TO CLICK
OR NOT TO CLICK

A Look At B2B Executives' Changing Content Preferences

Demand Gen Report's Annual Content Preferences Study has become a critical trend piece for B2B marketers to gauge shifting consumption patterns. Because content offers are central to campaign success, marketers are keenly interested in what drives people to click through and complete contact forms.

Content4Demand found some common threads among changing preferences — including a growing interest in shorter formats and interactive content.

Here are some of the highlights:

SIZE MATTERS

Short and sweet is a chief preference for B2B buyers; nearly **85%** specified that they preferred shorter content formats
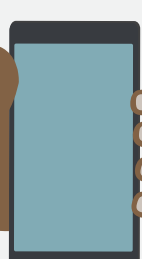
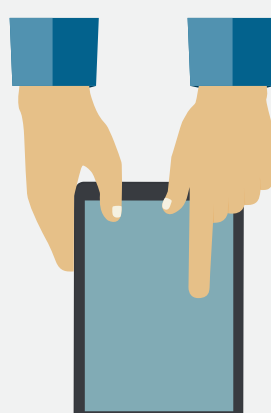**85%** encourage vendors to create shorter content

91% recommend marketers don't overload content with too much copy

KEEPING IN TOUCH

89% prefer interactive content

81% suggest vendors make their content more interactive
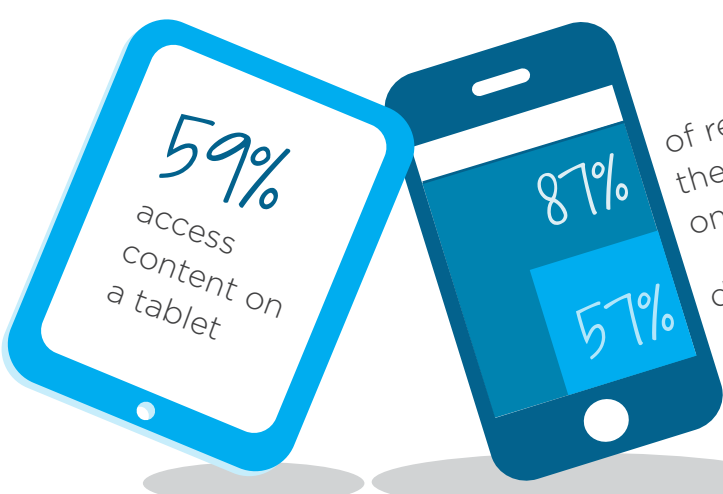
THE NEW LOOK

81% prefer audio/video content

E-books, videos and infographics were three of the fastest-growing formats compared to 2014

BUYERS WANT Content That Fits Any Screen

59% access content on a tablet

87% of respondents said they access content on their phones
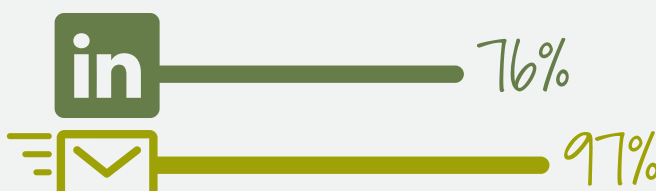
57% do so frequently

82% say they prefer mobile-optimized content

SHARE AND SHARE ALIKE

- **68%** webinars
- **70%** videos
- **73%** infographics
- **76%** e-books

Sharing with colleagues

The preferred channels for sharing content are:

- in **76%**
- ✉ **97%**

WHAT'S BEHIND THE GATE?

B2B buyers generally expect quick, ungated access to content such as:
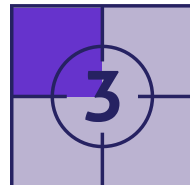
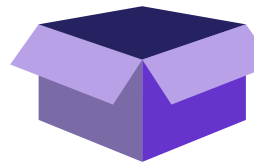nearly **83%** infographics

73% podcasts

71% videos

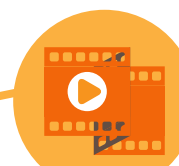**97%** suggest vendors package related content together

94% suggest vendors make content easier to access via shorter forms

A LITTLE HELP From Their Friends

68% of B2B buyers say they frequently give more credence to peer-reviewed and user-generated content

Learn how Content4Demand is helping top B2B brands address these changing trends in content consumption by creating interactive, engaging content pieces that get prospects to click, engage and convert.

Click here to contact us for a sample

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