BUT MOST COMPANIES TODAY STRUGGLE WITH

Email and search consume 47% of the work week.
56% of salespeople can’t find content when they need it.
On average, a company spends 25 hours recreating a lost document.

Resulting in inconsistent customer experiences.

93% of marketers have siloed teams and technologies by channels...

Where consistent brands are worth up to 20% more than those that aren’t.

41% 65% 60%
72% 35% 41%

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OF MARKETERS SAY THEY DO CONTENT MARKETING

Marketers use content for Customer Retention / Loyalty (88%), Engagement (88%), Brand Awareness (87%) and Sales (77%).

93% of marketers believe that approval delays are the #1 reason for missing content marketing deadlines.

And, 96% of people don’t consider security measures before sharing company assets with outside vendors.

(Most common ways of sharing: email, USB, consumer-grade EFSS)

25% of salespeople spend 25 minutes searching for content.

And, Content Delivery

53% of marketers have siloed teams and technologies by channels...

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