





**Does it matter?**

Because editors are often seen as unnecessary, we at IBM conducted a study to demonstrate their value for some of our marketing pages. We took a sample of unedited pages with high traffic from across our various business units and ran them through Dave Harlan, the editing lead for the group that creates a lot of our marketing content. We then ran an A/B test, where we served the unedited versions to a random sample of users and the edited versions to the rest of the users. We then measured engagement (defined as clicks to desired links on the page) on those pages over the course of a month.

The results were astonishing. The mean difference in engagement was 30 percent across the set of pages. And the standard deviation was one percent – we got a 30 percent improvement on the desired call to action for the pages across the board.

—‘A Fourth of July lesson in the value of editors’

<http://writingfordigital.com/2010/07/04/a-fourth-of-july-lesson-in-the-value-of-editors/>











































































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# Solution

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