

LENOVO USES CURATA TO INFUSE CONTENT INTO WINDOWS 8.1 APP ON LENOVO PCS AND TABLETS, WORLDWIDE

THE SITUATION

With the release of Microsoft Windows 8 in October 2012, Lenovo pre-loaded two separate apps—Lenovo Support and Lenovo Companion—on all Windows 8 Lenovo PCs and tablets globally.

Lenovo decided it would be more convenient if users had one app to access everything they needed for their Lenovo device in one place. In August 2014, Lenovo launched the new combined app—branded as [Lenovo Companion](#)—with the goal to help Lenovo customers have the best experience with their new Lenovo PC or tablet. The app enables users to manage their system health, access Lenovo Support forums, find customized accessories and check the status of their warranty.

It also features original, Lenovo-written content to help users learn about the unique features of their new device, in addition to general technology tips. You'll find content from how to create a Windows 8.1 USB recovery drive to how to migrate data from your old PC to your new one. The target market for the app are tech-savvy millennials who purchased a Lenovo Windows 8.1 PC or tablet for personal use.

THE CHALLENGE

The Lenovo Companion app content team translates its original editorial content into 16 languages, but realized they could not write all the content needed to meet the demands of their global users.

Lenovo decided to offer a more robust content experience for its seven key markets by adding in third-party technology content to the app. They recognized it is a daunting task to curate the best content and needed a system to facilitate publishing localized content for their users around the world.

THE SOLUTION

Caroline Lalla, Content Manager for Lenovo Companion, turned to Curata, a content marketing software company, to facilitate publishing fresh technology content to the app.

"We required a solution that would allow us to easily control the entire content curation process," said Lalla. "Curata enabled us to identify international sources and provided a simple, user friendly interface to publish content in several languages".

Lenovo has a global content team that curates content in seven languages: Brazilian Portuguese, English, German, Japanese, Russian, Simplified Chinese and Spanish. Each team member has identified reputable, popular local technology publishers and bloggers in their market.

The team logs in to Curata several times per week to find the most relevant articles from PC security, productivity, apps and software to the highly-anticipated release of Windows 10. The team selects the best articles, and with one click, Curata enables them to publish new articles to the app several times a week.

Now, millions of users have one app, one place where they can check what is new with their system and Lenovo, access support when needed, and read up on tech developments and opinions from a stable of Lenovo experts, partners, publishers and bloggers.



At-a-Glance

Company
Lenovo

The Lenovo Companion content team is responsible for daily delivery of content to the [Lenovo Companion app](#), which is preloaded on millions of Lenovo Windows 8.1 PCs and tablets worldwide.

Challenge

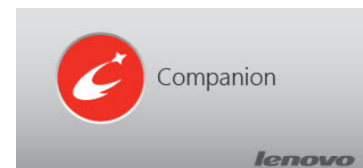
Increase daily visitation, encourage repeat users and build customer loyalty for Lenovo by providing current, quality, localized content for a global audience in the Lenovo Companion app.

Solution

Supplement original, Lenovo-written editorial content by using Curata to curate and publish local technology content in seven languages.

Benefits

- The robust content experience in the Lenovo Companion app helped increase daily visitors 113 percent and improve repeat visitation 143 percent
- The Lenovo Companion app is the highest performing of the Lenovo-developed apps
- Curata capabilities helped stimulate collaboration among marketing teams in Lenovo.



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THE RESULTS

The team is thrilled with the results: the average daily visitation to the app has increased 113 percent and repeat visitation has increased 143 percent (compared to the averages of the previous version of the app).

Lenovo Companion is the highest performing of all the Lenovo-developed [Innovation Apps](#). There has also been additional, unforeseen benefits from using Curata's content curation software.

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

And furthermore, Curata is great for identifying future content topics.

"It's easy for me to see what's trending based on the articles appearing in Curata," said Lalla. Lenovo has added several new topics to their editorial calendar after getting inspiration from what surfaced in Curata.

About Lenovo

Lenovo is a \$39 billion global Fortune 500 company and a leader in providing innovative consumer, commercial, and enterprise technology. Its portfolio of high-quality, secure products and services covers PCs (including the legendary Think and multimode YOGA brands), workstations, servers, storage, smart TVs and a family of mobile products like smartphones (including the Motorola brand), tablets and apps. Visit Lenovo's [LinkedIn](#), [Facebook](#) or Twitter ([@Lenovo](#)) or visit www.lenovo.com.

About Curata

Curata, Inc. is the leading provider of business grade, content marketing software that enables marketers to create and curate the most relevant and highest quality content as part of their content marketing strategy. Best-in-class marketers across a wide range of industries rely on Curata to quickly find, organize, annotate and share content on specific issues or topics in order to establish thought leadership, own industry conversations and drive qualified web traffic. Curata was founded in 2007 and is headquartered in Boston, Mass. For more information, visit www.curata.com, subscribe to the [Curata Blog](#), call 617-229-5544 or email info@curata.com.



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