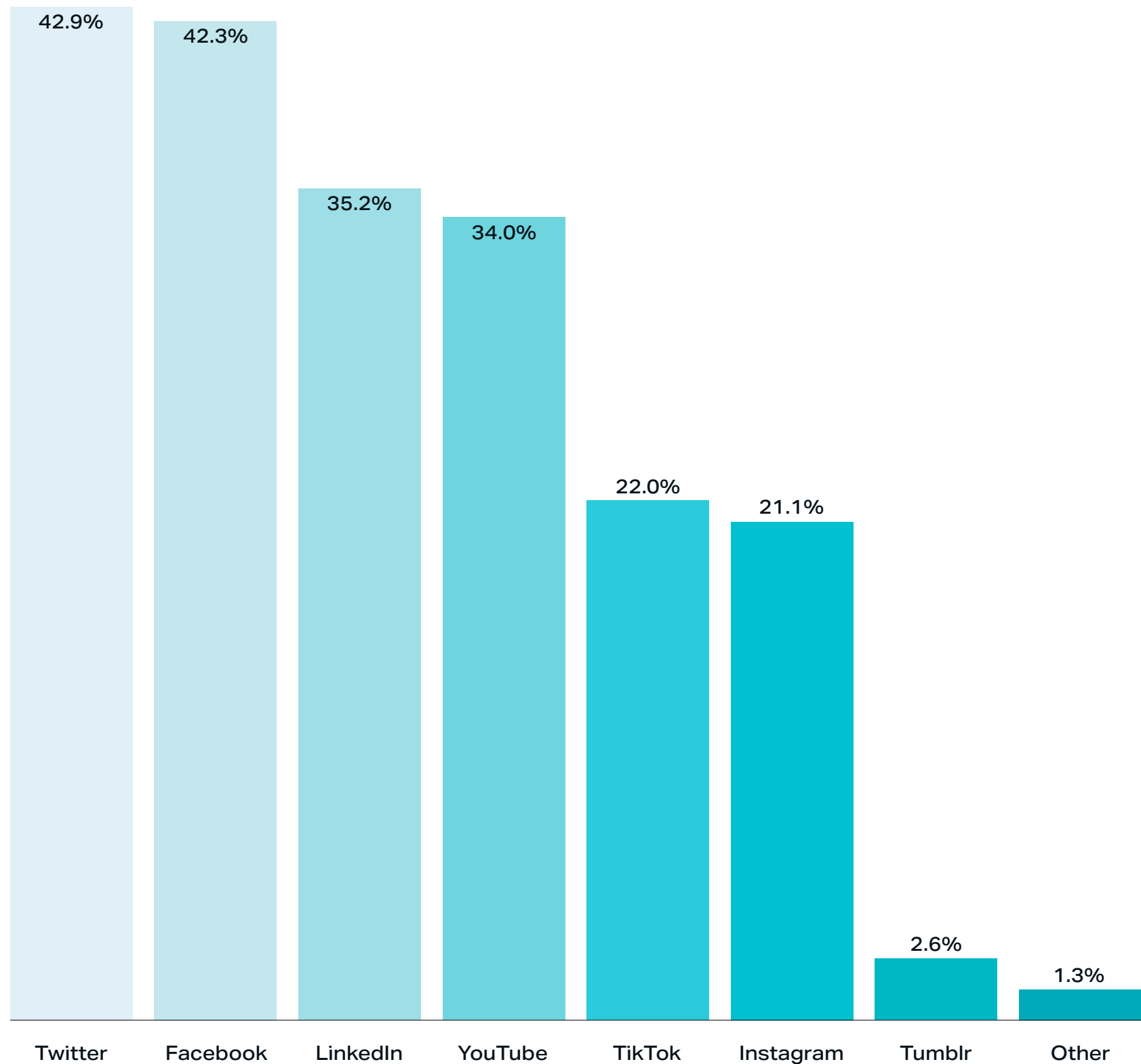
With social media topping the list of popular content types, it's no surprise *more* people are posting on *more* social platforms than last year. Facebook, Twitter, and LinkedIn continue to be the top three organic and paid social channels for both B2B and B2C organizations. Of course, the real wild card in that trio is Twitter: our survey deployed at the beginning of the platform's meltdown and subsequent abandonment by large-scale advertisers and droves of users. When we look back in 12 months, will we see Twitter tank below Instagram as a paid media platform?

Unsurprisingly, multimedia-focused channels like YouTube and TikTok have gained popularity, especially among B2C organizations.

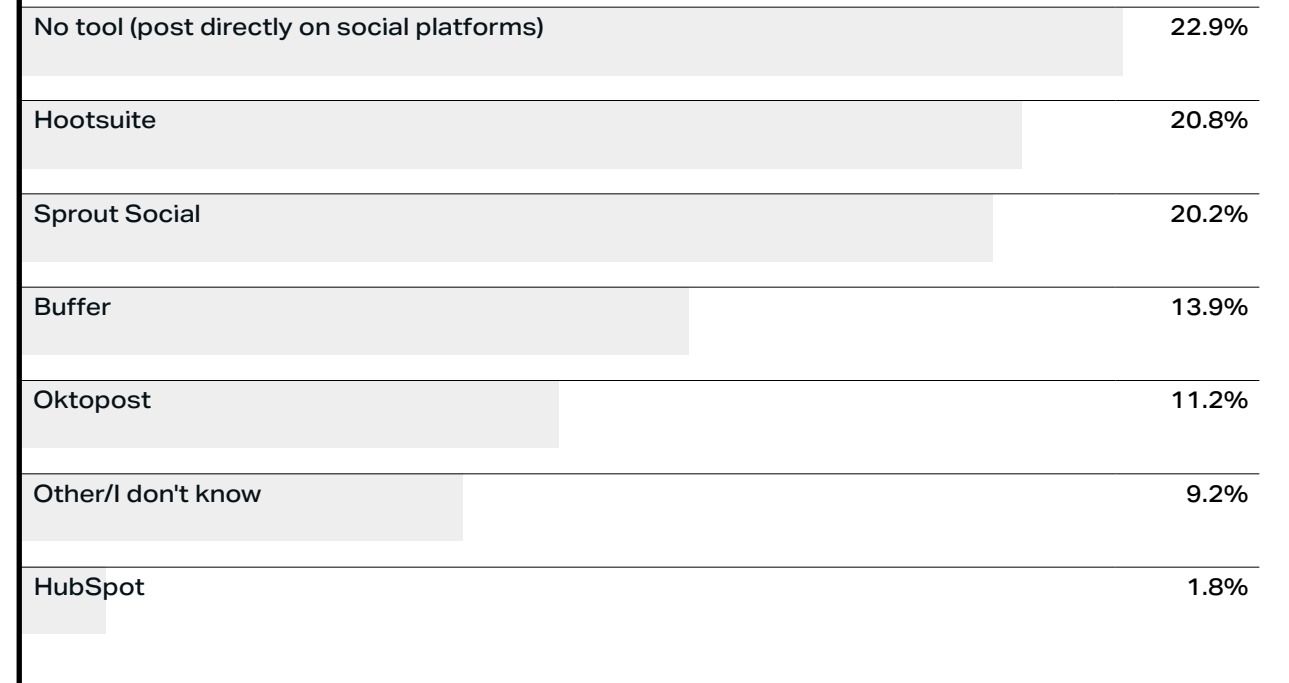
Preferred social media platforms by company type

			10.0%	20.0%
Twitter	B2C	27.6%		
	B2B	22.3%		
	Both	17.7%		
	Nonprofit	2.4%		
Facebook	B2C	24.8%		
	B2B	20.6%		
	Both	19.8%		
	Nonprofit	2.9%		
LinkedIn	B2C	17.5%		
	B2B	22.3%		
	Both	15.0%		
	Nonprofit	2.5%		
YouTube	B2C	20.3%		
	B2B	17.9%		
	Both	15.4%		
	Nonprofit	2.3%		
TikTok	B2C	17.1%		
	B2B	8.8%		
	Both	9.7%		
	Nonprofit	0.8%		
Instagram	B2C	9.2%		
	B2B	10.7%		
	Both	10.7%		
	Nonprofit	2.0%		
Tumblr	B2C	1.4%		
	B2B	0.8%		
	Both	2.0%		
	Nonprofit	0.0%		

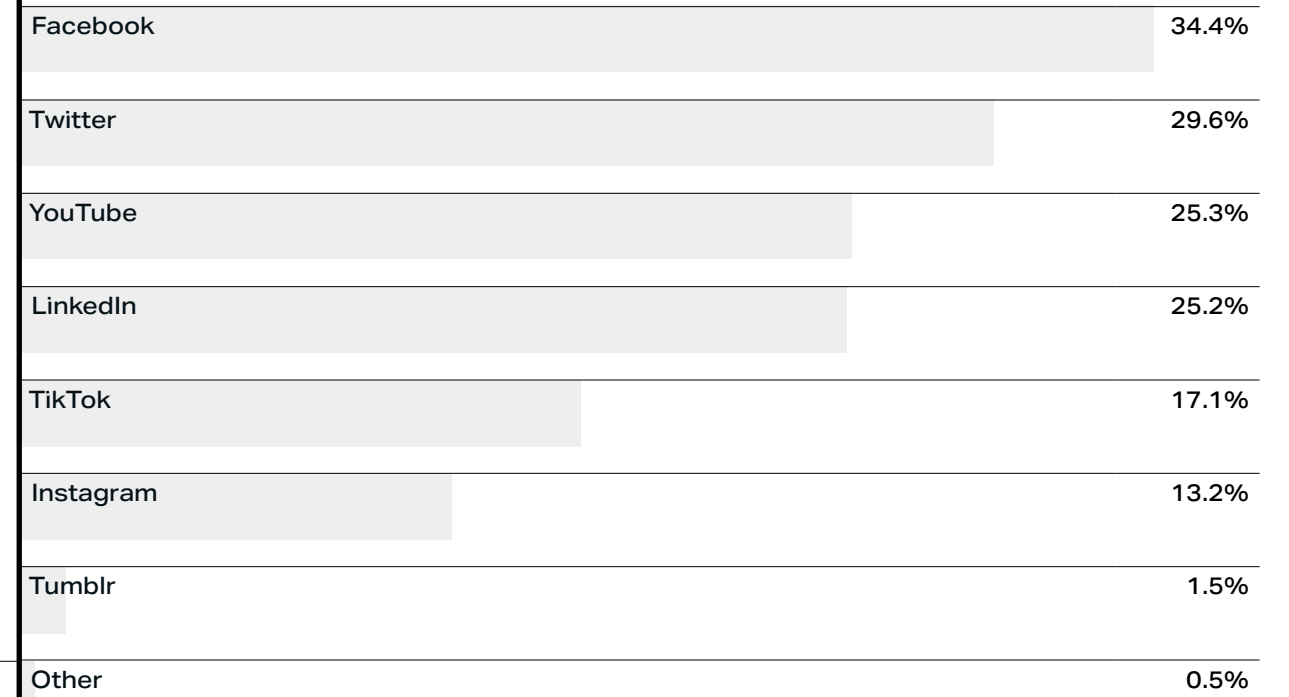
### Preferred social media platform



### Preferred social media management tool



### Preferred platform for paid social ads





# Let's get personal

A large part of content strategy involves giving your audience exactly what they want, which is why content personalization is one of the biggest topics in marketing right now. Yet, a quarter of teams still don't have a strategy in place. Respondents "aren't sure where to start," noting the process cumbersome.

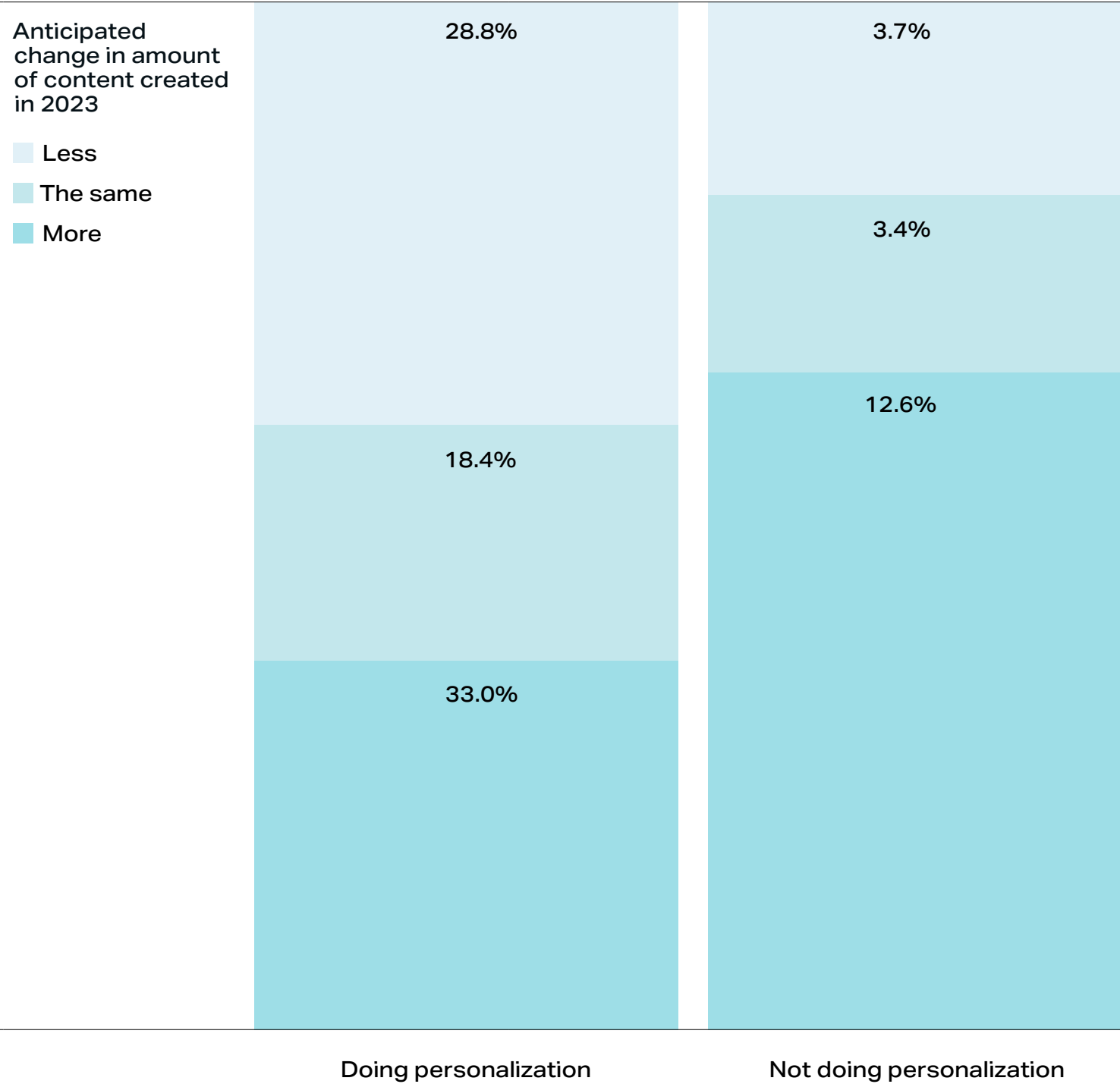
The number of people who want to create more content is drastically lower for those doing personalization. This is likely due to personalization efforts being successful enough to warrant a decrease in content production, aligning with the quality vs. quantity trend. A strong personalization strategy allows organizations to engage with their audience more effectively with less content.

There are many emerging personalization and localization technologies to make personalization easier, like Salesforce and [Parse.ly's content API](#). These tools will help your team make smarter, stronger content connections.

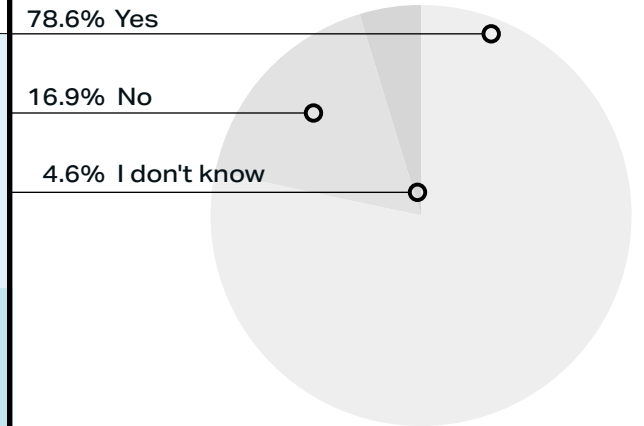
[Read more about personalization for enterprise WordPress](#)

## Desired amount of content based on personalization strategy

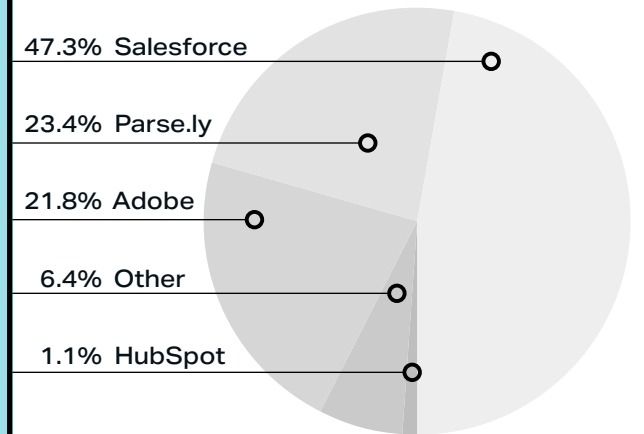
Teams with a personalization strategy are creating less content



## Does your company have a content personalization strategy?



## Tools used for personalization



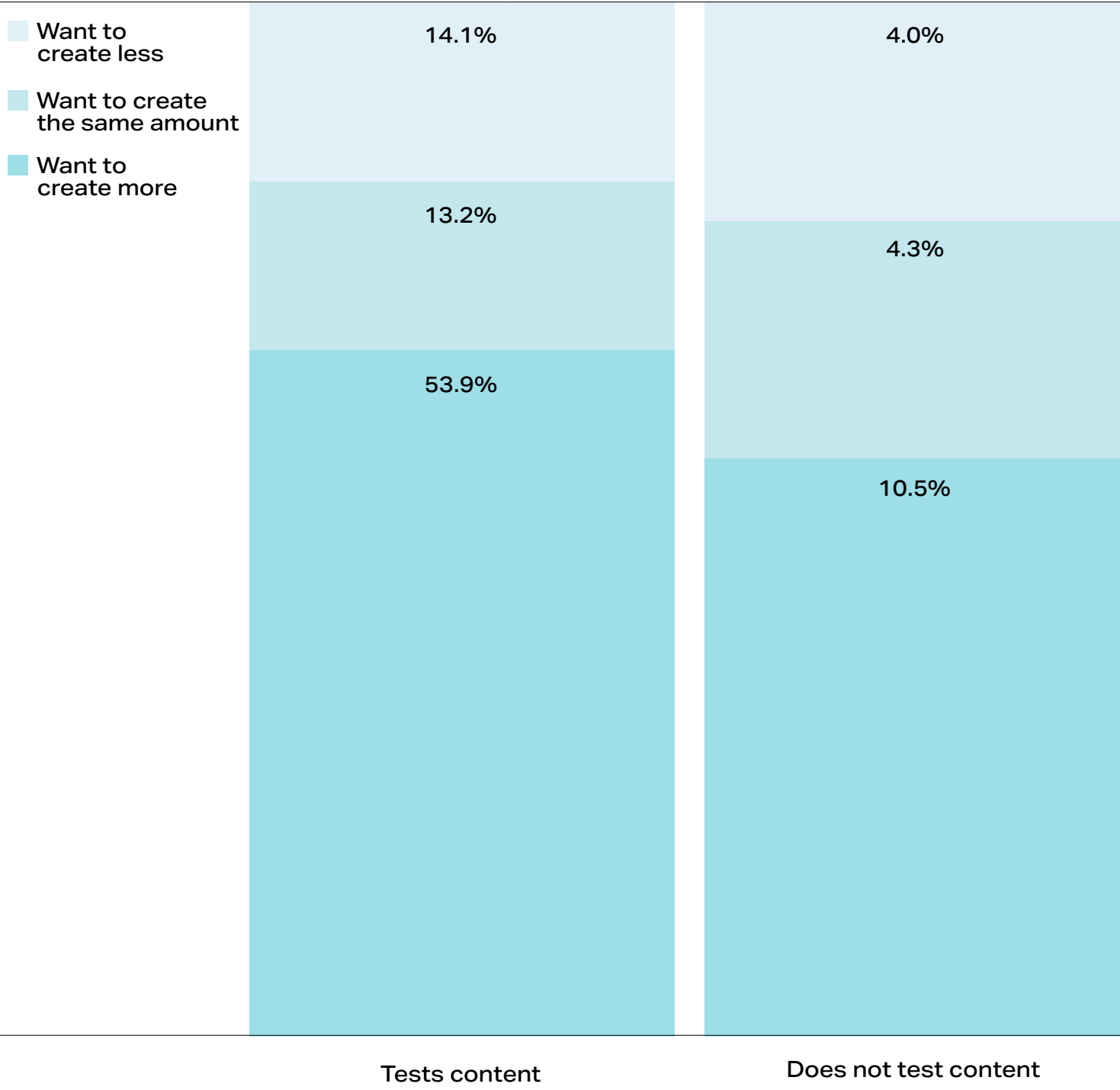
# Is testing worth it?

To create more resonant content, three in four marketers are running tests (like A/B and headline testing). If the goal is to create higher-quality content (rather than just producing large quantities), strategies like testing should support this effort.

Surprisingly, however, the opposite is happening: 54% of those testing content actually want to produce *more*. This leads us to believe that testing is not producing effective enough results to relieve the rising demand for personalized content.

Now that we've seen how successful a personalization strategy can be, we expect many teams to shift their focus there rather than testing.

## The connection between content testing and production



**“Our testing is inconsistent and sporadic, not systematic. We haven’t seen much success with it.”**

SENIOR UX CONTENT STRATEGIST

### Do you test your content?

Yes	73.4%
No	20.7%
I don't know	5.9%

### How often do you test your content materials?

Once per month	39.4%
Once per week	36.9%
Once per day or more	11.6%
Twice	9.1%
Once	2.4%
Not at all	0.6%

# Strategic challenges

Resources	Distribution	Personalization
<p><b>“We just don’t have enough bandwidth to tackle everything we want to do.”</b>  <small>MARKETING ASSISTANT</small></p>	<p><b>“Communities are crucial because they promote participation. They are incubators of brand awareness, loyalty, and trust. But they are also [costly], so marketers need to refine their methods to properly construct them, which is something we struggle with.”</b>  <small>MANAGER OF CONTENT MARKETING</small></p>	<p><b>“Sometimes it takes more than half a day to fiddle around with the test environment, and the test execution takes only five or 10 minutes to complete. The setup of the test environment is so important that it is sometimes directly related to the quality of test case execution.”</b>  <small>DIRECTOR/VP OF CONTENT MARKETING</small></p>
<p>The sheer lack of time continues to be the biggest struggle for building and maintaining a healthy content strategy. Besides limited bandwidth, many teams have a hard time finding strong writers. We battle with this at WordPress VIP, so we’ve started experimenting with AI for basic copywriting tasks to free our writers for more important tasks.</p>	<p>Omnichannel publishing is time consuming, but it’s also an important part of a healthy content strategy. Balancing the need for more content on more channels is one of the biggest challenges, especially for channels like social media and activities like community building.</p>	<p>Marketers don’t have the time to dedicate to measuring their content performance well enough to inform a data-driven strategy, which makes <u>focusing on personalization</u> more of an afterthought. The ones who are measuring performance and dedicating time to personalization are seeing good returns: creating less content but with higher quality and impact.</p>

SECTION III

# Analytics & Measuring Performance

Tracking the performance of content continues to be one of the biggest hurdles for marketers in 2023. With the increasing importance of measuring content ROI, having an analytics tool and strategy that everyone on your team can use (and follow) to prove the value of content is critical.

**“We create a lot of content. But we don’t focus on why we’re creating it and we don’t do a good job of measuring its success. I think creating slightly less content based on a more complete strategy tied to our customer journey would serve us better. But without good measurements, there’s no way to really tell.”**

MANAGER OF CONTENT MARKETING



## The connection between content revenue goals and analytics

## Metrics matter

If you're on the hook to drive revenue with content, you're also incentivized to measure your progress and impact. So, it makes sense most teams that have content marketing revenue goals tend to clearly understand the performance of their content.

The most interesting result to us, however, was that the number of people who measure their content performance and have a clear understanding of how it's performing jumped to 76%—a 25% increase over last year.

But as we saw, only 46% actually use analytics to decide what content to create. It's no surprise teams lacking in data are also struggling with resources, due to the strong positive correlation between content performance and leadership buy-in.

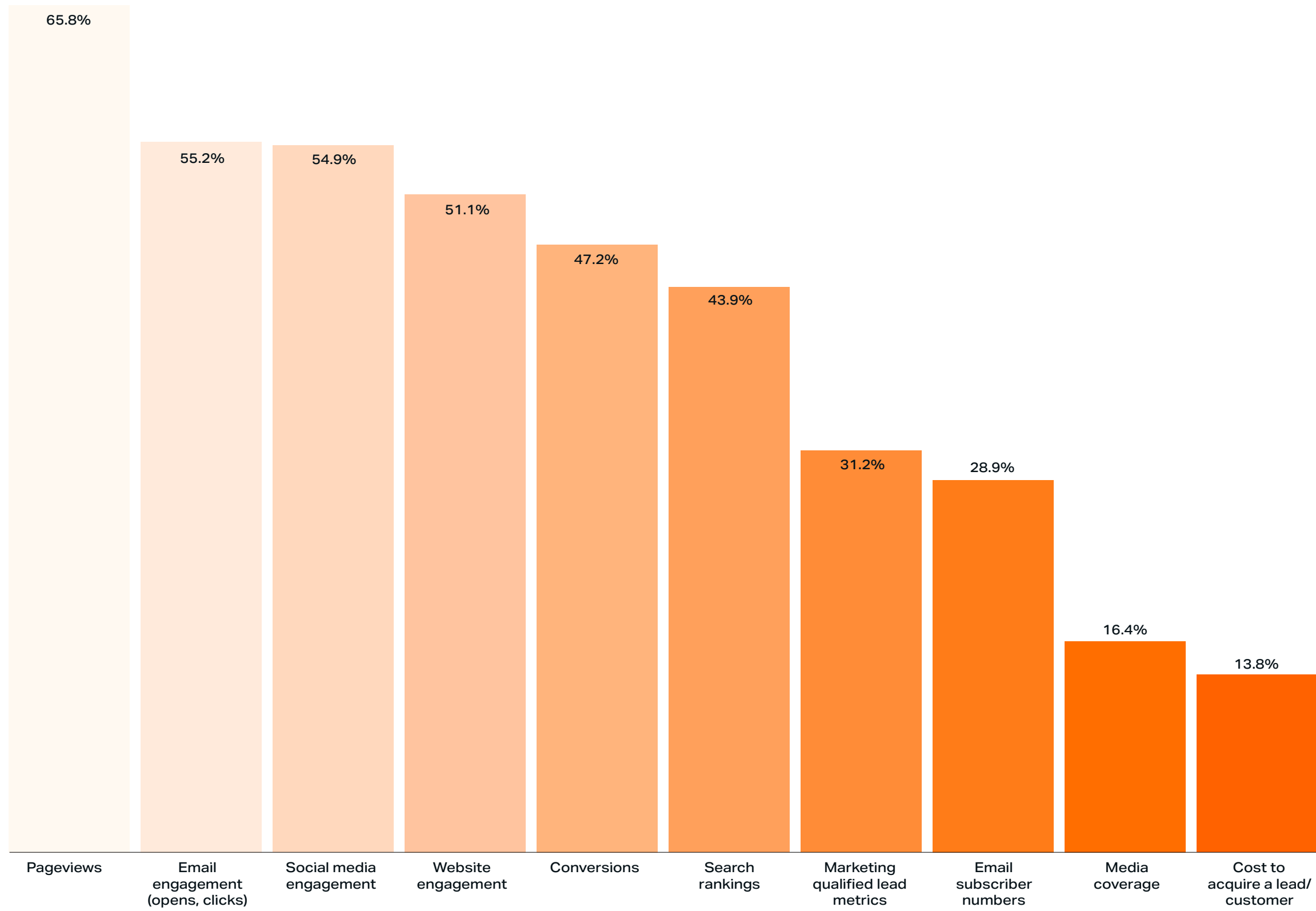
# 63%

of those with content revenue goals have a clear understanding of content performance, compared to only 10% of those without revenue goals

# 24%

of those who measure their content still don't have a clear picture of performance, regardless of goals

## Content metrics tracked



## Are you tracking the right metrics?

Though generating revenue was one of the biggest goals this year, many teams aren't tracking conversion and lead metrics. And even if you're tracking bottom-funnel metrics, you need to evaluate all the metrics that play a role in meeting your revenue goals to tie ROI to your content.

Reset your analytics strategy by working backward from your leads or subscriptions, and identify what correlates most with those conversions such as pageviews, engaged time, or recirculation rate.

### Role responsible for reporting on content metrics

Marketing	30.0%
Dedicated analyst	24.5%
Executives	19.6%
Sales	14.5%
Customer success	8.0%
Product	2.7%

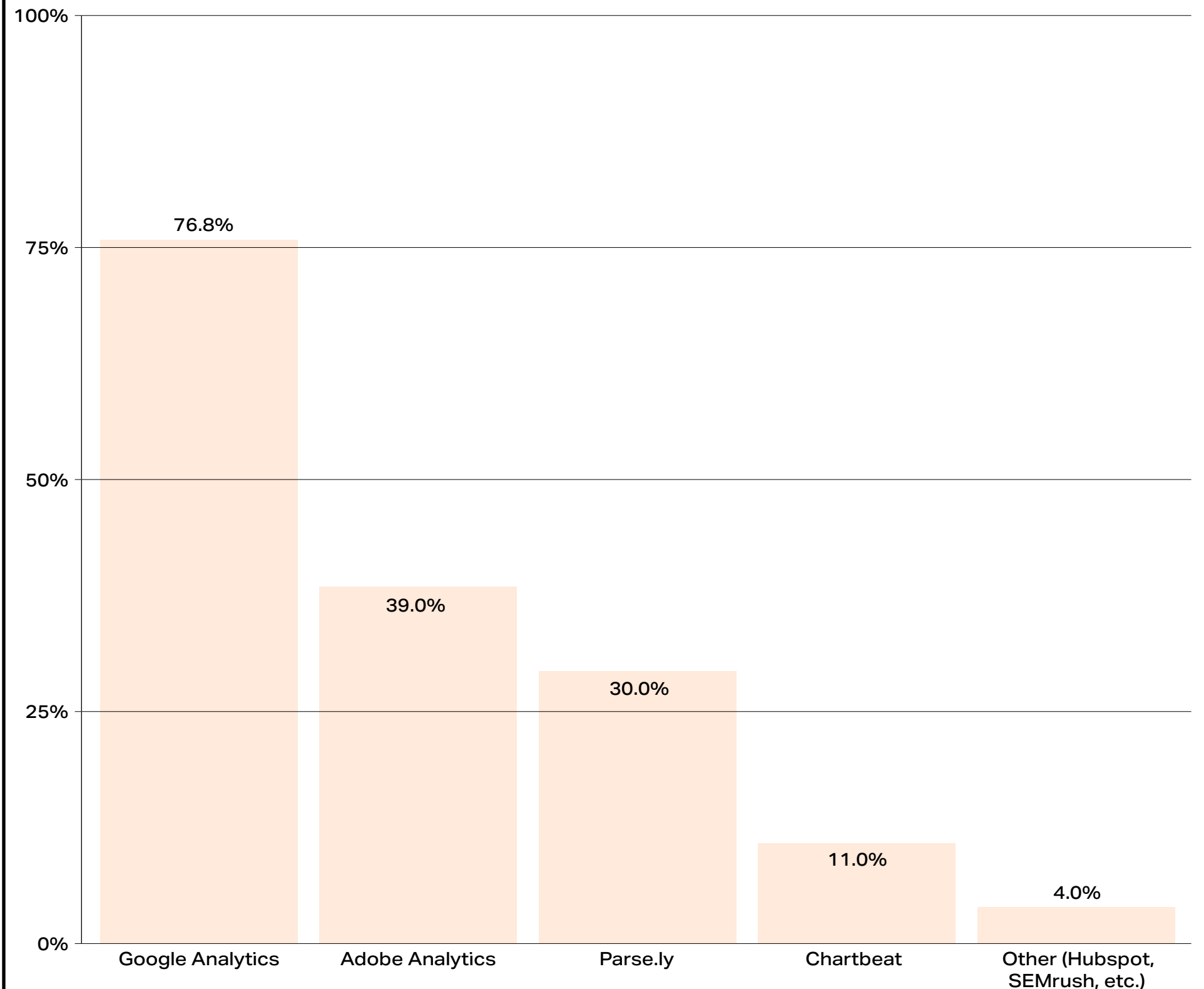
# Google Analytics vs. Parse.ly

Google Analytics (GA) is by far the most-used web analytics tool. But we continue to see customers struggle with its complexity, especially non-technical users. With the upcoming shift from Universal Analytics to Google Analytics 4, the concern is only growing.

Twenty-four percent of those who measure their content still don't have a clear picture of performance, likely due to the complexity of popular analytics tools. While many customers use Parse.ly and Google Analytics in tandem, they prefer the user-friendliness of Parse.ly for making critical content analytics available to everyone with a stake in content performance.

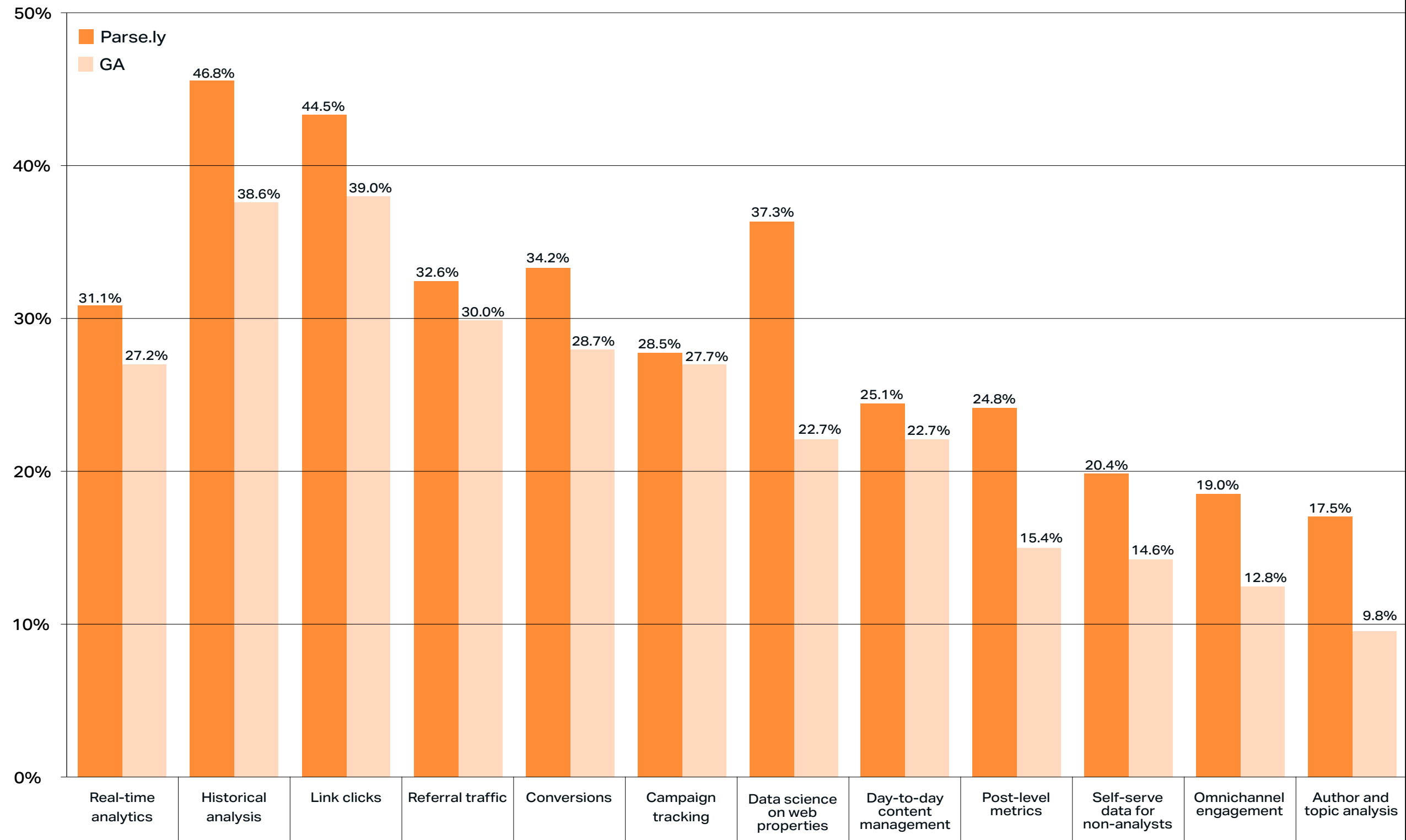
This aligns with what we found from survey respondents—teams using Parse.ly have more people making data-driven decisions around their content strategy compared to teams using GA. This means they have an easier time proving the value of their content and gaining leadership buy-in.

## Tools used to measure content metrics



# Where Parse.ly usage tops Google Analytics

Respondents prefer tracking these metrics in Parse.ly



- Top 5 tasks in GA:**
- 1 Pageviews
  - 2 Tracking ad spend\*
  - 3 Search Console\*
  - 4 Audience demographics
  - 5 Link clicks
- \*Only available in Google Analytics

- Top 5 tasks in Parse.ly:**
- 1 Historical analysis
  - 2 Pageviews
  - 3 Link clicks
  - 4 Data science on web properties
  - 5 Big-picture reporting



# Content analytics are complicated

Narrowing down the top challenges with measuring content performance is complicated. Limited time and resources continue to be major factors, hindering teams from tracking data. Whether you're trying to tie ROI to content, or simply trying to make sense of your analytics tool, content analytics can be tough.

Based on our survey, here are the top three analytics issues for marketers.

**1** The complexity of tools makes gathering meaningful insights difficult.

"Trying to cobble together metrics from different tools to try and get a picture of what's actually driving engagement takes up a lot of our time."

SENIOR CONTENT MARKETER

"I don't understand Google Analytics, and the SEO specialist is too technical to water it down."

MARKETING MANAGER

"I only use GA, and I barely know how to!"

MANAGER OF CONTENT MARKETING

**2** Getting team buy-in, both in marketing and in senior leadership, creates barriers.

"We struggle to ensure that the right people are working with the analytical tools to efficiently address data quality and performance."

VP OF MARKETING

"Creating buy-in among stakeholders is definitely one of our top priorities."

DIRECTOR OF MARKETING

**3** The switch to Google Analytics 4 is creating problems, especially for proving the value of content.

"We currently use GA, but GA4 doesn't suit our needs and other platforms may be out of our budget."

DIRECTOR OF PRODUCT

"We have a hard time tying back our top-line engagement metrics from Google Analytics to the rest of the buyer journey, conversions, and which content is continually bubbling up across touchpoints."

MANAGER OF CONTENT MARKETING

"Tracking the activity of leads in Google Analytics, and what series of pages they have viewed/interacted with before converting, seems impossible."

MANAGER OF CONTENT MARKETING

SECTION IV

# The Future of Content

If this report proves anything, it is the power of content and the teams that create it. To summarize, there are five main takeaways that will inform the strategies of content teams in 2023.

**“...content marketing isn’t just a part of the big-picture marketing strategy anymore. All marketing is content marketing.”**

**NICK GERNERT, CEO, WORDPRESS VIP**



The future of content is bright, but data will be the spark.

## Key takeaways

- 1 More people are still creating more content, but the focus is on quality over quantity due to unyielding demand.
- 2 Teams and budgets are still growing despite economic uncertainty, showing just how valuable content is to a brand's goals.
- 3 Understanding content performance is key to proving its value to leadership and, therefore, increasing resources.
- 4 The more people on your team using content analytics to make data-driven decisions, the more successful your strategy will be.
- 5 Personalization is the new SEO. Of course, SEO is still a valuable part of a content marketing strategy, but maintaining an effective personalization strategy is one of the major ways to distinguish yourselves from the competition.

# Advice for content marketers

- 1 Most leadership now understands how valuable content is. Capitalize on this by asking for more resources to support your strategy.
- 2 Fast and easy content is becoming more important. Prioritize valuable content and channels that drive traffic, like social media and user-generated content communities.
- 3 Get more people making data-driven content decisions. If you've been relying on someone else to report on your content performance, start getting involved yourself. The need for more revenue means more people will be incentivized to track the impact of their work.



# Advice for technical marketers

- 1 Expect more demands for content publishing methods on owned channels, including video, interactive website content, and potential traffic spikes.
- 2 Encourage stakeholders to start looking at the data themselves, not sit passively waiting for you to share content performance reports.
- 3 Invest in strong personalization technologies and strategies. Your existing CMS and/or analytics tools may already have these capabilities on board (like WordPress VIP and Parse.ly). If you're unfamiliar with them, don't be afraid to ask for a demo or training.



# Proving the value of content

As we did for our inaugural *Content Matters* survey and report, we wanted to understand the role content and content marketing play in today's organizations. That meant uncovering how businesses are using content for growth, how they're prioritizing content creation and channels, the analytics tools they're using, and the trends they see heading into 2023.

We sent out digital surveys, designed and built on the Crowdsignal platform, in November 2022. We asked a series of content marketing-focused questions related to marketing activities and budgets, marketing technologies, distribution channels, metrics, and revenue. There were 1,554 unique respondents across various roles, industries, company types and geographic location (84% from the United States).

Industry		Company size		Role											
Technology	13%	0-50	17.3%	Manager of content marketing	17%										
Consumer electronics	11%	51-200	29.4%	Director/VP of content marketing	16%										
Agency, research, consulting	9%	201-400	22.5%	Director/VP of marketing (not content marketing)	12%										
Media, publishing	9%	401-1000	16.8%	Manager of marketing (not content marketing)	10%										
Financial services	9%	1001-10000	10.8%	Individual contributor (content marketing)	9%										
Education, arts, humanities	8%	10001+	2.6%	CMO	8%										
Retail, ecommerce	7%	I don't know	0.6%	Other C-level	7%										
Energy, utilities, telecommunications	6%	<h3>Company type</h3> <table border="1"> <thead> <tr> <th>Company type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>B2C</td> <td>41.1%</td> </tr> <tr> <td>B2B</td> <td>32.5%</td> </tr> <tr> <td>Both B2B and B2C</td> <td>23.7%</td> </tr> <tr> <td>Nonprofit</td> <td>2.8%</td> </tr> </tbody> </table>				Company type	Percentage	B2C	41.1%	B2B	32.5%	Both B2B and B2C	23.7%	Nonprofit	2.8%
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B2C	41.1%														
B2B	32.5%														
Both B2B and B2C	23.7%														
Nonprofit	2.8%														
Agriculture, forestry, mining	6%					Analyst	5%								
Healthcare, pharmaceutical, life sciences	5%					Individual contributor (not content marketing)	4%								
Consumer packaged goods	4%					Editor	3%								
Transportation, logistics	3%					Developer	3%								
Hospitality, food, travel	3%	Other (Project manager, communications, etc.)	3%												
Sports	2%	Journalist	1%												
Other (nonprofit, insurance, construction)	2%	Product owner	1%												
Public sector, government	1%														

## About WordPress VIP

Creating better customer experiences is what WordPress VIP is all about. Built on the flexibility and ubiquity of WordPress, our CMS platform empowers more content creators to build more content for more audiences faster. And deliver it across their digital channels of choice.

With built-in content analytics powered by Parse.ly, we make working with data easy for creators and marketers, giving them the insights they need to focus their content strategy and prove ROI. And with our enterprise-grade security and reliability they can be confident that they're building on a solid, scalable foundation.

[Get a demo](#)



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