Three years of data make it clear – thought leadership is a powerful way to connect with B2B decision-makers.

<table>
<thead>
<tr>
<th>KEY DIMENSIONS</th>
<th>DESCRIPTION</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>% of decision-makers who spend an hour or more per week engaging with thought leadership</td>
<td>51%</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>Quality</td>
<td>% of decision-makers who rate the quality of most of the thought leadership they read as very good or excellent</td>
<td>14%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Value</td>
<td>The % of decision-makers who say they gain valuable insights more than half the time from the thought leadership they consume</td>
<td>n/a</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Brand Impact</td>
<td>How effective decision-makers say thought leadership is in enhancing their perceptions of an organization</td>
<td>86%</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>Sales Impact</td>
<td>How effective decision-makers say thought leadership is at influencing their purchasing decisions</td>
<td>n/a</td>
<td>50%</td>
<td>48%</td>
</tr>
<tr>
<td>Attribution</td>
<td>% of marketers who can tie thought leadership to sales and business wins</td>
<td>n/a</td>
<td>26%</td>
<td>15%</td>
</tr>
</tbody>
</table>

OVERARCHING THREE-YEAR TRENDS
• Most people who engage with thought leadership spend at least an hour a week
• There is relatively little high-quality content being produced
• When done well, thought leadership positively impacts brand perception and sales
• Marketers are not investing in doing thought leadership well and developing processes to measure its ROI

Decision-makers count on these insights even more than marketers, signaling a significant potential opportunity.

A MUST WHEN IT COMES TO TRUST

Of decision-makers agree on how effective thought leadership is at **enhancing their perceptions of an organization**

**89%**

DECISION-MAKERS USE THOUGHT LEADERSHIP TO VET A COMPANY’S CAPABILITIES

**59%**

OF DECISION-MAKERS

Say an organization’s thought leadership is a **more trustworthy basis for assessing its capabilities** and competencies than its marketing materials and product sheets

CONTENT THAT CAN SUPERCHARGE SALES

**49%**

Of decision-makers agree on how effective thought leadership is at **influencing their purchasing decisions**

Brands must understand the keys to creating successful thought leadership, and the perils of missing out.

Top characteristics of high-value thought leadership content

- Explores potential challenges or new opportunities I had not considered before
- Points out things that I had overlooked in thinking or strategizing
- Includes guidance on how to respond to the issues raised

**EFFECTIVE DISTRIBUTION IS A MUST**

**54%**

DISCOVERED

The decision-maker was researching a specific topic or came across it in their day-to-day

**3%**

**18%**

**26%**

**90%**

**72%**

**90%**

**72%**