

Impact Study

Top Insights

1

4 in 10 Final Decision-makers say there is **more thought leadership content than they can manage**; due to a pandemic-induced glut of low-quality content diluting its perceived value.

2

Thought leadership remains **critical to customer engagement** with over 70% of respondents indicating they consume it to keep up-to-date- with the latest sector thinking and the stimulate thinking and creativity.

3

60% of buyers say **thought leadership builds credibility** when entering a new category where the brand is not already known; prompting trust through strong thought leadership.

4

87% of buyers say that thought leadership content can be both **intellectually rigorous and fun** to consume at the same time — striking a balance between being authoritative, provocative, human and fun.

5

With increased competition for attention and rapidly shifting buyer preferences, **now is a good time to re-evaluate** whether your thought leadership strategy is meeting your customers' needs.