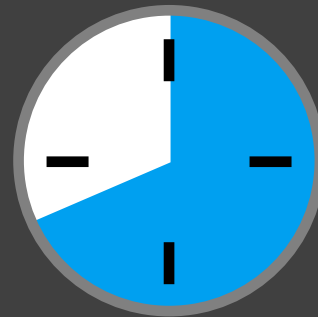


# Why Content is a powerful tool for ABM?



20%

of internet users' **online time** is spent on content



68%

of people **spend time reading about brands** that interest them



57%

read content **marketing titles** at least once a month



80%

of people appreciate learning about a company through **custom content**