

# 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.**



## 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: Businessesgrow

**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

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

Want to learn more about building your audience?

**Contact us today**