CONTENT MARKETING PLATFORMS OVERVIEW

Content marketing platform (CMP) software enables 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, a CMP aids marketers to ensure that the content that is optimized, targeted, and served in the distribution phase of their process is compliant, on-brand, engaging, and meaningful.
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** is affected by:

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

**Market Presence Score** is affected by:

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

**Company Score** is affected by:

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

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**Customer Success Report 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.
2019 Customer Success Awards

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

**Market Leaders**
- Contently
- NewsCred
- Percolate
- scribble
- skyword
- sprinklr

**Top Performers**
- cenario
- CoSchedule
- curata
- DIVVYHQ
- kapost
- PathFactory
- Prezi

**Rising Stars**
- acrolinx
- ClearVoice
- mintent
- Scripted
OVERALL BEST OF CONTENT MARKETING PLATFORMS

BEST IN CATEGORY

Percolate
ABOUT 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.

“Time is the most limited resource we have, so we need to find tools that maximize our team’s time. Percolate is that enabler.”
Bernardo Ortiz Vlasich
Director of Marketing, Unitec

“Percolate has enabled us to improve our ways of working with our global partners and brands, our quality assurance teams, all the way to our HR and legal teams. Percolate adds a level of visibility and crossdepartmental collaboration that we have never seen before.”
Jillian Davis
Director of Marketing Technology, Pabst Blue Ribbon

“Percolate has allowed us to have more consistency in voice and messaging. We can easily find messaging for one channel and adapt it to a different audience or channel.”
Richelle Albrecht
Manager, Design/Strategy, 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
MARKET LEADERS
2019 MARKET LEADERS

Contently

NewsCred

scribble

LIVE

skyword

Moving stories. Forward.

sprinklr
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.

“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

“Contently has really increased our capacity and speed to get articles out there. That’s part of the reason that we see an increase in traffic because we’re able to consistently get out more content that’s high quality.”

Ashley Haugen
Content Strategist and Editor, brightpeak financial

“Contently centered us on a single platform to submit and accept pitches, find talented writers, and manage the production process efficiently.”

Marc Graser
Marriott

“We were amassing an audience, but we really wanted to deepen engagement with that audience. Contently seemed like the best solution for making content more contemporary and deepening engagement.”

Anne Feder
Managing Director, HouseLogic
ABOUT NEWSCRED

NewsCred, the leading enterprise content marketing company, empowers the world’s most ambitious brands with powerful technology and a team of unrivaled experts to unlock the value of their content marketing, gain actionable insights and proven business results. Every day, the world’s leading CMOs and marketing leaders from companies including Barclays, Cox Communications, Fidelity, HPE, USAA, Virgin Media, and more rely on NewsCred to orchestrate their marketing across channels, collaborate with global teams, build brand awareness and drive measurable business outcomes.

"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

"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

“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, Sailthru

“Sometimes you have to slow down to speed up. We had to do quite a bit to make sure everyone understood the process.”

Shannon Paul
VP, Brand Content & Social Media Director, Fifth Third Bank

14
Customer references from happy NewsCred users

VIEW ALL REFERENCES
ABOUT SCRIBBLELIVE

ScribbleLive is the world’s leading content cloud provider. ScribbleLive helps brands, sports and media organizations manage the full lifecycle of their content. With ScribbleLive, you can plan, create, distribute and measure content for any stage of the buyer’s journey. ScribbleLive can help make content your competitive advantage and is trusted by over 1200 companies including Oracle, Red Bull, the NBA and Microsoft.

“"There is no better way to cover an event like this than through a live content engagement platform. Scribblelive allowed us to merge updates from our own reporters with posts of our syndication partners. Ours users were fully informed about the results. User reaction was Brilliant.""

Joachim Braun
Editor-in-Chief, Nordbayerischer Kurier

“"Whether it’s Community Content to help access and curate user-generated content, ScribbleLive 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

“"The best thing about this blog was audience participation. Due to Scribblelive’s simple set up, users eagerly participated. Our readers were among our best reporters, providing us and other readers with lots of information. Thanks to Scribblelive we found it very easy to start a conversation and keep users involved for many hours.""

Joachim Dreykluft
Online Editor Schleswig-Holsteinischer Zeitungsverlag, Shz.de

“"Scribblelive was a perfect and easy tool to invite our users behind-the-scenes and be part of the party Eurovision is all about. We used scribble to break stories, exclusive videos, drive interaction and much more. Moreover, the tool gave our website a dynamic look as well as major exposure to our coverage and our commercial partner.""

Kevin Walsh
Digital Editor, BT

72
Customer references from happy ScribbleLive users

VIEW ALL REFERENCES
About 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.

Customer references from happy Skyword users

"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

"We see Skyword and our account team as trusted partners to our content marketing group. They work hard to understand our business challenges and provide suggestions for ways we can leverage content to address them. We look at Skyword not only as a content marketing platform, but a content marketing partner and trusted advisor."

Karen Guglielmo
Content Marketing Manager, Iron Mountain

"Skyword has solved specific problems for us. We now can easily manage and pay our freelance writers, measure the performance of our content, and increase the satisfaction of our writers by providing them with a flexible, intuitive platform for writing, submitting, and promoting articles."

Scott Markle
Senior Manager, AutoTrader.com

"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
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.

94
Customer references from happy Sprinklr users

VIEW ALL REFERENCES

“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

“Producing content under the banner of ‘Ideas Worth Spreading’, our team at TEDxPortland sees the Sprinklr products as perfect tools to inspire people to share their own ideas and introduce them into a global dialogue that is TED Talks.”

Samuel A. Baker
Content & Experiences, Core Organizing Team, TEDxPortland

“Sprinklr gives us a single view of our customers. It helps us understand what our customers are saying, not only on social but across the web. These insights reveal where we need to focus our resources, to make sure we can be there for our customers when they need help.”

Andy Freeman
Head of Social Media and Digital, Santander UK

“We chose Sprinklr for its extensive reporting and management capabilities in order to gain insight into the social activity of our multiple brands and products.”

Katie Wah
Senior Social Media Manager, LogMeIn
2019 TOP PERFORMERS

ceros
CoSchedule
curata®
DIVVY HQ™
kapost
PathFactory™
Prezi
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.

“It’s what today’s modern consumers expect. They want that level of digital engagement while they are making a purchasing decision, whether it’s a 7-day Caribbean cruise or a destination wedding in Europe.”

Darren Press
VP of Creative, Travel Leaders Group

“We are always looking for new ways to give our fans unique behind-the-scenes access to the team. Adopting a visual-first content strategy has allowed us to deliver an unparalleled experience to our fans, engaging them far beyond the playing field.”

Erin Herbert
Ravens Digital Media Coordinator, Baltimore Ravens

“Ceros allows me to have full control rather than have a developer code from scratch every time we wanted to [create] something like this.”

Maggie Waller
Graphic Designer, HypeBeast

“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
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.

“
My favorite feature is that everything is in one place. We open CoSchedule, run a saved calendar view, and have a conversation. It's easier to collaborate and be on the same page.”
Amber Kennedy
Content Marketing Manager, Vega

“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, Convince & Convert

“All we have to do is click a button and our workflow is applied and people are assigned tasks. I freakin' love it!”
Gini Dietrich
Chief Executive Officer, Spin Sucks

“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
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.

Customer references from happy Curata users

“"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

"The biggest benefit of curation is that it can position your company or brand as a definitive source for topics and trends relevant to your target audience."  

Jason Miller
LinkedIn

"Curata keeps our current clients up-to-date with interesting articles while integrating with our public facing website so potential clients can see our newsfeeds, and sign up for the daily news digest, etc. It’s a great way to reach both audiences.”

Mary Harris King
Co-Founder & President, CS2 Compliance

"Curata is a great platform to find more sources, the system is user-friendly, and its staff is responsive.”

Gabriela Bello
Openreq
ABOUT 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.

“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, Convince & Convert

“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

“Publishing a high volume of articles using a lot of different writers is hard, especially if you want to do it the right way. We needed a calendar and scheduling solution to help us manage writers and projects.”

Matt Watson
Founder and CEO, Stackify

“Definitely worth checking out if you manage a lot of content and multiple team members. I think it fills a gap in the market.”

Ann Handley
Chief Content Officer, MarketingProfs

27
Customer references from happy DivvyHQ users

VIEW ALL REFERENCES
ABOUT KAPOST

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.

58
Customer references from happy Kapost users

"For more mature B2B marketers who want to orchestrate content across their online and offline endpoints, Kapost is best in class.”

Forrester

"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

"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

"Pulling data on completed and in-progress projects is much easier and saves time, so I can act on the data instead of spending too much time compiling it. With Kapost Insights reporting capabilities, we were able to have an overall view of the team’s production and could identify any gaps in content as well as bottlenecks in the workflows.”

Cristina Schroer
Marketing Campaign Architect, Greenway Health
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.

"Using PathFactory as part of our account-based revenue model, EnterpriseDB’s pipeline value increased by 24%.”

James McNamee
Senior Director of Global ABM, EnterpriseDB

"PathFactory creates an all-around better customer experience, helping nurture and educate leads in real-time. PathFactory also leads to a better internal experience, as we are able to generate more qualified leads as well as better sales conversations.”

Christopher Mitchell
Carbon Black

"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

"The analytics in PathFactory are really awesome—you can see what pieces of content customers are engaging with and how much time they spend on each asset. PathFactory also allows that data to be passed into Eloqua to use for future segmentation.”

Kyle Johnson
Global Market Development Manager, Thomson Reuters
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.

"With Prezi, there’s no lapse between what I’m saying and what I’m presenting. Words and visuals just melt together. You can’t create that kind of connection with slides.”

Tearanny Street
Director of Marketing and Communications, UCLA

"Prezi’s dynamic platform allows us to emphasize the right facts at the right time. Our complex and diverse ideas can be presented simply, and in a far more impressive fashion than with slides.”

Andreas Hundt
Corporate Communications Germany, Takeda Pharma, Takeda

"Conferences are the perfect use case for Prezi. Instead of the typical varying levels of (dis)interest you see during slide-based presentations, audiences immediately react to the platform’s innovative format.”

Lane McIlvoy
Project Manager, JH Kelly

"Prezi allows our clients to engage on a higher level with our content. The dynamic navigation guides them through the information in a way that you can’t do with slides.”

Jennifer Baker
Director of Knowledge Management, Berry Appleman & Leiden LLP, BAL Global
RISING STARS
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.

"For technical content, consistent terminology is absolutely necessary. Without Acrolinx, it would be very difficult to make sure we’re always using the same terminology and tone of voice. And the audience would have a hard time understanding what we’re trying to communicate."
Joost Hanssen
Team Leader Parts & Jobs, Department Technical Information, Training & Diagnostics, DAF Trucks

“We introduced Acrolinx because this product offered the most scope for customization to meet our specific requirements. You can incorporate very detailed and specific style rules into the language checking.”
Melanie Wells
Support Engineer Language Technology, SAP

“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

“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
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.

“At ClearVoice, you set your rates and let them know only to send you gigs above your floor. No more wading through mountains of garbage to find the one pro gig!”
Carol Tice
Make a Living Writing

“We’re blogging five times a week, adding up to 20 hours (4 hours X 5 days) if we did it ourselves. With ClearVoice, I can handle the content generation and management in just 2.5 hours, saving us 17.5 hours a week!”
Matt Osborn
Senior Marketing Manager, Apruve

“ClearVoice is ultimately a platform that can be leveraged in different ways depending on your needs, which makes it incredibly valuable to any team focused on content marketing.”
John R. Schulenburg
Group Leader Content Marketing & Search Engine Optimization, Intuit

“With ClearVoice, we’ve seen a substantial increase in productivity, better insights into where content projects are at, and much easier revision cycles with the teams and subject matter experts.”
Natasha Hess
Head of UX and Design, LeadMD

26
Customer references from happy ClearVoice users
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.

“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

“Mintent is an essential tool in our agency measurement strategies. Being able to track our clients’ success is a major part of our content marketing program. This software provides reliable comparison data to show our clients the value and growth of their integrated marketing programs.”

Kate Shropshire
Digital Marketing Specialist, Element

“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…

Kyle McTaggart
Marketing and Media Coordinator, Chapman’s Ice Cream

“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
ABOUT SCRIPTED

Scripted is the leading provider of original written content. Scripted provides written content for thousands of customers ranging from small businesses to large enterprise through its curated user-base of specialist writers. Scripted is a venture-backed (Redpoint Ventures, Crosslink Capital & Storm Ventures), San Francisco-based company.

“Scripted has been a very effective content management resource for us at Scale. Whenever we need quick turnaround and thought-provoking, quality content, it’s great to know we have Scripted at our fingertips. The interface is very user-friendly!”
Adrienne Salmon
Content Development Director, Scale Solutions

“We utilize Scripted for their great flexibility in hiring and choosing writers to write quality content for a fair price. The writers and staff are responsive, friendly, and excellent at what they do. Scripted makes sure that each piece of content is up to our standards and they’re always looking for new ways to improve the overall experience for the end user.”
Vikky Mach
Marketing Coordinator, MatchCraft

“Scripted has been an essential resource as we scale our content efforts. The interface is super easy to navigate, and their team has provided great support and partnership!”
Jamie Nichol
Head of Community, CultureIQ

“We have found that our clients have experienced a huge increase in engagement. The articles written by Scripted’s writers receive a large number of organic social shares with no budget invested by the client other than having the content written.”
Mark Hayes
Founder, Tiger Tiger