

Content Marketing Software Category



Content Marketing Software Category

Content marketing software enable marketers to centralize and manage all their marketing procedures from briefing and planning to approvals and collaboration. This solution helps enterprises to resolve governance and coordination challenges, and derive business value from gains in process efficiency, improvement in content effectiveness, and risk reduction at the legal and brand levels.

In short, content marketing software aids marketers to ensure that the content is optimized, targeted, and the distribution phase of their process is compliant, on-brand, engaging, and meaningful.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Content Marketing Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order



OVERALL BEST
**Content Marketing
Software**





120

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SPRINKLR



Sprinklr is the first unified customer experience management platform for the enterprise. They help the world's largest brands reach, engage, and listen to their customers on Facebook, Twitter, and 23+ other social channels for the purposes of marketing, advertising, research, care, and commerce. Sprinklr does all of that on one unified platform, which integrates with legacy systems and allows siloed teams to collaborate to deliver a seamless experience to every one of their customers across any channel - at scale.

Featured Testimonials

“Everyone can log in and work on the same dashboard within Sprinklr, so that has saved us a lot of time. Approval workflows for stakeholders happen within Sprinklr so there is no need for email exchanges. That minimizes the time needed for launching a campaign.”



ANNA STOILOUDI
SOCIAL MEDIA MANAGER, PHILIPS

“I utilize Sprinklr Asset Management, Editorial Calendar, Approval Dashboards and Reporting. The Asset Manager has greatly improved my workflow because it gathers assets from all of our content creators in one space that is easily accessible.”



MARENA BITZ
SOCIAL MEDIA STRATEGIST, MGM RESORTS INTERNATIONAL

“The PBA tool gives me more time to do in-depth reporting and analysis of our overall performance. With the time I save, I can now also test different strategies that we want to apply to our campaigns.”



BRIDGET SCHOWALTER
SOCIAL AND CONTENT MARKETING ASSOCIATE, VIMEO

“Sprinklr has given us an efficient workflow method, where content can be produced, reviewed, scheduled and measured all within one shared interface.”



PAUL MATSON
HEAD OF CONTENT & SOCIAL MEDIA, GROUPON

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2020



FALL 2020

Content Marketing
Software Category

MARKET LEADERS



ABOUT CEROS



Ceros is a group of people who are wildly passionate about changing the way content is created on the web. They believe content creation has been constrained by technology for too long and creativity has taken a backseat. They exist to unlock creativity. Their platform empowers the world's leading brands to share their stories and engage their audiences.

52

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We believe in producing amazing content. Ceros helps us do that in the digital realm efficiently and at scale.”



BEN PLOMION
SVP OF MARKETING, GUMGUM

“With Ceros, we're able to deliver content that connects with consumers and impresses clients.”



JOE LOSARDO
EXECUTIVE BRAND DIRECTOR, TASTE OF HOME

“In Ceros, we've found an intuitive tool and a dedicated partner that has helped us infuse our website and content with additional creativity and dynamism, delivering more engaging experiences for our audience.”



ANDY GARRETT
SENIOR DIRECTOR OF GLOBAL MARKETING, CBRE

“Ceros helps us bring longform stories to life. With the platform, it's easy to break down complex or monotonous information into interesting, digestible content.”



DEREK EAGLETON
SENIOR DIRECTOR OF MEDIA & PROGRAMMING, DALLAS COWBOYS, DALLAS COWBOYS

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134
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT CONTENTLY



Contently is a technology company that helps brands create great content at scale. Contently provides enterprise companies with smart technology, content marketing expertise, and vetted creative talent – journalists, photographers, designers, videographers, and all things in-between. Contently is a software business built by content creators, and both its products and philosophy reflect this—which is why it is named one of the best content marketing brands in the world as their clients. Contently was recently named one of Inc. Magazine’s 100 fastest-growing private companies, and received an ASJA award for investigative reporting.

Featured Testimonials

“Our site bounce rate is dropping and our pageviews are increasing due to the strategic posting of Contently content on our social channels. Our content is a strong traffic driver.”



ANNA MERTZ
DIGITAL MARKETING MANAGER, AVOCADOS FROM MEXICO

“Contently writers helped us extend the life and messaging of the event with focused blog posts that can be shared months after. The outcome of this partnership is that we have content that long outlives any single-day initiative.”



KIMBERLY KONSTANT
VP OF BRAND AND BUZZ, XAD

“Contently added real value to the content creation process. We work virtually with colleagues across the world, so being able to have all communications in one place was a big benefit.”



MADELEINE LITTLE
DIRECTOR OF GLOBAL MARKETING, JLL

“Deploying Contently helped us go to market much faster than we could have otherwise. Having a workflow tool and access to skilled writers helped us produce more than 40 original pieces of content that addressed our audience needs and challenges across different industries and buying centers.”



AMRITA THAPAR
CONTENT LEADER FOR MARKETING, GENPACT

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*** 26

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT NEWSCREED



NewsCred, the world's leading marketing work management software, transforms the way marketing organizations work, elevating team performance through an integrated approach to marketing. Through its complete solution of technology, content, and services, NewsCred brings marketing teams together to easily plan, collaborate, and manage work across your entire marketing organization for seamless execution. Founded in 2008, NewsCred partners with hundreds of enterprise customers across the globe, including Twitter, Fidelity, Cisco, and more, to elevate marketing performance and drive business value.

Featured Testimonials

“We set out to transform our existing program. We wanted to captivate and educate HR professionals, simultaneously growing brand recognition and developing domain authority. And we needed to be able to show real, tangible results.”



PARKER TREWIN
VICE PRESIDENT, CONTENT MARKETING & COMMUNICATIONS, GUIDESPARK

“With Rue Now our focus is on curating the best lifestyle content into a single destination, to compliment how we design boutiques in our shopping experience. NewsCred provides a streamlined ability to push the desired content at the volume that was needed. They have access to the types of articles – breaking stories, hottest fashions, and design inspiration – from news sources that the Rue La La customer knows and loves. Best of all, we can insert our own voice and point of view by creating original content, which allows us to truly customize the platform.”



SAMANTHA DULAC
COPY DIRECTOR, RUE LA LA

“It’s all about getting things done and making things happen – regardless of what roadblocks get in the way. Our mantra at Sailthru is ‘Think Big, Speak Up, Get It Done.’ NewsCred has lived up to this every step of the way.”



KRISTINE LOWERY
CONTENT MARKETING MANAGER, SAILTHRU

“With multiple teams producing content for 6-8 niche verticals across countless formats, it became challenging to manage — our tactical approach caused us to lose sight of the bigger picture. Plus, it became easy for items to get lost or buried in emails, resulting in missed opportunities to cross-link, promote, and amplify our own related content.”



SUSAN CAMPBELL
MARKETING GROUP MANAGER, PANASONIC

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ABOUT PERCOLATE

Percolate

Percolate's complete web and mobile software platform helps the world's leading brands and agencies deliver unified, inspired customer experiences across all marketing channels. By automating repetitive work, improving team collaboration and delivering unique brand insights, Percolate is The System of Record for Marketing that helps businesses reduce marketing costs and capture widespread efficiency gains. Percolate has offices in New York City, San Francisco, Los Angeles, Austin, Chicago and London, and their clients include iconic, global brands like Unilever, GE, Anheuser-Busch InBev, Marriott, Levi's, and Converse, as well as emerging, high-growth companies like AirBnB, Pinterest, Pandora and Shinola.

 102

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Percolate is simple to use and very intuitive. It's essentially a one stop shop for all asset needs, and it's really great to be able to put an image together in 5 minutes before publishing it. The photo editing tool is really easy to use especially when you need to make changes quickly or need to be responsive to something.”



CHRISTINA MCDERMOTT
COMMUNITY MANAGER, KNORR, UNILEVER

“I love the Percolate mobile app suite. It makes it easy to approve posts while I am in meetings and on the fly.”



KATIE WILSON
GLOBAL CUSTOMER SUPPORT SOCIAL MEDIA SPECIALIST, WESTERN DIGITAL

“Before Percolate, a lot of our back and forth took place in email. It was easy for things to get lost — or lost in translation. Percolate gives our team a home for content creation, review, and publishing. It's a one-stop shop to see where any project is at any point in time.”



JOAN PODRAZIK
MANAGER, CONSUMER CONTENT, AMERICAN DENTAL ASSOCIATION

“Percolate has streamlined our workflow 100%. Being able to communicate with my team directly in projects lessens miscommunication and confusion. The email updates are also helpful as reminders to check in on content.”



SHAUNA
DIRECTOR OF SOCIAL MEDIA & SOCIAL MEDIA MANAGER, ALOHA.COM

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81

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT PREZI



Prezi is the cloud-based presentation platform that helps you connect more powerfully with your audience. Unlike traditional slides, Prezi's open canvas allows you to navigate through topics freely, encouraging interaction and collaboration between you and your viewers. The result is conversational presentations that are more natural, more engaging, and more memorable.

Featured Testimonials

“Prezi Business allows me to build presentations that are both linear and non-linear. I love how content can go from A to Z, but jumping back to point M can be done without breaking the presentation.”



KATE SPANN
GRAPHIC DESIGNER, PLASTIC INGENUITY

“Prezi gave our old sales content new life. Now we can take any message and create presentations for prospects that are vibrant and memorable.”



BIRGIT BECHTLE
HEAD OF SALES, SUNNY CARS

“Like our products, our presentations must be extremely innovative and professional. Prezi answers that need by showcasing our content in a way that is as equally inventive and polished as our solutions.”



JULIE LOWRANCE
DIRECTOR OF COMMUNICATIONS, MID-CONTINENT INSTRUMENTS AND AVIONICS AND TRUE BLUE POWER, MID-CONTINENT

“I can deliver the exact same content in PowerPoint as I do in Prezi and the difference in terms of audience buy-in is incredible. For me, Prezi is a no-brainer.”



LOGAN SHAVER
WELLNESS AND BENEFITS ADMINISTRATOR, PINNACOL ASSURANCE

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46

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SKYWORD

SKYWORD

We're in an age where people are blocking interruptive marketing techniques and at the same time consuming great content and stories at record rates. Today's top companies use Skyword's software, freelance community, and services to build an engine for sustained creation and distribution of original content to reach, engage, convert, and support a loyal audience. And when the time is right, they turn to Skyword for the framework and know-how to storify their content. They stop wasting valuable resources on what doesn't work, and instead drive revenue, margin and brand loyalty by creating an experience that people love.

Featured Testimonials

“Working with Skyword to help me with premium content has been a life saver. The online process of creating assignments for writers, reviewing the articles and publishing to our blog is fast and easy.”



J. ANDREW RUDD
DIRECTOR, CLIENT EXPERIENCE, COX MEDIA

“Skyword360 allows us to produce more content and easily see what type of content is working and what is not. Using Skyword allows us to focus on the creative aspect of content because it makes the nuts and bolts of the job easier to manage.”



BRIAN MOODY
EXECUTIVE EDITOR, AUTO TRADER

“Skyword helps you define your program and your editorial strategy, and they recruit the authors. Then the magic starts. They edit content to a high standard based on my company's editorial guidelines. Skyword360 manages SEO and plagiarism checks, content publishing to multiple channels, and freelancer payments.”



JAY MANDEL
VICE PRESIDENT, GLOBAL DIGITAL MARKETING - CONSUMER ENGAGEMENT, MASTERCARD

“Skyword is a one-stop-shop that Petcentric relies on for quality content. Skyword allows us to turn to one content solution provider, rather than work with multiple contributors, and take advantage of a flexible content management system.”



GINNIE SEIGEL
SENIOR BRAND MANAGER, PURINA PETCENTRIC

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70
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ACROLINX



Acrolinx helps the world's greatest brands create amazing content: on-brand, on-target, and at scale. Built on an advanced linguistic analytics engine, Acrolinx actually "reads" your content and guides writers to make it better. That's why companies, such as Adobe, Boeing, Google, and Philips, use Acrolinx to create content that's more engaging, enjoyable, and impactful.

Featured Testimonials

“When customers purchase devices that display content, it needs to be understandable in their language. We needed to make our source language consistent to obtain useful translations. We have achieved this by introducing Acrolinx.”

FRÉDÉRIC MEKAOUI
HEAD OF TRANSLATIONS, HELLA

“The stylistically clean language in software and firmware content has led to significant cost and time savings in the translation process. Questions from translators have dropped to practically zero.”

RAINER LOTZ
SPECIALIST TECHNICAL COMMUNICATION, KONICA MINOLTA

“For people who work on legally sensitive content in particular, Acrolinx ensures that they're using the right terms, which saves a lot of time. All in all, there is a lot less friction and discussion.”

SUSANNE FARSCH
TECHNICAL WRITER, PEPPERL+FUCHS

“Acrolinx allows you to define different checking profiles for specific use cases and assign those profiles to different users. That way, you have one consistent database running in the background that can be divided into custom subject areas.”

MICHAEL ARNOLD
TEAM LEADER OWNER'S MANUALS, KTM GROUP

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67

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT COSCHEDULE



CoSchedule is an ever-evolving content marketing swiss army knife that helps you plan blog, social media, and other content on one drag-and-drop editorial calendar, communicate super efficiently with your team members, meet your deadlines, get more traffic and social media shares, save time and stop pulling your hair out.

Featured Testimonials

“With CoSchedule, I have an eagle eye view on our promotional calendar. And by using CoSchedule's color labels and saved calendar views, I can share custom views with specific departments; giving them a quick snapshot on what matters to them (without overwhelming them with every detail).”



BRI GORE
SOCIAL MEDIA MANAGER, LAMAR UNIVERSITY

“If you don't have a marketing calendar, you're playing a dangerous game with your content. CoSchedule is the easiest to use marketing calendar around, and includes a robust layer of social sharing functionality that makes it a no brainer for me and my team.”



JAY BAER
SPEAKER, CONVINCING & CONVERT

“The task manager and calendar work hand in hand. For managing editorial, that to me is hands down a game changer. I look at the calendar view, and I can see the sequence of the workflow up to the publish deadline.”



JANNA MARLIES MARON
MANAGING EDITOR, SMART PASSIVE INCOME

“CoSchedule makes it super easy to manage our team of internal and external contributors. We can assign content, comment, and share files nearly effortlessly.”



KIM COURVOISIER
DIRECTOR OF CONTENT MARKETING & SOCIAL MEDIA, CAMPAIGN MONITOR

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25

Total Customer References

VIEW ALL REFERENCES

ABOUT CURATA



Curata is the leading provider of software that empowers marketers to scale a data-driven, content marketing supply chain to grow leads and revenue. Curata CMP (content marketing platform) and Curata CCS (content curation software) enable marketers, for the first time, to harness the power of content creation, curation and analytics to yield a predictable and more successful stream of content. Key components of Curata CMP include strategy, production (e.g., calendaring, workflow) and analytics, along with the option of adding the industry's leading business grade content curation software, Curata CCS. Hundreds of companies already depend upon Curata to fuel their content marketing engine. Curata was founded in 2007 and is headquartered in Boston, Mass.

Featured Testimonials

“We have included the Curata CMP centralized dashboard as part of our daily meetings, using it to set priorities and guide resource investments for our content and social media teams.”

TRAVIS BICKHAM
DEMAND & CONTENT MARKETING, TRADESHIFT

“Curata helps me readjust my editorial calendar based on the trending content that comes in from my sources. I see a ramp up of information on the cloud or some other topic we should be covering. The curated newsfeed also gives us great Twitter fodder.”

ED YOUNGBLOOD
DIRECTOR OF CONTENT STRATEGY, ALCATEL-LUCENT

“The use of Curata has facilitated greater collaboration. I now work even more closely with our Social Media team and Lenovo Insiders, our brand advocates, who are featured in the app.”

CAROLINE LALLA
CONTENT MANAGER, LENOVO

“Curata CMP impacts my ability to do my job every day, that's why I love it. I can track content all the way from consumption to revenue influenced.”

AMANDA NELSON
DIRECTOR OF MARKETING, RINGLEAD

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58

Total Customer References

VIEW ALL REFERENCES

ABOUT PATHFACTORY



PathFactory's Content Insight and Activation Platform helps B2B marketers understand the role of content in the buyer's journey and discover a new class of data to optimize the path to purchase. PathFactory uses this data and insight to optimize content delivery across every channel, connecting buyers with the most relevant information whenever and wherever they click.

Featured Testimonials

“PathFactory gave our team a quick and easy way to personalize content journeys at scale, allowing us to run an extremely successful ABM campaign without draining our limited resources.”



MELISSA ALONSO
DIRECTOR, GLOBAL STRATEGIC ACCOUNT MARKETING, QLIK

“Building out an ABM program from scratch was a daunting process. Leveraging PathFactory Content Tracks was key to solving the mammoth challenge of content selection and customization, and ultimately building a scalable and successful program.”



TIMOTHY NOBLE
DIGITAL MARKETING SPECIALIST, TIBCO

“PathFactory has helped Kareo improve lead flow, speed-to-learn and down-funnel conversion by accommodating our prospects' appetites for more content in the moment. It gives us additional opportunities to engage and convert prospects who were initially reluctant to fill out a form.”



JOHN DEBRINCAT
DIRECTOR, DEMAND GENERATION, KAREO

“Implementing PathFactory has completely changed the way we engage our target accounts. That ability to create account-specific content experiences has also greatly improved sales and marketing alignment.”



ARI ECHT
DIRECTOR OF ABM, INVOCA

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64

Total Customer References

VIEW ALL REFERENCES

ABOUT ROCK CONTENT



Rock Content provides over 2,000 brands, marketers and agencies with innovative content marketing solutions, creative services, on-demand talent, and professional training. Rock acquired ScribbleLive in late 2019 and now employs over 500 people globally and maintains a talent network of over 80,000 creative professionals. Together, they all share in Rock's mission to create growth opportunities for their customers, talent community, and Rockers worldwide.

Featured Testimonials

“Whether it's Community Content to help access and curate user-generated content, Rock Content Engage to run live blogs when there is a presidential debate or when we're watching celebrities walk down the red carpet, there are constant applications for us.”



RACHEL SCHWARTZ
MANAGER, DIGITAL CREATIVE CONTENT, ABC NEWS

“By including Rock Content in our strategy, we are able to produce content that it doesn't get cross-posted anywhere, and define ourselves as the canonical source of this content.”



JACOB CANTELE
CTO, CONCIERGE AUCTIONS

“I knew right away that [Rock Content Engage] was the right thing. We had to get it because it was what I was looking for: An offering that had a blogging tool but also something that I could use to aggregate all our social media channels.”



SAMUEL FITZI
COMMUNICATIONS EXPERT, CITY OF ST.GALLEN

“It allowed us to not only showcase our content very nicely and give us a better feature to show our audiences, but also, gave our digital content producers more time to spend creating and curating better content.”



ALLISON SARETSKY
SENIOR PRODUCT MANAGER, LIFESTYLE & ENTERTAINMENT DIGITAL, BELL MEDIA

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80

Total Customer References

VIEW ALL REFERENCES

ABOUT UBERFLIP



Uberflip makes content perform by centralizing it into one immersive experience, increasing key engagement metrics and generating more leads. By creating an Uberflip content Hub, you can include blog articles, social media, videos, eBooks and more into a beautiful and responsive interface with strategically placed, dynamic CTAs - no IT required.

Featured Testimonials

“Uberflip has changed the way content can be shared. It is fast and easy to use. And the team behind Uberflip is incredible to work with.”



EUGENE BOMBA
PWC

“Sales Streams have made our sales team's year. These have proved invaluable to sales as a method of getting the content to their prospects in an easy way, but also to marketing, as it helps us know which pieces of content sales is distributing and whether or not it's resonating with audiences.”



STEPHANIE TOTTY
DIRECTOR OF MARKETING, EXAMSOFT

“The ability to customize the look and feel of tiles, article templates, and hub layouts to complement our main site was the deciding factor. Not to mention the cost savings compared to building something from scratch.”



STEFAN RICHES
DIRECTOR OF CONTENT MARKETING, STANTEC

“Uberflip lets you focus on the content and the value of the context — and everything else becomes simple. Formatting, cross-browser/device usability, calls to action, conversion tracking — all becomes simple.”



DAN FOX
SR. MARKETING MANAGER, INTERACTIONS

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55

Total Customer References

VIEW ALL REFERENCES

ABOUT UPLAND KAPOST



Upland Kapost's Marketing Content Engine provides a proven framework for planning, executing, distributing and optimizing the critical content that drives all of marketing. Employing easy-to-use calendaring, collaboration tools, workflows, analytics and the most robust set of integrations, Kapost standardizes and simplifies the management of your B2B content lifecycle - from generating ideas to publishing finalized assets. Kapost provides the tools you need to get the right marketing content done while measuring the impact of every asset, so you don't waste resources but move buyers forward.

Featured Testimonials

"Kapost is a valuable tool in our marketing stack. It's become extremely sticky in our organization—with nearly 30 marketing team members using it daily to produce, review, and approve content. Kapost gives us visibility into the lifecycle of each piece of content, as well as a global view of content production."



MANDY SCHNIREL
SENIOR MANAGER, CONTENT MARKETING, LOGRHYTHM

"Kapost allows us to engineer and implement a world-class content strategy that seamlessly merges marketing, sales, and client services efforts in creating and distributing valuable, relevant, and consistent content to engage, influence, and win our audiences throughout the buyer's journey."



ADRIANA MACONTRE
MANAGER, CONTENT STRATEGY, ROSETTA STONE

"Kapost was a lifesaver for our rebrand. [The] content audit was a few clicks of the button, which allowed us to add workflows for what pieces of content needed to be changed, chipping away at the process in a streamlined way."



CATHERINE GEESLIN
CONTENT COORDINATOR, COMMVault

"We use Kapost to pull content from disparate platforms, marketing automation, DAM, Social Sites, etc. together in context with campaigns and product launches. Kapost allows us to share this content easily through galleries and measure how much of that content our regional teams are using."



PATRICK HAYWOOD
SENIOR MANAGER, MARKETING OPERATIONS, PLANTRONICS

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46

Total Customer References

VIEW ALL REFERENCES

ABOUT CLEARVOICE



ClearVoice is an unprecedented, leading-edge platform that provides a full-circle solution to content marketing. They believe a clear voice is the most powerful voice, no matter its volume or medium. So they live to help you express yours. It's the ClearVoice way. By connecting you with world-class freelance talent through their easy-to-use collaborative platform, they can help your brand create content that empowers, delights and activates.

Featured Testimonials

“We're able to collaborate on concepts, review drafts, approve copy and creative all from within the platform. ClearVoice also has an impressive roster of influencers and relevant content creators that help us get the right voices behind our content.”



CHRIS ROCHA
MANAGER DIGITAL MARKETING, CABELA'S

“I love this platform. No more uploading and downloading docs; no more 'version 1, version 2, version 3; no more searching for related email conversations. It's all in one platform. Oh! No more dealing with freelancer invoices, either. Click 'approve,' and your writer is paid via PayPal.”



MEGAN KRAUSE
SENIOR EDITOR, VERTICAL MEASURES

“ClearVoice helps us create and distribute high quality content across multiple customers. Their workflow, talent network, and distribution capabilities are key in our content marketing efforts.”



MICHAEL GULLAKSEN
CHEIF OPERATING OFFICER, IPROSPECT

“ClearVoice is a powerful content creation management platform that helps you better manage larger content campaign efforts. The tool is very good and the customer support is one of the best I've ever worked with.”



MARC HERSCHBERGER
DIRECTOR OF MARKETING, REVENUE RIVER

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ABOUT DIVVYHQ

DIVVYHQ™

DivvyHQ is a cloud-based, content planning, workflow, and collaboration tool built to help marketers and content producers get/stay organized and successfully execute demanding, complicated and content-centric marketing initiatives. DivvyHQ's unique functionality combines web-based calendars, content management and online collaboration to help global content teams capture content ideas, assign and schedule content projects, produce any type of content and stay on top of production deadlines.

31

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“From a search of many providers we chose DivvyHQ because of its value and ability to quickly function as a replacement for our previous editorial calendar. Can definitely recommend.”



MICHAEL MACLENNAN
DIGITAL EDITORIAL MANAGER, RED BULL

“DivvyHQ is my favorite platform for making sure multiple departments (and even agencies) can collaborate easily on content marketing creation and amplification. It's the right tool at the right time!”



JAY BAER
SPEAKER, CONVINCING & CONVERT

“The biggest benefit of DivvyHQ for us is its ability to sew together so many different communication strategies into one big beautiful patchy clown suit!”



KIMBERLEY BRIEN
MARKETING PROJECT MANAGER FOR STRATEGY & DEVELOPMENT, LUNA PARK SYDNEY

“DivvyHQ helps us create content more efficiently, and we don't get a lot of pushback. Because we are able to map out content and because we have vertical alignment of what clients need it's easier for us to say, 'Here is the tool. It's a premium tool.’”



MATT MESENGER
DIRECTOR OF DIGITAL MARKETING, LINKMEDIA 360

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GE Digital



31

Total Customer References

VIEW ALL REFERENCES

ABOUT MINTENT



Mintent is a content marketing platform used by mid-sized and large teams to plan, produce, publish and measure marketing content. The simple yet sophisticated platform helps marketers more precisely align messages with customer buying cycles, manage concurrent editorial calendars and content marketing workflows to achieve higher returns on their content investment.

Featured Testimonials

“Mintent’s SEO platform helped us quickly identify the right keywords and content we needed to focus on in order to improve our site’s authority, our organic search traffic and make adjustments for the future. Mintent is a key tool in ensuring our content evolves in step with the needs of our students.”

JP RAINS
DIRECTOR OF DIGITAL, LAURENTIAN UNIVERSITY

“The Mintent Trackable Links technology provided our team with an unrivalled ability to track the customer journey, online and off, from initial campaign touch points to conversion. With actionable data provided in real-time, countless reporting hours were saved using the platform, and spend across channels was optimized to maximize our goal completion.”

KYLE MCTAGGART
MARKETING AND MEDIA COORDINATOR, CHAPMAN’S ICE CREAM

“Basically, everything lives in the platform - from ideation and requests to planning, storage of assets, assigning tasks to teammates, and analytics and reporting. There really is no need to ever work outside of the app.”

SARAH SHANAHAN
ASSOCIATE DIRECTOR FOR ALUMNI COMMUNICATIONS, NYU

“It was intuitive for me. It was designed in the same way that I think about content in the pipeline. It has made it easier to plan posts and push them out to social media.”

RUSSEL SIMON
CONTENT MARKETING DIRECTOR, US ACUTE CARE SOLUTIONS

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54

Total Customer References

VIEW ALL REFERENCES

ABOUT STORYCHIEF



StoryChief is a Content creation and distribution tool for marketers, publishers and bloggers. StoryChief lets you create and push your articles to different publishing channels like Your Website, Accelerated Mobile Pages (Apple News, Facebook Instant Articles, Google AMP), Medium, Emailing, Print to Mobile through your own distribution App, etc. It has a universal editor that lets you create beautiful stories with ease, making them look as they should on those channels and measure your impact and ROI in one place.

Featured Testimonials

“We obviously needed a new content platform, which could help us to implement a strong communication plan. When we tried StoryChief, the choice for the tool was quickly made. The design is intuitive, fun to work in and created more motivation for our content team to tell better stories.”

MICHIEL
CO-FOUNDER, OFFICIENT

“I am incredibly excited about @StoryChiefApp. Anyone who creates multichannel content, needs approval workflows or wants to plan campaigns should check this out. Beautiful intuitive product, completely beats much more established alternatives.”

PIETER GUNST
CHIEF EXECUTIVE OFFICER, LEGALIO

“StoryChief is extremely easy to use, and they're always there to assist you if you have any questions. We especially love the weekly updates of stats we get via email, telling us which blog posts have the most reads and tips on how to further extend our reach!”

JEMMA SMITH
THE DIAMOND SHOP

“To be engaged on Social media demands a certain set of skills. StoryChief makes it approachable and easy to be present throughout well-thought-out content marketing. The simplicity of it all makes it so no one has the excuse of skipping the step of brand awareness in their marketing strategy.”

KOEN DE PUYDT
LAWYER, ORYS

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