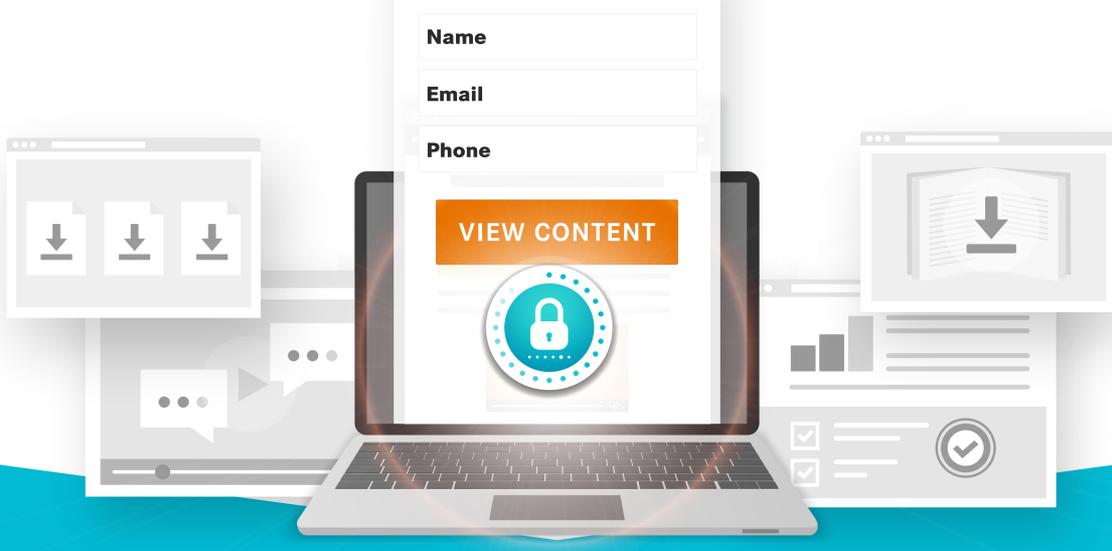


Gated Content: What Is it?

Gated content (a.k.a., locked content) is any online offering that requires a visitor to supply an email, name, phone number, or other information to gain access.



44%

of B2Bs gate content

Source: Marketing Charts

Why Gate It?

Capture net new leads

Add new leads with a declared interest in your content to your database

Target specific audiences

Increase engagement within a specific segment defined by a unique area of interest

Gauge interest in specific types of content

Discover the intensity of interest in a particular subject area

Companies that gate, convert

Those who gate 60% or more of their content convert 132% better than companies that gate 40% of their content

Source: Brightinfo

Examples of frequently gated content

White papers

Webinars

Analyst reports

eBooks



VS

Pros

Relationship building

Ongoing engagement by establishing yourself as a credible authority on a particular subject

Insight into leads

Discovery of which content and topics resonate with audiences

Easier targeting/segmenting

The ability to pinpoint specific interest groups

Cons

Potential negative brand impact

Risking ill will because of your demand for personal information

Information resistance

Reluctance of audience to share contact information

Smaller reach

Limiting your potential audience

90%

abandon the sign-up process because they don't trust what happens to their email address

Source: Businessgrowth

VS

When to Gate

High-quality content

Content that's worth the effort to register for access

Thought leadership

Exclusive or educational content that enhances your credibility

Desirable Content

You have a lot of interest or traffic



When not to Gate

Promotional contexts

Where you are trying to reach the widest possible audience

Brand building

Content that defines your market-wide image or that contains 3rd party validation

Undesirable Content

It has historically underperformed

Reducing form fields can increase conversions by

120%

Source: Inbound Marketing Practices

Best practice suggestions

- 1 Create** content that's worth the effort to turn over information for access.
- 2 Measure** how gated content drives behaviors, leads, and sign-ups
- 3 Simplify** registration by requiring only essential information for access.

Want to learn more about building your audience?

Contact us today