



# The ROI of EVOQ CONTENT

Reasons to Consider DNN's Commercial CMS



---

# THE ROI OF EVOQ CONTENT

---

## Introduction

It's easy enough to calculate return on investment (ROI) based on standard financial measures: the profit you take away from a deal or a product, divided by the dollars you invested to get the result.

But with your content management system (CMS), you can sell your organization short if you limit your ROI calculation to dollars and cents. In marketing, content is a coveted currency in its own right, and there are many ways to look at the value of delivering a timely, targeted message to key audience personas.

Whether your organization is a business, an association, or a government agency, the choice of CMS—and the trade-off between commercial and open source CMS options—should be based on:

- The scale and complexity of your content needs today
- The growth or development objectives you've set for the next six months to two years
- The ability of your current CMS to meet all your foreseeable content needs.

In a world of tailored, customized content, marketers recognize that each audience, customer, and stakeholder has unique needs and expectations—and that's just as true for your organization.

No single CMS solution is right for every user, so your current system may be exactly what you need, or woefully inadequate.

By asking yourself the right questions, you can make sure your current software has the features and capacities to support your strategy—and if it doesn't, find the CMS that will drive your objectives forward, rather than weighing you down.

Now that we've covered some of the benefits of a CMS, let's consider how you can choose one that's best suited to your organization's needs.

## Aligning Features with Objectives

The standard definition of financial return on investment divides your net gain from an investment from the cost you incurred to achieve that gain.

While that may be a convenient formula for generating ROI, it's important to dissect what ROI really means as it relates to your CMS. While many CMS users expect their systems to generate revenue, many others place greatest emphasis on time or cost savings, pointing to valuable gains that may be a little bit trickier to quantify. Some of the more complex but useful ROI questions include:

- How much an organization can gain—beyond the dollar value of the time itself—by reallocating a couple of hours per day from creating redirects on a website to working with a sales team to drive new revenue.
- How to value the assurance of a fully supported commercial solution, with technical support when unforeseen problems arise.

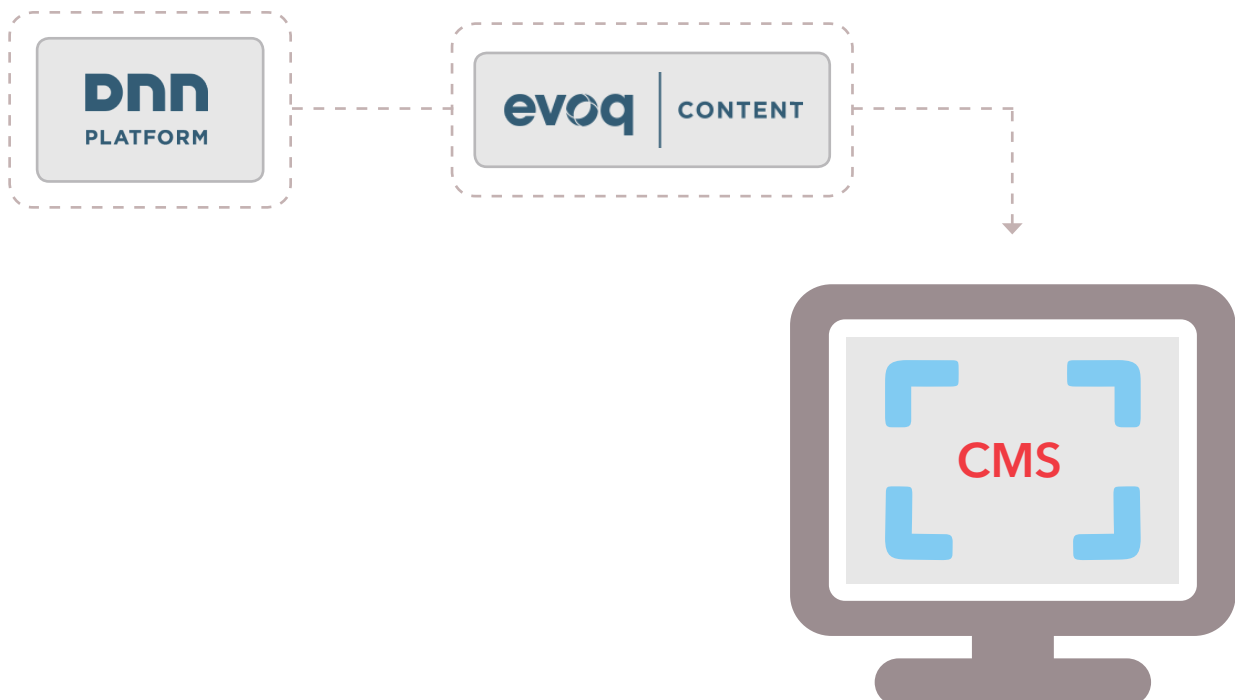
## CMS Solutions from DNN

Those are just two among many factors that frame the benefits of and differences between DNN's two CMS offerings:

- DNN Platform, a free, open source product, and
- Evoq™ Content, a commercial CMS that sits atop DNN Platform and is available from DNN via annual subscription.

Your ROI calculation should balance the cost of the commercial option against the value of added functionality for your organization.

Let's consider features that are exclusive to Evoq Content.



# Permissions & Workflow

## More CMS Users = More Risk

In small organizations, website management is assigned to one or two staff members who produce, review, approve, post, amplify, and monitor the content. But in many other organizations, the structures are more complex:

- Regular users generate text, visuals, or finished pages for specific sections of a site.
- Admins approve content, or send it back for revisions before allowing it to go live.
- Managers work to repurpose or repackage content on social media and monitor its impact.

### Permissions

Evoq Content allows you to define granular, role-based permissions that give users access to some site sections and functions, but not others. You might have different teams in your organization, from marketing to engineering to sales, so it may be essential to set up granular permissions that reflect the duties assigned to different role-based personas.

Compared to DNN Platform, Evoq Content offers a much more versatile range of highly granular permission options. Which means the choice of platform depends on the size of your organization, now and in the future:

- With a one-person team, DNN Platform or some other open source product will likely meet your needs.
- With multiple departments or team members involved, the “free option” may create significant challenges in your ability to manage website content updates across a growing team.

### Workflow

In addition to more granular permissions, Evoq Content provides a workflow feature not available in the open source DNN Platform. Using workflow, content updates can be reviewed by authorized approvers, before they’re published to the live site. Approvers have the option to reject an update and send instructions (back to the requester) on the changes needed. Requesters can make those changes, then re-

### DIY Math: Permissions and Workflow

Your ROI calculation for permissions and workflow should include:

**NOW** The number of people or departments involved in making or approving website revisions.

**IN THE FUTURE** Potential changes to that structure based on wider company strategy.



The time saved by assigning tasks where the responsibility lies.



The likelihood of unauthorized or uninformed changes to your site.



The potential cost of those errors.

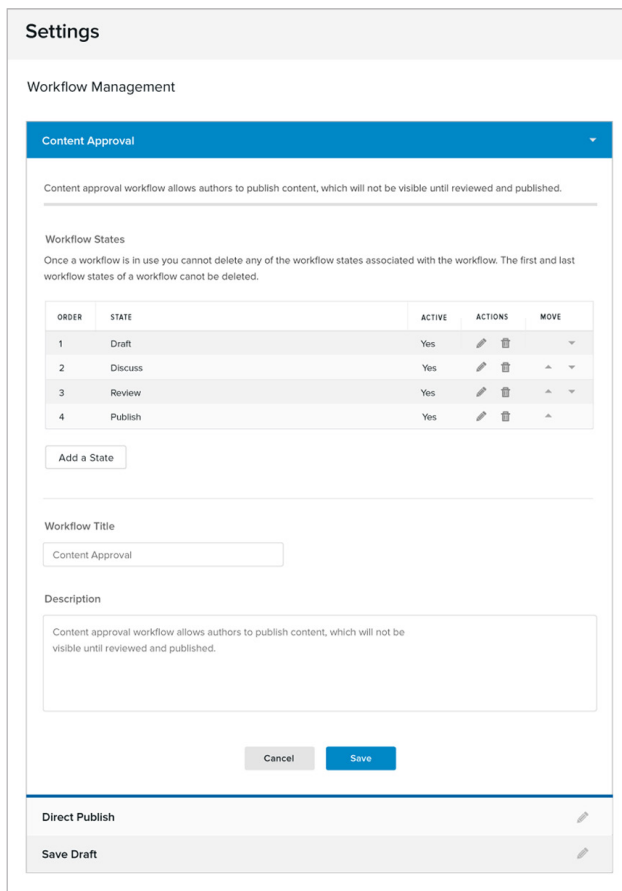
submit the update to approvers.

Workflow puts content managers in charge of the sections that correspond with their duties, while preventing other users from accidentally publishing changes or pages that fall outside their jurisdictions. That process puts designated content managers in control of content, while saving a lot of time for marketing and IT, the departments that would otherwise have to manage the entire site.

Workflow, which is exclusive to Evoq Content, can be enabled on particular pages, and on selected content modules within a page. When workflow is enabled, updates made by content editors will be first

sent to content managers to review. When a content update is pending review, the content manager will see a notification within Evoq Content. In addition, the update will appear in the "Tasks" area of Evoq Content's Dashboard.

When reviewing the update, the content manager sees a side-by-side comparison of the two pages, with text changes highlighted and images added, deleted or updated. This makes it easy for the content manager to quickly understand what's been changed. From here, the content manager can approve the update, which pushes it live to the site; or, reject the update, sending a note back to the requester.



## DIY Math: Permissions and Workflow

Your ROI calculation for permissions and workflow should include:

**NOW** The number of people or departments involved in making or approving website revisions.

**IN THE FUTURE** Potential changes to that structure based on wider company strategy.

The time saved by assigning tasks where the responsibility lies.

The likelihood of unauthorized or uninformed changes to your site.

The potential cost of those errors.

# Centralized Access to All of Your Content Repositories

Save Time and Effort

A typical website has hundreds (if not thousands) of assets: images, folders, documents, videos and more. Where do those assets reside? In more and more places: on desktop computers, network file servers and cloud repositories, such as Box and Dropbox. Marketers can spend a lot of time managing all of these assets.

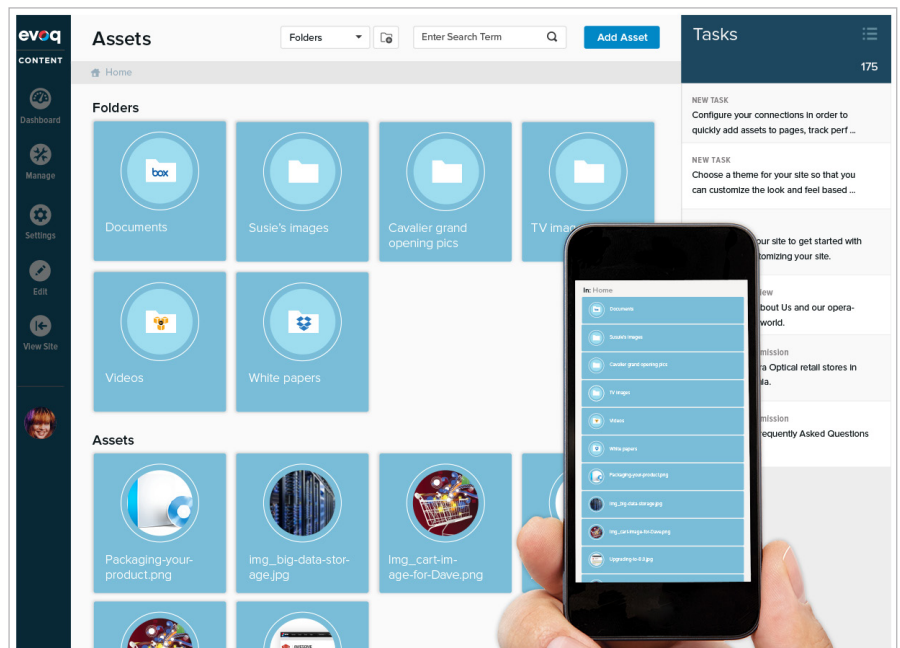
Evoq Content includes built-in connectors to Box, Dropbox, Amazon S3, and SharePoint, making it easy to access any piece of content or digital asset from a single location. This capability, which is not available in DNN Platform, allows marketers and content producers to use their preferred content storage service or use multiple services, without moving files and duplicating effort. The result? A significant savings in time and effort.

Evoq Content provides a single interface to manage users' access to your content repositories: from Evoq, you can set permissions on files and folders, so that content managers have access only to the assets they need to work on. In addition, workflow can be enabled, so that changes (e.g. adding, deleting or updating an asset) are reviewed and approved before they go live. Content editors can subscribe to individual assets, which generates email notifications each time that asset is changed.

## DIY Math: Centralized Access to Content Repositories

Your ROI calculation for page and module caching should include:

- # The number of different content repositories you use to store assets.
- 🕒 The time you spend uploading assets from your content repositories to your CMS.
- ⚠️ The errors that might occur if users delete files they shouldn't be touching.



# Personalization

## Customized Experiences for Site Visitors

Imagine if you could customize your website's content to the needs and interests of visitors? They'd stay on your site longer and visit more pages. They'll be more satisfied with their visit, which makes them more likely to return. The answer? Our personalization feature, which is exclusive to Evoq Content.

Using an intuitive drag-and-drop interface, you create personalization rules that combine one or more attributes like user role, geographic location or language. Make edits to personalized pages for visitors who fulfill the rule criteria, changing the headline, price, image or anything else on the page to encourage engagement and conversions.

Content personalization is seen as an essential digital marketing capability that increases conversion, according to recent research by Econsultancy. Personalization will help you improve important website metrics, such as time on site, time on page and pages per visit, by tailoring content to visitors.

### DIY Math: Personalization

Your ROI calculation for personalization should include:



The cost to purchase personalization software.



The time and cost to integrate personalization software with your CMS.



The opportunity cost of losing visitors who were not satisfied with their experience.

**Edit Personalized Version**
✕

Version Name:

**New Rules**

- User Role
- Geographic Location
- Language
- Device Type
- Page Visited
- Link Clicked
- Last Activity Date

Drag and drop new rule here

**Rules**

**Geographic Location**  ✕ Remove Rule

+

**Last Activity Date**  ✕ Remove Rule

Cancel
Save

# Scaling for Growth

## An Essential Feature for Growing Sites

When you first launched your website, you received a modest amount of traffic. But the more content you added to the site, the more end users and search engines discovered your site. As a result, you're receiving far more traffic today than when you first launched.

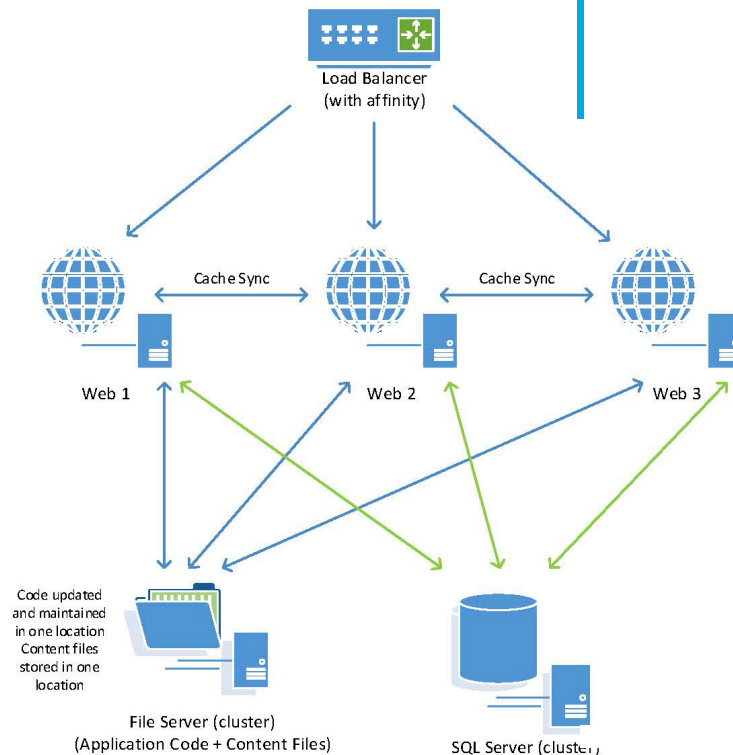
Have you considered how you'll scale your site's performance to meet the growth in traffic and users?

Depending on the amount of traffic or on the rate of traffic growth, you may need to run two, three, or a dozen or more web servers in tandem. Exclusive to Evoq Content, the webfarms feature dynamically distributes incoming traffic across those servers to maximize the performance of the overall system.

Of crucial importance, you can count on the webfarms feature to keep multiple servers synchronized: For example, if a price changes on one server, the information updates immediately on all the others, delivering a consistent, seamless experience for customers and other users. That's especially important for e-commerce transactions: if an item

is in a user's shopping cart on the first click, they'll expect it to still be there when they return to the site.

The webfarms feature is essential for growing sites that have to scale their hardware and software capabilities to the volume of incoming traffic. DNN works with one UK-based retailer, Sports Direct, whose site supports 7.7 million page views per day and a peak of 436,000 daily visitors. That's an impressive amount of traffic and e-commerce, and it's enabled by a commercial CMS like Evoq Content.



## DIY Math: Scaling for Growth

Your ROI calculation for scalability should include:

**NOW** Your current web traffic, and the number of servers required to accommodate it.

**IN THE FUTURE** The number of servers you'll need to accommodate future growth.

**\$** The dollar value of the additional transactions your website will be able to accommodate per new server.

**\$** The business cost of delaying upgrades until the need is imminent, or urgent.



# Technical Support

## The Assurance and Response Time You Need

DNN Platform does not include technical support. Evoq Content, on the other hand, includes full access to DNN's online knowledge base, and technical support during U.S. business hours. We provide technical support services via phone and email, with a guaranteed two business-hour response time.

In addition, Evoq Content provides a one-time, phone-based installation of upgrade session with a DNN technical support engineer. This can be helpful when upgrading your site from an older version of Evoq Content.

In addition, Evoq Content provides source code access to the features not included in DNN Platform, such as web farm caching and content workflow.

The basic value of tech support is obvious: If you're out there on your own when something goes wrong, you have to fix it yourself. An Evoq Content subscription also brings with it an automatic upgrade to the latest version of the product.



### DIY Math: *Technical Support*

Your ROI calculation for technical support should include:



The hourly value (financial or otherwise) of the interactions on your website.



The corresponding cost of an hour of downtime.



The wages and overhead, including overtime, that you would pay for in-house tech support.

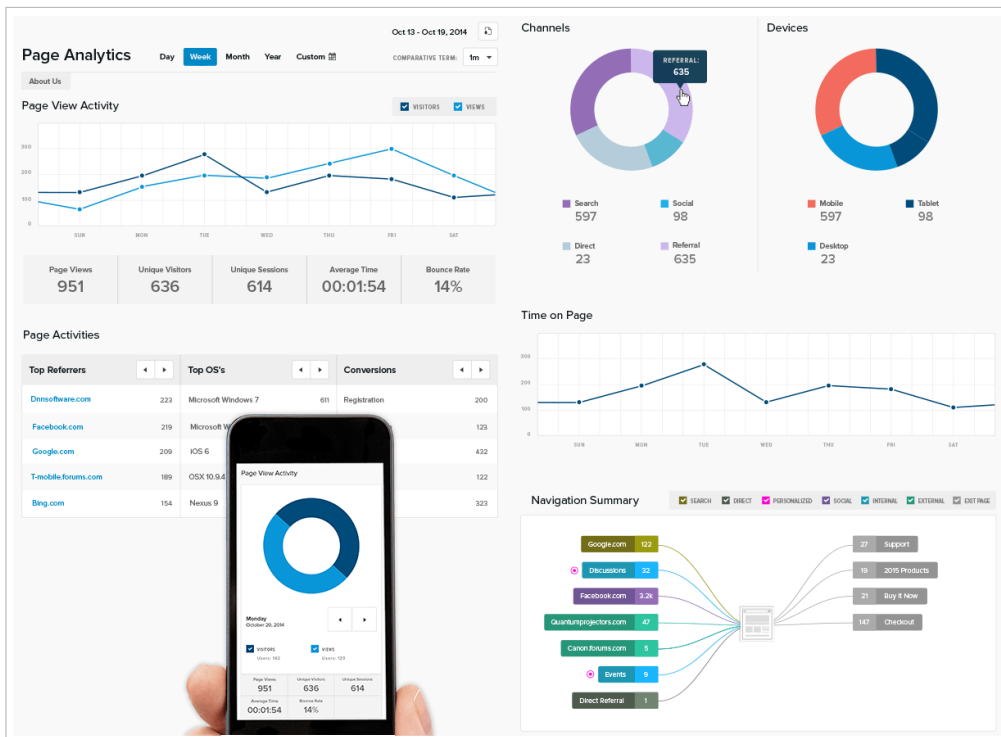
# Analytics

## Real-Time Metrics, Right Within Your CMS

If you're using DNN Platform, chances are you're using a third party analytics system (e.g. Google Analytics) to track and monitor activity on your site. With Evoq Content, page-level analytics are available directly within your CMS.

Statistics on page views, referrers, unique visitors and conversions are presented as an overlay on each page, via data collected and managed by Evoq.

Regardless of your level of proficiency with analytics, you can immediately understand how content is performing, without navigating to a separate web analytics system.



### DIY Math: Analytics

Your ROI calculation for Analytics should include:



The time savings from not having to navigate to a separate web analytics system.



The improvements in website metrics (e.g. time on page, time on site) from using page-level analytics to optimize page content and offers.



The improvements in website metrics (e.g. lower bounce rate) from using page-level analytics in conjunction with personalization.

# SharePoint Integration


Connect Your CMS with Your Document Repository

Available exclusively in Evoq Content: Enterprise, we provide integration with Microsoft SharePoint, making it easier to publish documents, forms, or other assets from your in-house server to a public website or Intranet. The feature contributes to system security, eliminating any need to expose users directly to your SharePoint repository through your website.

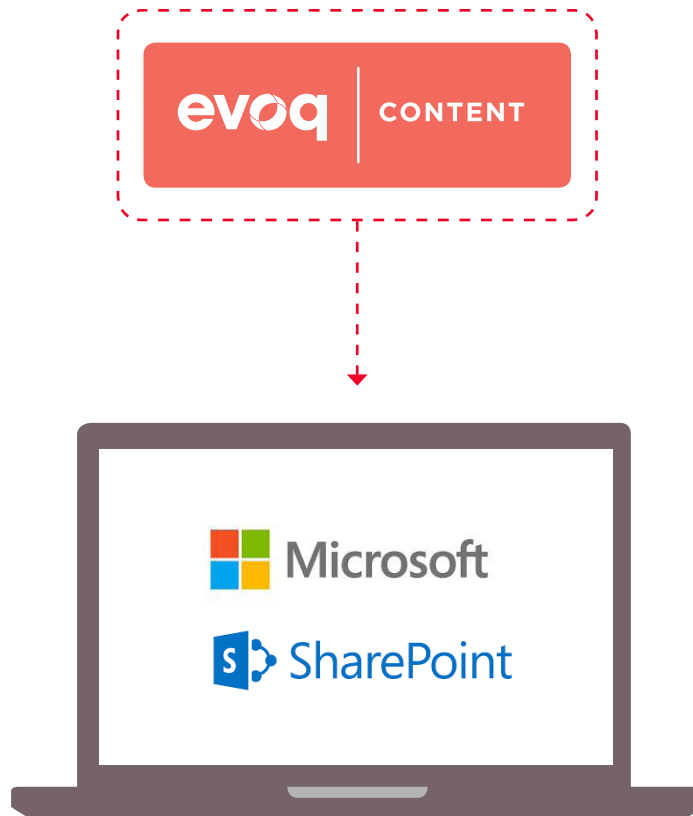
SharePoint integration also helps you coordinate and make the most of your organization's wider IT portfolio: If you have an investment in existing technologies like SharePoint, a commercial CMS like Evoq Content Enterprise can really help you take advantage of those legacy systems.

## DIY Math: SharePoint Integration

Your ROI calculation for SharePoint integration should include:

 Maximizing your existing investment by providing access to your SharePoint repository from your intranet or website.

 The costs you would incur by integrating with SharePoint by other means.



# Advanced URL Management

## Easy-to-manage Search Engine Optimization

Advanced URL Management is an important building block for any search engine optimization (SEO) strategy. Search engines like URLs formatted a certain way, and if the file or element names on a product page are based on serial numbers, that really tells the search engine nothing. By contrast, a page that is formatted with natural language gives search engines a much better indication of what the page is all about.

Advanced URL management under Evoq Content makes it easy to set up intuitive, readable URLs, while automating redirects that would otherwise have to be entered by hand. The feature saves hours per day or per week on what would otherwise be quite a burdensome process. That matters a great deal, since SEO is one of the most cost-effective ways to generate natural web traffic. It is far superior to advertising, search engine marketing, or other types of outbound marketing.

### DIY Math: Advanced URL Management

Your ROI calculation for advanced URL management should include:



The increase in natural search traffic that you can measure as a result of more seamless URL management.



The additional sales that result.



The costs you incur and time you waste on manual redirects—and the proofreading and corrections they require.



# Marketo Integration

## Easy Integration to Marketing Automation

Marketing automation systems, such as Marketo, help you understand and track the interactions that prospects and customers have on your website. Evoq Content integrates your website to Marketo with no programming knowledge required. With just a

few clicks, you can add the Marketo Munchkin code across your entire site. In addition, you can add forms to your site using Marketo Forms 2.0.

The screenshot shows the 'Settings' page in the Evoq Content interface. The 'Configure Connections' section is active, displaying a form to set up a Marketo connection. The form includes a 'Munchkin Account ID' input field, 'Cancel', and 'Save' buttons. Below this, a list of other connected services is shown, each with a status indicator (a green checkmark) and an 'Edit' button. The services listed are Google Analytics, Box, Dropbox, Facebook, Twitter, and LinkedIn.

### DIY Math: Marketo Integration

Your ROI calculation for Marketo Integration should include:

- 🕒 The time it would take to manually add the Marketo Munchkin code to each and every web page.
- 🕒 The time it would take your IT Department to configure the integration between your CMS and Marketo.
- 🕒 The time it would take to manually insert Marketo Forms on web pages.

# Built-In Content Layouts

## Save Time Creating New Site Content

Evoq Content provides a collection of built-in content layouts. The layouts, which are not available in DNN Platform, are designed to cover the majority of your needs. Sample layouts include 25%+75%, 50%+50% and 5x20%.

Evoq Content provides a simple-to-use, drag-and-drop interface. You can make alter a built-in layout to create a custom layout. Once customized, you can save the new layout as a template, making it available for re-use on other pages.

In addition, all built-in content layouts are mobile-responsive “out of the box,” which means that no additional work needs to be done to make your page content mobile-ready.

You can build pages and edit content more quickly and efficiently. You'll reduce duplicate effort and rework.

### DIY Math: Built-In Content Layouts

Your ROI calculation for built-in content layouts should include:

- 🕒 The time savings from using built-in layouts to create new pages.
- 🕒 The time savings from having new pages be mobile-ready without additional work.
- 🕒 The time savings from reducing duplicate effort and rework.

The screenshot shows the 'Add Page' interface in Evoq Content. The page is titled 'About'. The 'Details' tab is active, showing fields for Name (filled with 'About'), Title, Description, Tags, and Menu. The 'Page Layout' section is highlighted, showing three options: 2 Column, 3 Column, and Single Column. The 2 Column layout is selected with a green checkmark. The 'Menu' section has a toggle for 'Add Page to Site menu' (checked) and 'Link Tracking' (unchecked). The 'Enable for page personalization' toggle is also unchecked.

## Conclusion

Every company, association, and government agency has unique business requirements, and ROI measurement is where those needs come into focus: If you can weigh the cost of a software solution against the value you expect it to deliver, the decision to either rely on an open source platform or subscribe to a commercial product becomes (relatively) straightforward.

Among DNN products, DNN Platform is a proven, general purpose CMS, in use on more than 750,000 sites around the world. If your organization has more sophisticated content management needs—or ambitious growth plans that call for greater versatility and scalability—then Evoq Content may be a good option for you.

With a continuum of CMS options to be considered, many users are looking for an ROI measurement tool that gives them an honest, tailored assessment that matches the available platforms to their specific needs. In this white paper, we've tried to suggest some key questions to gauge the importance and applicability of different Evoq Content features for your own organization.



## About DNN Software

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

155 Bovet Road  
San Mateo, CA 94402  
650.288.3150

