

## Gated Content: What Is it?

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



of B2Bs gate content Source: Marketing Charts

### Capture net new leads Add new leads with a declared interest in your

Why Gate It?

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

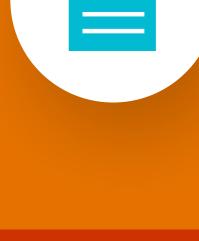
## Those who gate 60% or more of their content convert

Companies that gate, convert

132% better than companies that gate 40% of their content Source: Brightinfo

#### White papers Webinars **Analyst reports eBooks**

Examples of frequently gated content









# **Insight into leads**

Pros

Relationship building

Ongoing engagement by establishing yourself

as a credible authority on a particular subject

The ability to pinpoint specific interest groups

**Easier targeting/segmenting** 

### Discovery of which content and topics resonate with audiences

Source: Businessesgrow

#### Information resistance Reluctance of audience to share contact information

Cons

Potential negative brand impact

Risking ill will because of your demand for

personal information

**Smaller reach** Limiting your potential audience

When not to Gate

**Promotional contexts** 

Where you are trying to reach the

widest possible audience

It has historically underperformed

**Create** content that's worth the effort

**Simplify** registration by requiring

only essential information for access.

abandon the sign-up process

because they don't trust what

happens to their email address

When to Gate

**High-quality content** 

Content that's worth the effort to register for access

**Thought leadership** 

**Desirable Content** 

You have a lot of interest or traffic

### Exclusive or educational content that enhances your credibility

### **Brand building** Content that defines your market-wide image or that contains 3rd party validation **Undesirable Content**

Best practice suggestions

fields can increase conversions by 

Reducing form

Source: Inbound Marketing Practices

### to turn over information for access. Measure how gated content drives behaviors, leads, and sign-ups



Want to learn more about building your audience?

Televerde is the preferred global Marketing and Sales partner, offering an integrated Marketing and Sales technology platform coupled with marketing and sales strategy, services, best practices, Sales enablement, development and acceleration working in concert to power the customer lifecycle from audience identification to advocacy. With more than 25+ years and a customer base of some of the World's top brands to innovative start-up's, Televerde delivers both full strategic Marketing and Sales solutions or bridges gaps in the cycle as a valued partner for client success.