

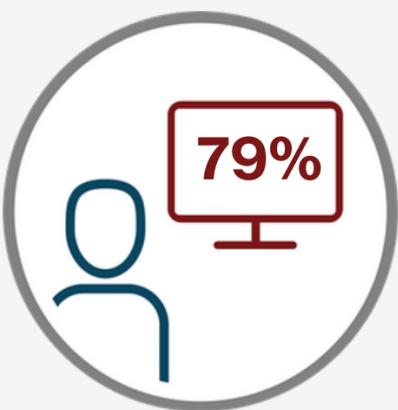


# EUROPE MEDIA CONSUMPTION

2017 study of 730 respondents



5 or more people in a company [on average] are involved in making an IT purchase



Of those organisations that use consultants/integrators, 79% are strongly influenced by their opinion on what to purchase. Greatest regional influence is in DACH.

**48%**

Of technology specialists can veto a purchase; increases to 53% for IT Services



94% of technology specialists play a role in a company's purchase (recommend, evaluate, final decision)

50% of IT managers delegate project research heavily to their teams



5+ pieces of content are consumed, on average, from a vendor before an IT pro speaks to them



**<15%**

Less than 15% of purchasers say to call them immediately after engaging with their content



77%+ of users need to see a vendor's brand as part of their online research in order to shortlist them

Comparison and cost top the most wanted knowledge from a vendor sales rep



**88%**

Users wish vendor sales reps would know more about their company and requirements when calling

**92%**

Users say an unsolicited phone call from vendors are asking for purchase plans, rather than helping



LOB Involvement



45% more for applications and analytics software projects



30% more involved in infrastructure and services projects



Top content consumption by type

