



2020 Media Consumption Series

Featuring: EMEA [816 respondents]



What is prospects' advice for your content creation team?

Among those who say current content could be improved:

71%	want added technical detail
61%	want assets more focused on business interests
59%	want more visual content
58%	want shorter material
55%	want added perspective/commentary



2/3 buyers

would like you to:

- Categorize content by solution area
- Include more links



1/3 buyers

want more mobile optimization of content



7 min

average time spent with videos



31 min

average time spent with webcasts¹

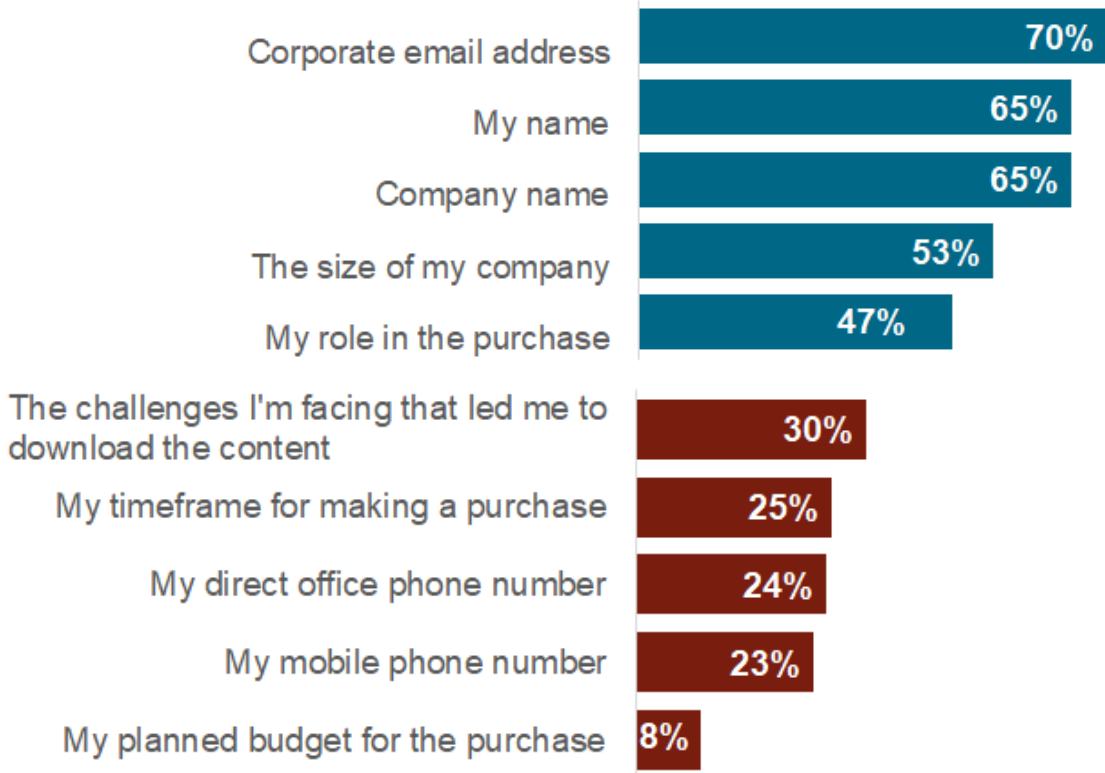


50%

increase in performance for expert vs vendor content



What data are users willing to share in exchange for quality content?



Easier to collect

Difficult to collect



If phone numbers – especially direct lines are tough to capture – are you using email effectively?

What is the willingness to share BANT criteria?

47%	Authority
30%	Need
25%	Timeframe
8%	Budget

