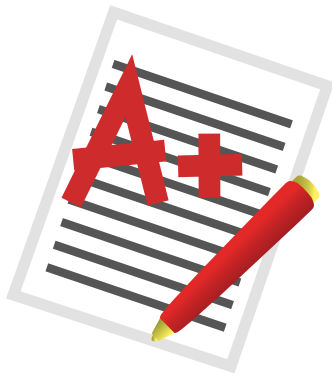


Methods for Evaluating **CONTENT EFFICACY**



44%

**CITE SHORTAGE
OF SUBJECT
MATTER
EXPERTISE**



80%

**USE WEB
ANALYTICS**

**TO EVALUATE
CONTENT
EFFICACY**



56%

**Determine CONTENT
EFFICACY Based on
CUSTOMER & SALES
FEEDBACK**

IN JUNE 2017, **10FOLD** sponsored a *Dimensional Research* survey that focused on how organizations will manage their content programs in the coming year. The survey reveals budgets, frequency, types, development and measurement strategies.

For the complete survey go to:

<http://10fold.com/tech-marketing-content-survey-download>

