

# B2B CONTENT MARKETING

**2015**  
Benchmarks,  
Budgets,  
and Trends—  
North America



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## WELCOME

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### Hello Content Marketers,

Welcome to the fifth annual *B2B Content Marketing Benchmarks, Budgets, and Trends—North America* report. It's hard to believe that it's been five years since we first surveyed marketers on how they use content as part of the marketing mix. Since then, the survey has grown to reach marketers all across the globe. This year, we heard from more than 5,000 marketers—in 25 industries in 109 countries—from for-profit and nonprofit organizations. In this report, you'll learn how the B2B marketers from North America responded.

As you'll notice, we made some changes to this year's survey to better reflect how the industry is growing. We added new questions, changed the way we asked some of the prior ones, and even removed a few. We also asked content marketers about the initiatives they're working on—and the list is long, as you will see...

We're thrilled to be with you on this journey.

**Yours in content,**

**Joe & Ann**



**Joe Pulizzi**

Founder

Content Marketing Institute



**Ann Handley**

Chief Content Officer

MarketingProfs

# If we had to pick one key theme that has emerged from this year's B2B research, it would be this: If you want to be more effective at content marketing, document your strategy.

That message might sound similar to the one we sent out last year, but here's how it's different. Last year, we asked B2B marketers for the first time whether they had a documented content marketing strategy, and not even half (44%) said "yes." That left us wondering whether the 49% who said "no" maybe did have a strategy but just hadn't documented it.

Sure enough, our hunch was correct. This year:

- 35% say they have a documented content marketing strategy
- 48% say they have a content marketing strategy, but it is not documented

Having a verbal strategy is a great first step. However, as the research shows, it pays to take the time to write it down: 60% of those who have a documented strategy rate themselves highly in terms of content marketing effectiveness, compared with 32% of those who have a verbal strategy.

### Here are some other key takeaways:

- 70% of B2B marketers are creating more content than they did one year ago, even those who say they are least effective (58%) and those without any type of strategy (56%).
- Measurement is a key area where B2B marketers are struggling: Only 21% say they are successful at tracking ROI; however, having a documented strategy helps (35% of those with a strategy say they are successful).
- Once again, infographics was the tactic that had the greatest increase in usage (from 51% last year to 62% this year).
- 94% of B2B marketers use LinkedIn to distribute content, making it the social media platform used most often (they also say it's the most effective social media platform).
- 58% of B2B marketers use search engine marketing, making it the paid method used most often to promote/distribute content (they also say it's the most effective paid method).
- More B2B marketers say they are challenged with finding trained content marketing professionals this year (32%) than last year (10%).

### New for this year

We asked several new questions this year. Among them:

- How many different audiences do you target with separate content marketing strategies? The average is 4.
- How many paid advertising methods do you use to promote/distribute content? The average is 3.
- How often do you publish new content to support your content marketing program? 42% say “multiple times per week” or “daily.”
- How many content marketing initiatives are you presently working on? The average is 13.
- How many content marketing initiatives do you plan to begin working on within the next 12 months? The average is 8.

### Challenges align with initiatives

This year, rather than just provide a list of challenges and ask B2B marketers to “check all that apply,” we asked them to rate how challenged they were on a scale of 1 to 5. What we found is that “creating engaging content” remains a persistent challenge. “Producing content consistently” and “measuring content effectiveness” were the number two and number three challenges, respectively.

It was encouraging to see that the initiatives marketers are working on now align with the challenges: the number one initiative is “creating engaging content.” The number one initiative marketers plan to begin working on within the next 12 months is “measuring content effectiveness.”

### What is the one area of content marketing that B2B marketers want to learn more about?

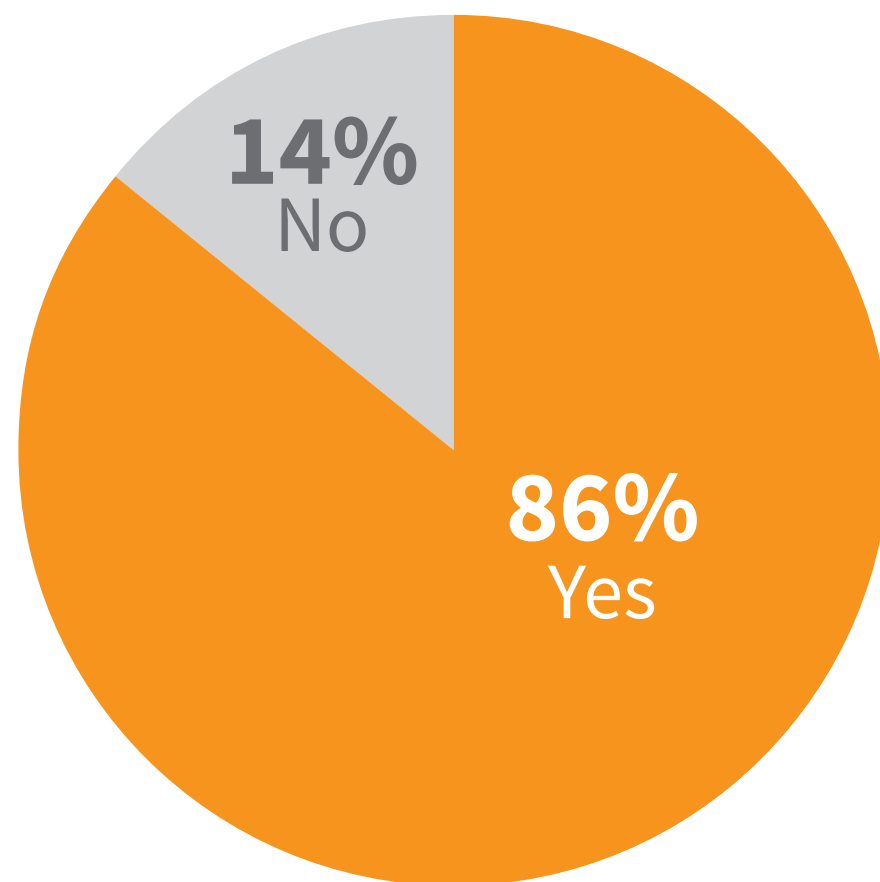
The answers to this open-ended question at the end of the survey confirmed that B2B marketers are hungry for information about metrics and tracking ROI. In fact, measurement, achieving/tracking/demonstrating ROI, and marketing automation were the three areas most commonly listed by B2B marketers. Although by no means comprehensive, the following list includes other areas that were often cited:

- Aligning goals with content
- Content curation
- Content discovery tools
- Content marketing strategy
- Engagement
- Optimizing content
- Paid promotion
- Personalization
- Storytelling
- Video

As one respondent said, “There isn’t just one. You have to be an amoeba and continually absorb everything from every angle.”

Here’s hoping that these survey results will be useful in that endeavor.

### Percentage of B2B Respondents Using Content Marketing



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Does your organization use content marketing?

86% say “yes”

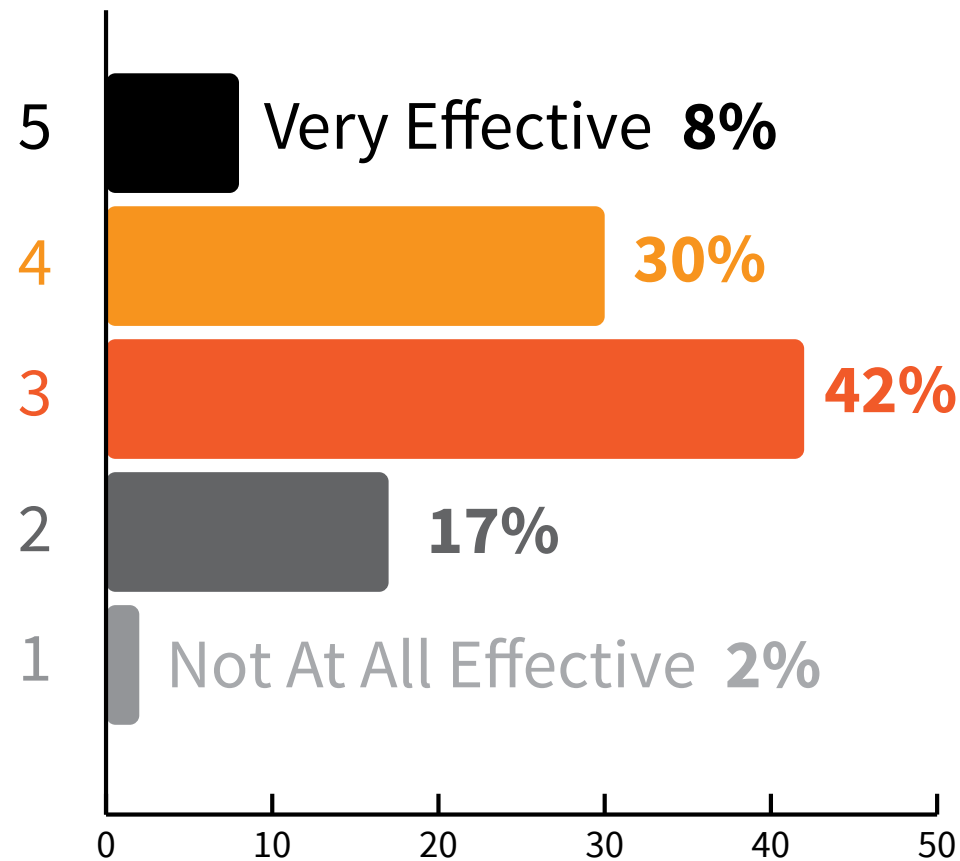
Last year, 93% of respondents said they use content marketing. Back then, we defined content marketing as the “creation and distribution of educational and/or compelling content in multiple media formats to attract and/or retain customers.”

This year, we defined content marketing as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.”

The new definition—crafted by Content Marketing Institute in early 2014—better reflects how content marketing has grown from the mere “creation and distribution” of content to a formal business discipline.



## How B2B Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

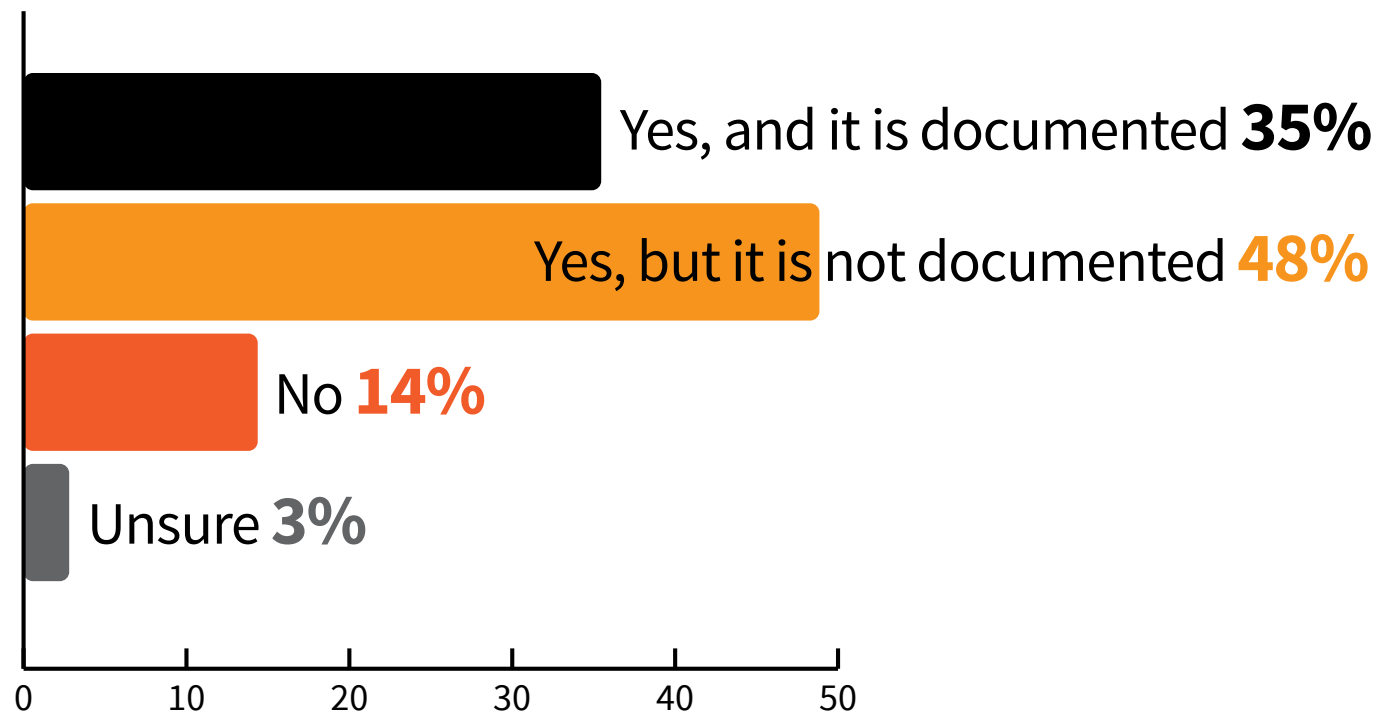
## Overall, how effective is your organization at content marketing?

**38% say they are effective**

For purposes of our annual survey, we define effectiveness as “accomplishing your overall objectives.” We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective”) as the “most effective” or “best-in-class” marketers. The 1s and 2s are considered the “least effective,” while the 3s are neutral.

Last year, 42% of B2B marketers said they were effective.

### Percentage of B2B Marketers Who Have a Content Marketing Strategy



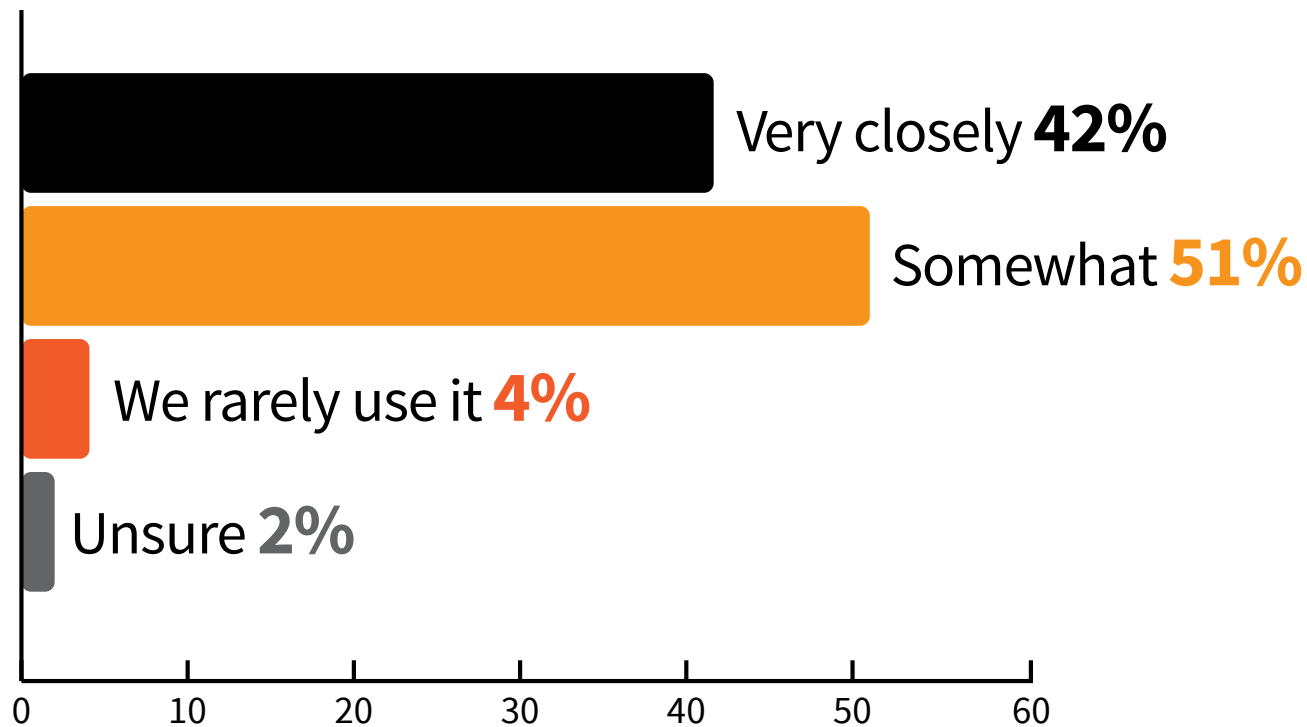
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Does your organization have a content marketing strategy?

**35% say “yes, and it is documented”**

Last year, we asked marketers for the first time whether they had a documented content marketing strategy. The high percentage of those who said “no” (49%) left us wondering whether some had a strategy but had simply not taken the time to document it. So this year we asked the question a bit differently, and indeed we found that nearly half of marketers have a strategy, but it’s not in writing. The 35% who have documented their strategy are more effective in all aspects of content marketing than those who have not.

## Percentage of B2B Marketers Who Say Strategy Guides Efforts



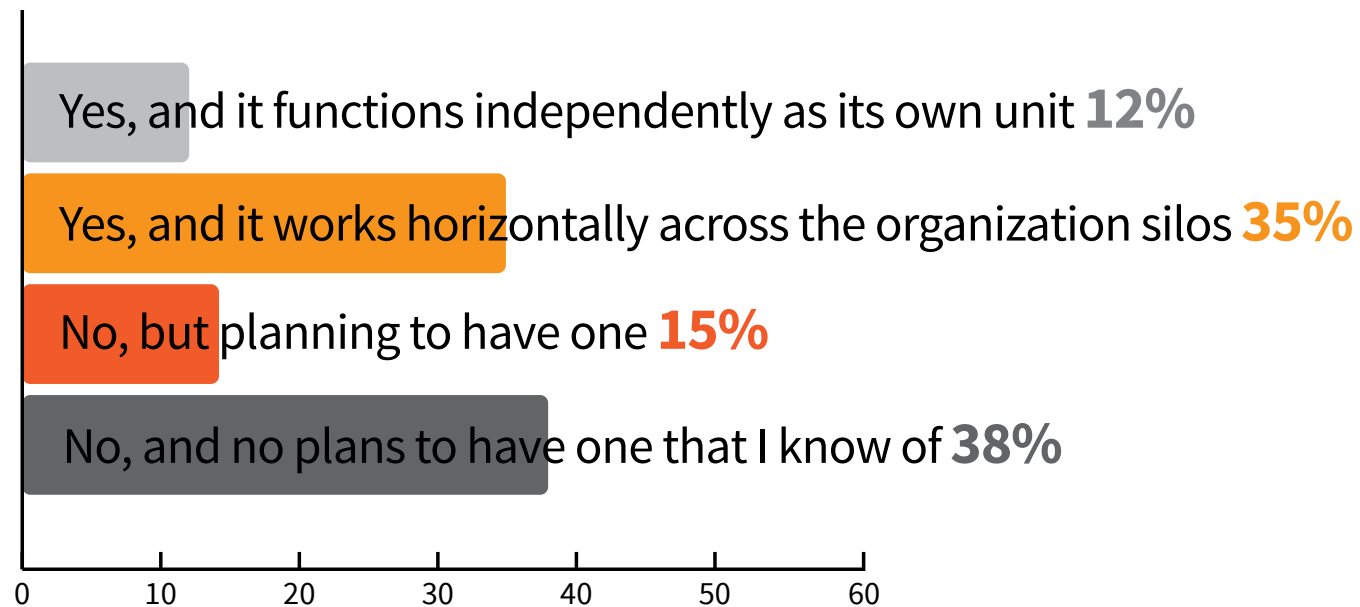
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How closely does your content marketing strategy guide your organization's content marketing efforts?

42% say “very closely”

Having a strategy is one thing—following it is another. Although 42% say they follow it “very closely,” the majority follow it only “somewhat.” There are myriad reasons why a company might not follow its strategy “very closely,” but our research shows that 62% of the most effective marketers do. The lesson is clear: you need to document your strategy *and* follow it closely.

### Percentage of B2B Marketers Who Have a Dedicated Content Marketing Group



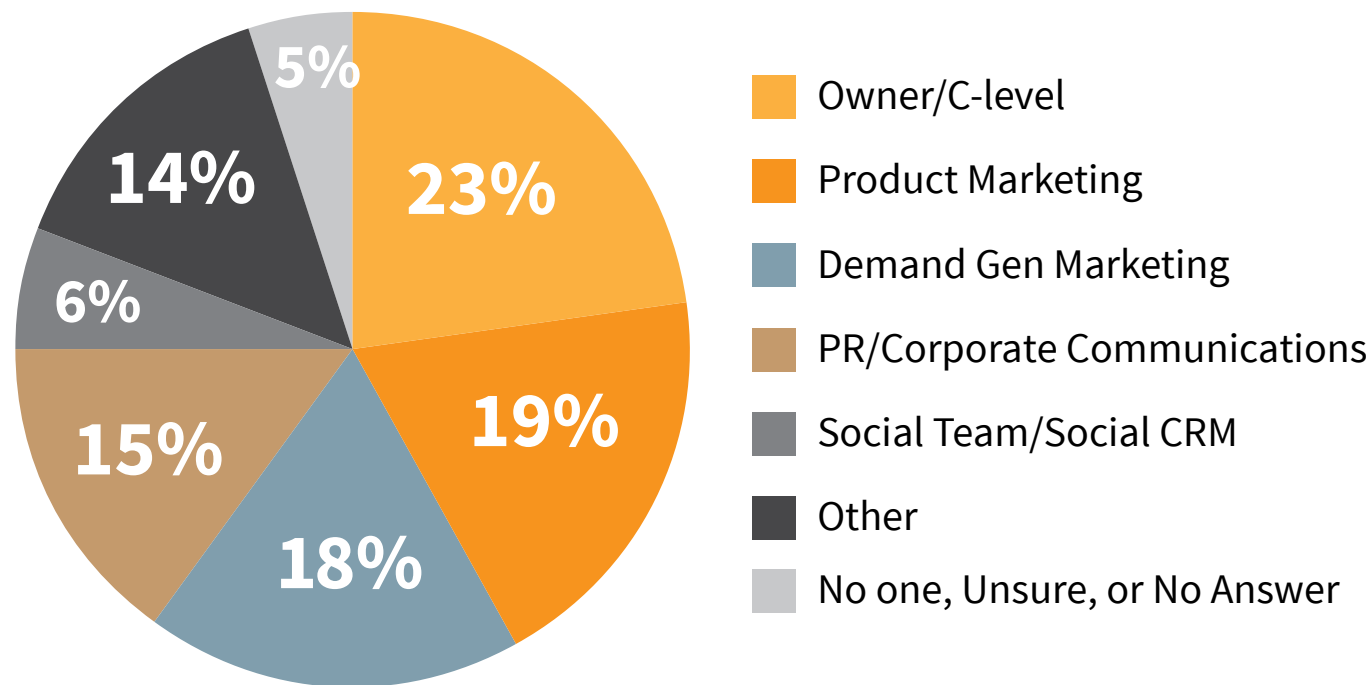
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Does your organization have a dedicated content marketing group?

47% say “yes”

This is a new question on our annual survey. The numbers you see here are for all content marketers, but the most effective (69%) as well as those who have a documented strategy (69%) are more likely to have a structure, regardless of what that structure is.

## Areas Accountable for B2B Content Marketing



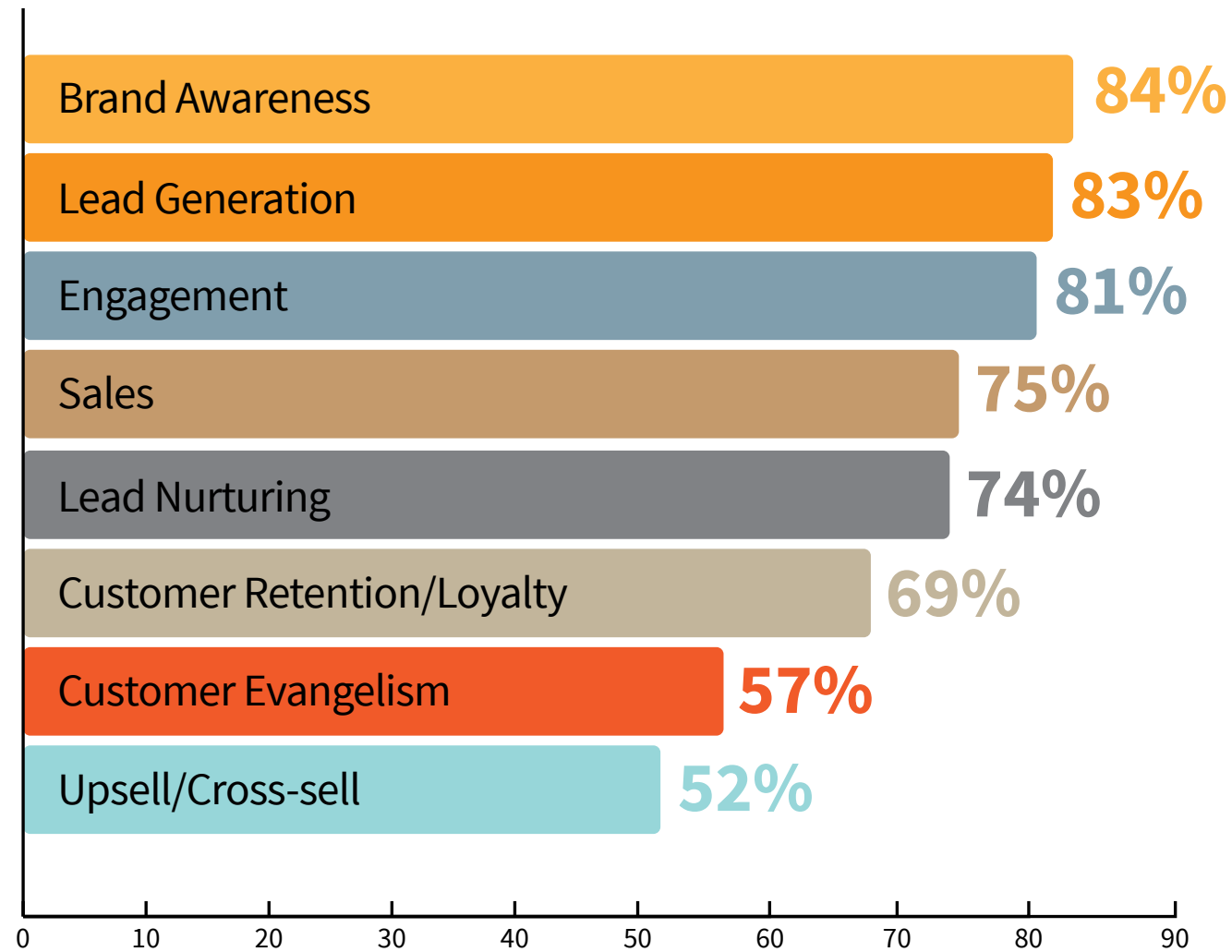
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Which area in your organization is accountable for content marketing?

It often depends on company size

Where content marketing sits on the organizational chart has much to do with company size. The larger an organization, the more likely it is that content marketing is situated under the product marketing or demand-gen umbrella; only 3% of enterprise marketers (1,000+ employees) report to the owner/C-level.

### Organizational Goals for B2B Content Marketing



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How important is each of the following content marketing goals to your organization?

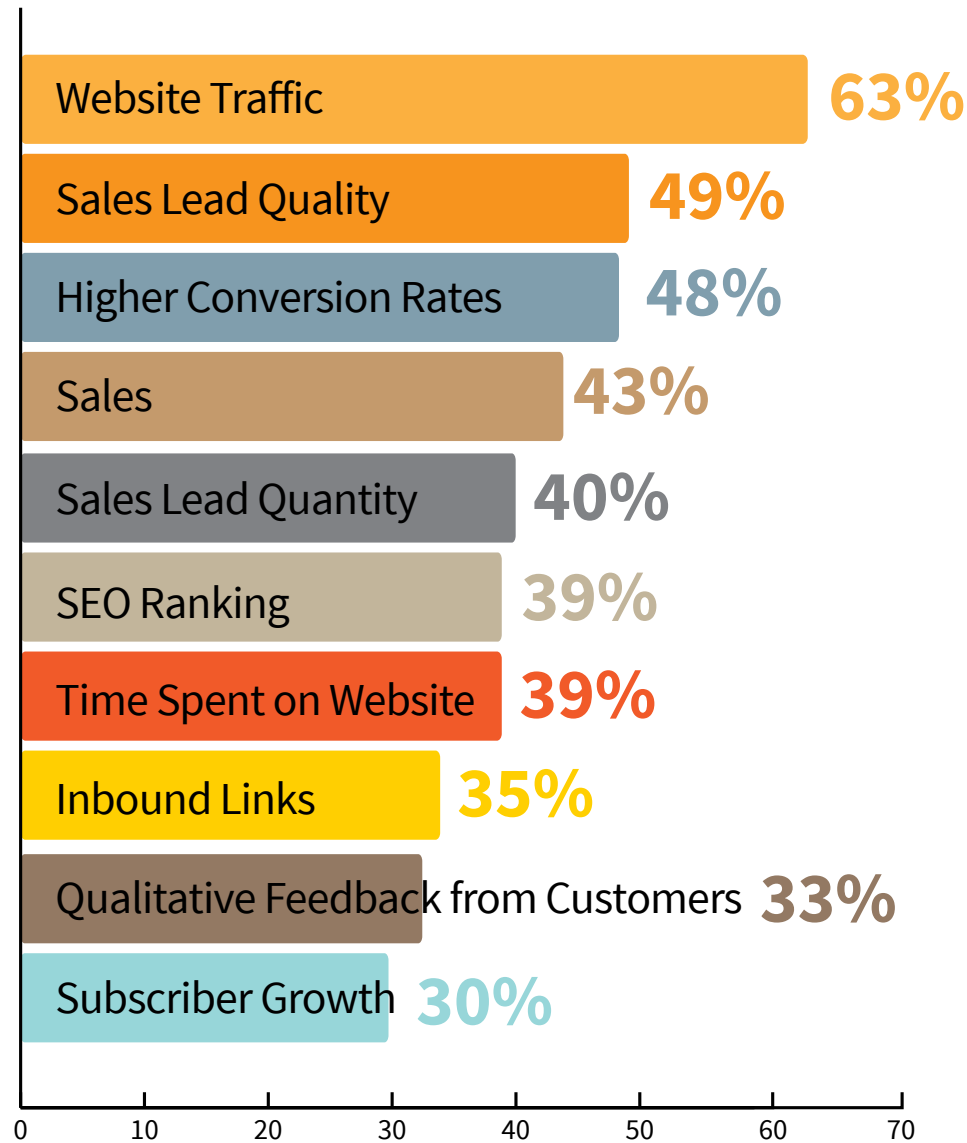
**84% say “brand awareness” is the most important goal**

In years past, we asked marketers to “check all that apply” on a list of potential goals for content marketing. This year, we asked them to rate how important each goal is to their organization on a scale of 1 to 5 (with 5 being “Very Important” and 1 being “Not at all Important”).

The percentages on this chart indicate the proportion of marketers who rated each goal listed here as a 4 or 5 in terms of importance.

B2B marketers have consistently cited brand awareness as their top goal over the last five years. New to the list of goals this year was “customer evangelism.”

## Metrics for B2B Content Marketing Success



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

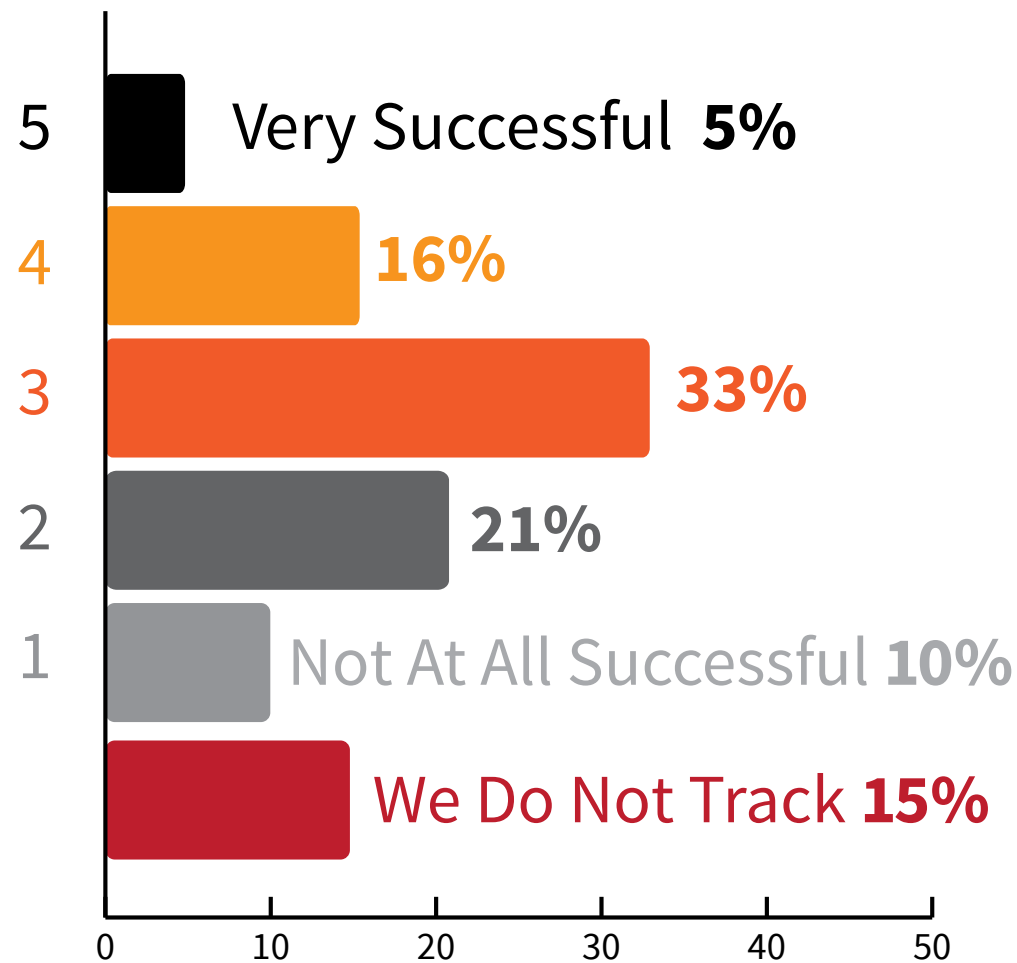
## Which metrics does your organization use to assess content marketing success?

63% say “website traffic”

**Note:** Fewer than 30% of B2B marketers said they use the following metrics: Benchmark Lift of Company Awareness (23%), Benchmark Lift of Product/Service Awareness (18%), Customer Renewal Rates (16%), and Cost Savings (6%).

B2B marketers consistently cite website traffic year-over-year as the metric they look to most often—regardless of company size, effectiveness, or whether or not they have a documented strategy. New on the list this year is “higher conversion rates.”

## How B2B Marketers Rate Their Organization's Success at Tracking ROI



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

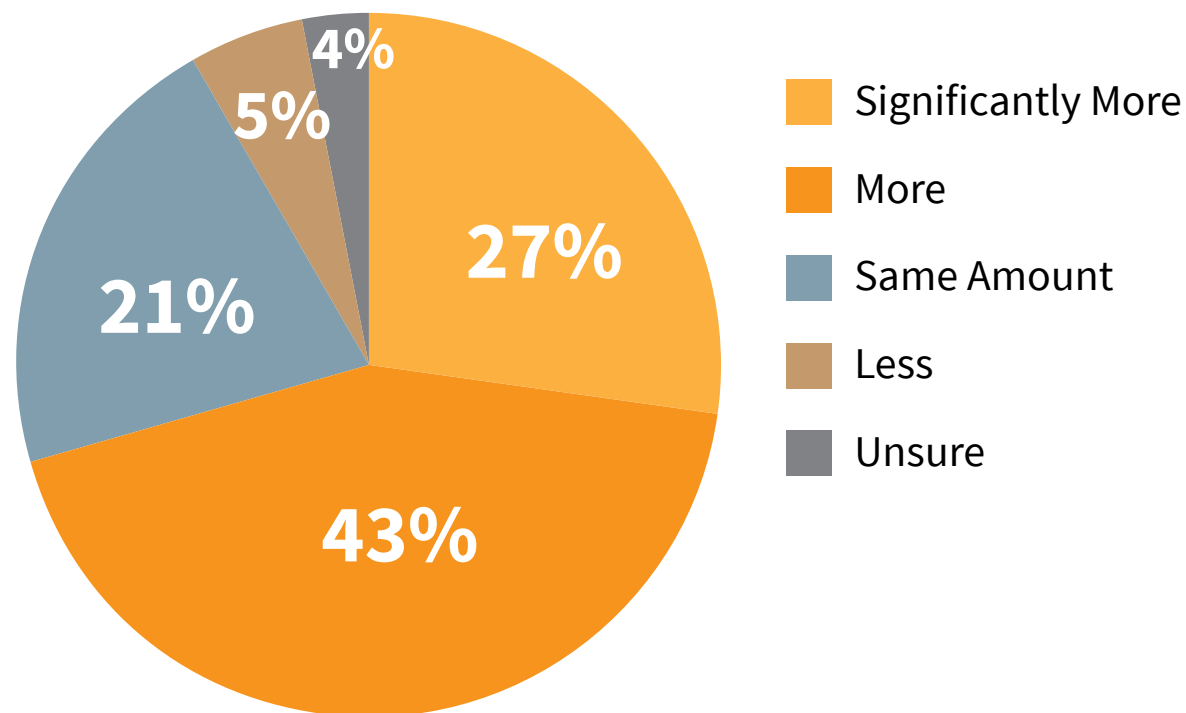
## How successful is your organization at tracking the ROI of its content marketing program?

Only 21% say they are successful

As these percentages show, many B2B marketers have a tough time tracking ROI. Having a documented content marketing strategy helps, though, as 35% of those who possess one are successful in this area, compared with the 21% average for the overall sample.



### Change in B2B Content Creation (Over Last 12 Months)



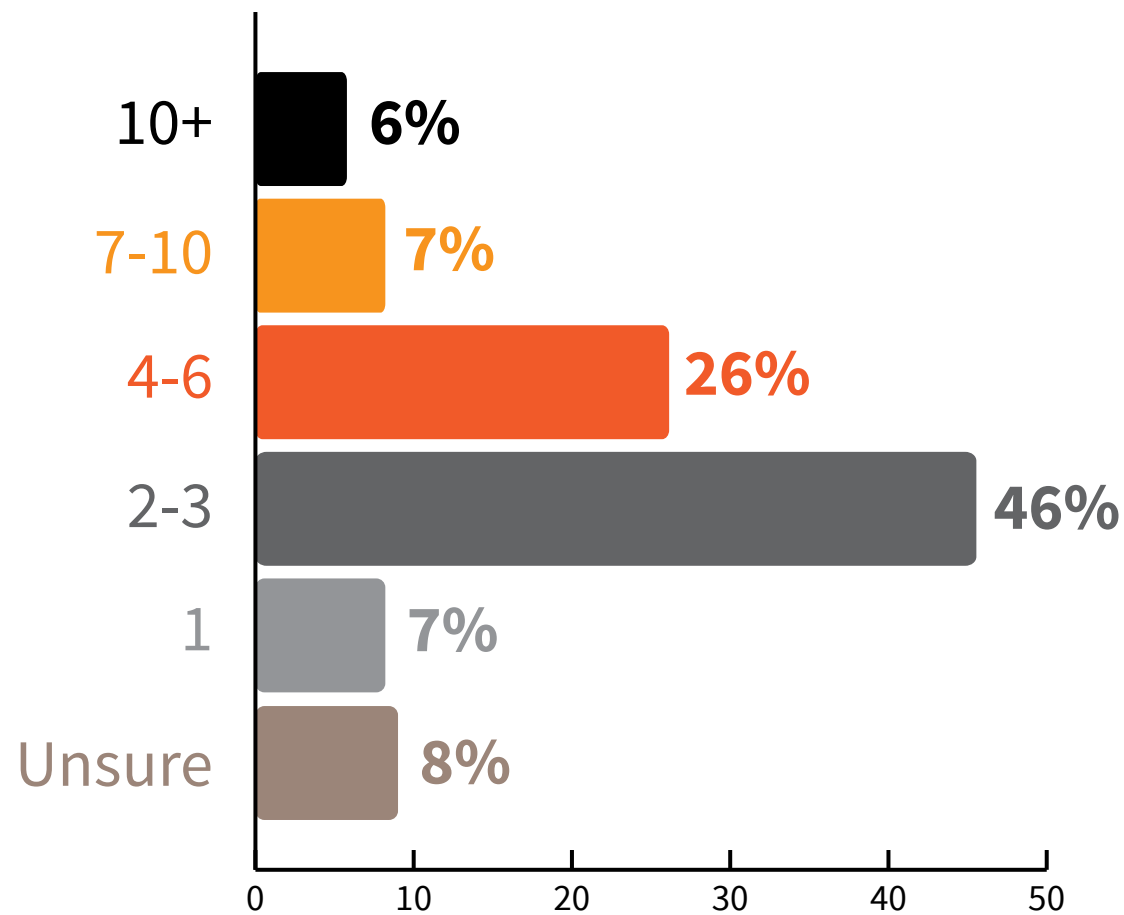
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

**Compared with one year ago, how much content is your organization creating?**

**70% are creating more**

B2B marketers from companies of all sizes—and across all levels of effectiveness—are creating more content. These numbers haven't changed much over the last year.

### Number of Audiences that B2B Marketers Target



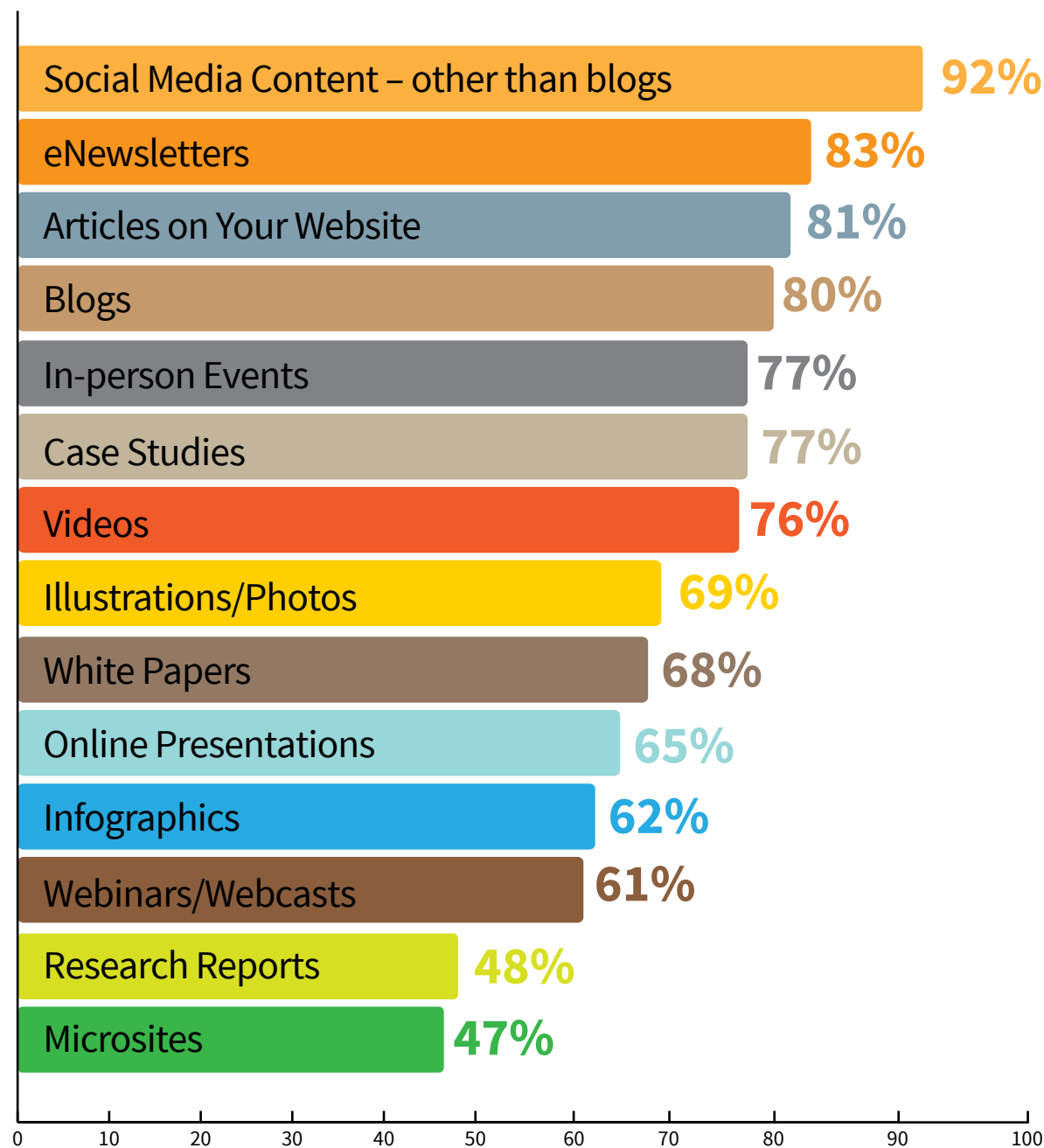
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How many different audiences does your organization target with separate content marketing strategies?

The average number is 4

The number of audiences that B2B marketers target is often related to how large the B2B marketer's organization is. For example, smaller companies (1-9 employees) target an average of three audiences, whereas enterprise companies (1,000+ employees) target an average of six.

### B2B Content Marketing Tactic Usage



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

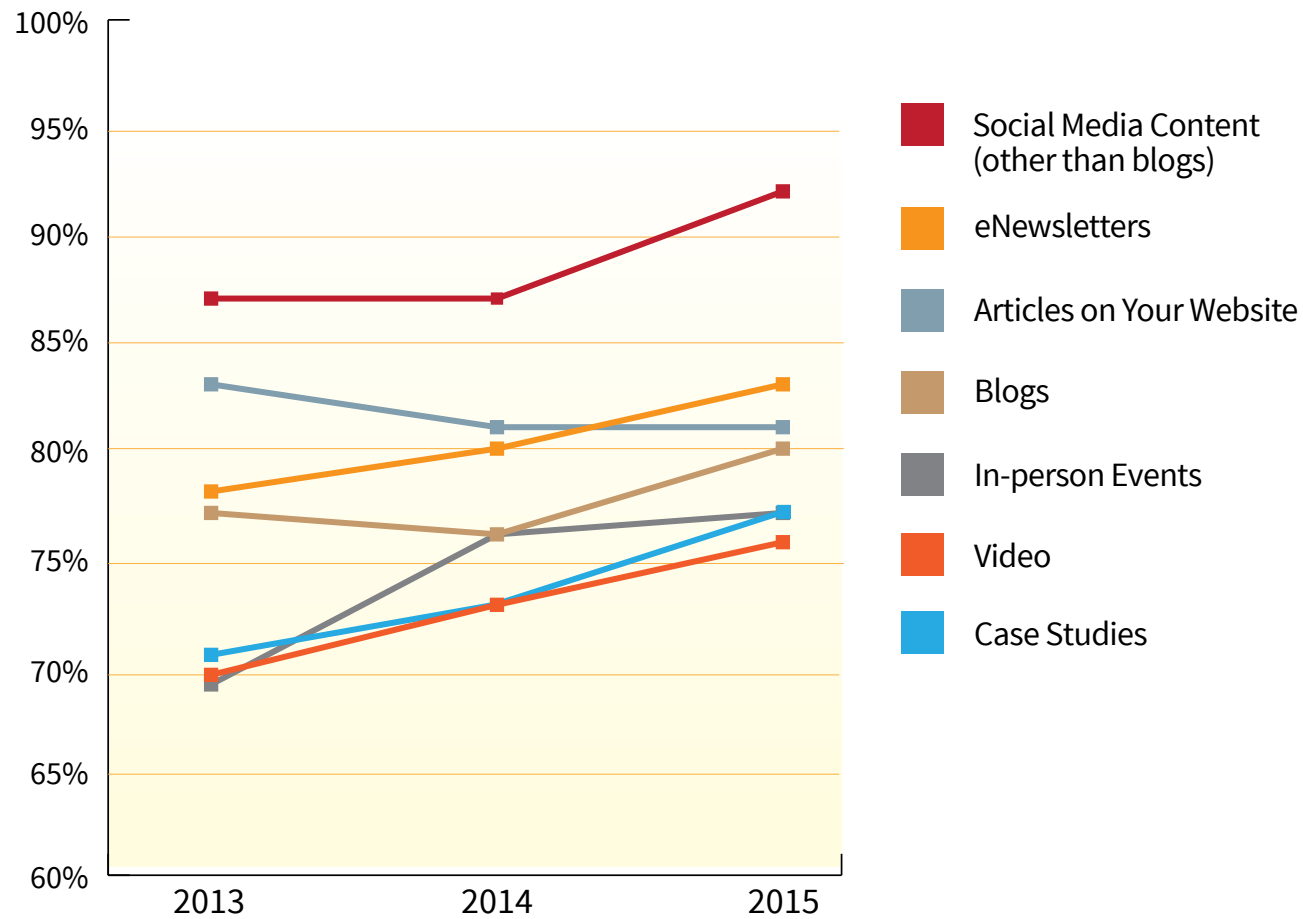
## Which content marketing tactics does your organization use?

The average number of tactics used is 13

**Note:** Fewer than 40% of B2B marketers said they use the following tactics: Branded Content Tools (38%), eBooks (37%), Print Magazines (32%), Books (30%), Mobile Apps (30%), Digital Magazines (27%), Virtual Conferences (23%), Podcasts (22%), Print Newsletters (21%), and Games/Gamification (12%).

These results are similar to last year's. Once again, infographics was the tactic with the biggest jump in usage (from 51% last year to 62% this year). "Illustrations/photos" was a new choice this year.

### Changes in B2B Content Marketing Tactic Usage



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

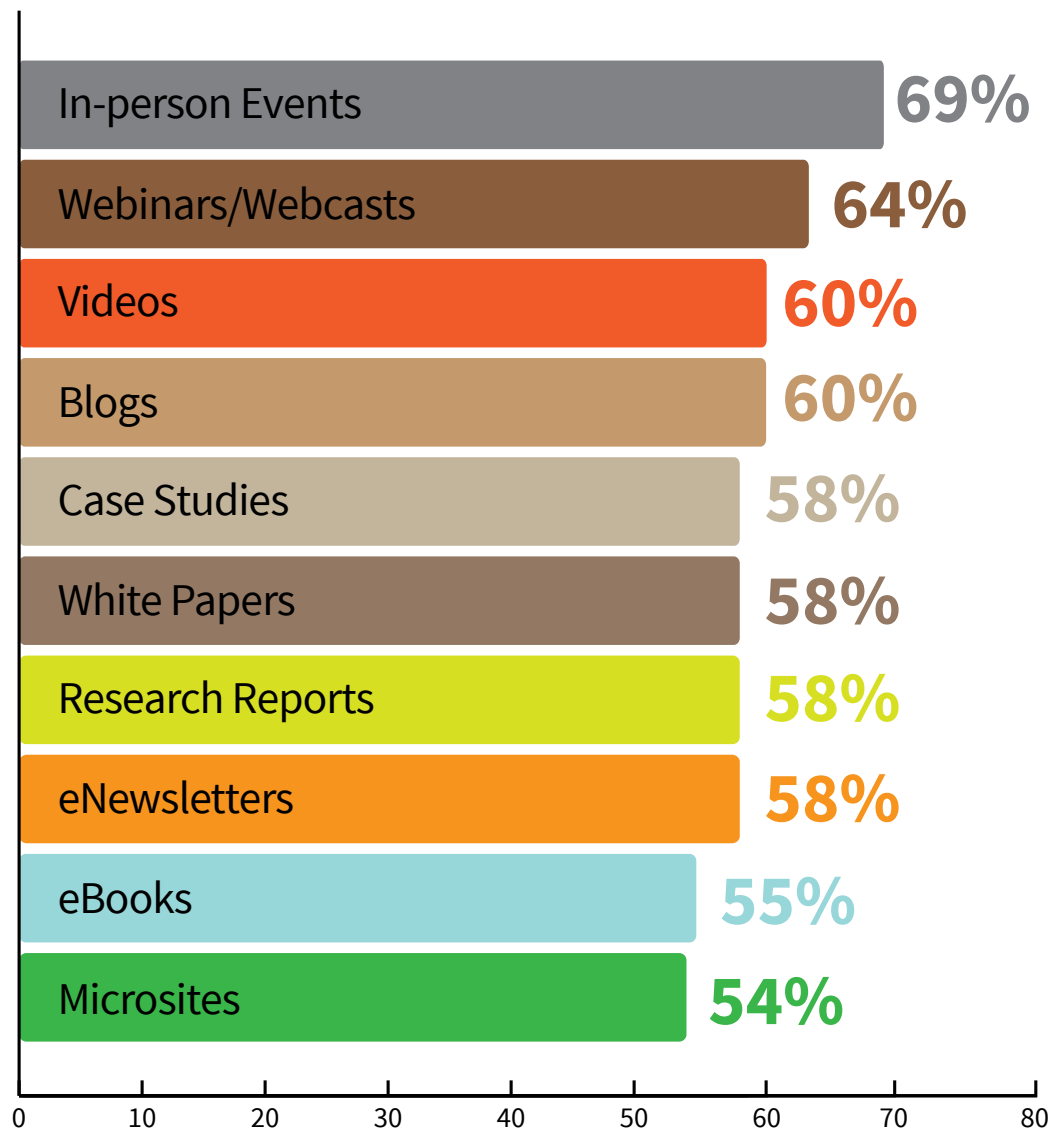
## Trending data for the tactics that are used most often

### Tactic usage continues to grow

This chart takes a closer look at the tactics that more than 75% of marketers presently use, and how that usage has changed over the last few years.

Out of all the tactics we asked about this year (see page 19 for the entire list), there haven't been any significant declines in usage of any one particular tactic over the last few years; usage has either been flat or it has increased or decreased by only a few percentage points.

### Effectiveness Ratings for B2B Tactics



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

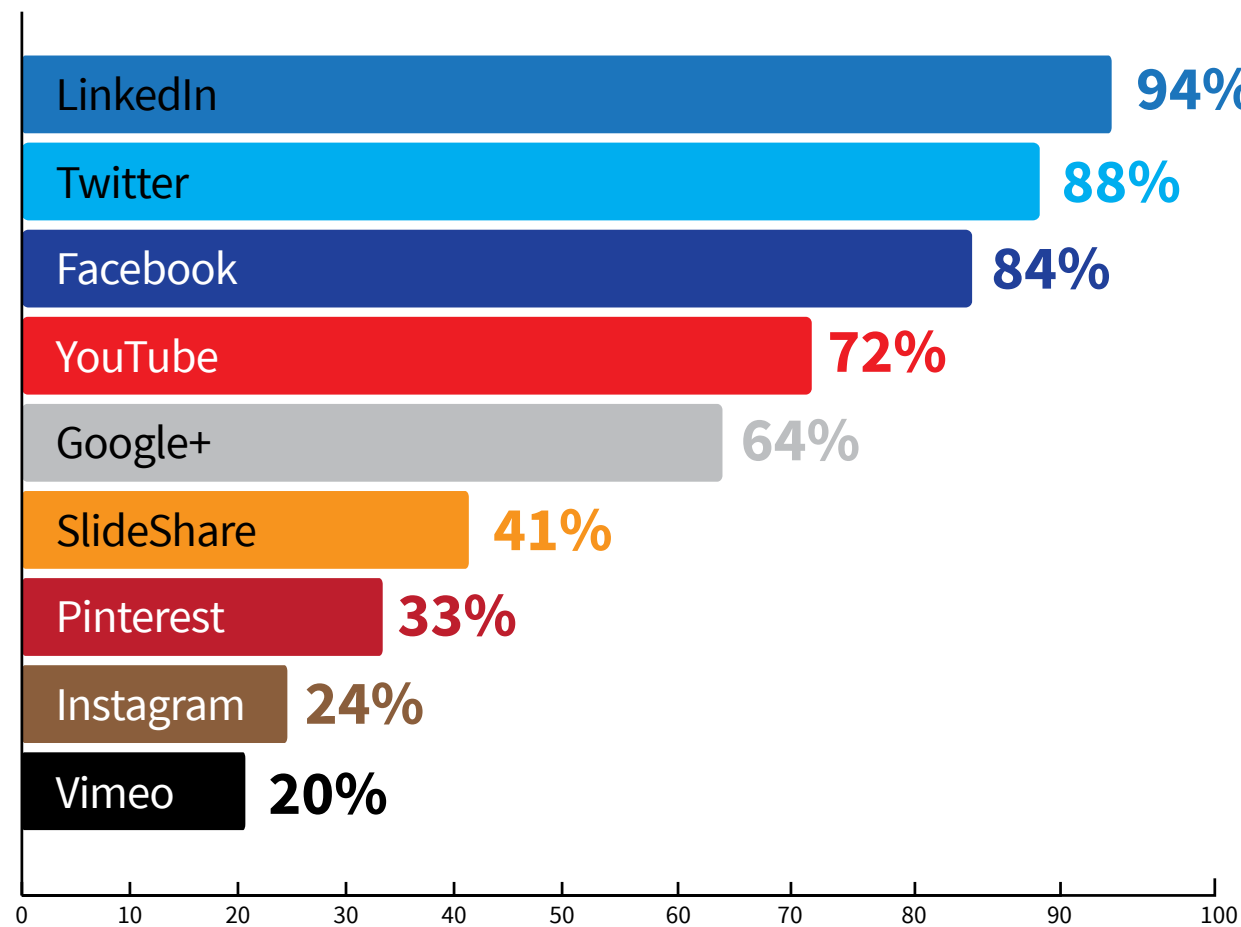
## How effective are the following tactics that you use?

For the fifth consecutive year, “in-person events” tops the list

**Note:** Percentages shown represent marketers who rated each tactic a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

Of all the tactics B2B marketers use, these are the 10 that they say are most effective. The percentages haven’t changed much since last year, with one notable exception: case studies. Last year, 65% of marketers said case studies were effective, compared with 58% this year.

### B2B Content Marketing Social Media Platform Usage



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Which social media platforms does your organization use to distribute content?

### LinkedIn is used most often

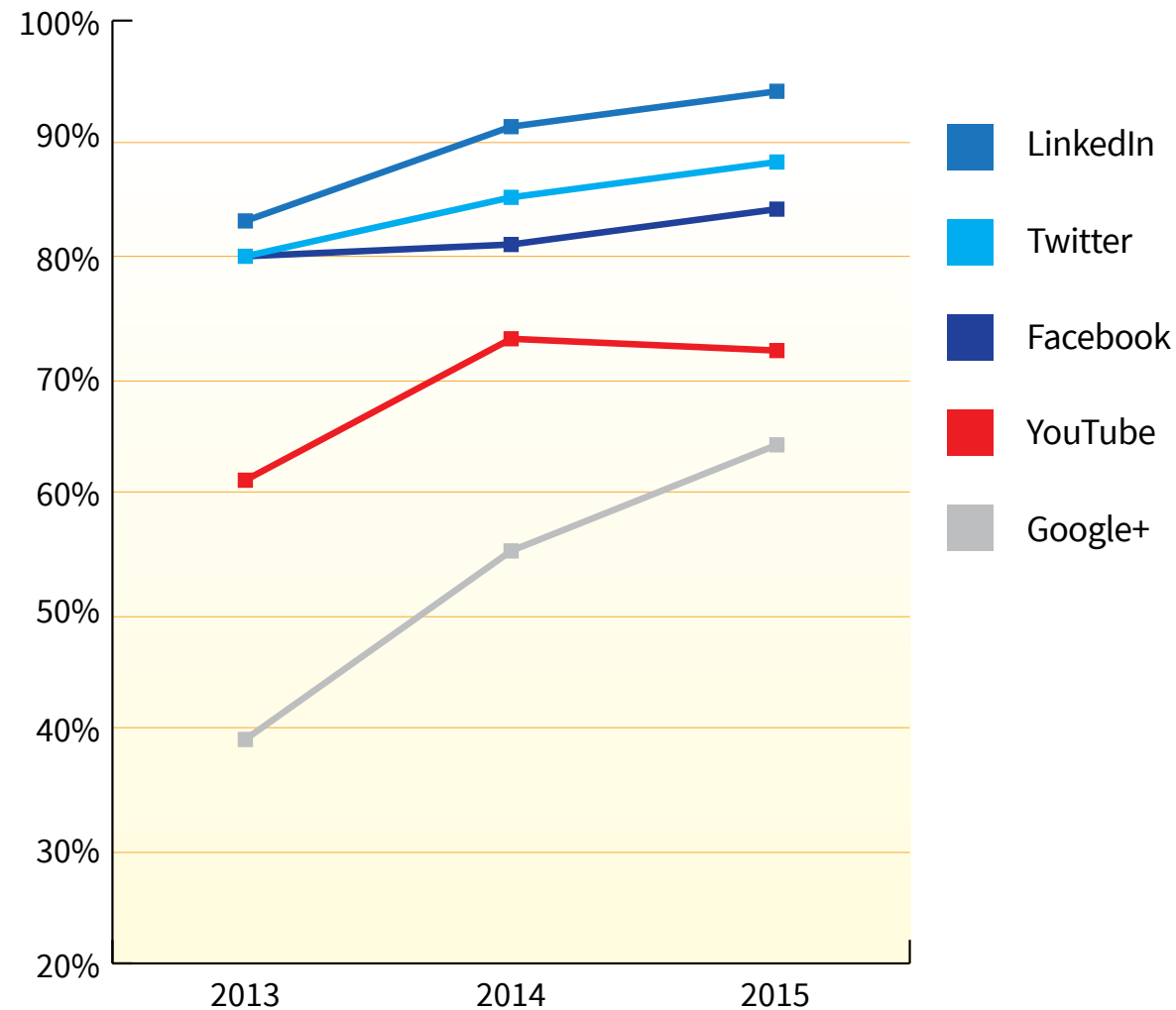
**Average Number Used: 6**

**Note:** Fewer than 20% of B2B marketers said they use the following social media platforms: Flickr (14%), StumbleUpon (12%), Foursquare (11%), Tumblr (10%), Vine (9%), and SnapChat (5%).

This year, the biggest rise in usage has been that of Google+ (up nine percentage points from last year).

After some fairly sizable jumps between 2013 and 2014, SlideShare, Pinterest, Instagram, and Vimeo have leveled off. Vine, which debuted last year at 14% usage, dropped to 9% this year.

### Changes in B2B Content Marketing Social Media Platform Usage



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

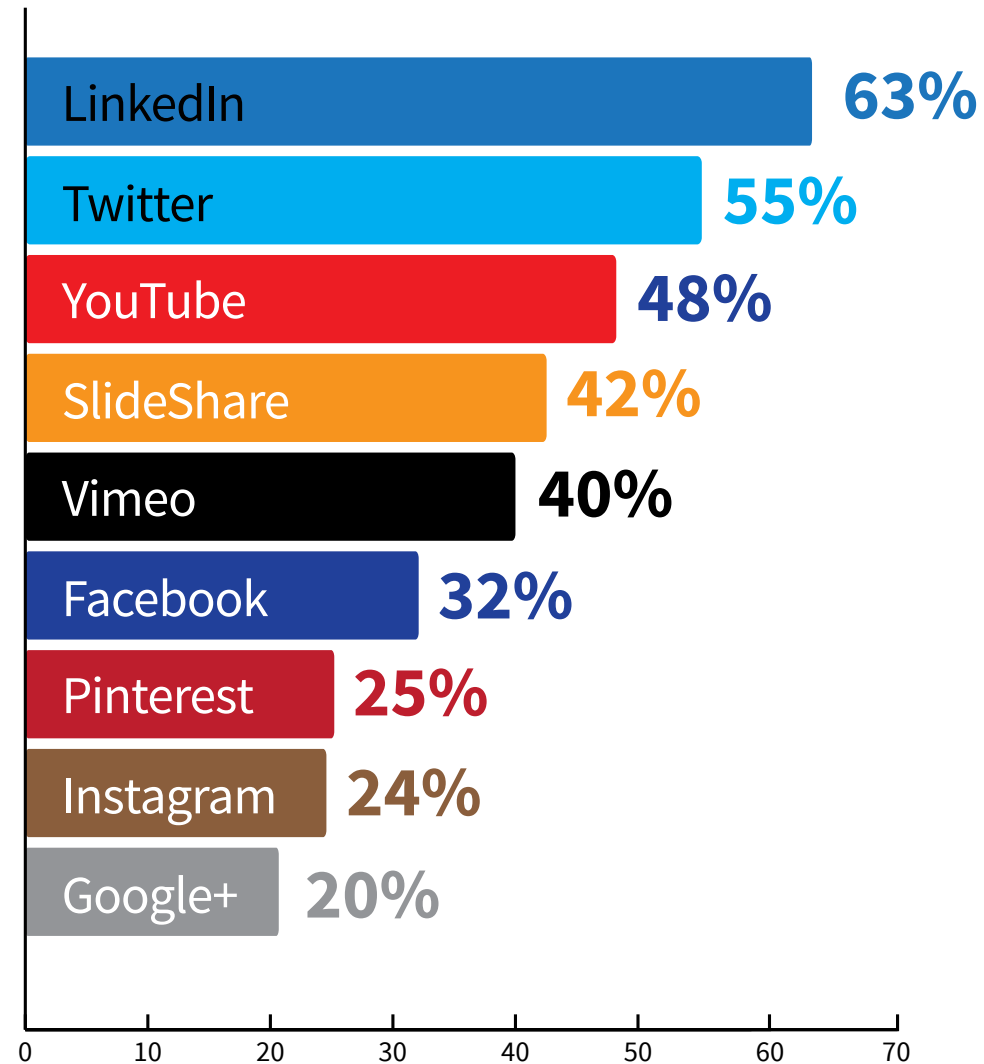
## Trending data for the social media platforms that are used most often

The numbers make clear the rise of social media

This chart shows the platforms that B2B marketers use most frequently.

To put the growth of social media into perspective, B2B marketers in 2010 said they used Twitter (55%), Facebook (54%), LinkedIn (51%), YouTube (38%), and “other” (8%).

### Effectiveness Ratings for B2B Social Media Platforms



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the social media platforms that you use?

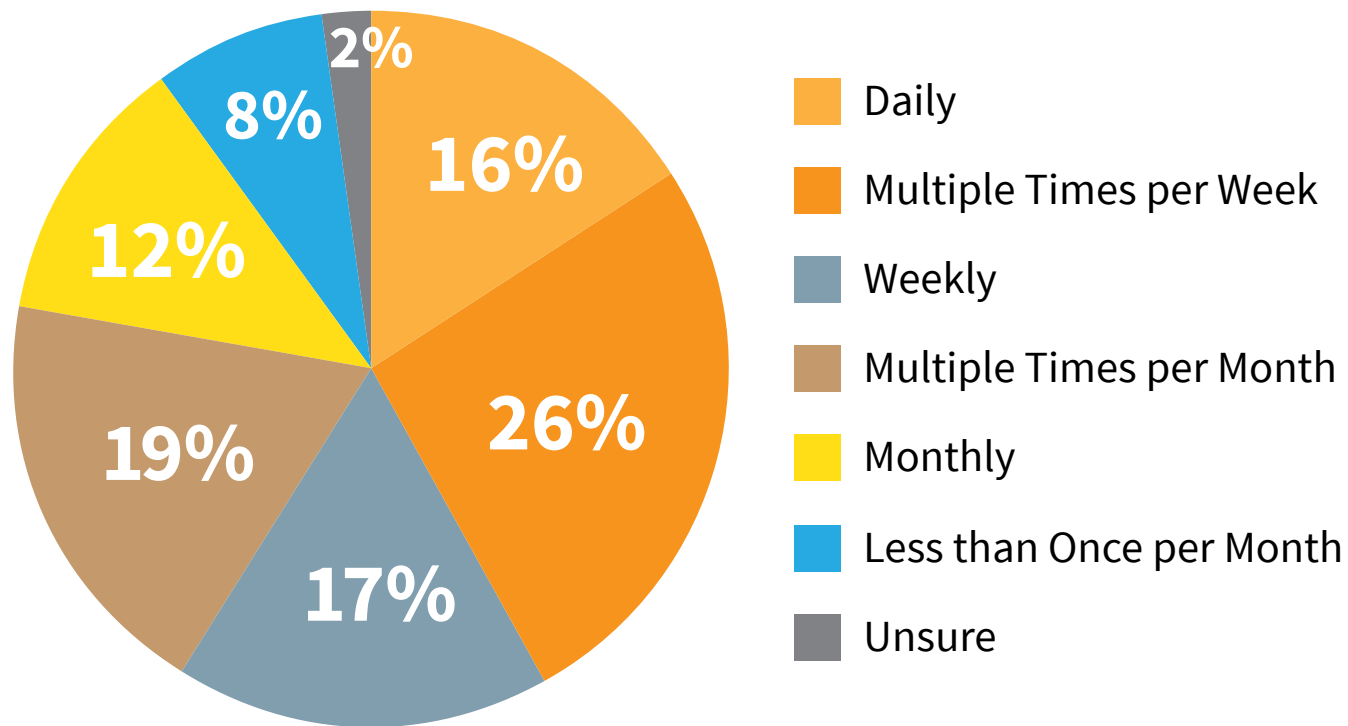
**LinkedIn is rated the most effective**

**Note:** Percentages shown represent marketers who rated each platform a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

The biggest differences compared with last year are that confidence in Twitter has gone up five percentage points and confidence in SlideShare has gone down three points.



## How Often B2B Marketers Publish New Content



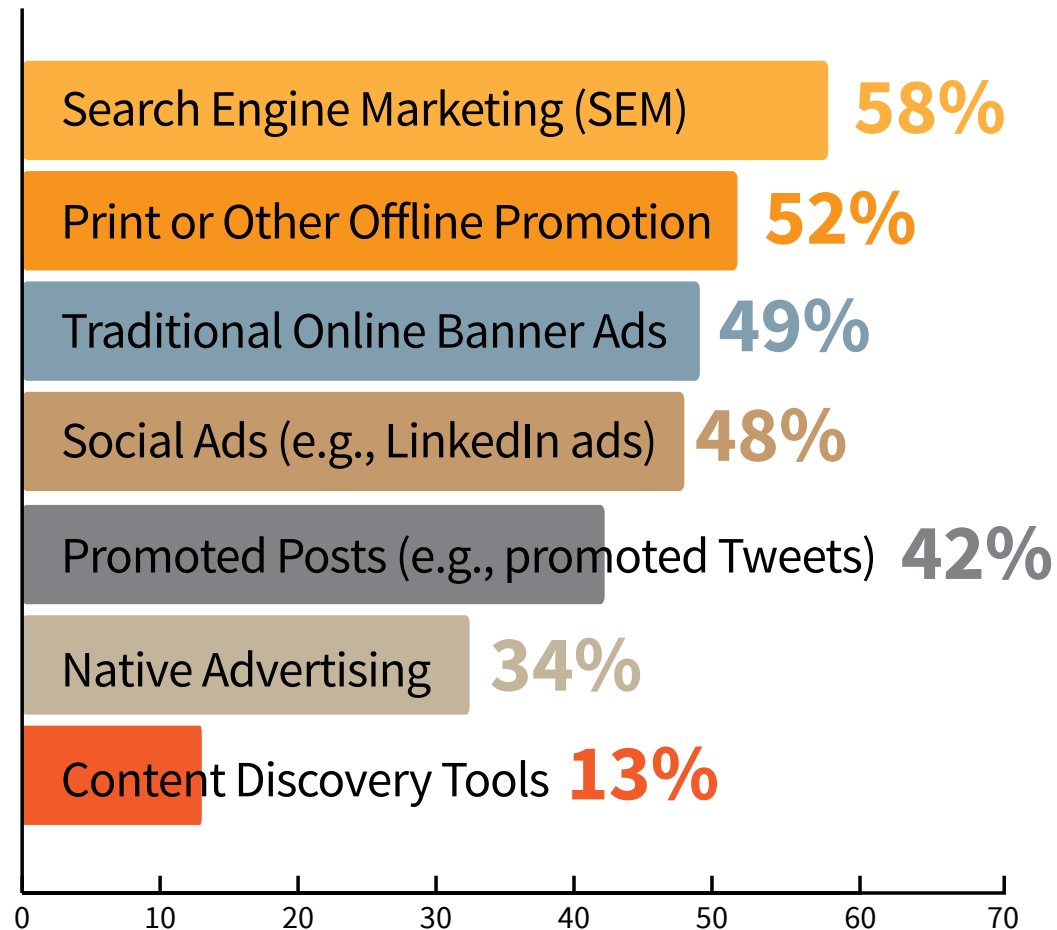
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How often does your organization publish new content that supports its content marketing program?

**42% say daily or multiple times per week**

The most effective marketers (23%), as well as those who have a documented content marketing strategy (23%), are the most likely to say they publish new content daily, although a higher percentage of both stick to multiple times per week (31% and 32%, respectively).

### B2B Paid Advertising Usage



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

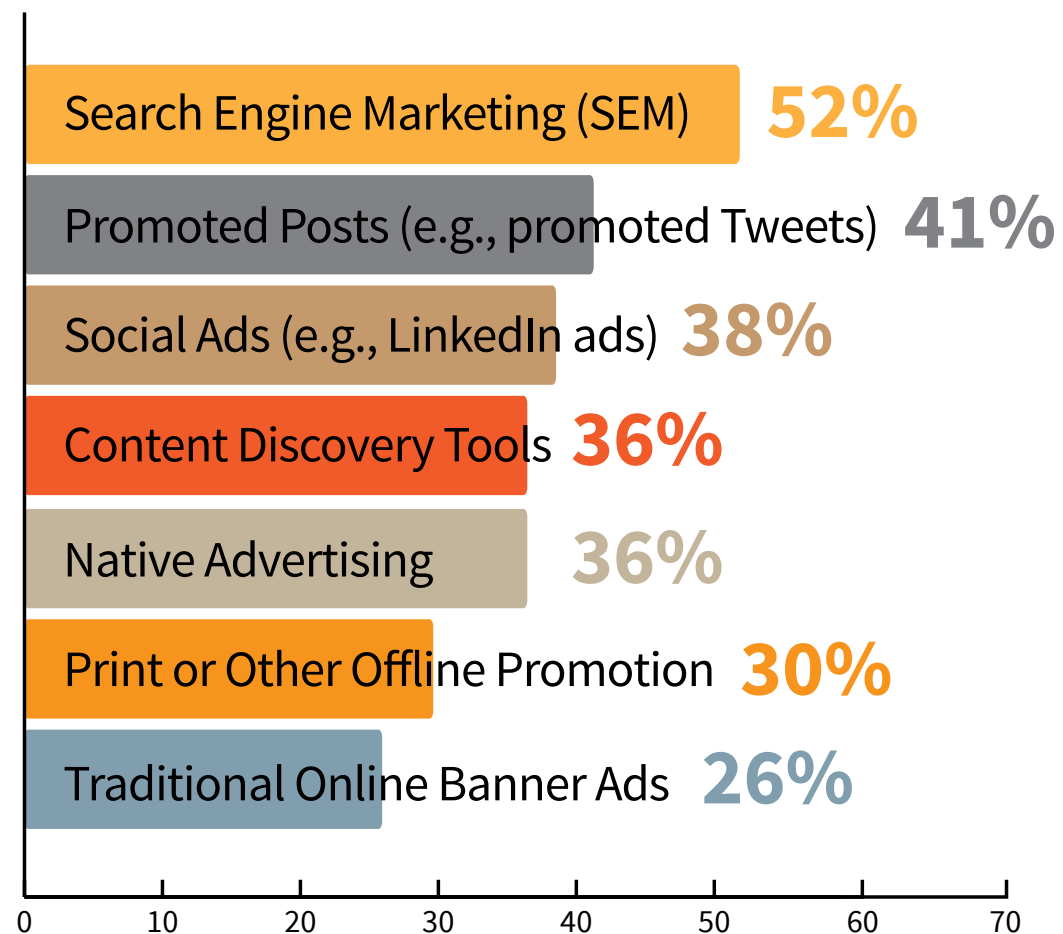
## Which paid advertising methods do you use to promote/distribute content?

**80% use at least one**

**Average Number Used: 3**

This year is the first time we asked this question. The most effective marketers, as well as those who have a documented strategy, use all of these paid methods a bit more frequently than the overall sample, except for print/other offline promotion, which they use a bit less frequently.

### Effectiveness Ratings for B2B Paid Advertising Methods



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the paid advertising methods that you use to distribute content?

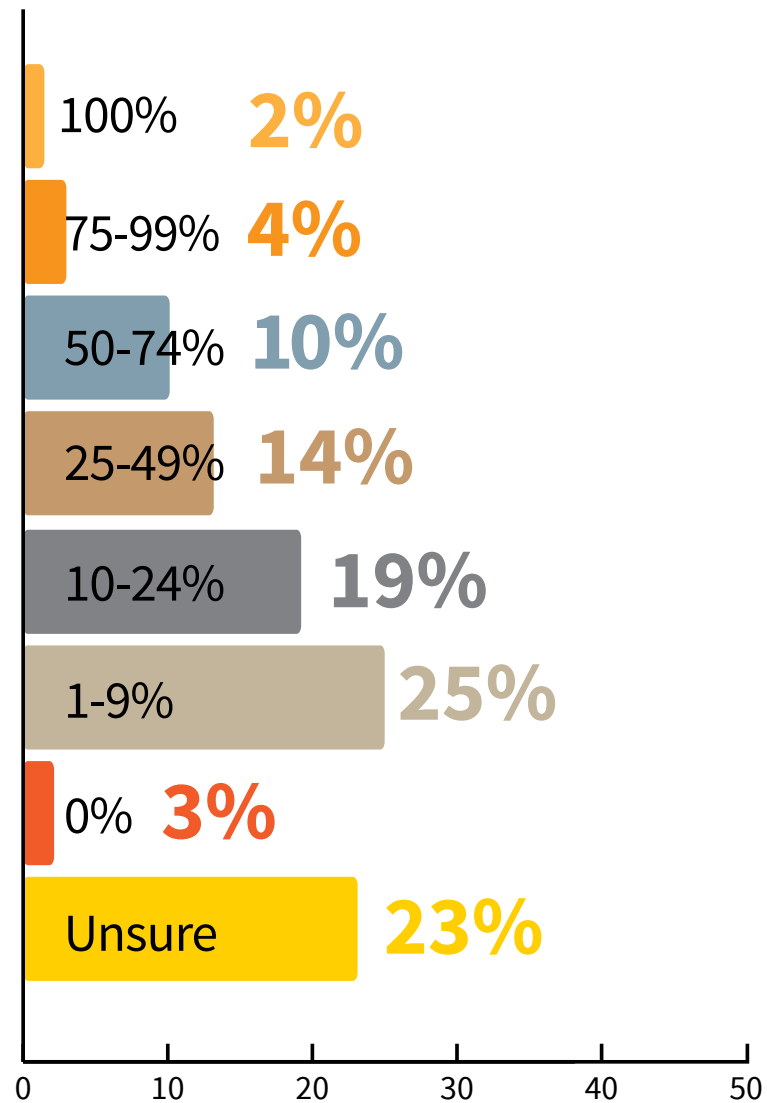
### Search engine marketing is rated the most effective

**Note:** Percentages shown represent marketers who rated each method a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

Search engine marketing (SEM) is the paid promotion method that B2B marketers not only use most often but also find most effective.

Although the percentage of marketers who use “newer” paid methods such as native advertising and content discovery tools isn’t very high yet, 36% of those who use them say they are effective. This is a higher confidence rating than marketers give for the more established (and more frequently used) methods of “print or other offline promotion” and “traditional online banner ads.”

### Percentage of Total Marketing Budget Spent on B2B Content Marketing



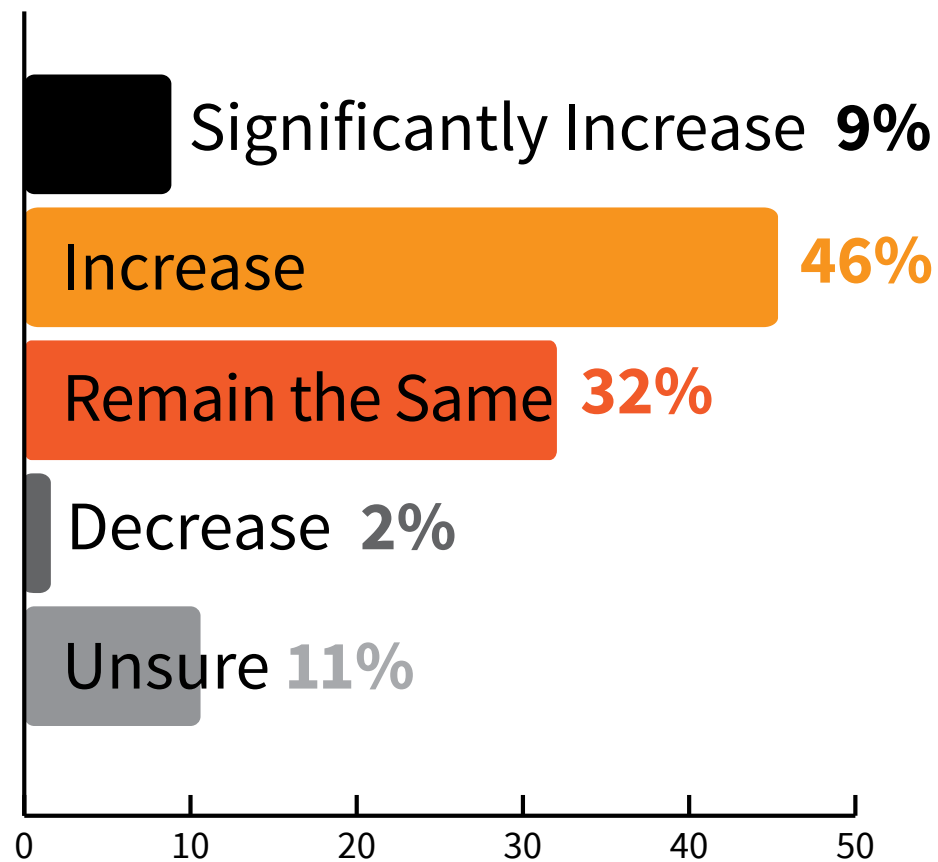
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

**Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?**

**The average is 28%**

There is a correlation between effectiveness and the amount of budget allocated to content marketing. The most effective marketers allocate 37%, on average, whereas the least effective allocate 16%.

## B2B Content Marketing Spending (Over Next 12 Months)



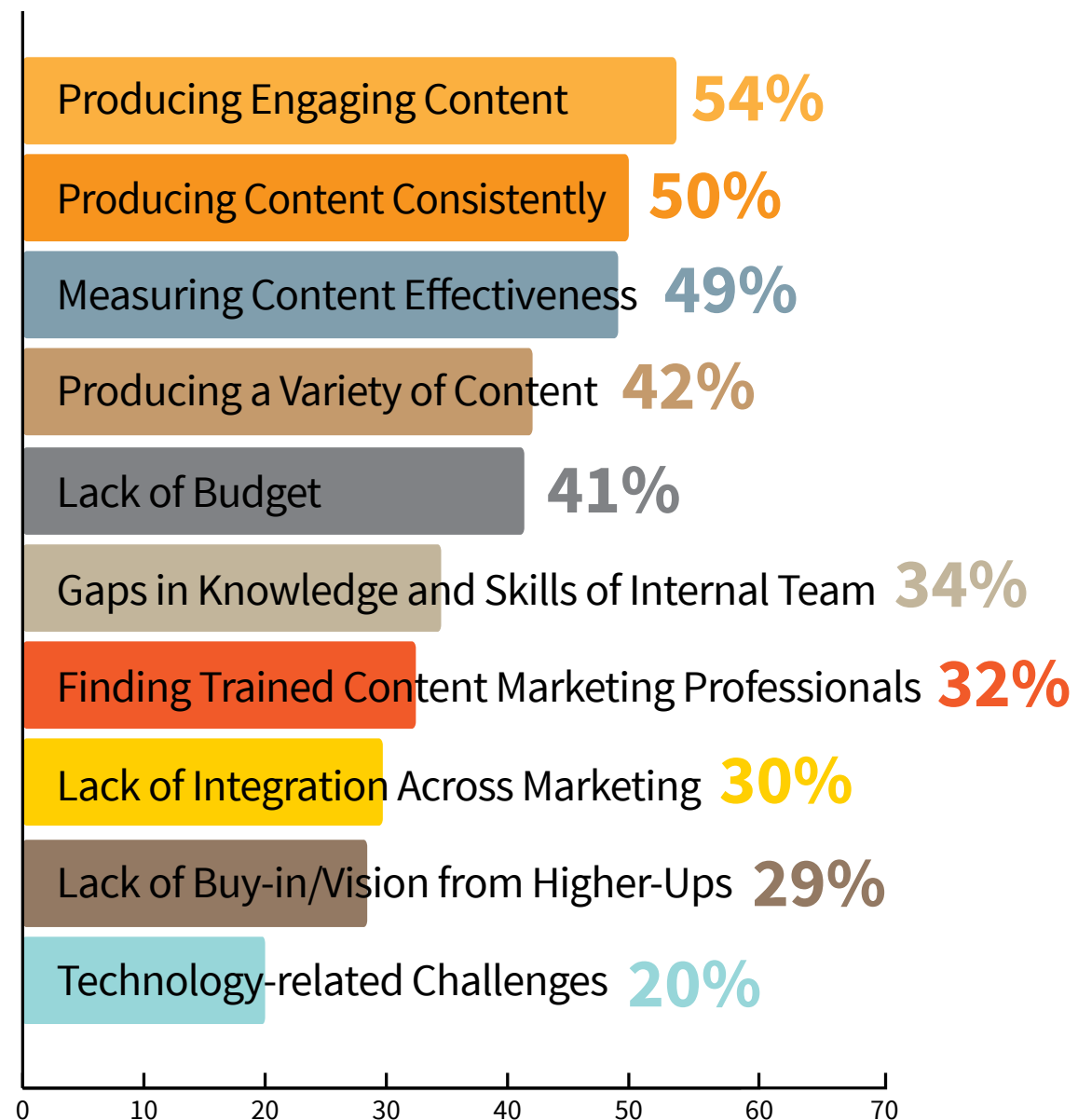
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

### How do you expect your organization's content marketing budget to change in the next 12 months?

**55% say they will increase spending**

More than half of all B2B marketers plan to increase their content marketing budget (including 54% of those who are least effective).

### Challenges that B2B Marketers Face



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## With regard to content marketing, how challenged are you with each of the following?

### Producing engaging content is a persistent challenge

**Note:** Percentages shown represent marketers who rated each challenge a 4 or 5 on a 5-point scale where 5 = “Very Challenged” and 1 = “Not at all Challenged.”

In years past, we presented a list of potential content marketing challenges and asked marketers to “select all that apply.” This year, we wanted to dig deeper into their pain points, so we asked them to rate the level of challenge on a scale of 1 to 5 (with 5 being “Very Challenged” and 1 being “Not at all Challenged”). The percentages you see here represent the number of marketers who rated the challenge a 4 or 5.

“Producing engaging content” has been a perennial top challenge over the last five years. This year, we saw a big jump in “measuring content effectiveness” (from 33% to 49%) as well as “finding trained content marketing professionals” (from 10% to 32%).

This year, we replaced the option of “producing enough content” with “producing content consistently.” New to the list this year is “technology-related challenges.”

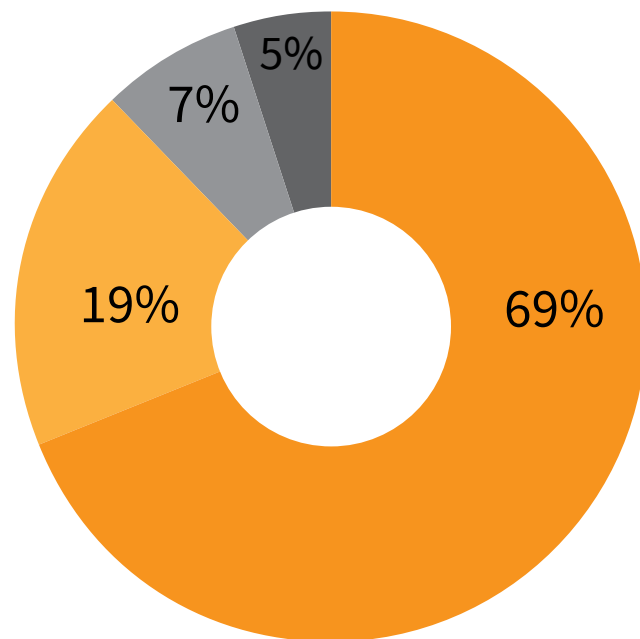
# Which content marketing initiatives are you working on?

## **Creating more engaging content tops the list of 28 potential choices.**

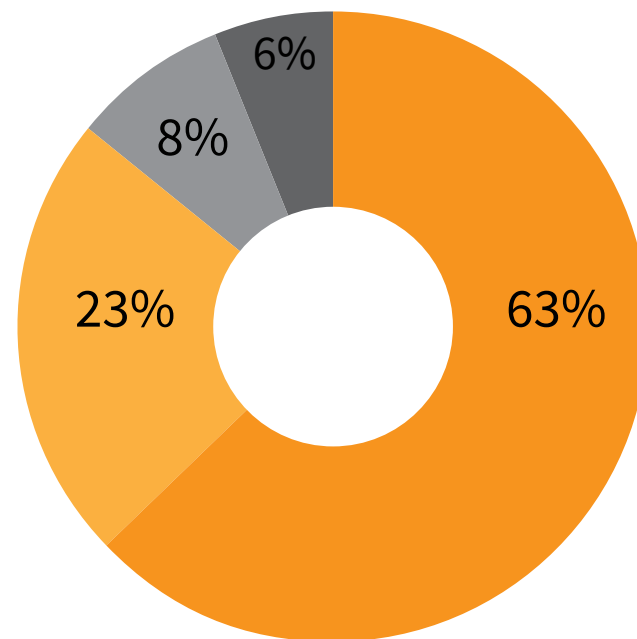
New this year, we presented marketers with a list of 28 initiatives. We asked them to select one of three options for each: working on now, plan to begin working on within 12 months, and not a priority. Marketers are working on an average of 13 initiatives, and planning to begin work on an average of 8 over the next 12 months.

The initiatives you see across these next few pages are the 10 that received the highest combined percentages of “working on now” and “plan to begin working on within 12 months.”

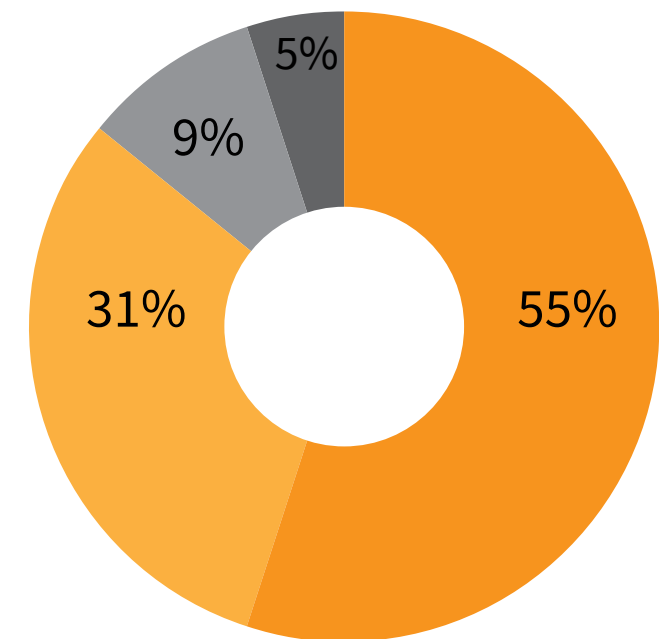
## Creating More Engaging/Higher-Quality Content



## Better Converting Visitors to Website



## Better Understanding of What Content is Effective—and What Isn't

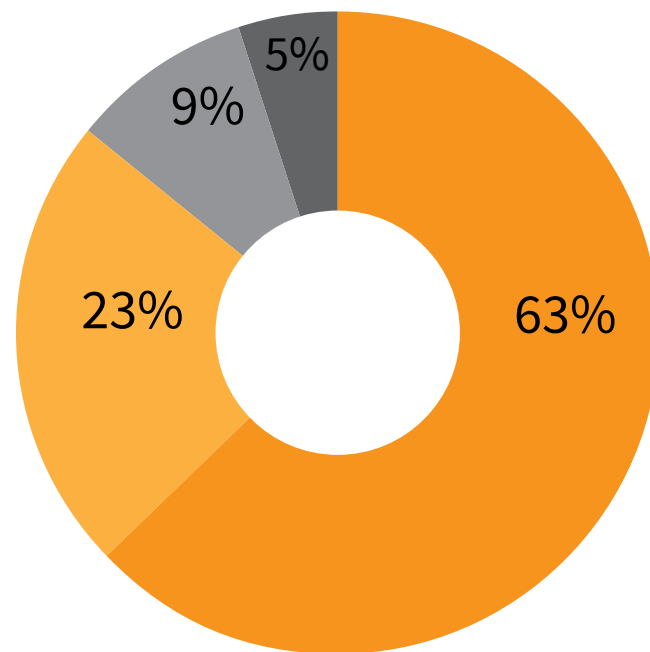


Now    Within 12 Months    Not a Priority    No Answer

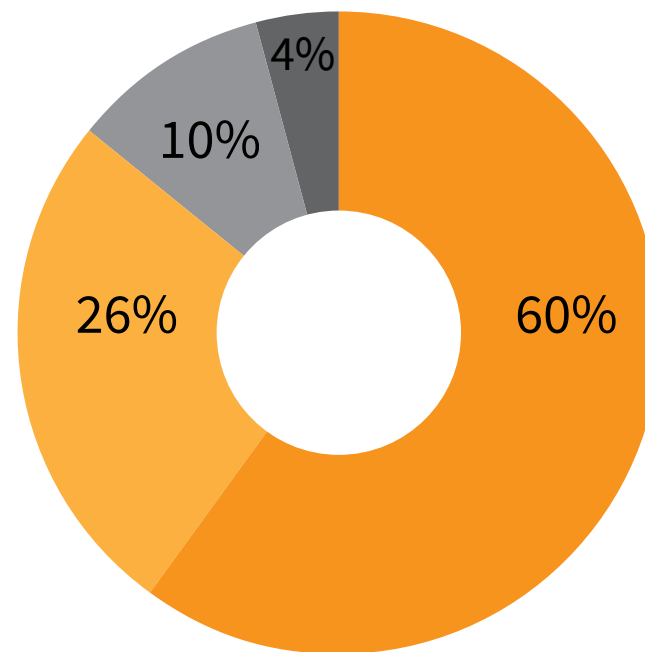
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs



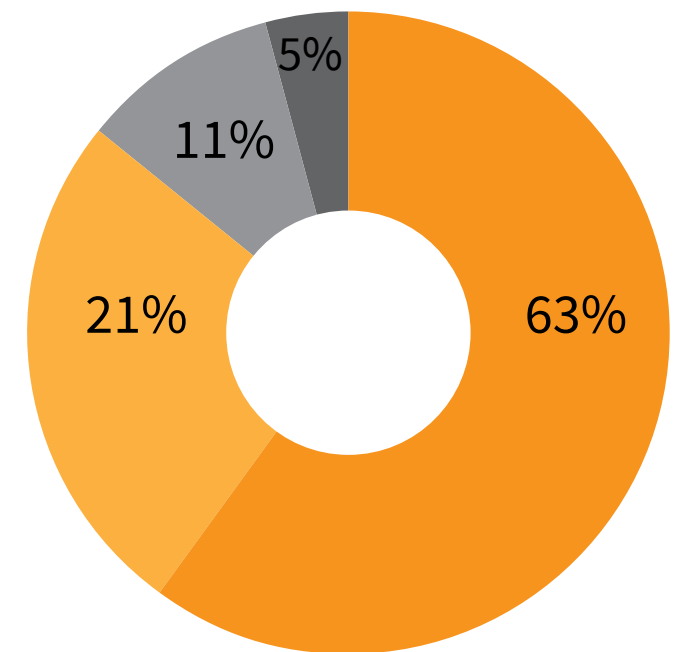
## Finding More/Better Ways to Repurpose Content



## Creating Visual Content



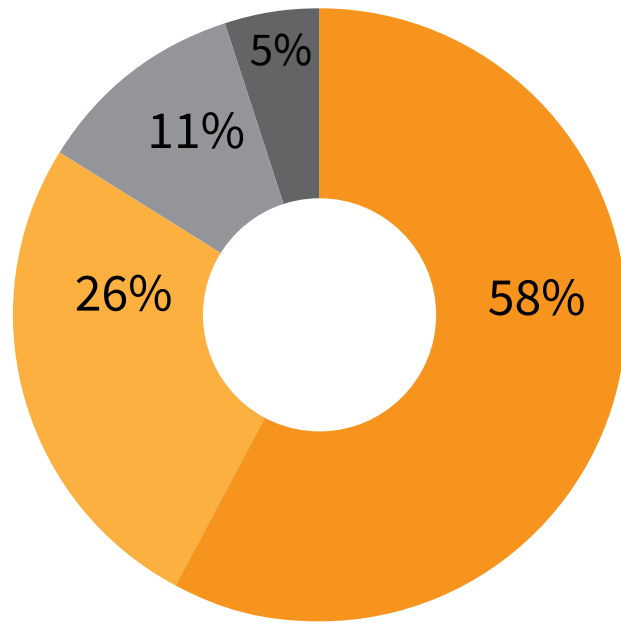
## Better Understanding of Audience



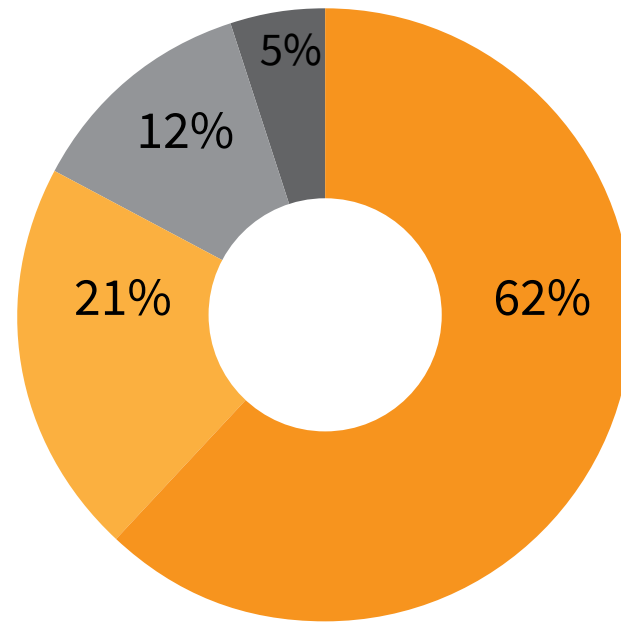
■ Now    ■ Within 12 Months    ■ Not a Priority    ■ No Answer

2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

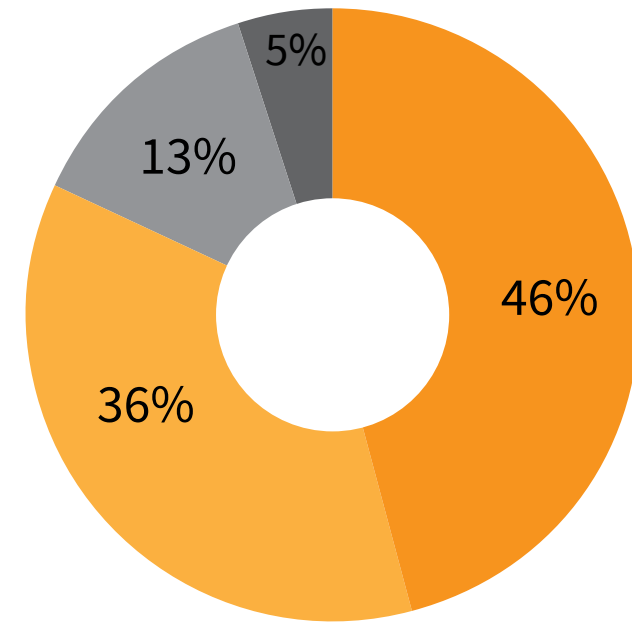
## Optimizing Content



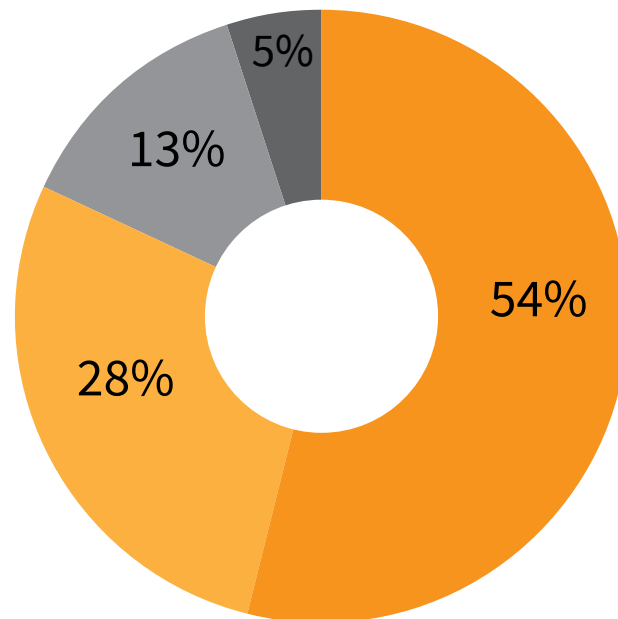
## Organizing Content on Website



## Measuring Content Marketing ROI



## Creating a Greater Variety of Content



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Profile of a Best-in-Class B2B Content Marketer

	Most Effective	Average/Overall	Least Effective
■ Has a documented content marketing strategy .....	54%	35%	11%
■ Has a content marketing strategy, but it's not documented .....	41%	48%	44%
■ Content marketing strategy very closely guides efforts.....	62%	42%	16%
■ Content marketing strategy somewhat guides efforts.....	36%	51%	64%
■ Has a dedicated content marketing group .....	69%	47%	20%
■ Places high importance on engagement as a goal .....	89%	81%	70%
■ Is successful at tracking ROI .....	40%	21%	5%
■ Average number of tactics used .....	14	13	11
■ Average number of social platforms used .....	7	6	5
■ Publishes new content daily or multiple times per week .....	54%	42%	23%
■ Percentage of total budget allocated to content marketing.....	37%	28%	16%
■ Challenged with producing engaging content .....	38%	54%	72%
■ Challenged with measuring effectiveness .....	38%	49%	65%
■ Average number of initiatives working on now .....	15	13	11
■ Average number of initiatives planning to begin working on within 12 months.....	6	8	9

**Chart term definitions:** A “best-in-class” content marketer (aka “most effective”) is one who rates his or her organization a 4 or 5 in effectiveness on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective.” Those who rate themselves 1 or 2 are the “least effective.” The numbers under “average/overall” represent total respondents.

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## Documented vs. Verbal or No Content Marketing Strategy

	Documented Strategy	Verbal Strategy	No Strategy
■ Considers organization to be effective at content marketing.....	60%	32%	7%
■ Content marketing strategy very closely guides efforts.....	62%	28%	N/A
■ Content marketing strategy somewhat guides efforts.....	37%	62%	N/A
■ Has a dedicated content marketing group .....	69%	40%	15%
■ Is successful at tracking ROI .....	35%	26%	5%
■ Average number of tactics used .....	14	12	11
■ Average number of social platforms used .....	7	6	5
■ Publishes new content daily or multiple times per week .....	55%	37%	25%
■ Percentage of total budget allocated to content marketing.....	36%	25%	16%
■ Challenged with producing engaging content .....	45%	57%	70%
■ Challenged with measuring effectiveness .....	38%	51%	67%
■ Average number of initiatives working on now .....	16	13	9
■ Average number of initiatives planning to begin working on within 12 months.....	6	8	10

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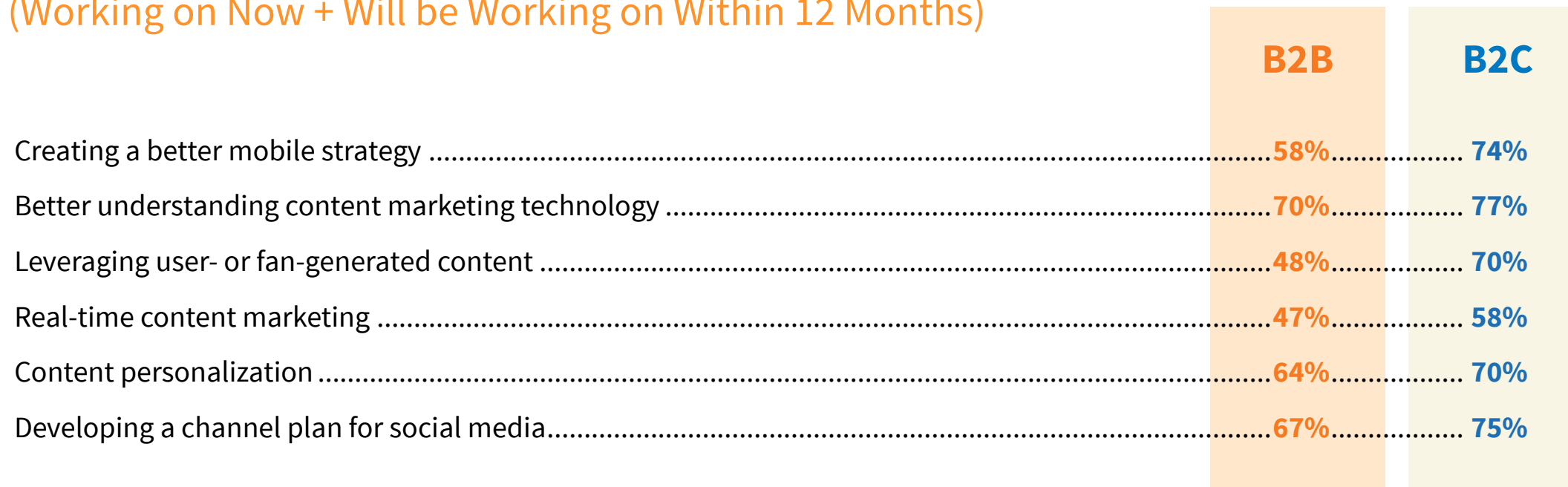
## Differences Between B2B and B2C Content Marketers

	B2B	B2C
■ Uses content marketing.....	86%	77%
■ Considers organization to be effective at content marketing.....	38%	37%
■ Has a documented content marketing strategy.....	35%	27%
■ Has a content marketing strategy, but it's not documented.....	48%	50%
■ Does not have a documented strategy.....	14%	15%
■ Has a dedicated content marketing group.....	47%	45%
■ Is successful at tracking ROI.....	21%	23%
■ Average number of tactics used.....	13	11
■ Average number of social platforms used.....	6	7
■ Average number of paid advertising methods used to promote/distribute content.....	3	4
■ Publishes new content daily or multiple times per week.....	42%	48%
■ Percentage of total budget allocated to content marketing.....	28%	25%
■ Challenged with producing engaging content.....	54%	50%
■ Average number of initiatives working on now.....	13	13
■ Average number of initiatives planning to begin working on within 12 months.....	8	9

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## Key Areas of Difference Between B2B and B2C Content Marketing Initiatives

(Working on Now + Will be Working on Within 12 Months)



**Note:** B2B and B2C marketers have prioritized many of the same initiatives over the next 12 months (creating more engaging content, doing a better job of converting website visitors, measuring content marketing ROI, etc.). This chart shows where the biggest differences are.

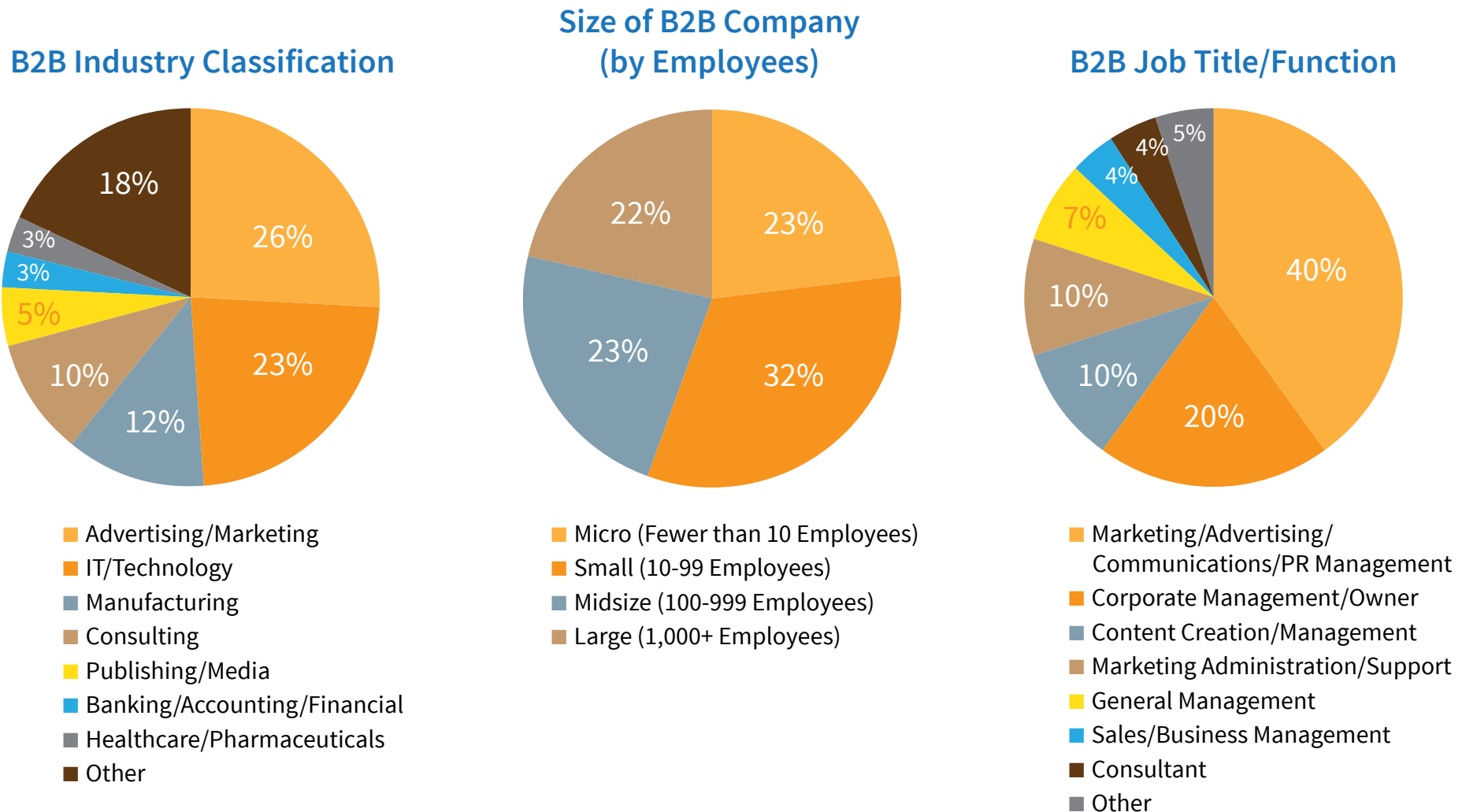
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# DEMOGRAPHICS

*B2B Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America* was produced by **Content Marketing Institute** and **MarketingProfs** and sponsored by **Brightcove**.

The fifth annual Content Marketing Survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, the Business Marketing Association (BMA), Brightcove, Blackbaud, EnVeritas Group (EVG), The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, *New Equipment Digest*, WTWH Media, and Corporate Financial Group.

A total of 5,167 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2014. This report presents the findings from the 1,820 respondents who said they were B2B marketers in North America (1,572 of whom said “yes, our organization uses content marketing”). The B2C percentages shown in this report (pp. 37-38) derive from the same research study. The full findings for B2C North America are available in a separate report.



## ABOUT

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Content Marketing Institute and MarketingProfs thank all the survey respondents as well as the distribution partners who made this survey possible, with a special welcome this year to the Business Marketing Association, one of the organizations that helped launch the first survey in 2010.

### About Content Marketing Institute

**Content Marketing Institute** (CMI) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September, and Content Marketing World Sydney, every March. CMI also produces the quarterly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012, 2013, and 2014 Inc. 500 company. View all CMI research at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research). Learn how to create a **documented content marketing strategy**, a key component for improving overall content marketing effectiveness.

### About MarketingProfs

**MarketingProfs** offers real-world education for modern marketers. More than 640,000 marketing professionals worldwide rely on our free daily publications, virtual conferences, and more to stay up-to-date on the most important trends in marketing—and how to apply them to their business. Visit [MarketingProfs.com](http://MarketingProfs.com) for more.

### About the Business Marketing Association

For more than 90 years, the **Business Marketing Association** (BMA) has dedicated itself exclusively to the discipline of business-to-business marketing. We enrich the lives of B2B marketers by providing a forum to connect them to learn about new trends and network with peers to exchange ideas. As the largest organization in the world dedicated to B2B marketing, our chapters and 2,500 members represent corporate professionals, agencies, small businesses, and suppliers committed to advancing the practice of B2B marketing. To learn more, visit [www.marketing.org](http://www.marketing.org).

### About Brightcove

**Brightcove Inc.** (NASDAQ:BCOV) is a leading global provider of powerful cloud solutions for delivering and monetizing video across connected devices. The company offers a full suite of products and services that reduce the cost and complexity associated with publishing, distributing, measuring and monetizing video across devices. Brightcove has more than 5,500 customers in over 70 countries that rely on the company's cloud solutions to successfully publish high-quality video experiences to audiences everywhere. To learn more, visit [www.brightcove.com](http://www.brightcove.com).

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