

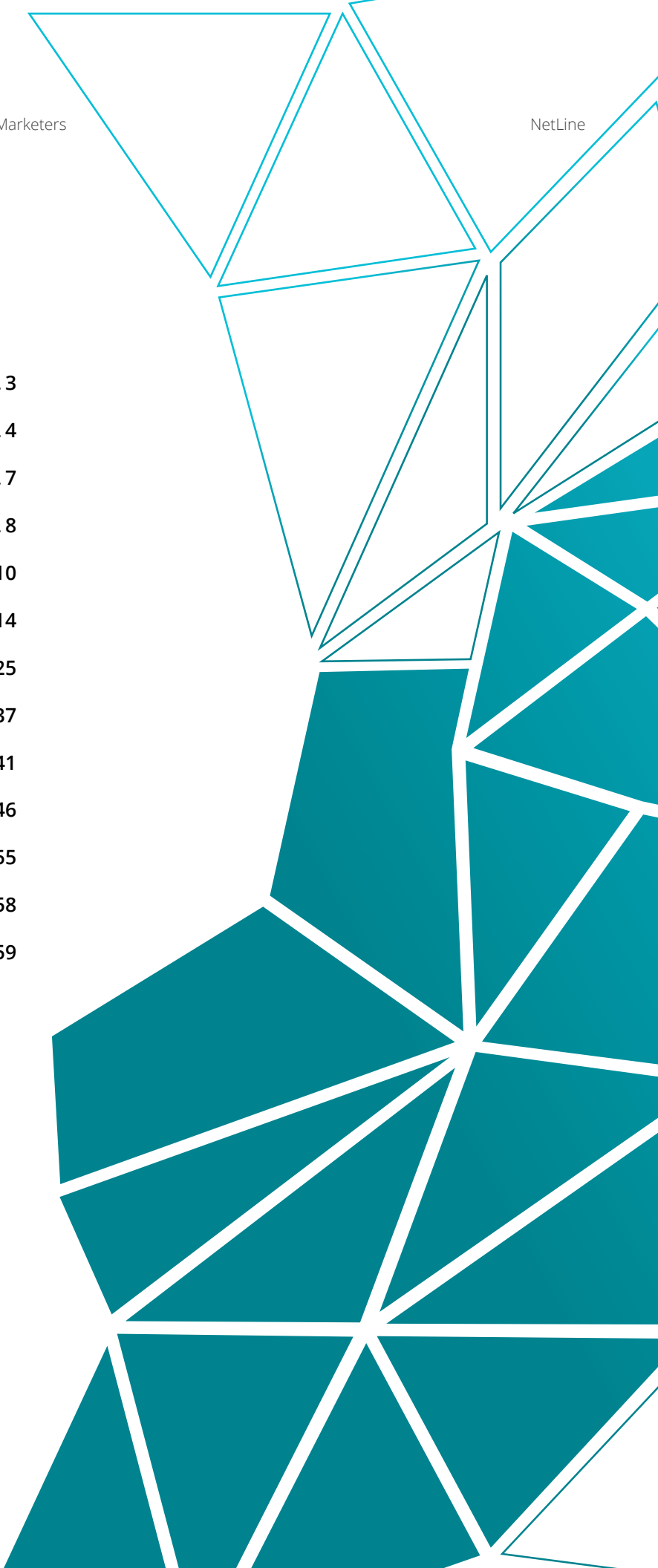


2023 STATE OF
**B2B CONTENT
CONSUMPTION**
& DEMAND REPORT

Research by NetLine

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INTRODUCTION TO **THE RESEARCH**

In the seven years we've been producing this report, there are a handful of things we've learned.

We've learned content consumption is directly correlated with future investment.

We've learned eBooks are the most in-demand content format (but White Papers are a greater indicator of purchase intent).

We've learned, above all, that leading with value is essential.

With this in mind, we're going to follow our own advice and let the data speak for itself and get to the point.

There's quite a bit of terrific information inside these pages and we cannot wait to hear which you find most impactful.

Please share using #ImaDataMarketer.

Thank you,

David Fortino

Chief Strategy Officer, NetLine

HOW TO READ **THIS REPORT**

1 However you want.

Read all of it in sequence or jump to your targeting sweet-spot for first-party data on what happened over the past 12 months in that cross-section of the total audience.

- By the People 10
- By the Industry 14
- By the Job Level 37
- By the Company 55

2 With questions.

To get the most from this data, we suggest going into the content with a few questions in mind for yourself or your team:

- What does your target audience look like? If you haven't defined personas yet, spend some time with this data to assemble audience profiles.
- Is your target prospect limited to a single industry or does their job area span verticals?
- What types of content formats perform best for you and for your prospects? Sometimes your best volume performing asset might very well be your worst late-stage converting asset.
- How much do lifestyle preferences factor into your B2B strategy?

About Our Data

Each datapoint analyzed in this report was voluntarily provided by B2B buyers.

In doing so, they opted to share their first-party data as they registered for content on the largest distributed library of technical and business content on the web.

First-party data is data that's been explicitly provided by a user actually taking a cognizant action. Usually that's a form or gate that prompts the user to provide some information about themselves.

All told—and by powering the registration process for this content—NetLine is uniquely positioned as the central clearinghouse for first-party sourced Buyer-Level Intent at scale.

As you study the data in this report, it's crucial to understand your buyer's intent and what they're truly seeking. This intent influences the internal buying committee and, ultimately, the purchasing decision.

In short: the best way to get to know your audience is by understanding what they're looking for.

Alright, Explorers—let's dig into the data!



NETLINE DELIVERED
5.4 MILLION
FULLY-PERMISSIONED,
FIRST-PARTY LEADS
IN 2022.

Key Findings that Shaped the Year:

- Overall B2B content consumption increased more than 18.8%.
- eBooks accounted for 33.0% of all registrations—a 10.0% drop YOY.
- Guides (+75.4%), Cheat Sheets, (+16.1%), & White Papers (+21.0%) increased.
- Buyer-Level Intent Data: 33.4% of professionals expect to make a purchase decision within the next 12 months.
- Webinar registrations are 43.5% more likely to be correlated with a purchase decision <6 months.
- The 5 Most Active Job Areas: Information Technology, C-Suite Executives, Human Resources, Business, & Engineering.
- The average time it took for professionals to consume content fell by over four hours, decreasing from 33.3 hours in 2021 to 28.7 in 2022.
- Webinar promotion increased 39.3%.
- C-Level consumption rose 7.3% YOY.

19%
CONSUMPTION
INCREASE

33%
INDICATE
PURCHASE
INTENT IN 12
MONTHS

39%
INCREASE IN
WEBINAR
PROMOTION

7%
C-LEVEL
CONSUMPTION
INCREASE

WHAT WE LEARNED

FROM 2022

In our analysis of more than 5.4 million registrations, B2B professionals sought ways to expand their technical knowledge, pave a path to a better career, and enhance employee relationships and programs.

Here are some of the larger trends we've observed from our analysis.

PRE-PANDEMIC PERFORMANCE

2022 looked a lot like 2019

Last year's consumption behaviors looked much closer to 2019's than 2021's in many respects. The Consumption Gap shrunk to pre-pandemic levels. Secondary consumption demand fell slightly but mirrored 2017's figures. And to top it all, consumption rose 18.8% YOY, one of the largest gains we've ever observed.

For B2B content, everything's coming up Milhouse.

SMOKE SIGNALS

Buyer-Level Data Shows Rise in Purchase Intent

Despite tightening budgets, B2B buyers remain eager to buy. 33.4% of all respondents expect to make purchases within the next 12 months, a 8.8% increase YOY. 18.8% of all respondents stating they were looking to make additional investments within the next six months.

The content connection? High-intent formats like White Papers, Webinars, and Executive Briefs all saw demand increase while lower-intent formats like Tips and Tricks Guides and Checklists saw interest drop.

WEBINAR FATIGUE ISN'T REAL

Webinars Cannot Be Stopped

Since the back half of 2020, we've heard the term, "Webinar Fatigue," quite a bit. We kept waiting to see if and when B2B professionals would begin to reject webinars. It's never happened. Instead, combined Webinar registrations rose 81.2% in 2022.

Did we mention that Webinar registrations are a high-intent signal?

B2B CONTENT CONSUMPTION **GREW 18.8% IN 2022**

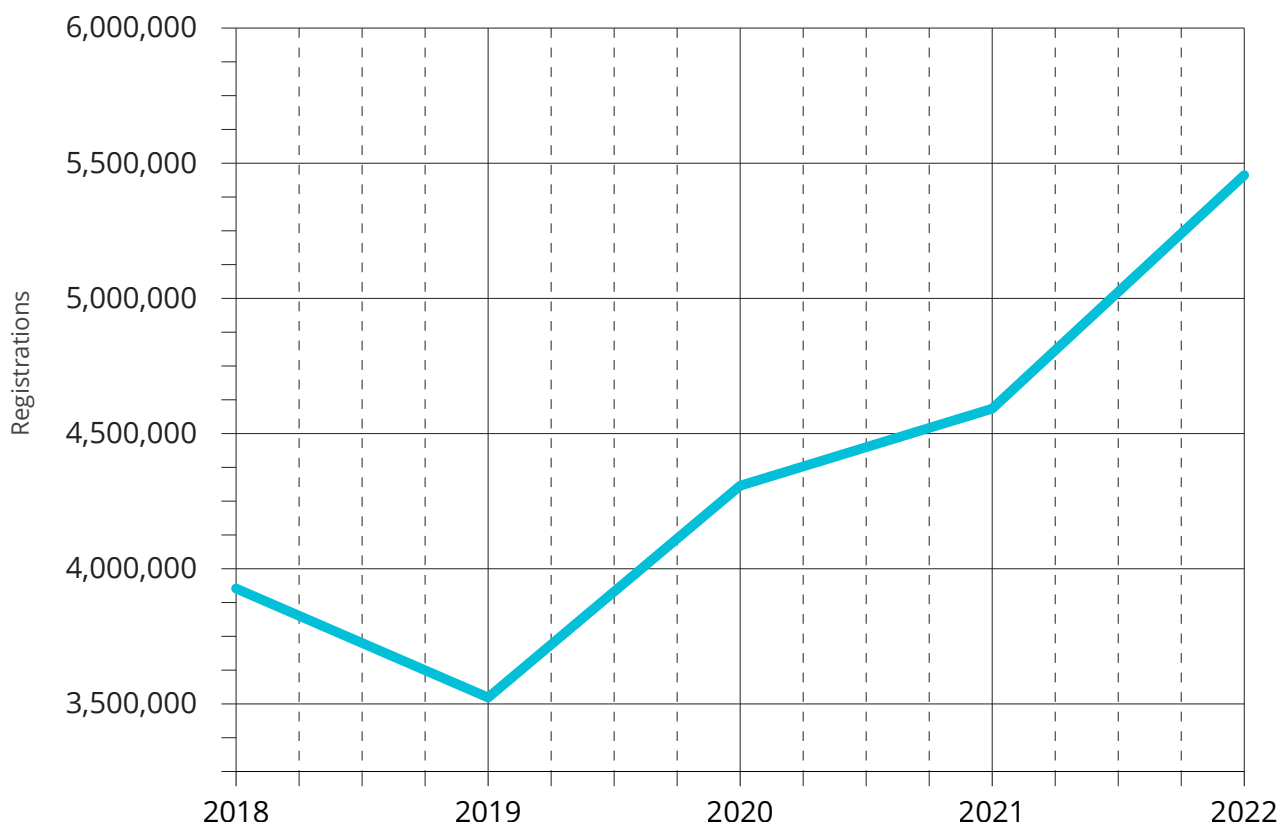
TOTAL DEMAND HAS RISEN 54.8% SINCE 2019.

It's impossible to consider, but March 2020 was already more than 1,100 days ago. Life has changed quite a bit since. Professionally, many of us still work remotely on a full-time basis. Others have returned to their offices.

What's changed most in B2B, however, is just how much content demand has exploded.

After sharing in our 2022 Report that registrations have grown 33.0% since the beginning of the pandemic, registrations grew another 18.8% in 2022.

TOTAL B2B CONTENT DEMAND 2018-2022

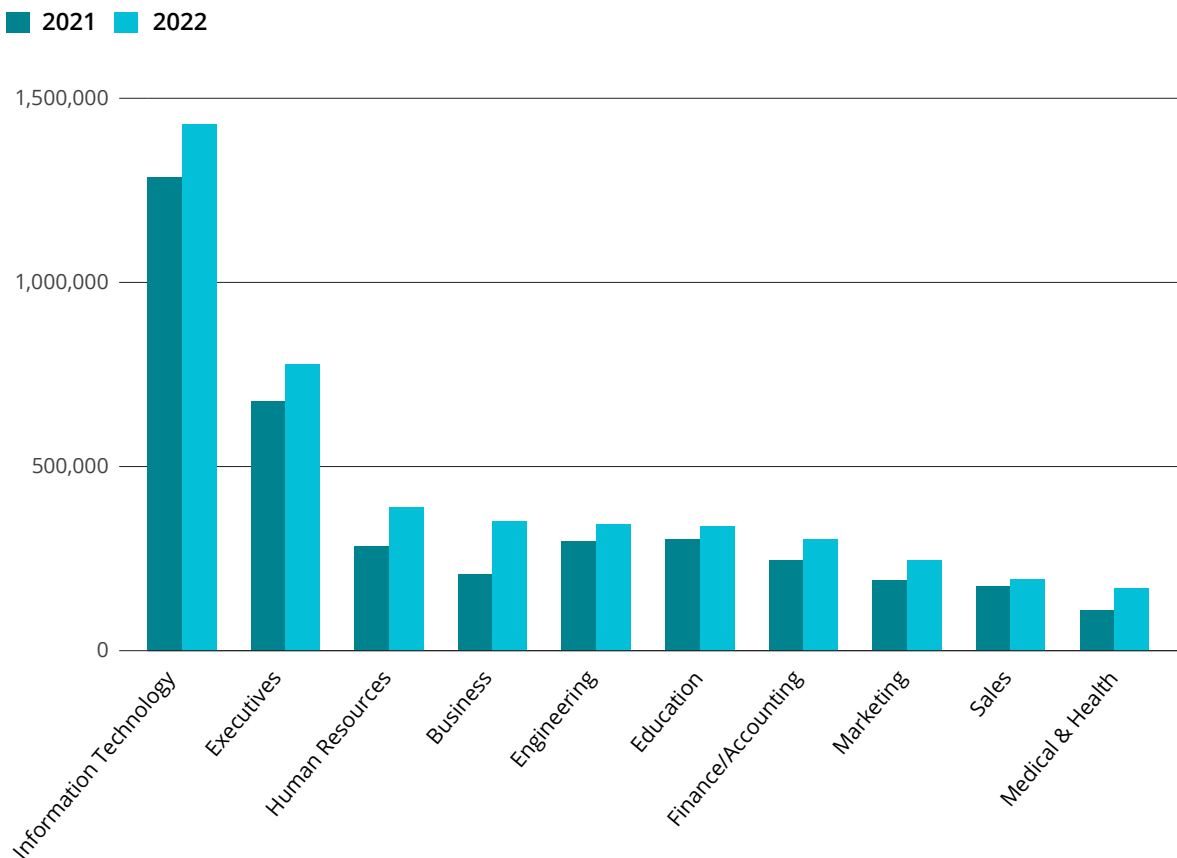


BY THE PEOPLE

THE “WHO” IN CONTENT CONSUMPTION

Information Technology professionals, for the third consecutive year, increased their registrations YOY, this time by 11.3%—the greatest gain during this period. This group accounted for 26.2% of all requests and nearly doubles the demand of Executives, the second most active Job Area.

TOP 10 ACTIVE JOB AREAS



Each group in The 10 Most Active Job Areas all saw gains YOY, with Business professionals generating the greatest YOY change, growing 68.9%. Sales professionals generated the smallest growth at 9.6%

Additionally, Human Resources saw sizeable gains in 2022, growing 37.3% YOY. Executives, the second most active Job Area, requested 14.6% more content YOY—a clear sign that the highest levels of each business are quite engaged.

Medical and Health professionals also had significant YOY growth at 54.8%, putting this Job Area 10th on the Most Active Job Areas list.

69%
INCREASE IN
BUSINESS PROS
CONSUMPTION

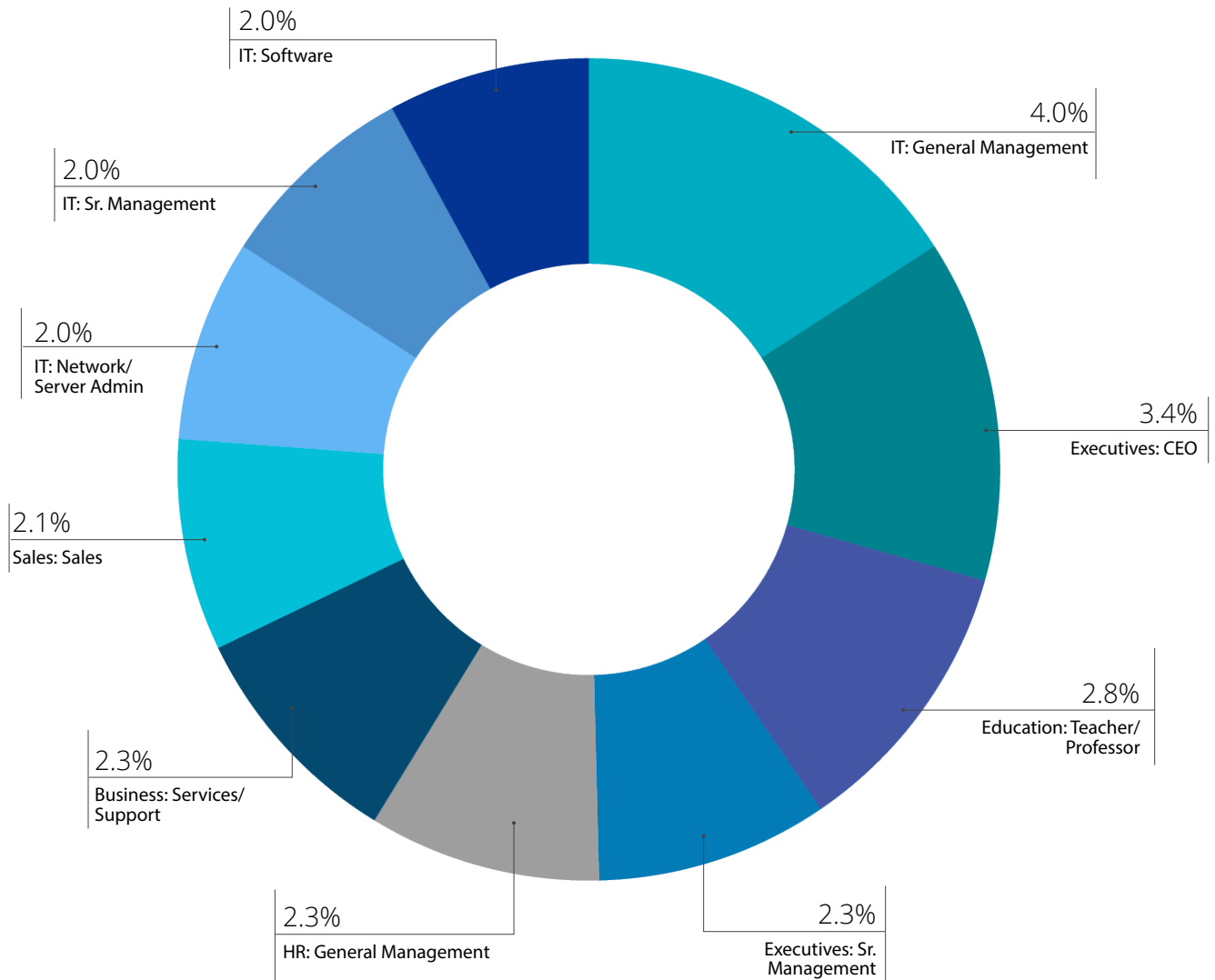
37%
INCREASE IN
HR PROS
CONSUMPTION

15%
INCREASE IN
EXECUTIVES
CONSUMPTION

7%
INCREASE IN
C-LEVEL
CONSUMPTION

TOP 10 ACTIVE JOB FUNCTIONS

12



Recognizing more than 400 distinct job functions, NetLine identified the 10 Most Active Job Functions of 2022. Topping the list were IT General Management professionals, requesting 46.3% more content YOY.

CEOs consumed 2.5% more content, finishing above Teachers/Professors in the Education field (+29.0%). While CEOs didn't see massive gains, Executives: Senior Management requested 36.3% more content YOY, finishing fourth in the Top 10, just ahead of Human Resources: General Management professionals (+28.7%).

TAKEAWAYS

- **Executives**, the second most active group, requested **14.6%** more content.
- **Travel/Hospitality/Entertainment** professionals increased their requests by **24.3%**.
- **Senior Management** professionals requested **36.3%** more content.

15%

INCREASE IN DEMAND
FOR **EXECUTIVES**



24%

INCREASE IN DEMAND
FOR **TRAVEL/HOSPITALITY/
ENTERTAINMENT**



36%

INCREASE IN DEMAND
FOR **SENIOR MANAGEMENT**



BY THE INDUSTRY

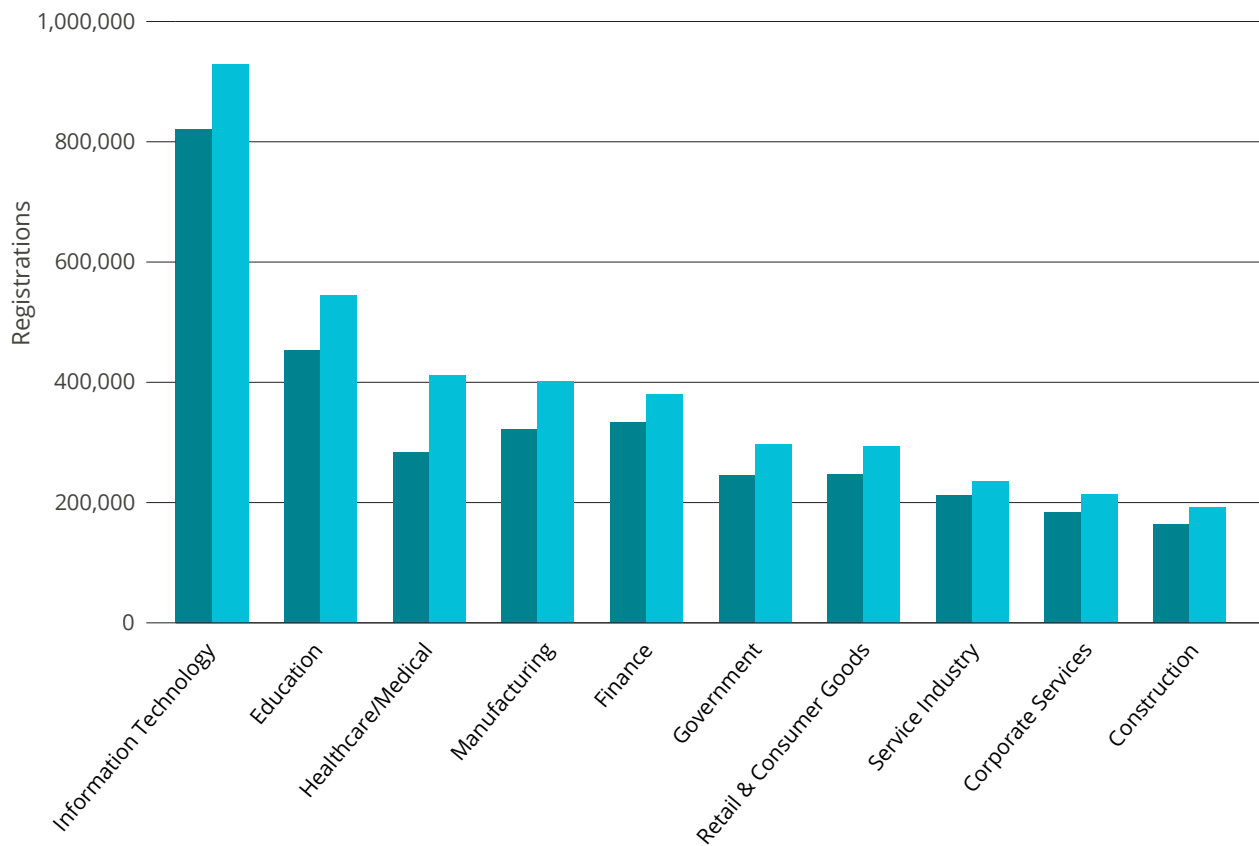
CONSUMPTION DATA FROM OVER 300 INDUSTRIES

Each industry NetLine recognizes and reports against saw demand increase.

2022's leading Industry by total registrations, Information Technology, saw a 13.2% YOY jump in demand. Healthcare/Medical had the greatest gains at +44.9% YOY with Advertising/Marketing bringing up the rear at +9.8%.

TOP 10 ACTIVE INDUSTRIES

■ 2021 ■ 2022



IT'S COOL TO BE IN YOUR 20s

- **Manufacturing** industry professionals increased their registrations **25.0%** YOY.
- **Biotech and Pharmaceuticals** industry professionals nearly duplicated their 2021 performance (+28.9%), increasing their consumption **28.4%** in 2022.
- Just like real world energy costs, **Utility/Energy** industry requests were up **20.3%**.
- After a number of extremely lean years for **Travel/Hospitality/Entertainment** industry professionals, they saw their registrations increase **24.3%**.



25%

INCREASE IN **MANUFACTURING**
INDUSTRY CONSUMPTION

28%

INCREASE IN **BIOTECH AND
PHARMA** INDUSTRY
CONSUMPTION

20%

INCREASE IN **UTILITY/ENERGY**
INDUSTRY CONSUMPTION

24%

INCREASE IN **TRAVEL/
HOSPITALITY/ENTERTAINMENT**
INDUSTRY CONSUMPTION

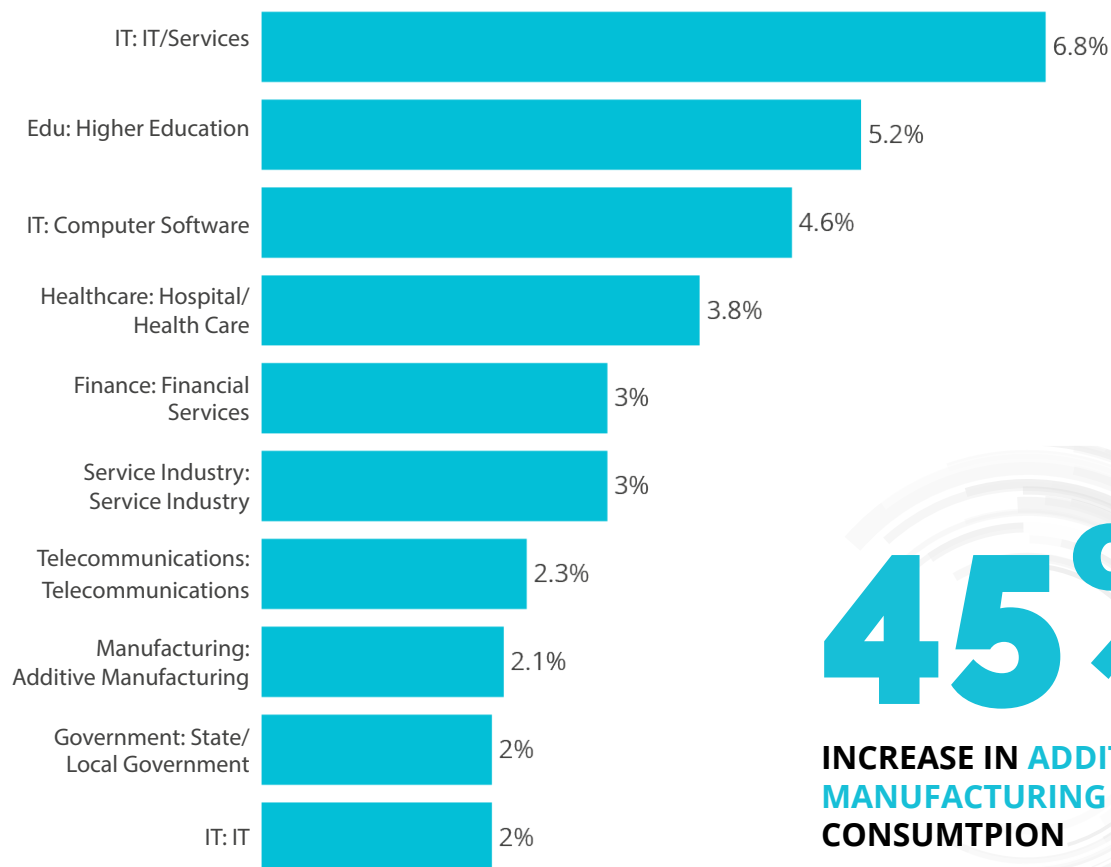
Professionals from the 10 Most Active Sub-Industries accounted for 34.7% of all registrations.

Those employed in the Information Technology/Services dominated, representing 6.8% of all requests across the platform.

Manufacturing demand has risen in recent years (+45.0%), which could either be a signal that manufacturers are planning for growth or are seeking ways to adapt.

The appearance of Additive Manufacturing and State/Local Government at the back half of this top 10 continues to be quite intriguing. State/Local Government's growth (+31.9%) continues this group's trend of greater consumption as local municipalities look to find their pre-pandemic footing.

REGISTRATIONS BY SUB-INDUSTRIES



45%

**INCREASE IN ADDITIVE
MANUFACTURING INDUSTRY
CONSUMPTION**

INDUSTRY TRENDS

THE 5 MOST ACTIVE COMPANY INDUSTRIES (+YOY% INCREASE)

- Healthcare/Medical | **+44.9%**
- Biotech and Pharmaceuticals | **28.4%**
- Agriculture | **26.7%**
- Manufacturing | **25.0%**
- Automotive | **24.4%**

THE 5 MOST ACTIVE COMPANY SUB-INDUSTRIES (+YOY% INCREASE)

- Hospital/Health Care | **+45.1%**
- Additive Manufacturing | **+45.0%**
- State/Local Government | **+31.9%**
- Enterprise Software | **+21.5%**
- Higher Education | **+20.4%**

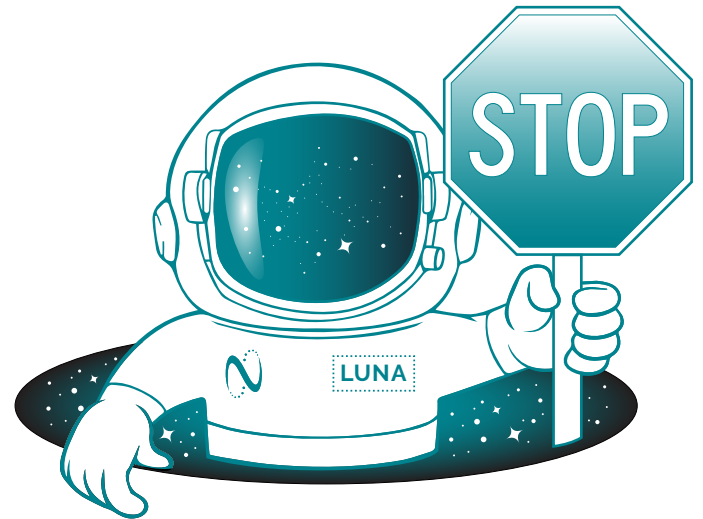
CONSUMPTION GAP PROFILES

How do we know when prospects are ready?

NetLine is rooted in the real-time data mining of voluntarily provided first-party content consumption across our platform. Because of this, we are fortunate to analyze an unparalleled number of signals.

By evaluating user signals like content resonance and user bandwidth from our own data, we can provide perspective on the sales-readiness of different prospects.

We call this the Consumption Gap.



The Consumption Gap is the time between

the moment content is requested and

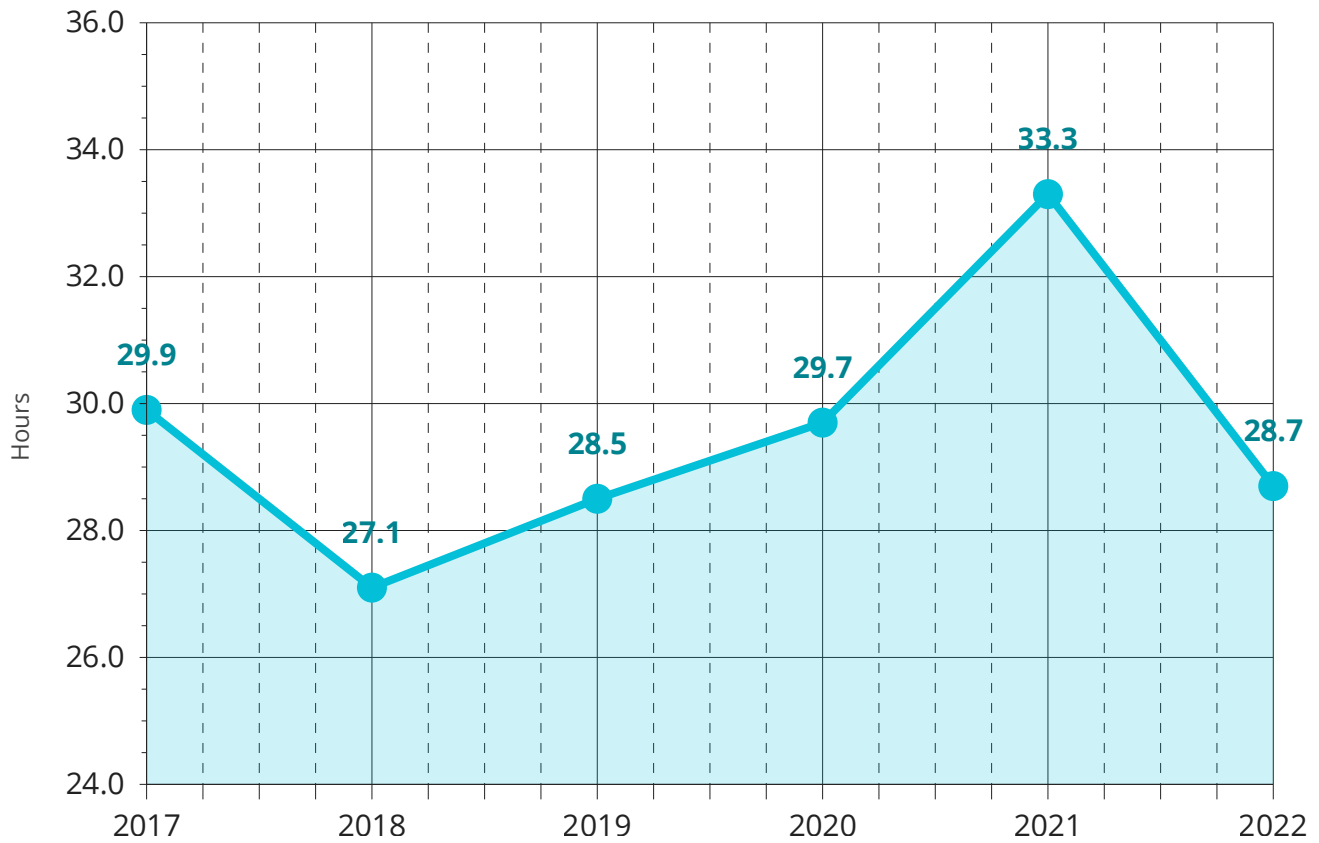
the moment it's opened for consumption.

ON AVERAGE, PROFESSIONALS TOOK

4.6 HOURS

SHORTER TO CONSUME
REQUESTED CONTENT

EVOLUTION OF THE CONSUMPTION GAP



**MIND THE GAP...
EVEN WHEN IT'S
SHRINKING**

For the first time **in 3 years**, the consumption gap is shrinking

Time to Consume Content Decreased

After three consecutive years of increased consumption times, we're pleased to share that consumption time decreased significantly in 2022. That's a very good thing.

2022 saw the Consumption Gap plummet 4.6 hours: from 33.3 hours to 28.7 hours—a 13.8% improvement.

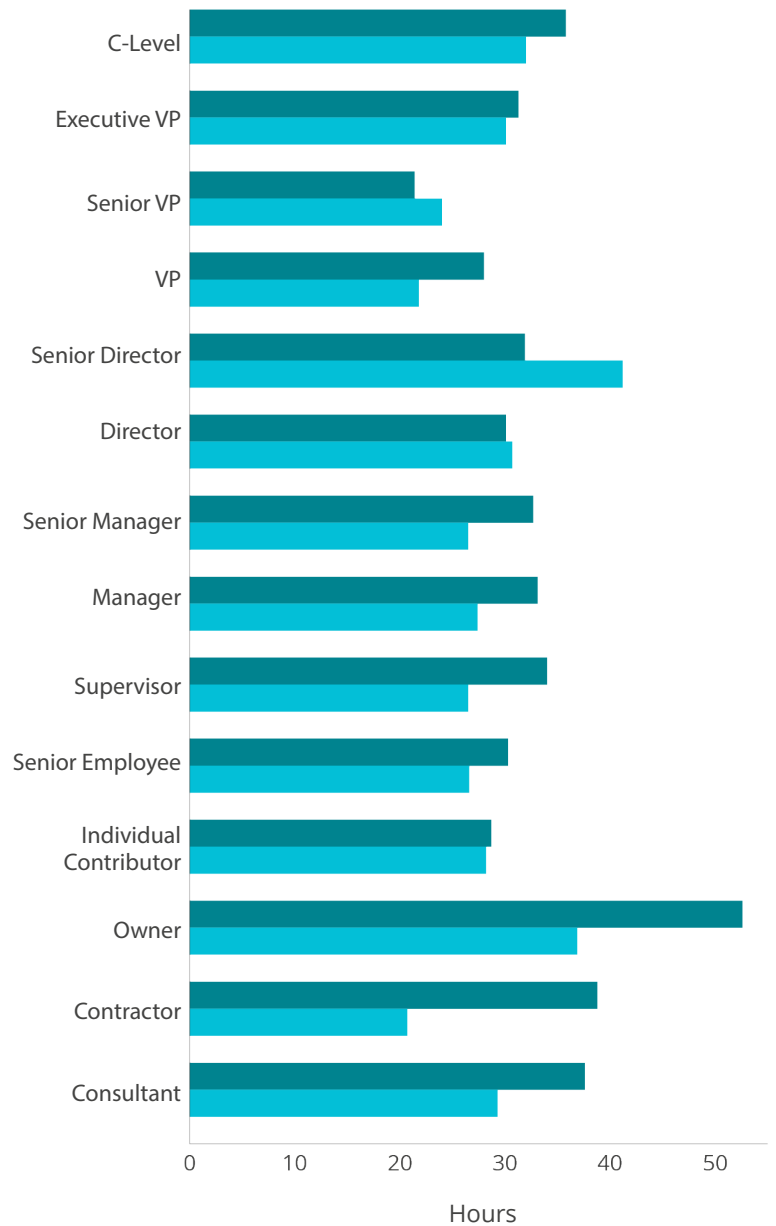
B2B professionals took more time to consume content in 2021 than in any previous year. In 2019, the average amount of time it took for B2B professionals to consume the content they'd requested was 28.5 hours. 24 months later, that number had risen nearly five whole hours.

We theorized that as registration volume grows, the more likely it is that the Consumption Gap will widen. From 2018 to 2021, this held true.

Fortunately, we saw a near 180 degree course correction in 2022.

HOURS BETWEEN REQUEST & DOWNLOAD

■ 2021 ■ 2022

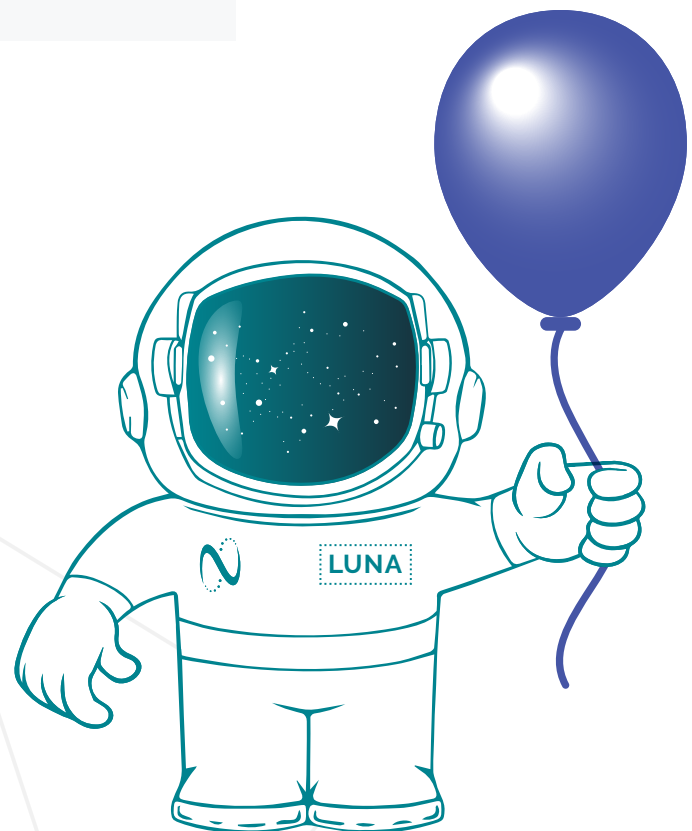


It could be assumed that with “The COVID Years” behind us, buyers are taking their efforts more seriously than in years prior. The uncertainty of the global economy may also have influenced this reduction in the Consumption Gap, as each registration and consumption matters more and more.

It’s well worth mentioning that a faster rate of consumption is a terrific indicator of intent. The more eager one is learn about a given topic or solution, the more likely they are to open a given asset as quickly as possible.

WHO IS SLOWING DOWN?

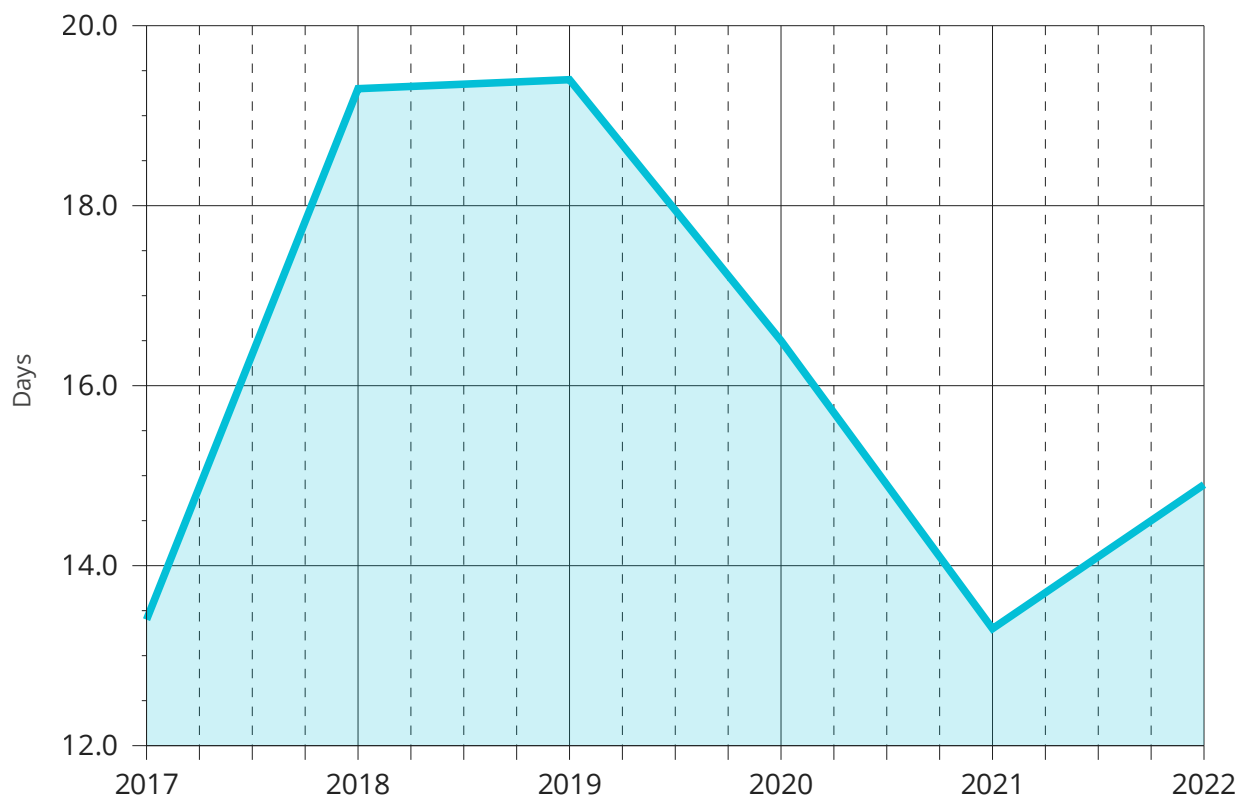
Senior VPs, Senior Directors, and Director Job Levels saw their consumption times increase, with Senior Directors ballooning 9.2 hours YOY—300.6% greater than the average reduction.



Additional Content Demand Grew

Overall time to consume additional content slowed 12.2%.

2021 saw a 3+ day improvement in greater consumption acceleration. B2B professionals weren't as quick to request a second piece of content in 2022, as secondary requests slowed by 1.6 days.



SECONDARY REQUESTS
SLOWED BY

1.6 DAYS

While consumption time dropped, 2022's growth in total content demand likely cut into the speed with which secondary consumption occurred in 2021.

For example:

SENIOR DIRECTORS TOOK

8.2 DAYS LONGER

TO REQUEST ADDITIONAL CONTENT

At the same time,

SENIOR DIRECTORS REQUESTED

23%

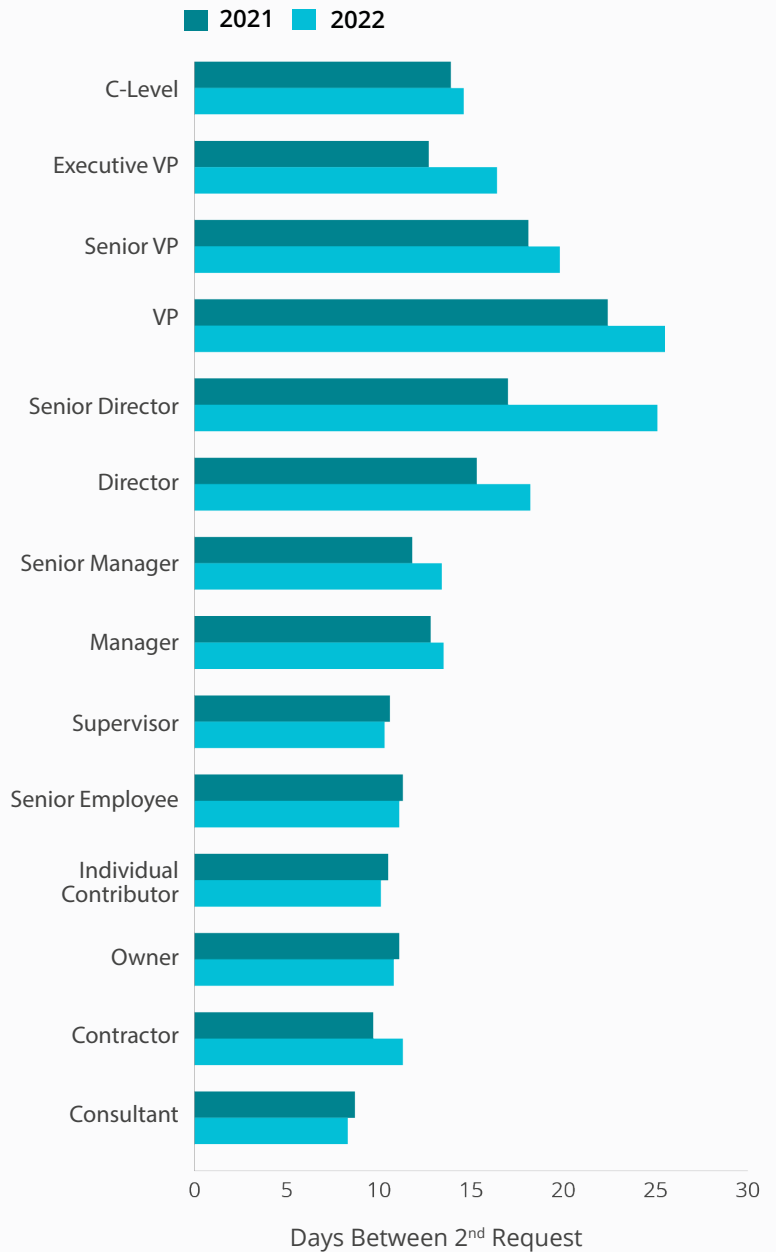
MORE CONTENT OVERALL IN 2022

Primary ≠ Secondary

The Job Levels with the greatest slow down in secondary requests had the greatest overall increase in total requests.

While this isn't the case across the board, it's vital to recognize that secondary demand doesn't automatically come from Job Levels requesting the most assets initially.

SECONDARY CONTENT CONSUMPTION DEMAND



TAKEAWAYS

- Professionals are moving **14% faster** to consume the content they are registering for, as The Consumption Gap dropped from 33.3 hours to 28.7 in 2022.
- **Senior VPs, Senior Directors, and Directors** saw consumption times lengthen, with Senior Directors ballooning 9.2 hours YOY.
- **Secondary content requests** slowed by 1.6 days.

ON AVERAGE,

28.7 HOURS

TO CONSUME REQUESTED
CONTENT



UNDERSTANDING **BUYER-LEVEL INTENT**

ADDING RICHER CONTEXT TO THE “WHO” AND THE “WHEN”

Content consumption is directly driving investments within the next 12 months. The more your audience consumes, the more likely they are to be closing in on a purchase decision.

Discovering “who” a prospect really is—and whether they’re truly a potential customer—has long been a mystery to B2B Marketers and Sales professionals.

What businesses want from their leads, ultimately, is to understand intent at the buyer- (or contact-) level.

Thanks to NetLine’s exclusive use of first-party data—and engaging B2B professionals at the point of registration—we’ve unearthed the Holy Grail of sales acceleration, providing transparency within an otherwise anonymous void in the market.

We analyzed nearly 38,000 individual responses from the past year to better understand where B2B professionals actually are in their buying cycle.

The results yielded 113k first-party buyer-level intent insights from a variety of industries in a myriad of categories. Equally diverse were the Buyer’s willing to share their first-party intentions. All told, we collected feedback from B2B professionals across 14 functional roles within their respective organizations.

Read on for the signals you need to be keyed in on for 2023.



EXPECTED INVESTMENT TIMELINES

33.4% of all respondents expect to make purchase decisions within the next 12 months—a YOY increase of 8.8%—with 18.8% of all respondents stating they were looking to make additional investments within the next six months.

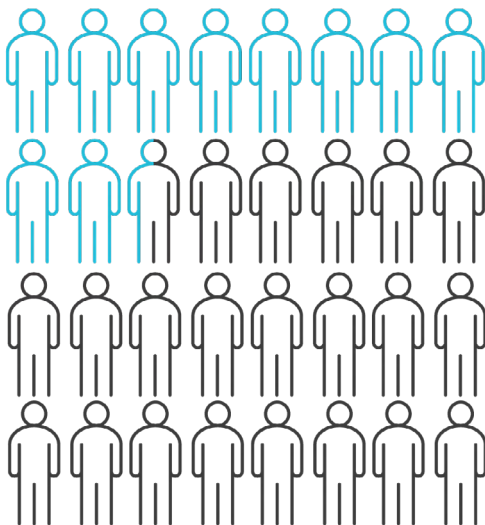
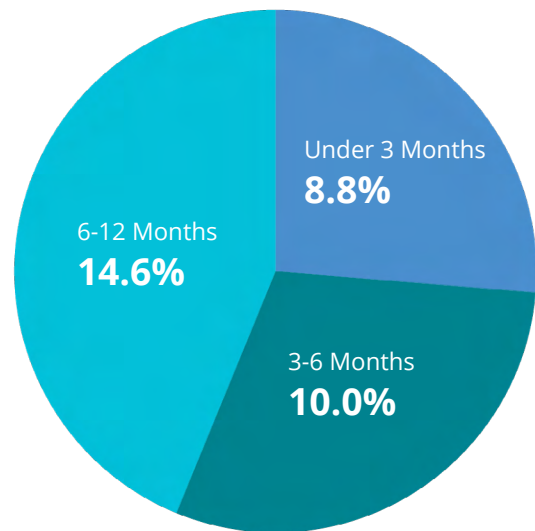
Remember: You don't need the entire B2B market to buy from you.

Two-thirds of the market may not be looking for your services (and they aren't) but you didn't need the entire pie to work with anyway. Having one-third of buyers actively in market over the next year, however, isn't anything to downplay.

Find your niche, understand what they're most interested in with tools like Audience Explorer, and be ready to execute. If you do that, you're likely to find that 33.4% of the market that's ready to buy now.

Buyers are ready, so long as you're studying the right signals.

EXPECTED INVESTMENT TIMELINE WITHIN 12 MONTHS



33%

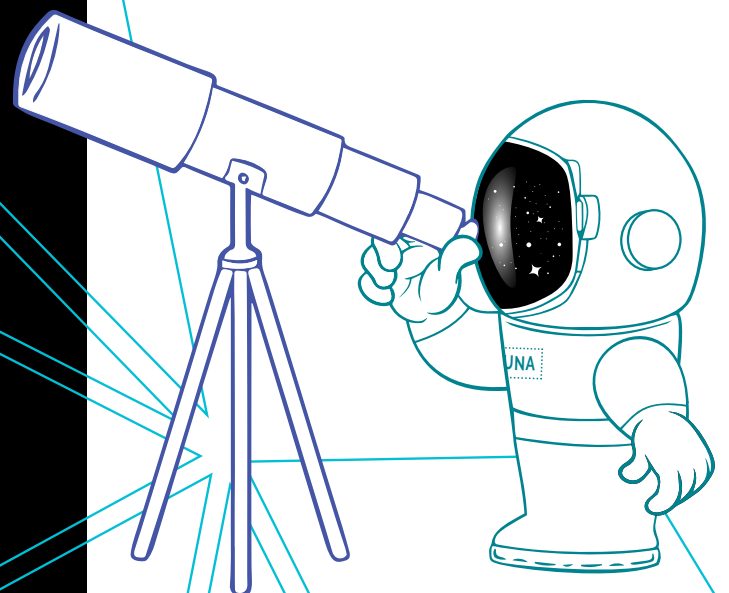
LOOKING TO MAKE INVESTMENT WITHIN 12 MONTHS

THE RELATIONSHIPS BETWEEN BUYER ATTRIBUTES AND BUYER-INTENT

Purchase intent is the number one insight B2B professionals want to understand. It's equally important to understand how we've arrived at this conclusion from 113k individual insights.

There are significant patterns hiding within this data which map out precisely who and what B2B marketers must follow to accelerate sales outcomes.

Understanding the underlying signals associated with content consumption when matrixed with buyer-level intent insights is pivotal in using this information effectively.



The Relationship Between Buying Journey and Content Format

Our 2022 Consumption Report—featuring data from 2021—revealed one of the most impactful findings NetLine has ever shared: Clear connection between a user’s choice in format and their readiness to buy.

Based on our first-party buyer-level intent data, we categorized 14 unique content formats with two Immediate Buying Decision Association distinctions: More Likely and Less Likely.

2022 CONTENT CONSUMPTION REPORT BUYER INTENT DATA

Content Formats <i>More Likely</i> Associated with Immediate Buying Decision	Content Formats <i>Less Likely</i> Associated with Immediate Buying Decision
White Paper	Tips & Tricks Guide
Survey Report	eKit
Tool	Course
Research Report	Newsletters
Analyst Report	eBook
On-Demand Webinar	Book Summary
Live Webcast	Cheat Sheet

But that was 2021. How have things evolved?



White Papers, Survey Reports, On-Demand Webinars, and Live Webinars still find themselves in the More Likely category. Same applies to Tips and Tricks Guides, Cheat Sheets, and Book Summaries on the Less Likely side.

Still, formats appearing in the More Likely category hold different weight. Identifying which formats hold a stronger, more immediate signal is key to better understanding the behaviors and intentions of your audience.

2023 CONTENT CONSUMPTION REPORT BUYER INTENT DATA

Content Formats <i>More</i> Likely Associated with Immediate Buying Decision	Content Formats <i>Less</i> Likely Associated with Immediate Buying Decision
Software Trial	Course
Survey Report	Tips and Tricks Guide
Best Practices	Report
Special Report	Guide
How-to-Guide	Book Excerpt
White Paper	Checklist
Executive Brief	Trend Report
Live Webinar	Cheat Sheet
On-Demand Webinar	Book Summary



Content Formats <i>More Likely</i> Associated with Immediate Buying Decision in Under 3 Months	Content Formats <i>Less Likely</i> Associated with Immediate Buying Decision in Under 3 Months
Software	Special Report
Live Webinar	On-Demand Webinar
How-to Guide	Survey Report
Best Practices	Video
Kit	Playbook
Executive Brief	White Paper

From these findings, four insights stood out from the rest, specifically that B2B professionals registering for...

EBOOKS WERE

10.4%

MORE LIKELY

REPORTS WERE

4.6%

MORE LIKELY

LIVE WEBINARS WERE

25.4%

MORE LIKELY

ON-DEMAND WEBINARS WERE

43.4%

LESS LIKELY

...to state that they would invest within the next three months compared to respondents from 2021.

Notably, eBooks don't appear on either side of the ledger.

Even with being 10.4% more likely to say they'd invest within the next three months YOY, eBook registrants found themselves in the middle of pack for both categories.

Truly, eBook consumption seems to have found itself in the middle of the road in 2022—providing no strong signals on either side of the decision making line.

Relationship Between Buying Journey and Job Level...and Company Size

Last year, we noted that it appeared the more strategic the Job Level, the less likely an immediate decision was on the horizon.

In 2022, this seemed to invert. Company Size does impact this data more directly than other parameters, however.

For example, professionals from companies employing 50,000+ (the group second-most-likely to make an investment) were 19.3% more likely to state that they'd invest in the next three months compared to their peers.

Knowing this, it's much more impactful to see C-Level professionals appearing on the More Likely side of the ledger.

Job Levels <i>More</i> Likely Associated with Immediate Buying Decision	Job Levels <i>Less</i> Likely Associated with Immediate Buying Decision
C-Level	Director
Contractor	VP
Executive VP	Senior Director
Senior Employee	Senior Manager
Senior VP	Consultant
Owner	Manager

Relationship Between Buying Journey and Job Area

Consumption from Medical and Health professionals may have grown 54.8% YOY, but that didn't change their interest in buying. Fortunately, C-Suite executive consumption still indicates a purchase decision is looming.

Job Areas <i>More Likely</i> Associated with Immediate Buying Decision	Job Areas <i>Less Likely</i> Associated with Immediate Buying Decision
C-Suite Executives	Human Resources
Banking/Mortgage	Finance/Accounting
Engineering	Sales
Customer Support/Client Services	Medical and Health
Manufacturing/Production/Operations	Quality Assurance/Safety

Relationship Between Buying Journey and Industry

What might be most obvious here is the speed at which each industry must (or chooses) to operate. Computers and Technology professionals, for example, are constantly pushing the limits while Government professionals are required to consider more than their fair share of variables and departments before making any kind of purchase decision.

Industries <i>More Likely</i> Associated with Immediate Buying Decision	Industries <i>Less Likely</i> Associated with Immediate Buying Decision
Computers & Technology	Government
Corporate Services	Education
Advertising/Marketing	Aerospace/Aviation
Media	Legal
Real Estate	Insurance

Webinar Registrations Still Provide The Best Intent-Rich Signals

The format's popularity continues to grow YOY

We know how important White Paper registrations are in the later stages of a purchasing decision. Webinar registrations, however, represent the most significant purchase intent signal.

Users registering for Live Webinars are 22.0% more likely to be correlated with a purchase decision within the next three months.

While Live Webinar sign-ups indicate a user's proximity to a final purchase decision, On-Demand Webinar registrations should be setting off alarms within your Marketing department.

Users registering for On-Demand Webinars are 50.0% more likely to make an investment within the next six months compared to other formats.

While On-Demand Webinar registrations send an exceptionally strong intent signal, Live Webinar registrations indicate a more immediate investment. Comparing apples to apples, Live Webinar registrants are 107.0% more likely than On-Demand Webinar registrants to make a purchase decision within three months or less.

ON-DEMAND WEBINARS ARE

50%

MORE LIKELY TO MAKE AN INVESTMENT IN 6 MONTHS COMPARED TO OTHER FORMATS

LIVE WEBINARS ARE

107%

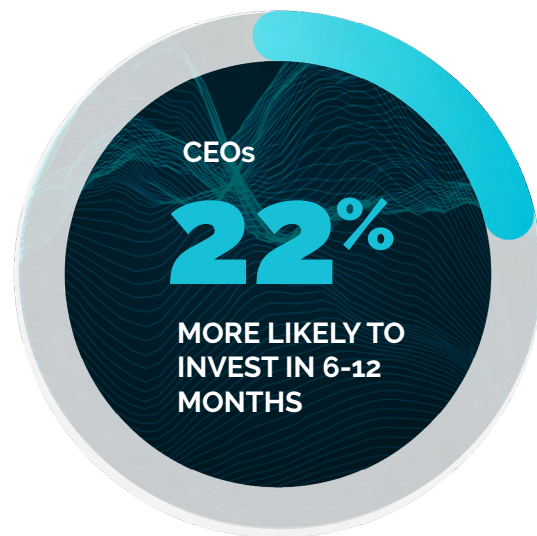
MORE LIKELY TO MAKE AN INVESTMENT IN 3 MONTHS COMPARED TO ON-DEMAND

Digging Deeper into Buyer-Level Intent

Our Buyer-Level Intent Data is built to help B2B organizations accelerate sales outcomes by identifying who across the landscape is looking to invest any further within the next 12 months and beyond.

ERP PROFESSIONALS TRENDS

- While **9.1%** of respondents said that “Replacing Existing ERP Infrastructure” was their top priority, Manufacturing and Transportation and Logistics professionals had it at the top of their lists. Given how exacting and automated these fields are, having modern, up-to-date infrastructure is critical.
- C-Level respondents were **21.5%** more likely to say that 6-12 months was their expected timeline for investing in additional ERP software. This same group was also **16.5%** less likely to say that they'd be investing over the next 3-6 months.



HR PROS IN MARKETING

212%

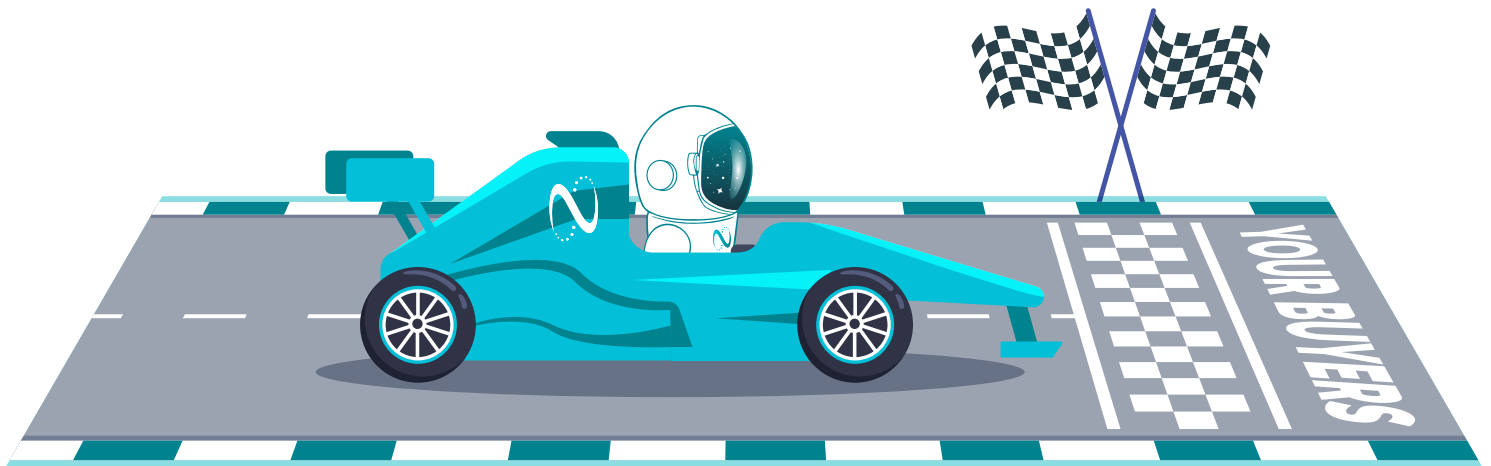
MORE LIKELY TO INVEST IN 3 MONTHS

HRM SOLUTIONS TRENDS

- **4.6%** of respondents expect to make any additional investment in HR software within the next 3 months.
- HR professionals in the Advertising/Marketing industry were the most aggressive in their timelines, as these respondents were **212.3%** more likely to state that they would look to make any additional investment within the next 3 months.
- Specifically, HR Systems Administrators in the Advertising/Marketing field were **1,201.0%** more likely to state that they would look to make any additional investment within the next 3 months compared to others with the same timeline.

BUYER-LEVEL INTENT DATA ACCELERATES SALES OUTCOMES

Intent data is one of the hottest topics for 2023 and will only continue to burn brighter as we move forward. The power of Buyer-Level Intent Data accelerates sales outcomes by providing tangible, first-party responses from prospects seeking your and your competitor's content.



NetLine's ability to tap into real behaviors, interests, and needs of B2B buyers is unparalleled—meaning our commentary on intent data offers something our peers cannot: The answer of “Who” your buyers truly are.

For ongoing analysis of buyer-level intent data, please [visit our blog](#).

TAKEAWAYS

- **33.4%** of all respondents expect to make purchases within the next 12 months.
- **White Paper registrations** remain a tremendous indication that a user is in a late stage of a purchasing decision.
- Despite the popularity of each format, **eBook** and **Guide** consumption had no discernable influence on purchase intent in 2022.



33%

LOOKING TO MAKE INVESTMENT
WITHIN 12 MONTHS

- **Executive consumption**, specifically at the enterprise level, is a significant signal of purchase intent.
- Professionals registering for **Webinars** are 113.3% more likely to have a purchase decision within six months.
- **Live Webinar registrants** are 22.0% more likely to have a purchase decision within three months more than any other format.
- **On-Demand Webinar registrants** are 50.0% more likely to have a purchase decision within six months.

BY THE JOB-LEVEL

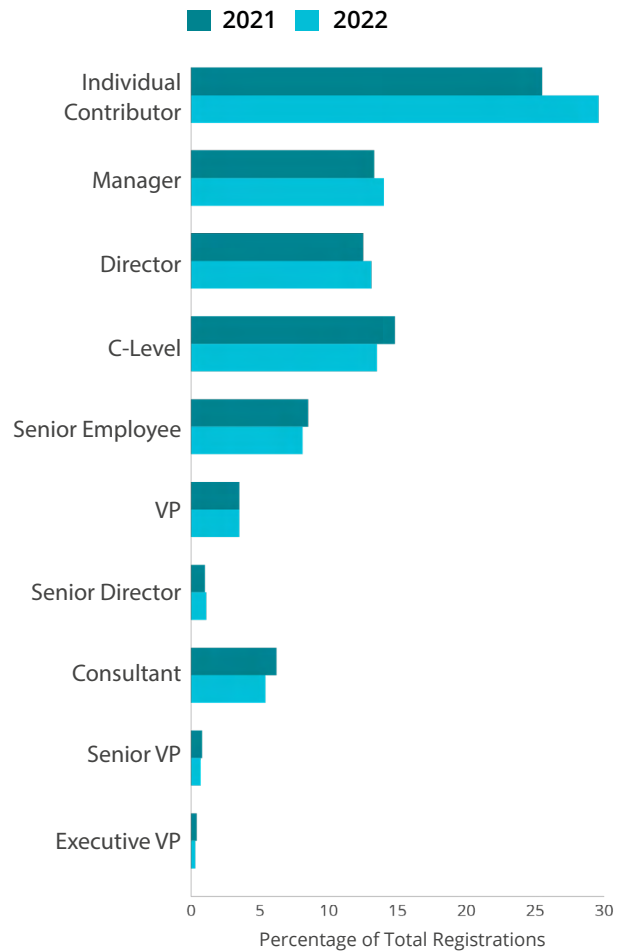
59.3% OF ALL DEMAND STEMMED FROM MANAGERS, DIRECTORS, C-LEVEL, SENIOR EMPLOYEES, VPS, SENIOR DIRECTORS, CONSULTANTS, AND SENIOR VPS.

Businesses are forever trying to reach positions of influence. We're happy to report that is precisely who is requesting content.

Managers, Directors, C-Level, Senior Employees, VPs, Senior Directors, Consultants, and Senior VPs saw an average of 17.4% increase in registrations.

While the groups above are some of the most sought after B2B pros, Individual Contributors accounted for 29.6% of all requests—a 37.8% increase from 2021. This marks the seventh straight year Individual Contributors requested the most content.

TOP 10 ACTIVE JOB LEVELS



24%

INCREASE IN DEMAND FROM DIRECTORS

25%

INCREASE IN DEMAND FROM MANAGERS

C-LEVEL: DAVIDS OUTCONSUME GOLIATHS

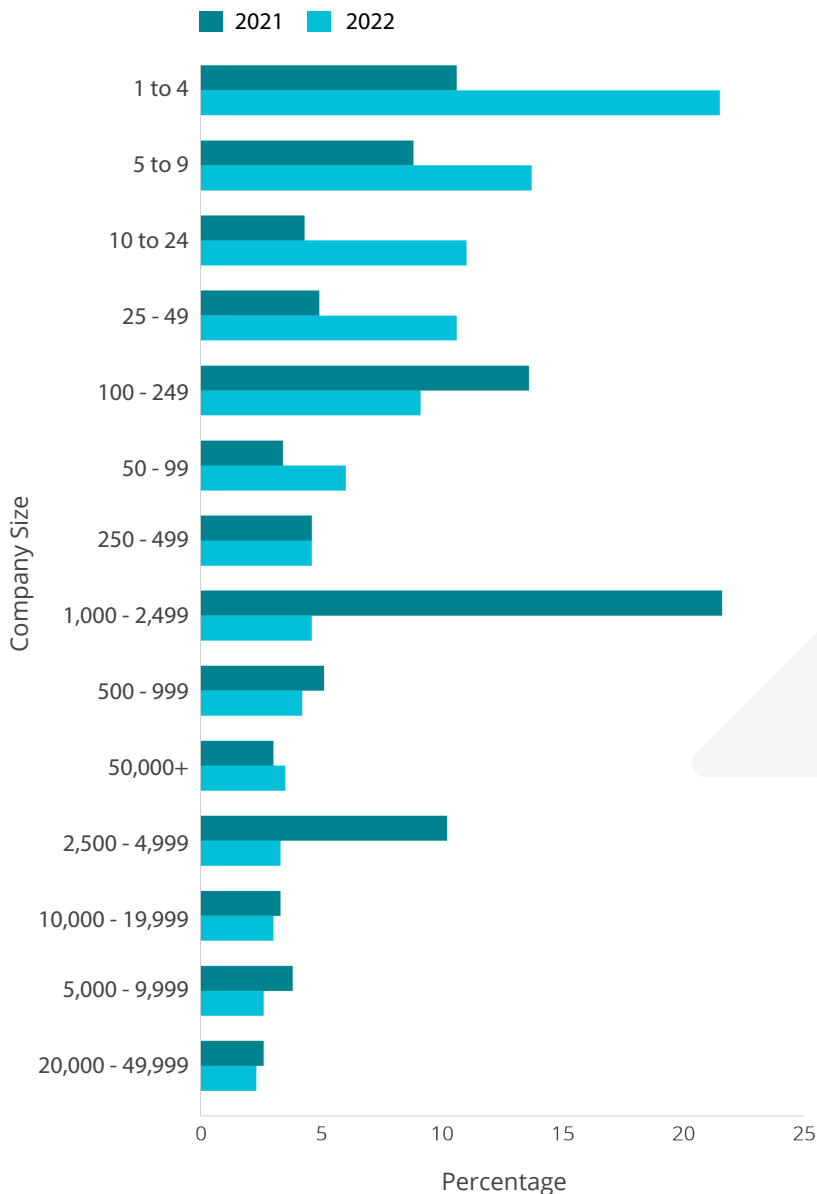
C-Level consumption rose 7.3%.

Everyone wants to reach the C-Suite. The good news is that they're interested.

The C-Level represented 13.5% of NetLine's total audience in 2022—a 7.3% jump in volume.

The bad news? C-Level engagement from executives working in larger companies (ranging from 100 - 49,999 employees) saw their consumption volume drop 19.1%.

C-LEVEL REGISTRATIONS BY COMPANY SIZE: GRANULAR

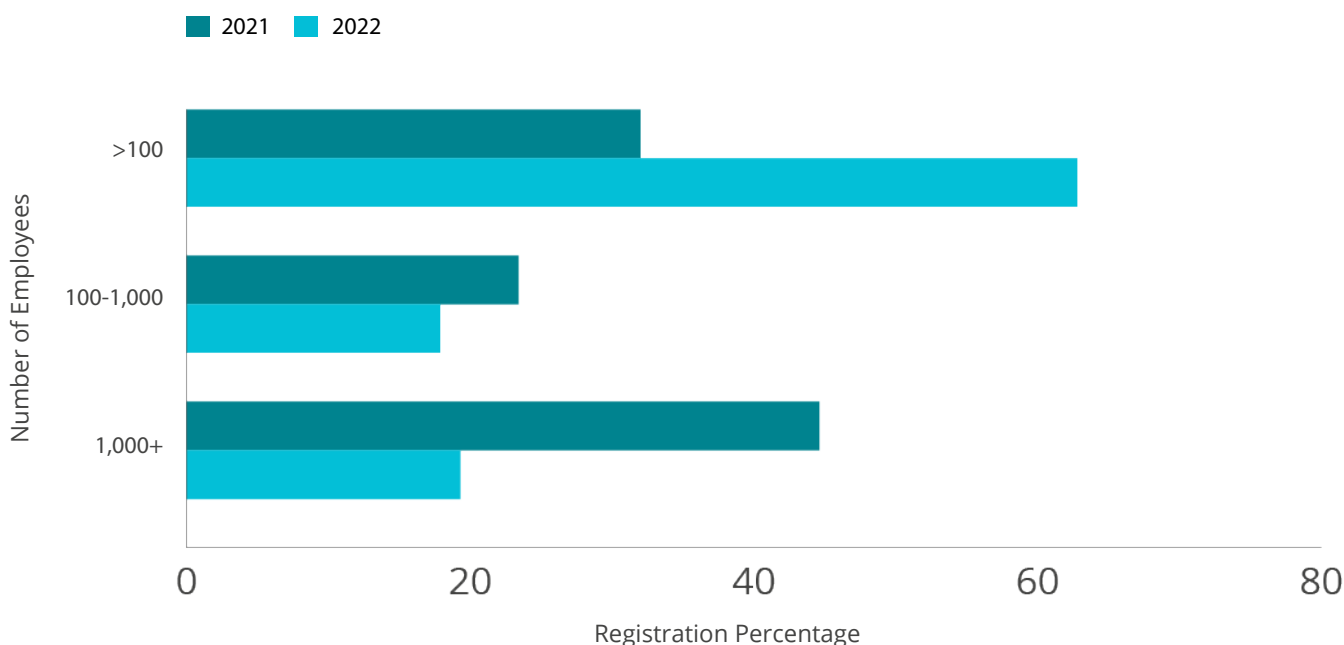


7%

INCREASE IN C-LEVEL CONSUMPTION

Taking a look from a more zoomed out perspective, it's remarkable to see just how much things flipped between organizations of >100 and 1,000+.

C-LEVEL REGISTRATIONS BY COMPANY SIZE



THE C-SUITE SAW ITS GREATEST GAINS FROM ORGANIZATIONS EMPLOYING LESS THAN 100 PEOPLE

Organizations employing 100 or less saw its C-Suite request 96% more content compared to the previous year. Conversely, C-Level executives within organizations of 100-1,000 and 1,000+ saw declines of -23.5% and -56.7%, respectively.

The chart shows just how great the switch from 2021 is, where larger organizations (2,500 - 4,999 and 1,000 - 2,499) requested a great deal of content. 2022? Not so much.

Instead, executives from organizations with less than 100 employees saw their registration

volume increase by an average of 115.4%. Fortunately, for the big business category, C-Level professionals from organizations employing 50,000+ increased their registrations 25.1% YOY.

Why Did This Happen?

Historically, C-Level consumption is cyclical. One year it's up, the next it's down. Perhaps this is the case here, just expressed in a different way. The other explanation is simpler.

Inflation and economic downturns hurt small businesses first before reaching big brands. The increases seen at the SME level screams executives are looking for ways to improve, streamline, and protect their businesses by any means necessary.

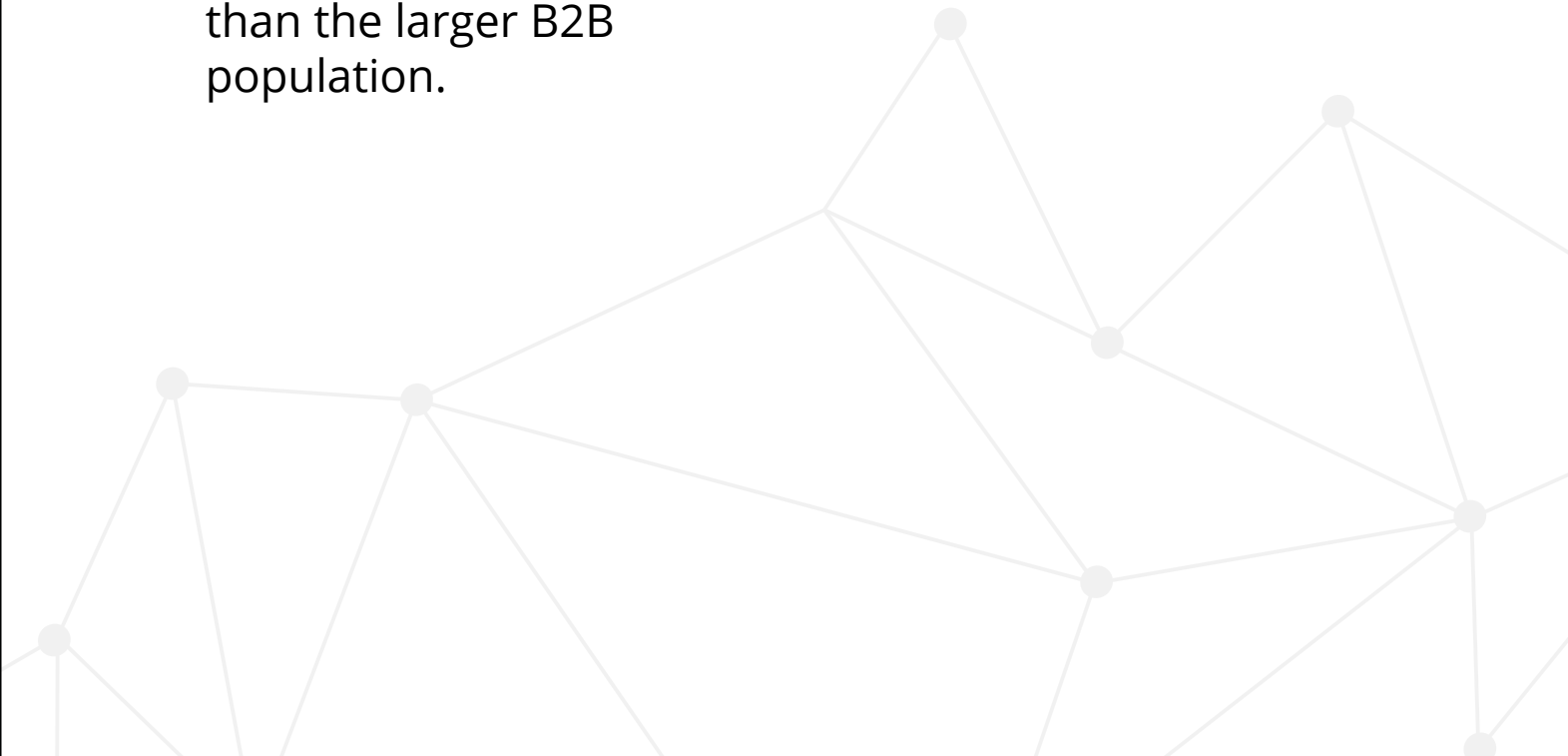
TAKEAWAYS

- The **C-Level** saw a 7.3% increase.
- **Executives** from organizations employing 50,000+ requested 25.1% more content.
- Within organizations of 1,000+ the **C-Level** requested 56.7% less content YOY.
- **C-Level** professionals are 20.7% more likely to request White Papers than the larger B2B population.

C-LEVEL PROFESSIONALS

21%

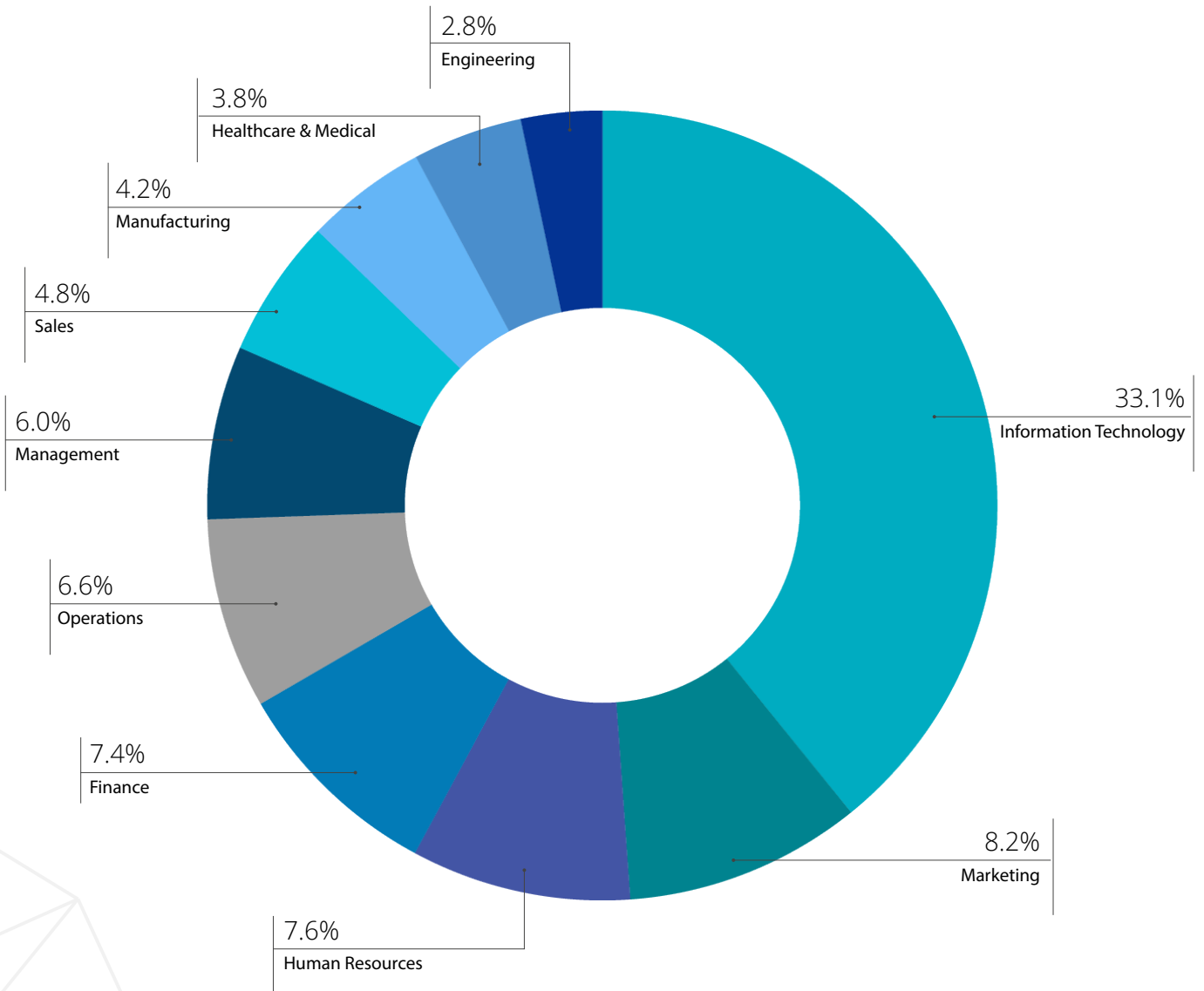
**MORE LIKELY TO REQUEST
WHITE PAPERS**



BY THE ASSET

THE "WHAT" IN CONTENT CONSUMPTION

TOP 10 CONTENT TOPICS AVAILABLE



IT TRENDS

- Information Technology oriented content represented **33.1%** of all available assets on the NetLine platform in 2022. Given that **26.2%** of all Job Area demand was generated by IT professionals, supply and demand align properly—not to mention all of the other non-IT pros interested in Information Technology content.

33%

OF UPLOADED TOPICS
ARE INFORMATION
TECHNOLOGY

DECREASE ALERT

- Interestingly, six of the Top 10 categories saw a reduction in total asset availability. Most notably:

27%

DECREASE IN
SALES TOPICS

23%

DECREASE IN
MANAGEMENT
TOPICS

11%

DECREASE IN
HR TOPICS

GROWTH ALERT

- On the other hand, these topics saw impressive growth:

7%

INCREASE IN
MARKETING
TOPICS

21%

INCREASE IN
HEALTHCARE &
MEDICAL TOPICS

82%

INCREASE IN
ENGINEERING
TOPICS

STILL ON THE RISE

- Last year, we wrote about the increase interest in Lifestyle and Career content, respectively. Lifestyle uploads increased modestly at 8.3%. Career content producers, however, saw 2021's demand and responded by adding 36.6% more content in 2022; strong response to market demand.

36%

INCREASE IN
CAREER TOPICS

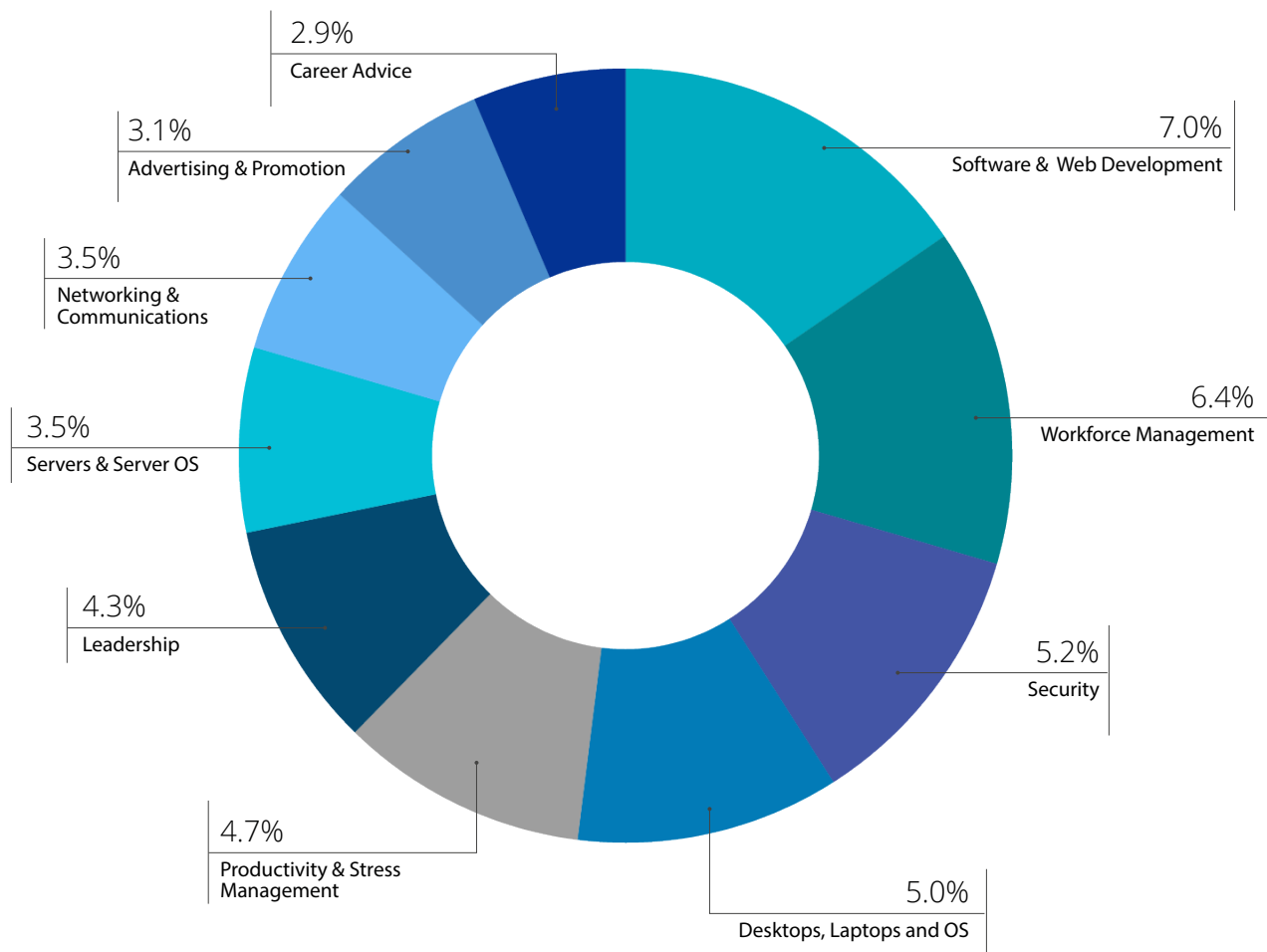
SUB-TOPIC REQUESTS

While the 10 most requested topics remained mostly the same, the greatest shift was seen in how professionals, presumably leaders, applied their new needs and reflected their content focus.

Perhaps the simplest way to showcase this is the differences in Human Resources-Workforce Management requests (+58%) vs. Management-Team Management registrations (-14.5%).

On the surface they seem quite similar. However, as Workforce Management is reflective of a tool or solution—the kind of solution deployed by businesses looking for ways to create a greater footprint to engage each employee.

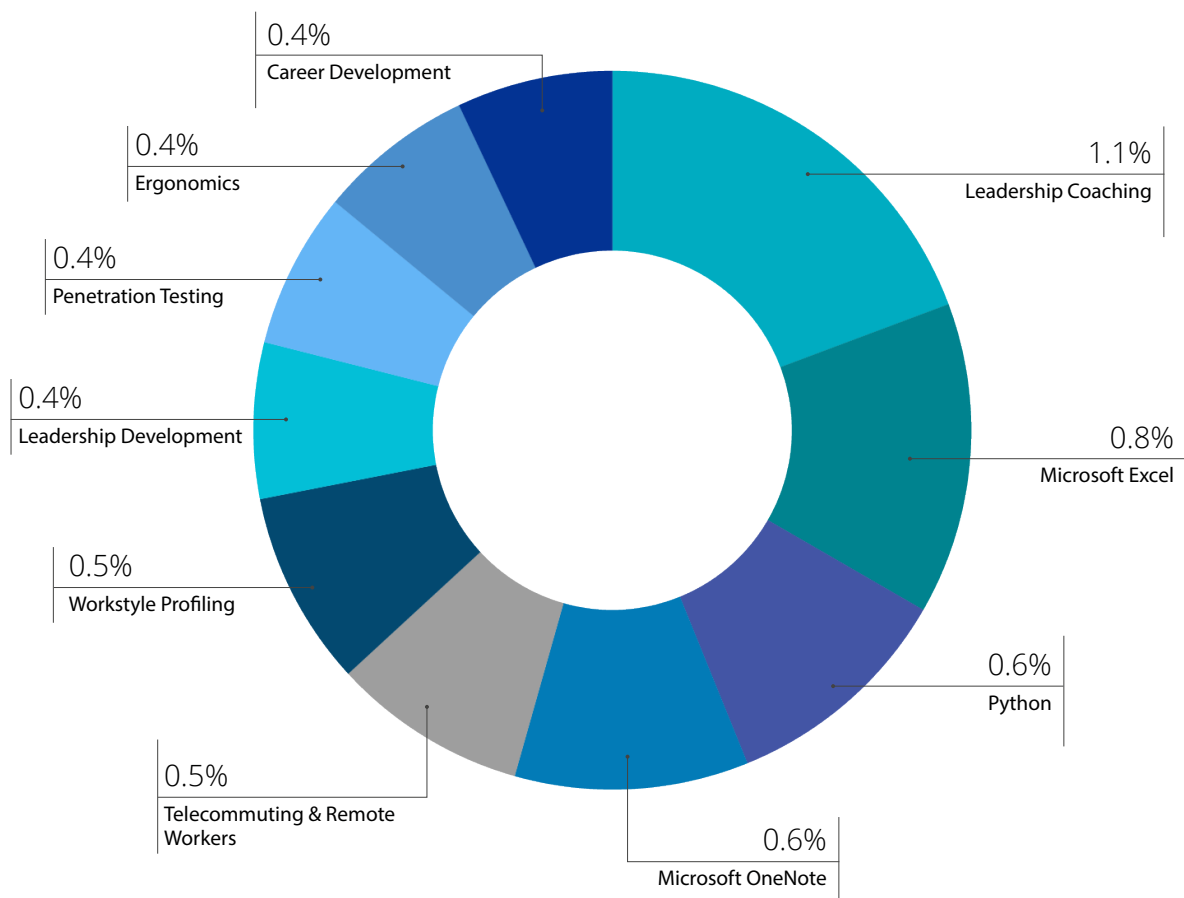
10 MOST REQUESTED CONTENT SUB-TOPICS



Additionally, we were able to dig even deeper into the topic structures across our library. What was discovered still aligns with the Sub-Topics chart, but provides a glimpse into precisely what B2B professionals consumed at the title level.

It's hard not to see the obvious influence of the C-Suite, HR, and Information Technology job functions here. Leadership, both coaching and development, were two title-topics of great interest, along with Microsoft tools, and employee wellbeing.

10 MOST REQUESTED TITLE TOPICS



The greatest takeaway from this?

Professionals consistently seek out methods to improve, be it for themselves, their work environments, or how they help others improve. Keep this in mind as you plan and develop top-of-funnel content.

LEADERSHIP
IS THE YEAR'S MOST
POPULAR TITLE TOPIC

TAKEAWAYS

- 2022's most popular subtopics revolved around **IT's needs** relating to developing, securing, and advancing the overall strength and offerings of a modern, digital business.
- B2B professionals are eager to improve themselves, as **Career content** consumption rose 36% on average YOY.

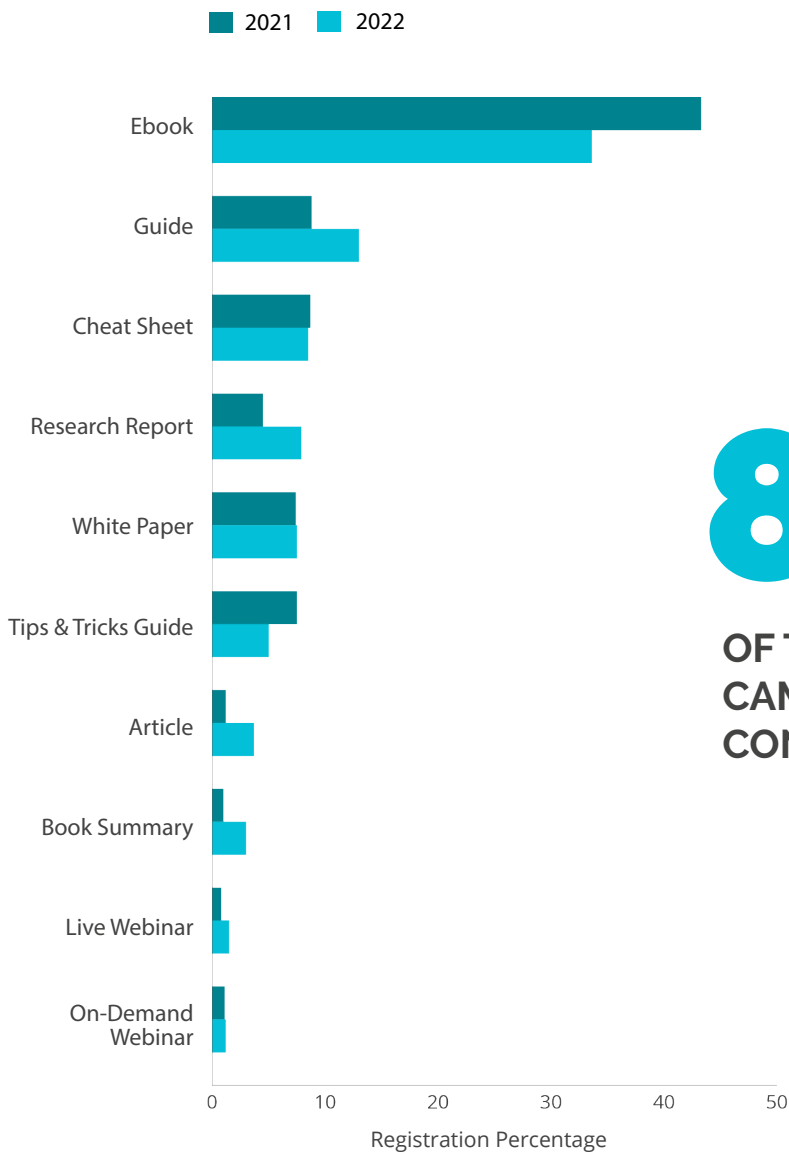


BY THE FORMAT

EBOOKS REMAIN KING AS VOLUME FALLS; GUIDES, WHITE PAPERS, & REPORTS SURGE

eBook registrations accounted for 43% of all consumption in 2021. The format's dominance at the top continued in 2022, accounting for 33.6% of total registrations, its own volume dropped 7.8%.

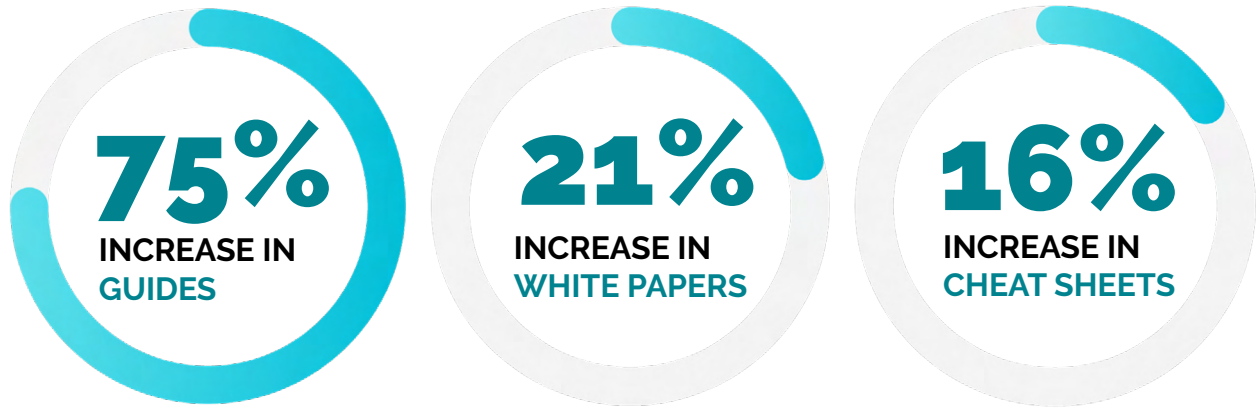
TOP 10 FORMATS BY REGISTRATION



85%

**OF TOTAL REGISTRATIONS
CAME FROM TOP TEN
CONTENT FORMATS**

What occupied the void left by the reduced eBook demand?



Research Reports also saw a major increase growing **109%** YOY.

WHAT DIDN'T MAKE THE TOP 10 BUT DESERVES OUR ATTENTION?

Newsletters. They have become one of the more in vogue formats of late. It seems like everyone we know has a Newsletter. While not in the Top 10, Newsletter registrations increased a staggering 307.2% YOY. Clearly, this format is growing in popularity across the board.

For years, we've heard marketers promoting the benefits of operating brands as media companies. Today, more and more brands are doing just that; attempting to establish a media arm of their business. This is a sign of this movement in the market. Newsletters, specifically, offer value-props (i.e., simplicity, email access, and audience data) which other content formats, currently, cannot match.

Look for this figure to continue to rise as more creators turn to the format.

↑ **307%**

**INCREASE IN
NEWSLETTERS**

WEBINAR FATIGUE? SAYS WHO?

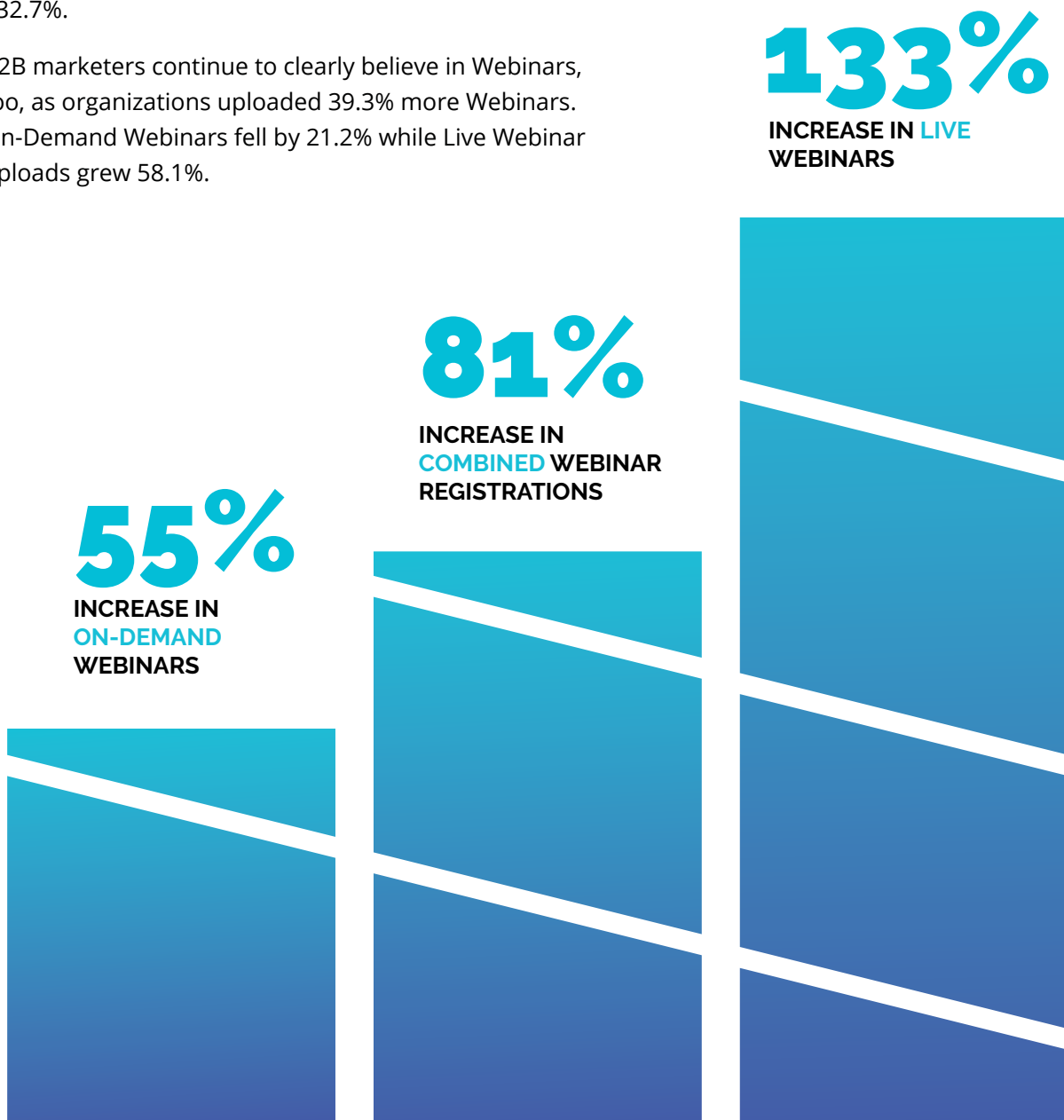
Since the back half of 2020, we've heard the term, "Webinar Fatigue," quite a bit. We kept waiting to see if and when B2B professionals would begin to reject webinars.

It's never happened.

Instead, combined Webinar registrations rose 81.2% in 2022.

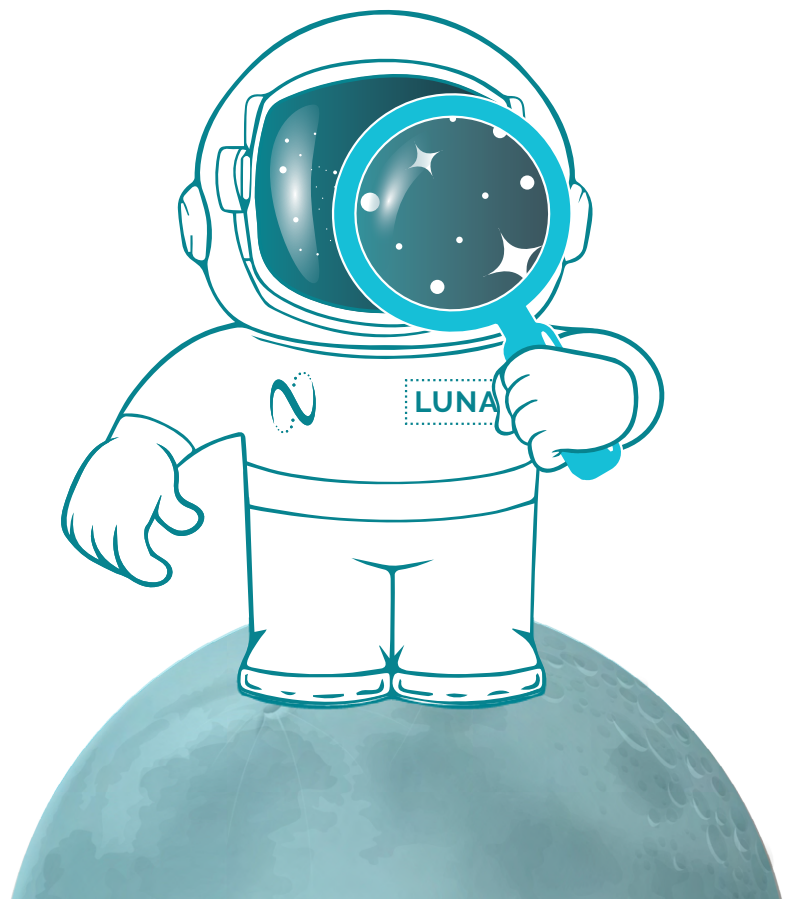
Individually, On-Demand Webinar registrations increased 54.9% and Live Webinars grew a staggering 132.7%.

B2B marketers continue to clearly believe in Webinars, too, as organizations uploaded 39.3% more Webinars. On-Demand Webinars fell by 21.2% while Live Webinar uploads grew 58.1%.



TAKEAWAYS

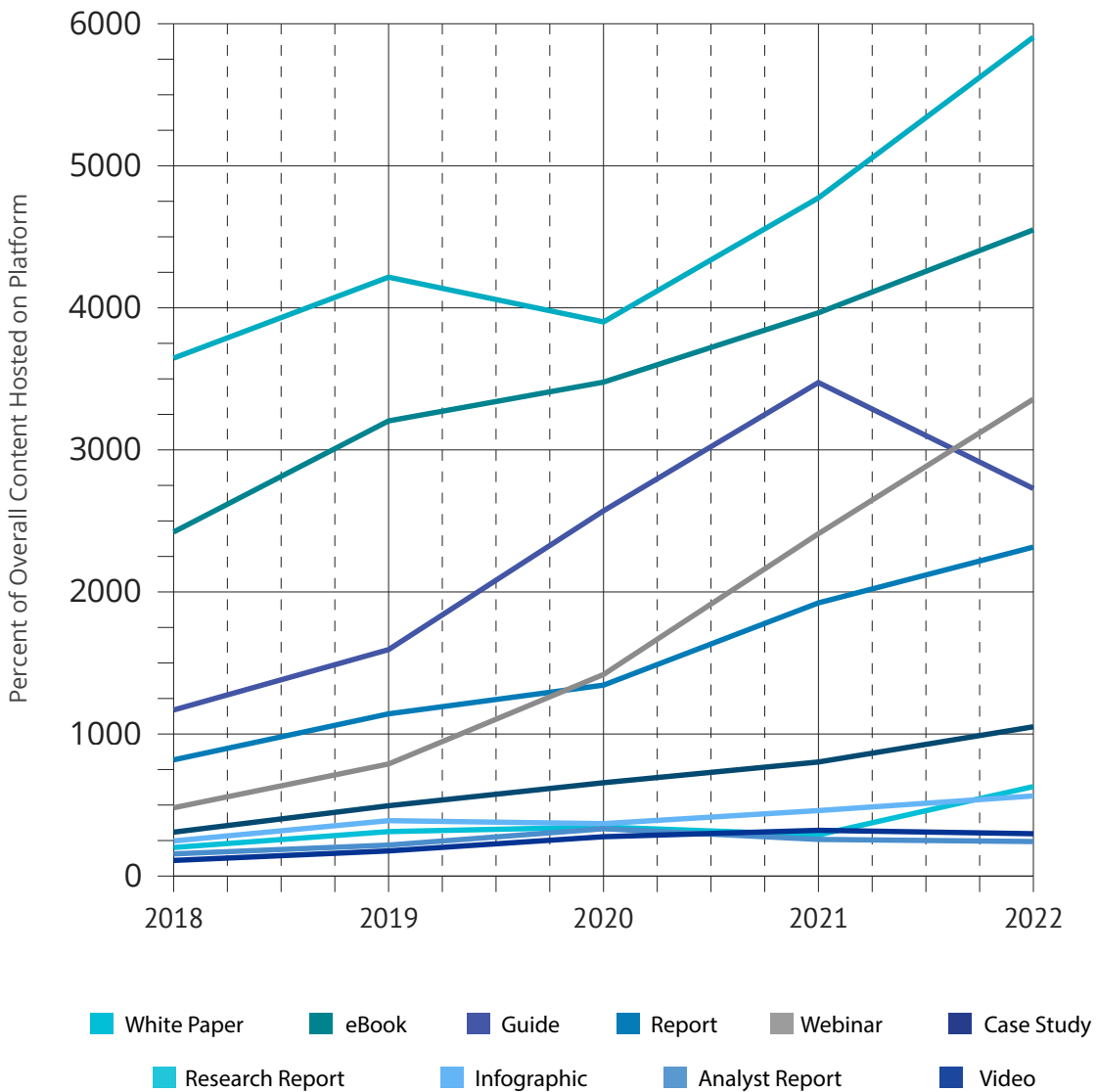
- Overall **eBook** registration volume dropped 7.8%.
- **Guides** (+75.4%) and **Research Reports** (+109.1%) rose significantly.
- Total **Webinar** registrations increased 81%; Live Webinars, specifically, increased 132.7% YOY.
- **Newsletter** requests skyrocketed, increasing 307.2% YOY.



HOW HAVE CONTENT TRENDS EVOLVED?

Demand Generation Marketers uploaded 16.3% more content in 2022 than 2021.

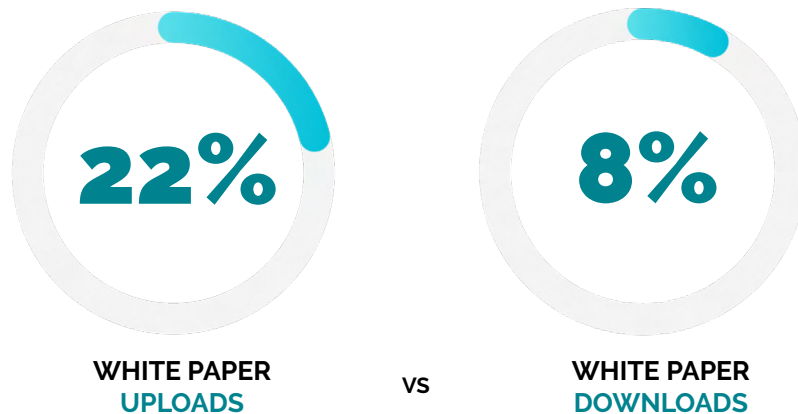
10 MOST UPLOADED CONTENT FORMATS 2018-2022



EXPECTATION VS REALITY

As has been the case since 2005, White Papers continue to be the most popular format B2B marketers upload for content syndication, increasing 23.7% in 2022—outpacing eBook uploads by 29.8%.

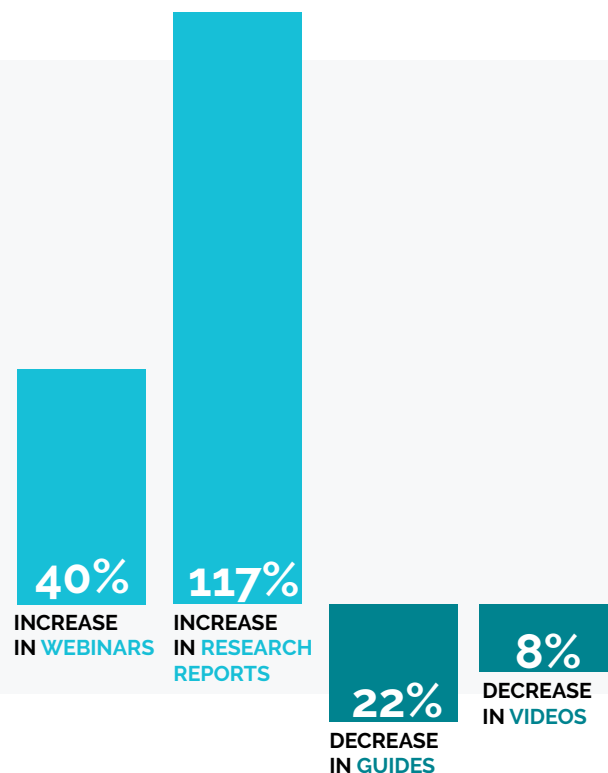
Additionally, White Papers represented 21.6% (+1.3%) of all available content, but only garnered 7.5% (+0.1%) of all registration activity.



On the other hand, Cheat Sheets and Tips and Tricks Guides, again, accounted for less than 1% of all uploads, combined, while generating 13.5% of all registrations.

DIGGING INTO THE DATA

- Combined, B2B marketers uploaded 39.3% more Webinars
- Research Reports uploads rose 117.2%, the greatest increase YOY
- Guide uploads fell significantly (-21.5%)
- Video uploads slipped 7.5%; the format's first reduction in more than five years



Content Format	% of Total Reg	% of Total Uploads	# of Reg/Asset
eBook	33.6%	16.6%	403
Guide	13.1%	7.4%	353
Cheat Sheet	8.5%	0.6%	3,066
Tips and Tricks Guide	5.0%	0.3%	3,229
White Paper	7.5%	21.6%	70
Research Report	7.9%	2.3%	681
Kit	1.0%	0.1%	937
Webinar	3.5%	12.3%	57
Checklist	0.9%	1.4%	1245
Video	0.3%	1.1%	56

Demand Generation Marketers will always focus on bottom-of-funnel content in content syndication, hence why we see large figures for White Papers, Research Reports, and Webinars. The 21.5% reduction in Guide uploads is quite interesting, however. One theory is that because the word "Guide" is such a coveted keyword, Marketers may be leveraging their Guides elsewhere across the buyer's journey.

Seeing the continued growth of Webinar uploads, as well as the number of registrations, should give Marketers confidence that Webinar Fatigue isn't as great a threat as social media has made it out to be.

It is surprising to see Video uploads take a step back given the increased importance of the format throughout the B2B education process.

EBOOKS WERE REQUESTED 345% MORE THAN WHITE PAPERS.

One of NetLine's philosophies is to let the data speak for itself. There might be nowhere else in this report where the data speaks louder than within the following stats.

eBooks were 3.5x more likely to be downloaded in 2022 compared to White Papers—yet *Marketers produced 30% more White Papers than eBooks.*

eBooks generated 403 registrations/asset while White Papers generated only 69 registrations/asset. Based on our Buyer-Level Intent findings from 2022, we know this disparity shouldn't be scrutinized too closely; eBooks are a top of funnel format while White Papers are a bottom of funnel format.

What stands out to us is the change in registrations/asset with Guides, the second most consumed format type. In 2022, Guides generated 352 registrations/asset—a 90% increase YOY. There is a major caveat here, however, as Guide uploads decreased 21.5% from 2021.

However, we know that format terminology is often used interchangeably in Content Marketing. Knowing this, we wanted to again offer the definition of each format.

eBooks are the ultimate utility in content marketing offering a wide range of uses. From client featurettes to thought leadership, they can be used to present anything a business wants to feature.

White Papers are the closest things Content Marketers have to scientific studies. Where eBooks have room to be casual, White Papers are designed to present data and other vital information as directly as possible. Unfortunately, the term "white paper" has been warped and Marketers have injected brand-forward content vs. delivering real value.

Guides are primarily positioned to establish authority. This format is designed to walk a reader through a topic or procedure step by step from start to finish.

TAKEAWAYS

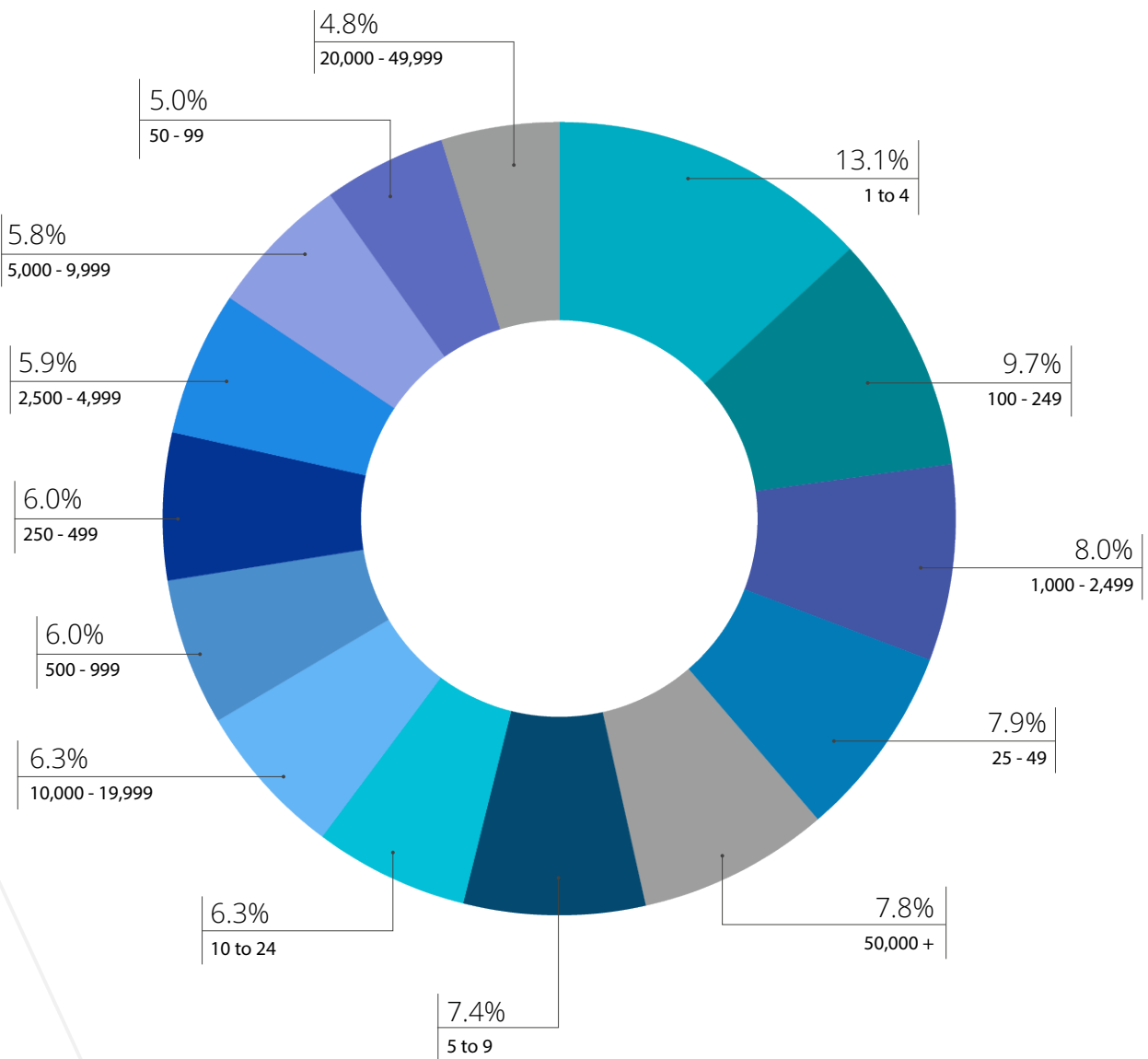
- Marketers will never not love **White Papers**.
- Consumers still prefer **eBooks** and **Guides**.
- Using the term **“Guide”** in your content is always helpful—so long as the content delivers on the promise of the term.
- **Report** consumption and uploads increased YOY, a clear sign that both Marketers and B2B professionals are interested in original research.



BY THE COMPANY

SET THE SCALE BY EVALUATING COMPANY SIZE AGAINST OBJECTIVES

REGISTRATIONS BY COMPANY EMPLOYEE SIZE



Content Consumption by Company Size

Each group saw YOY growth, with the most active Company Size (1 to 4 employees) actually seeing the smallest YOY gains at 8.1% audience share. Businesses employing 100-249 (+22.3%) and 1,000-2,499 (+27.0%) were the second and third most active audiences, respectively. Companies employing 50,000+ were the fifth most active group, seeing registration volume increase 18.5%.

Last year, we wrote about how the pandemic handcuffed small businesses in 2021. 2022 saw these SMBs faced with the realities of inflation. As a result, organizations employing 100 people or less accounted for 49.0% of consumption.

The greatest YOY growth came from organizations employing 1,000 or more, however, with the largest increase (28.0%) coming from orgs with 2,500-4,999 professionals.

2,500 - 4,999 COMPANY SIZE HAD
**THE GREATEST YOY
INCREASE AT 28%**

SO, WHAT HAVE **WE LEARNED?**

RECAPPING AN ENTIRE YEAR'S WORTH OF CONSUMPTION

THE CONSUMPTION SURGE FROM THE COVID YEARS HAS CONTINUED

Consumption rose 18.8% YOY. Since 2019, it's risen 54.8%. These are staggering figures that continue to underscore the importance of content to prospects and clients. With the addition of AI tools like ChatGPT and Byword.ai, The Great Content Race is clearly on. Regardless of who or what is producing this content, marketers are still responsible for producing assets that are clear, concise, and directly addressing a pain point.

WEBINARS KEEP WINNING

What people do is far more reliable than what they say they'll do. Despite the number of times we've heard about Webinar Fatigue, the data disagrees. 2022 was a banner year for Webinar production, amplification, and most-importantly, registrations. If recent trends continue, expect 2023 to look even better.

33.4% OF BUYERS EXPECT TO MAKE A PURCHASE DECISION THIS YEAR

No one knows what the economic picture will look like at the end of 2023. Despite all of the uncertainty, there are still plenty of B2B professionals who will be looking for the best solution for their needs. By leveraging intent data, specifically buyer-level intent data, you'll be in a much more opportune position to engage with the right prospects at the right times.

YOUR AUDIENCE NEEDS TIME

The Consumption Gap shrunk in 2022. That's wonderful news. It's not, however, a sign that you should be reaching out sooner. The truth is that providing space to your leads at the outset of any relationship is table stakes to modern marketers. This isn't a debate, the data proves it. We've suggested waiting 48 hours from request before engaging your lead.

Remember: Lead nurturing tangibly benefits the bottom line. Don't discount it. Ever.

ANALYZING YOUR **TARGET BUYERS**

“BUT WHAT ABOUT MY TARGET BUYERS?”

As much as we would love to cover each and every audience, we simply can't do it. Please accept our deepest apologies. Fortunately, though, we have a no-cost tool to help you out: [Audience Explorer](#).

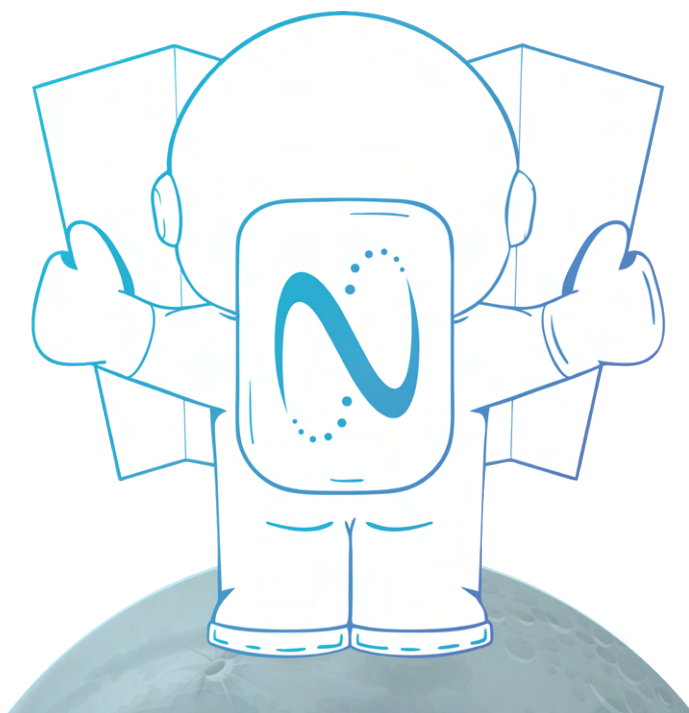
Powered by the more than 5.4 million registrations across the NetLine platform, Audience Explorer becomes a living, breathing tool, offering Marketers the opportunity to discover tangible insights throughout their ideal audience segments.

Audience Explorer allows you to break down audience content consumption by Job Area and Industry. All of this real-time data is reflected in the tool and is ready to start slicing and dicing with you.

By tapping into the Total Buyer Content Recommendations made over the last 180 days, you'll be able to glean unmatched first-party insights into your buyers from real people who have actually engaged with similar content. The tool gives you a chance to better understand your target buyer through an interactive interface that features an array of data points, tables, and charts.

These are gems you won't find through LinkedIn or your Ad partners.

Start exploring all of the wondrous interests of your ideal buyers now through [Audience Explorer](#).



ABOUT **NETLINE**

NetLine empowers B2B Marketers with the reach, technology, and expertise required to drive scalable lead generation results and accelerate the sales funnel. Operating the largest B2B content syndication lead generation network, NetLine reaches 125 million unique visitors and processes more than 700 thousand leads monthly across 300 industry sectors. NetLine's AudienceTarget™ technology drives prospect discovery, quality customer lead acquisition, and buyer engagement from real prospect intent as professionals consume content directly across the network. Superior quality, on demand access, and advanced campaign reports enable all clients to achieve lead generation success. Founded in 1994, NetLine is a part of Informa Tech, a FTSE 100 leading provider of market insight and market access to the global technology industry. Successful B2B Marketers Start with NetLine, visit www.netline.com.

OUR COMMITMENT **TO YOU**

As the #1 B2B Buyer Engagement Platform, we feel that it is important to share with you how we do business. NetLine operates according to five core values: innovation, teamwork, integrity, customer satisfaction and accountability. Our advanced technology and massive scale are uniquely positioned to achieve the results Marketers are looking for. NetLine's performance-based Portal and our dedicated team of experienced lead generation experts ensure that you will only pay for leads that meet your assigned campaign criteria—nothing less. Expand your footprint and competitive market share. Read more about our commitment to you.