

5 Reasons Why You Need Acrolinx for Great Content ROI

1 Customers interact with your content a lot so make sure they have a great experience.



30m
web content
visits per year

23 mins
on average
per visit

700m
minutes
engagement
per year

2 You only get one chance to make a good first impression.

Make sure to invest in customer experience. Your content is a great place to start.

61% of customers would switch to a new brand after one bad experience.

Did you know?
Companies that earn around \$1 billion annually can expect to earn, on average, an additional \$700 million within 3 years of investing in customer experience.
For SaaS companies in particular, investing in customer experience has the potential to double your revenue within 36 months.

3 There's measurable proof for the Acrolinx effect.

2.4x higher content creation velocity

5x more customer interaction

90% fewer content errors published

25% increase in customer satisfaction

90% less time spent reviewing content

What does this mean?

Here's an example: One of our largest manufacturing customers checks more than 300 documents — the equivalent of about 2 million words — every month with Acrolinx.

You would need more than 6 copy editors to check that same volume of content. A human copy editor might read 2,000 words per hour, which is 320,000 hours a month by comparison.

4 Terminology is essential for your success.

Use Acrolinx to boost your corporate terminology.

More benefits of consistent terminology, managed and checked by Acrolinx:

Improved content velocity

Improved accuracy and consistency of content

Increased efficiency creating technical documentation

Savings
One Acrolinx customer reports cost savings of **55%** in the first year and **66%** in consecutive years after implementing a combined terminology solution.

Managing terminology is worth it:

You achieve an ROI in less than 2.5 years

5 Acrolinx provides total content confidence.

Our comprehensive approach to content governance includes:

Enterprise-level authoring assistance

Automation and quality gates

Pre-publication content analytics

Post-publication performance analytics

Want to learn more about how Acrolinx works? Get in touch with one of our content experts.

Let's talk

*Aggregate data from Acrolinx customers such as IBM, Microsoft, HSBC, Humana, Siemens Healthineers, and others.