

MANUFACTURING

CONTENT MARKETING

**BENCHMARKS, BUDGETS,
AND TRENDS**



INSIGHTS FOR 2023

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SURVEY TERM DEFINITIONS

Content Marketing: 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.

Success: Achieving your organization’s desired/ targeted results.



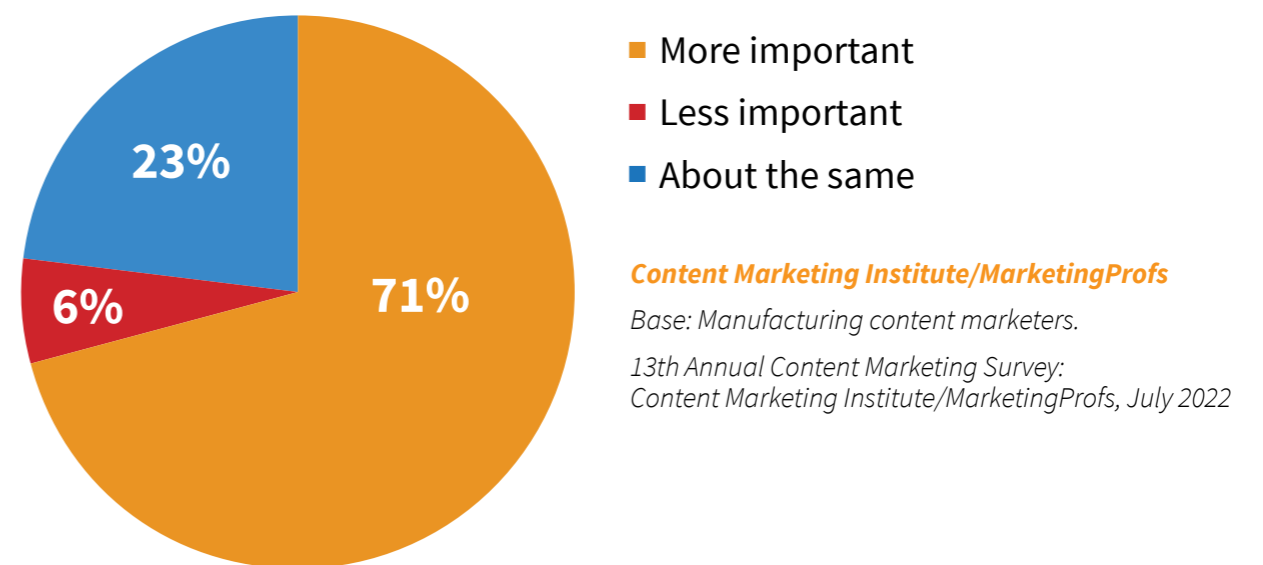
Welcome to the Manufacturing Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report. This report looks back on the last 12 months and includes expectations for 2023.

Last year’s theme, The Sleeping Giant Awakes, explored how the pandemic changed the way organizations perceive content marketing. We found that content marketing took a more prominent role as organizations lost the ability to meet face to face with prospects and customers.

Has that momentum continued?

Well, 71% of manufacturing marketers told us that content marketing has become more important to their organization over the last year.

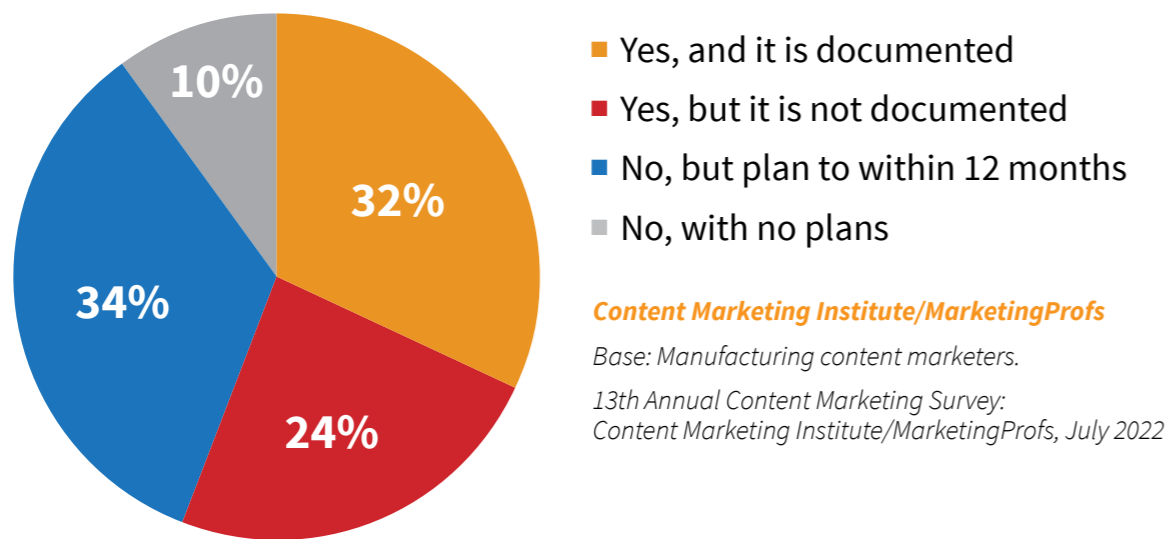
Importance of Manufacturing Content Marketing in the Last Year



But with the increase in importance and growth comes a need for more resources. When we asked, “If you could change one thing about content marketing in your organization, what would that be?” many of those same marketers told us they are still fighting for more staff, more budget, and better access to subject matter experts.

Furthermore, the year-over-year needle is stuck at around only 32% of manufacturing marketers having a documented content marketing strategy. Without a strategy, too many content marketers are creating content for the sake of creating content – in many cases this could mean responding to ad hoc requests.

Percentage of Manufacturing Marketers With a Content Marketing Strategy

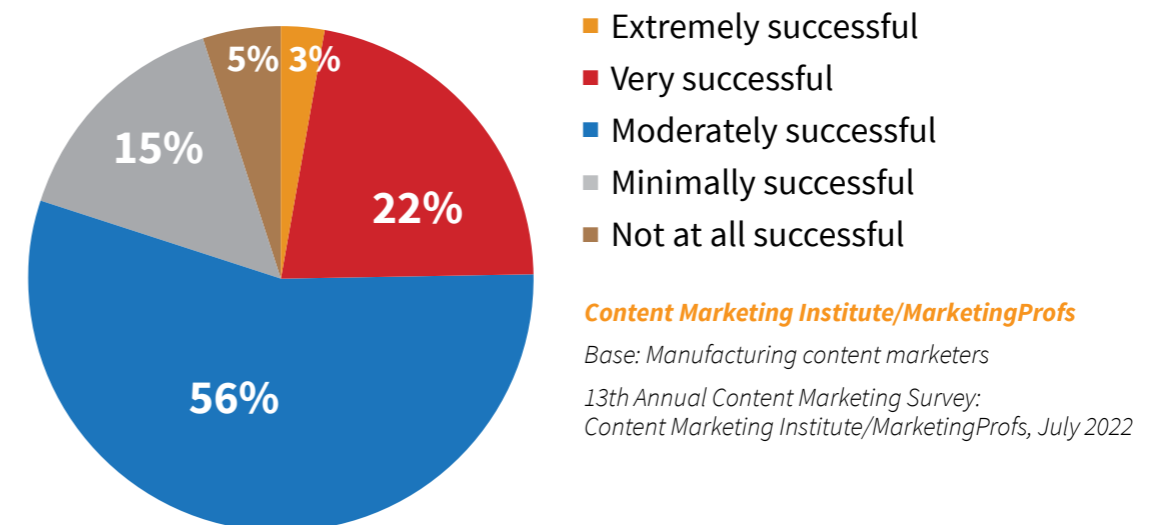


For content marketing to be truly effective, it needs a strategy with resources behind it. Too many content

marketers are operating either alone or with a small staff trying to do too much. In fact, 62% of all manufacturing marketers surveyed told us that one person (or group) in their organization is responsible for all types of content produced.

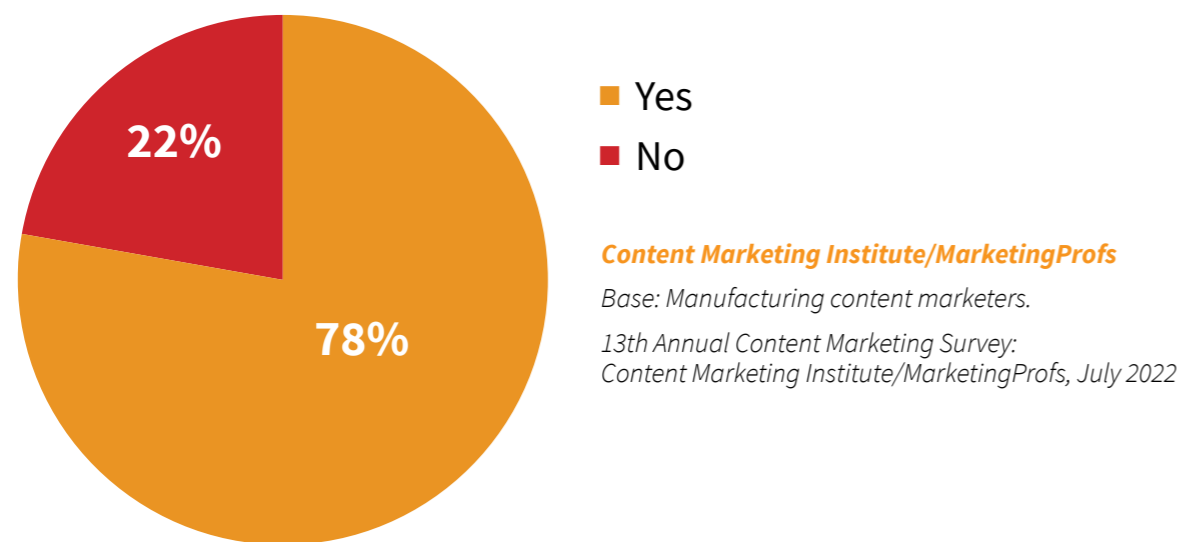
It’s unsurprising, then, that the year-over-year needle has also been stuck on overall success – with around 25% of those surveyed saying their organizations are extremely or very successful with content marketing.

How Manufacturing Marketers Rate Their Organization’s Overall Level of Content Marketing Success in Last 12 Months



All of this is not to say that manufacturing marketers are unhappy. In fact, 78% told us they feel that content marketing provides a rewarding and purposeful career path.

Does Content Marketing Provide You With a Meaningful/Purposeful Career Path?



It's just not always with the company in which they're currently working. CMI's recent [Content Marketing Career & Salary 2023 Outlook](#) found that the lack of a clear career path in the organizations content

marketers work for is a real problem. And many content marketers are willing to switch companies for better opportunities.

Our annual research suggests that content marketers would be happier in their current roles if their organizations prioritized content marketing, backed it with strategies and resources, and invested in technologies to help them do their jobs faster and more efficiently.

If one theme emerged from this year's annual research it was this: It's time for organizations to finally give content marketing the investment it deserves, staff it accordingly, and reap the rewards. The sleeping giant is awake. Now it's time to feed it.

Nearly half of those surveyed think their organization will hire or contract for content producers in 2023.

Forty-six percent of respondents told us they expect their organization to hire or contract for content producers in 2023 (e.g., writers, designers, videographers). This should come as a relief to content marketers who are stretched too thin. See page 8.

Manufacturing marketers who differentiate their content cite two key things.

Those who are excelling with content differentiation say they produce better quality content and cover topics/stories their competitors don't. See page 11.

In-person events are back.

In-person events came roaring up the list of content types used in the last 12 months, with 60% reporting they used in-person events to get in front of their audiences versus only 28% (understandably) the previous year. Furthermore, 55% expect their organization's investment in in-person events will increase in 2023 compared with their 2022 budget. See pages 12 and 31.

Investment in video will continue to increase.

Ninety percent of manufacturing marketers reported that they used videos in the last 12 months. They also said video produced the best results for their content marketing. In addition, 80% said their organization will invest/continue to invest in video in 2023, making it the top area of content marketing investment. Video was also the top area of investment the previous year. See pages 12, 13, and 35.

More manufacturing marketers plan on investing in social media/community building.

Sixty-seven percent of respondents said their organization would invest in social media/community building in 2023, up from 40% the previous year. See page 35.

The use of paid content distribution channels has decreased.

The percentage of manufacturing marketers using one or more paid distribution channels decreased to 73%, compared with 85% the previous year. Of those who are using paid channels, 83% use paid social media. See page 17.

Content technologies are an issue.

In this new section of the survey, we asked content marketers whether their organization has the right technology in place to manage content across the organization. Only 27% said yes. Among those who said no, 28% of all respondents said they have the technology but aren't using it to potential and 39% said they have not acquired the right technology. Seven percent of all respondents were unsure. See page 21.

Manufacturing marketers struggle with creating content for the buyer's journey, aligning content efforts across sales and marketing, and communicating internally among teams/silos.

Manufacturing marketers cited these as their top three current content marketing challenges. Other issues included consistency with measurement and accessing subject matter experts to create content. See page 33.

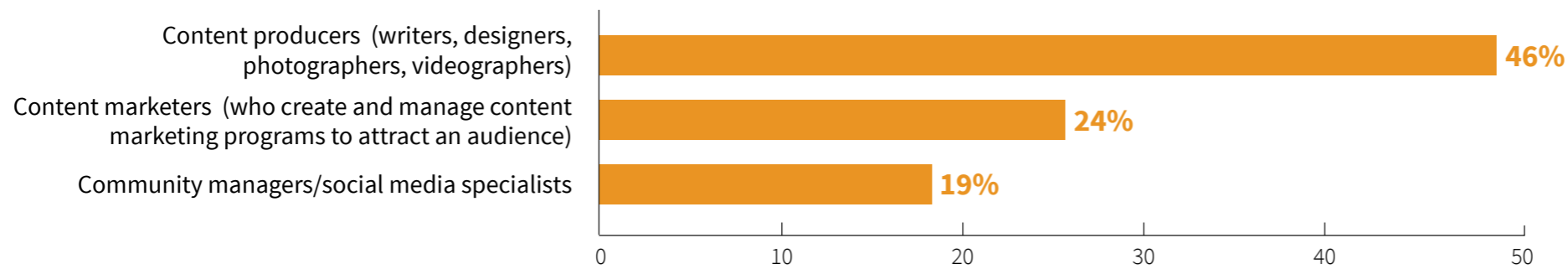
STAFFING & OPINIONS



Many manufacturing marketers wear too many hats.

The majority of those surveyed said one person (or group) in their organization is responsible for all types of content – but help with content creation may be on the way in 2023.

Which of These Roles Do You Think Your Manufacturing Organization Will Hire or Contract for in 2023?



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

61%
 said one group (or person) is responsible for handling all types of content in their organization (including advertising, thought leadership, brochures, SEO content, etc.)*

*This figure was lower for large companies employing 1,000 or more (47%).

Base: Manufacturing content marketers.
 13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Manufacturing organizations have to work harder to provide buyers with consistent experiences – and to measure content performance more accurately.

Forty-four percent indicated that they don't provide customers with a consistent experience across their engagement journey. In addition, 45% said they don't measure content performance accurately.

Manufacturing Marketers' Opinions About Content Marketing in Their Organizations

	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree
Our organization values creativity and craft in content creation and production.	31%	42%	11%	13%	4%
Our organization provides customers with a consistent experience across their engagement journey.	12%	36%	8%	32%	12%
Diversity and inclusion play an integral role in our organization's content decision-making and creative processes.	14%	28%	29%	15%	13%
Our organization measures content performance accurately.	5%	29%	22%	33%	12%

Content Marketing Institute/MarketingProfs

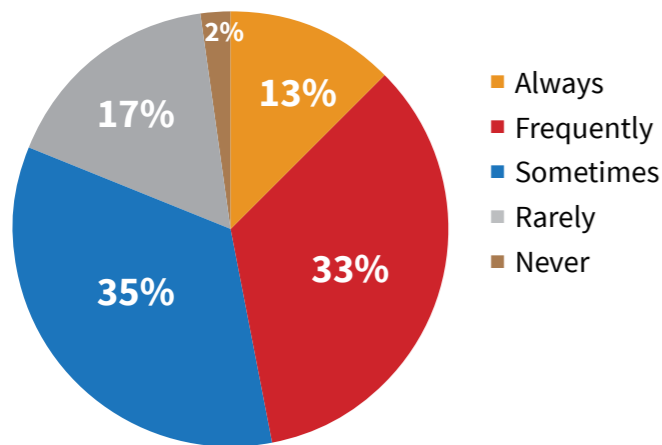
*Base: Manufacturing content marketers who answered each statement.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022*

CONTENT CREATION & DISTRIBUTION

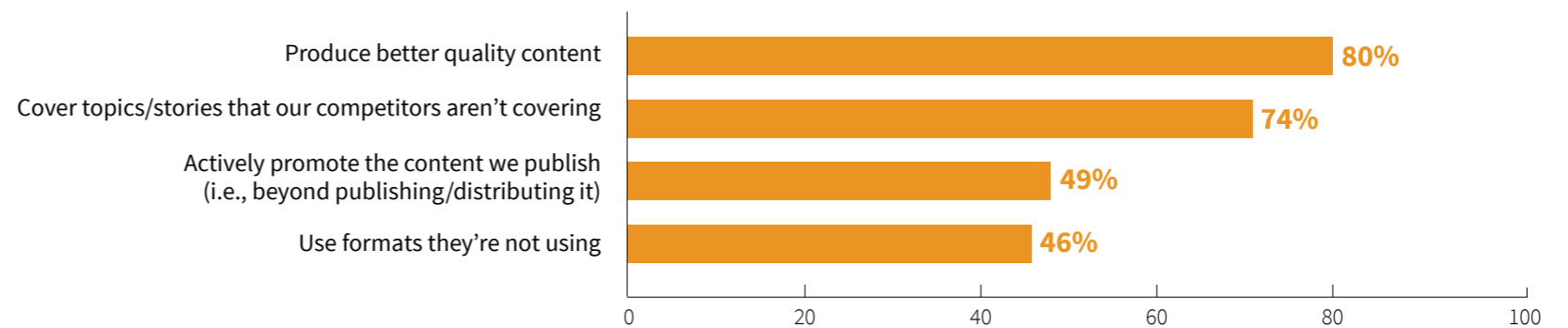
Manufacturing marketers who want to differentiate their content should focus on quality and unique stories.

Eighty percent of those who always/frequently differentiate their content said they do so by producing better quality content than their competitors.

How Often Do You Differentiate Your Content From the Competition?



How Manufacturing Marketers Differentiate Their Content From the Competition



Content Marketing Institute/MarketingProfs

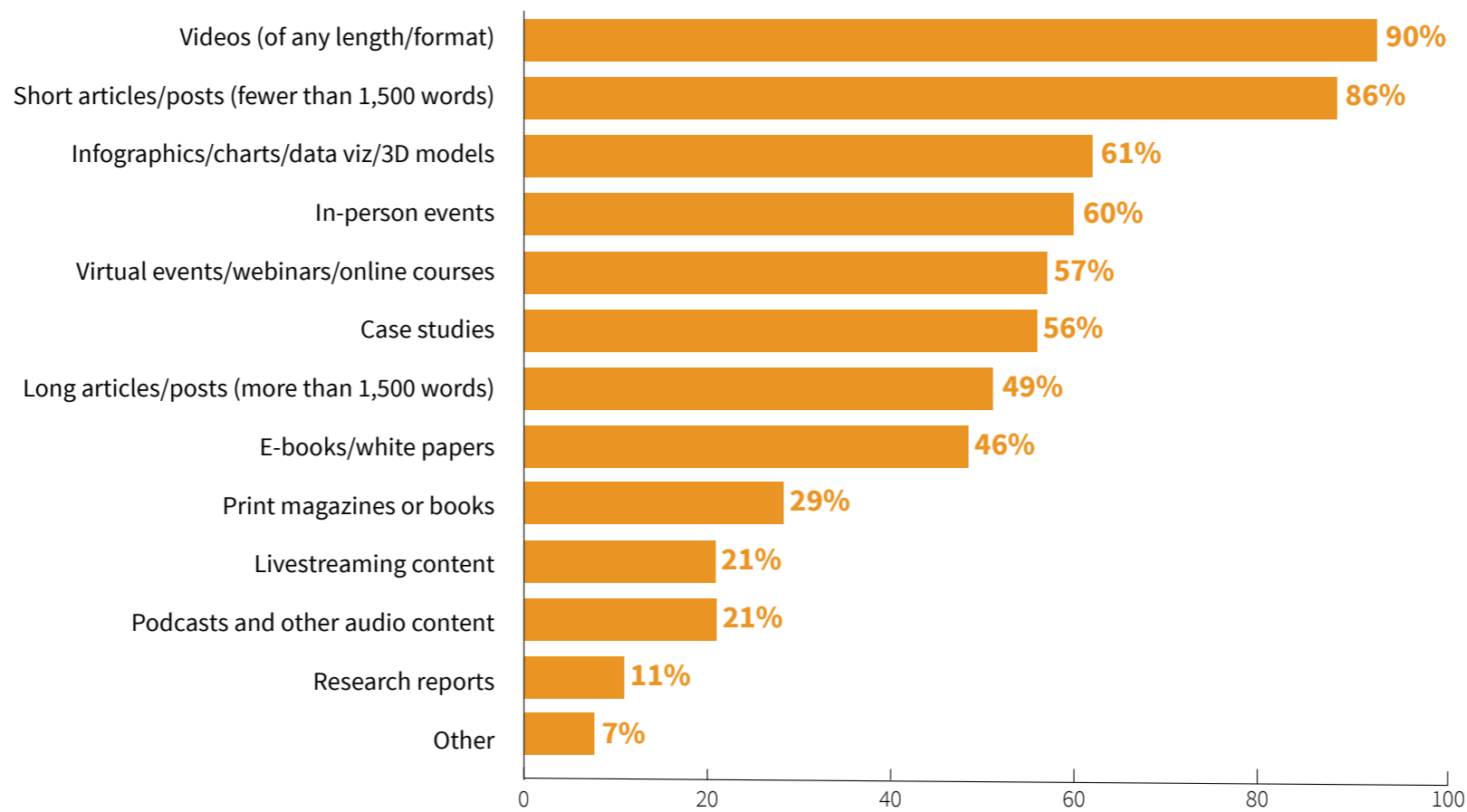
Base: Manufacturing content marketers who always/frequently differentiate their content from the competition.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

In-person events are back – and the use of video continues to soar.

- ▶ Sixty percent reported using in-person events, compared with only 28% the previous year.
- ▶ The use of videos increased to 90% from 86% the previous year.

Content Assets Manufacturing Marketers Created/Used in Last 12 Months



Content Marketing Institute/MarketingProfs

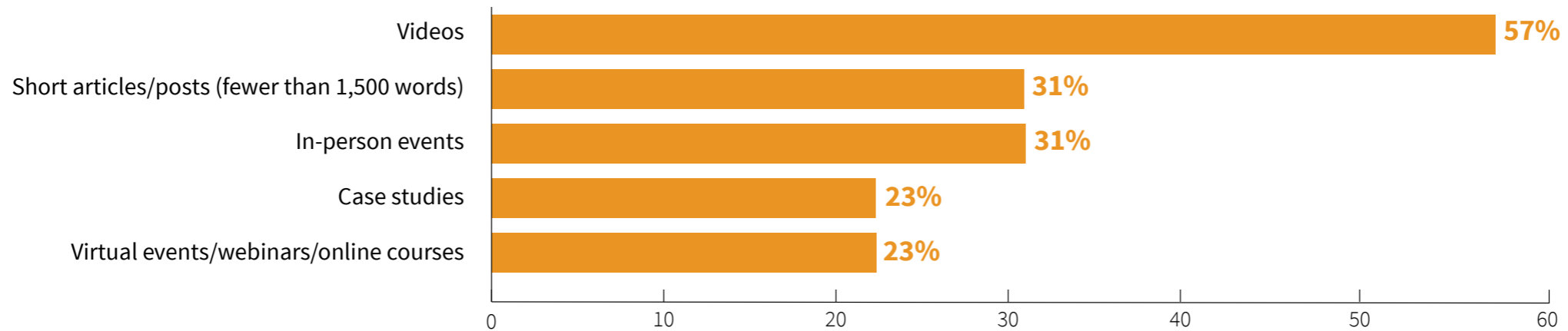
Base: Manufacturing content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Video is producing results.

Manufacturing marketers said videos produced the best results for their content marketing in the last 12 months (57%).

Manufacturing Content Assets That Produced the Best Results in Last 12 Months



Content Marketing Institute/MarketingProfs

Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, "Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)"

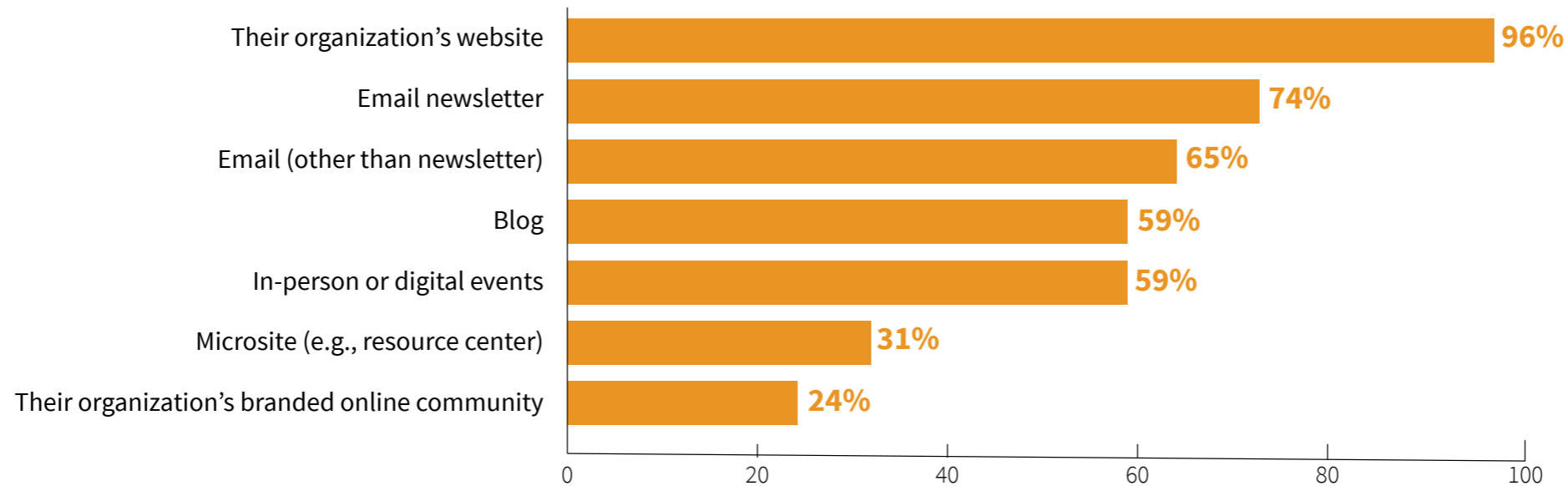
Base: Manufacturing content marketers who use each content asset listed. Multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Manufacturing marketers mostly use their own websites and email to distribute content.

Nearly three out of four use email newsletters to distribute content. The percentage of those using blogs increased to 59% from 50% the previous year.

Owned-Media Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months



Content Marketing Institute/MarketingProfs

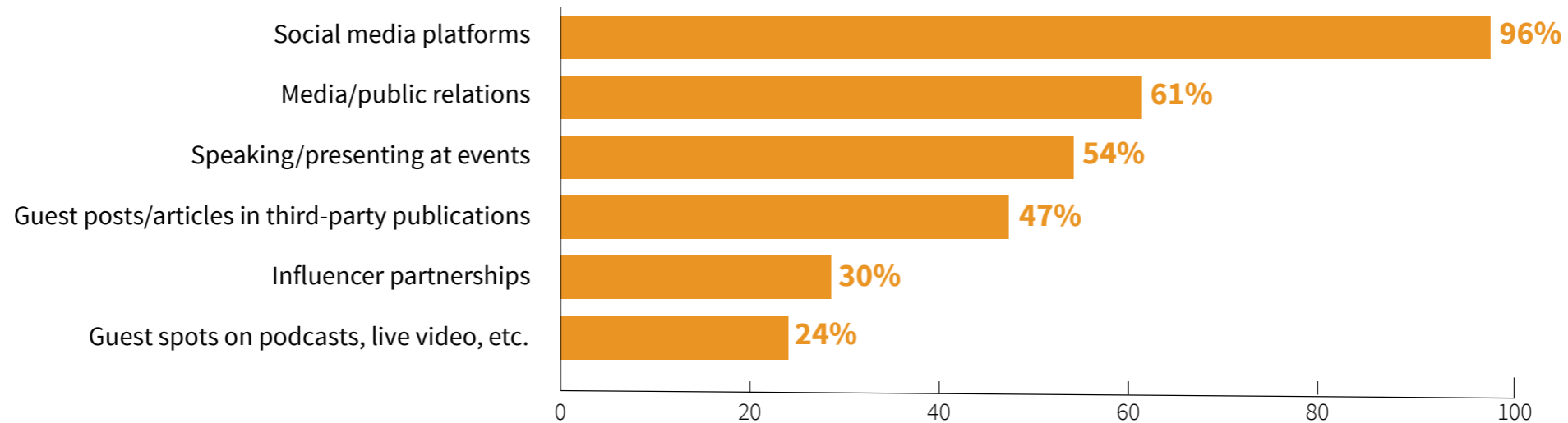
Base: Manufacturing content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

More manufacturing marketers are writing guest posts/articles for third-party publications.

▶ The use of guest posts increased to 47% from 26% the previous year.

Organic (Nonpaid) Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months



Content Marketing Institute/MarketingProfs

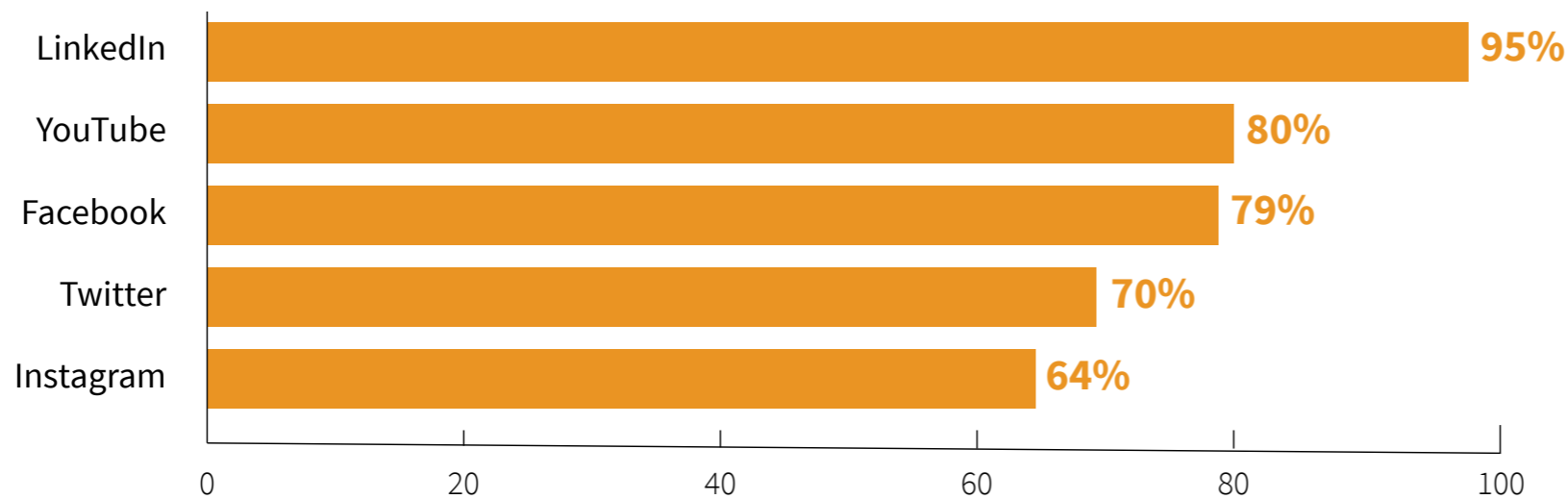
Base: Manufacturing content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

The use of organic social media platforms hasn't changed much from the previous year.

We did, however, see the use of Facebook decrease by 7 points (79% this year vs. 86% the previous year).

Organic (Nonpaid) Social Media Platforms Manufacturing Content Marketers Used in Last 12 Months



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers who used organic social media platforms in the last 12 months.

Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

62%
of manufacturing marketers said organic LinkedIn was extremely or very effective at helping their organization meet its content marketing goals, making it the most effective platform they used.

Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers who used organic social media platforms in the last 12 months.

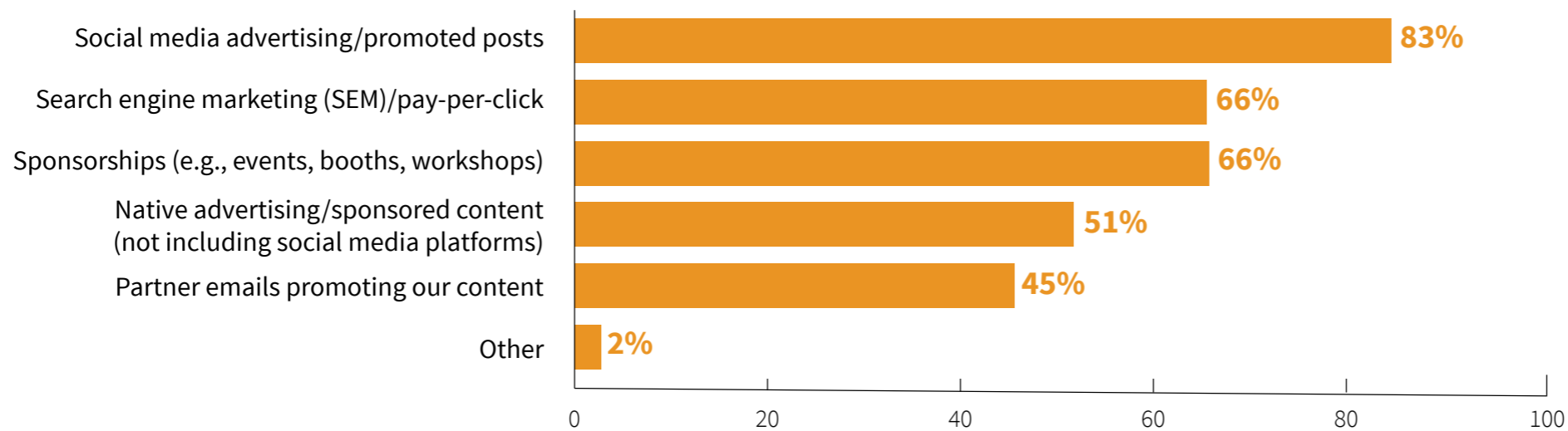
13th Annual Content Marketing Survey:

Content Marketing Institute/Marketing Profs, July 2022

The use of paid content distribution decreased to 73% from 85% the previous year.

This suggests that manufacturing companies moved money from top-of-the-funnel paid awareness activities in the pandemic economy to mid-funnel awareness activities, lead generation, and direct advertising.

Paid Content Distribution Channels Manufacturing Marketers Used in Last 12 Months

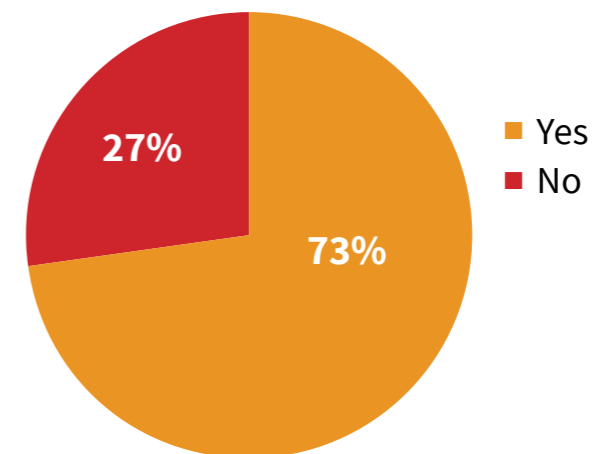


Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers whose organizations used paid channels to distribute content in the last 12 months. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

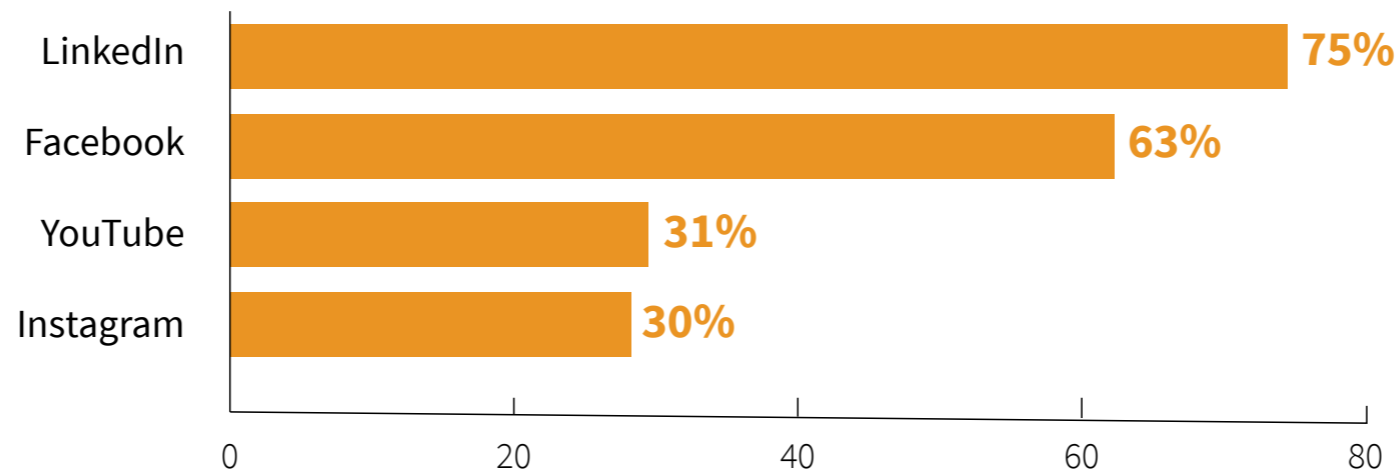
Does Your Manufacturing Organization Use One or More Paid Content Distribution Channels for Content Marketing?



Fewer manufacturing marketers invested money in paid advertising on Facebook.

The use of Facebook advertising decreased to 63% from 76% the previous year. The others remained steady.

Paid Social Media Platforms Manufacturing Content Marketers Used in Last 12 Months



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers whose organizations used paid content promotion in the last 12 months.

Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

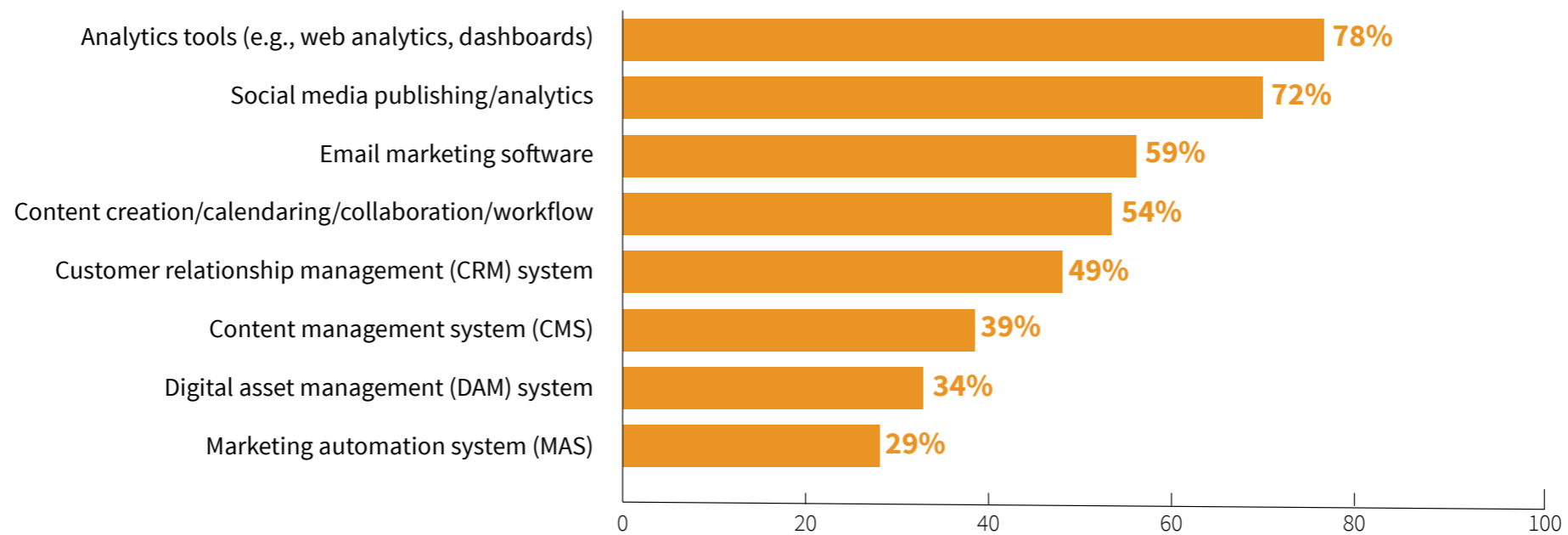
CONTENT MANAGEMENT & OPERATIONS



As in the previous year, analytics tools are the top content management technology manufacturing marketers use.

Social media publishing/analytics tools came in second, at 72%.

Technologies Manufacturing Organizations Use to Manage Content



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers. Aided list; multiple responses permitted.

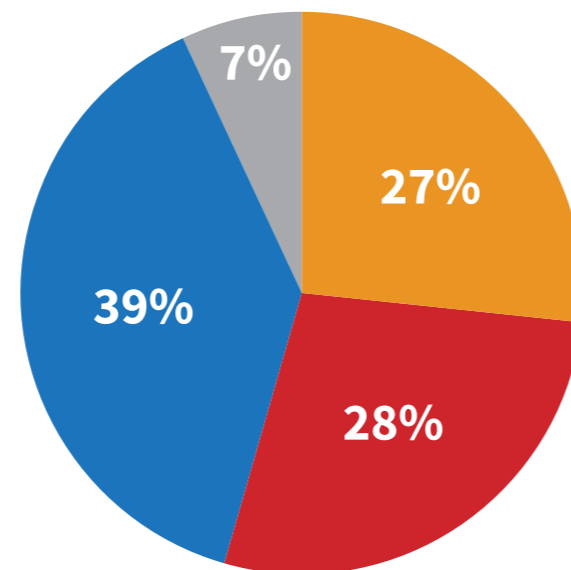
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Sixty-seven percent of manufacturing marketers said their organization either hasn't acquired the right content management technology – or has the technology but isn't using it to potential.

This suggests that too many manufacturing companies:

- ▶ Are developing tech stacks without a strategy (i.e., letting features and functions drive the strategy rather than the other way around)
- ▶ Don't appreciate the level of complexity in not just implementing martech tools but also managing and maintaining them

The Right Technology in Place to Manage Content Across the Manufacturing Organization?



- Yes
- No – we have the technology, but aren't using it to potential
- No – we haven't acquired the right technology
- Unsure

Content Marketing Institute/MarketingProfs

Q: Do you feel that your organization has the right technology in place to manage content across your entire organization?

Base: Manufacturing content marketers. Aided list; multiple responses permitted.

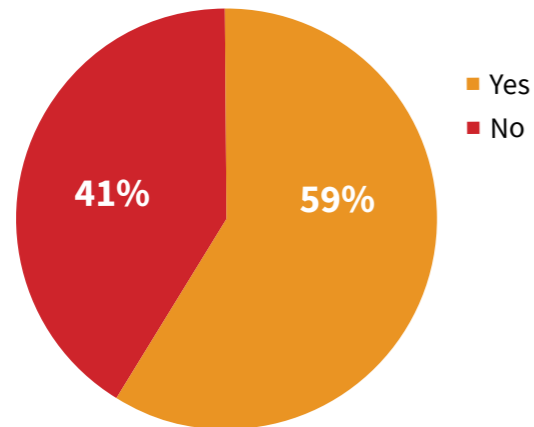
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Fifty-nine percent of manufacturing marketers said their organization translates content into different languages using a variety of methods.

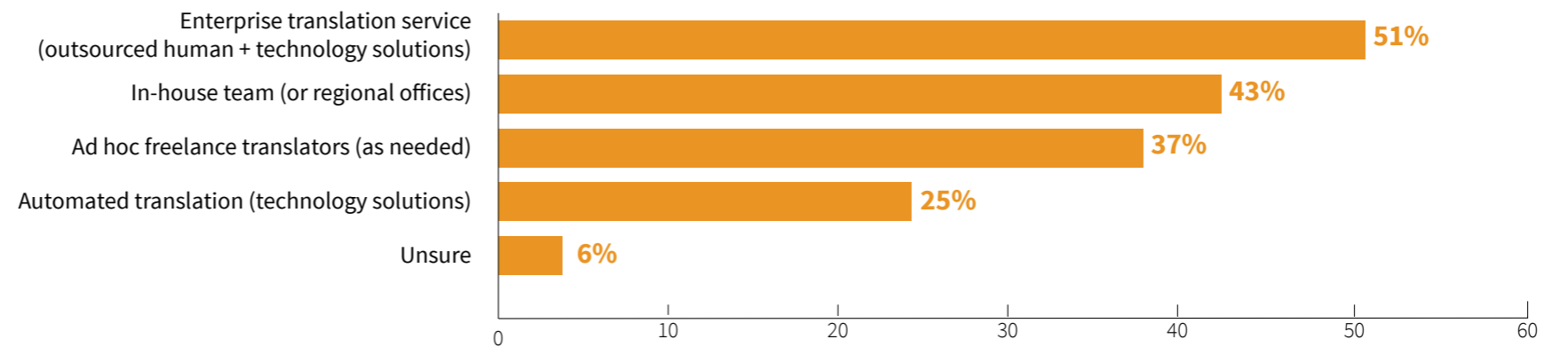
The majority uses an enterprise translation service.

Does Your Manufacturing Organization Translate Content Into Different Languages?

(Translation is defined as the process of changing content into another language.)



Manufacturing Organizations' Approach to Translation



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers whose organizations translate content into different languages.

Aided list; multiple responses permitted.

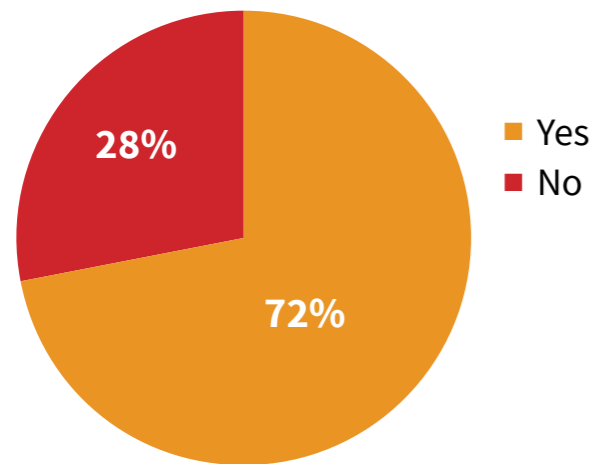
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

METRICS & GOALS

Nearly three out of four manufacturing marketers measure content performance.

Website traffic (88%), website engagement (85%), social media analytics (83%), and email engagement (82%) are the metrics manufacturing marketers look at most often.

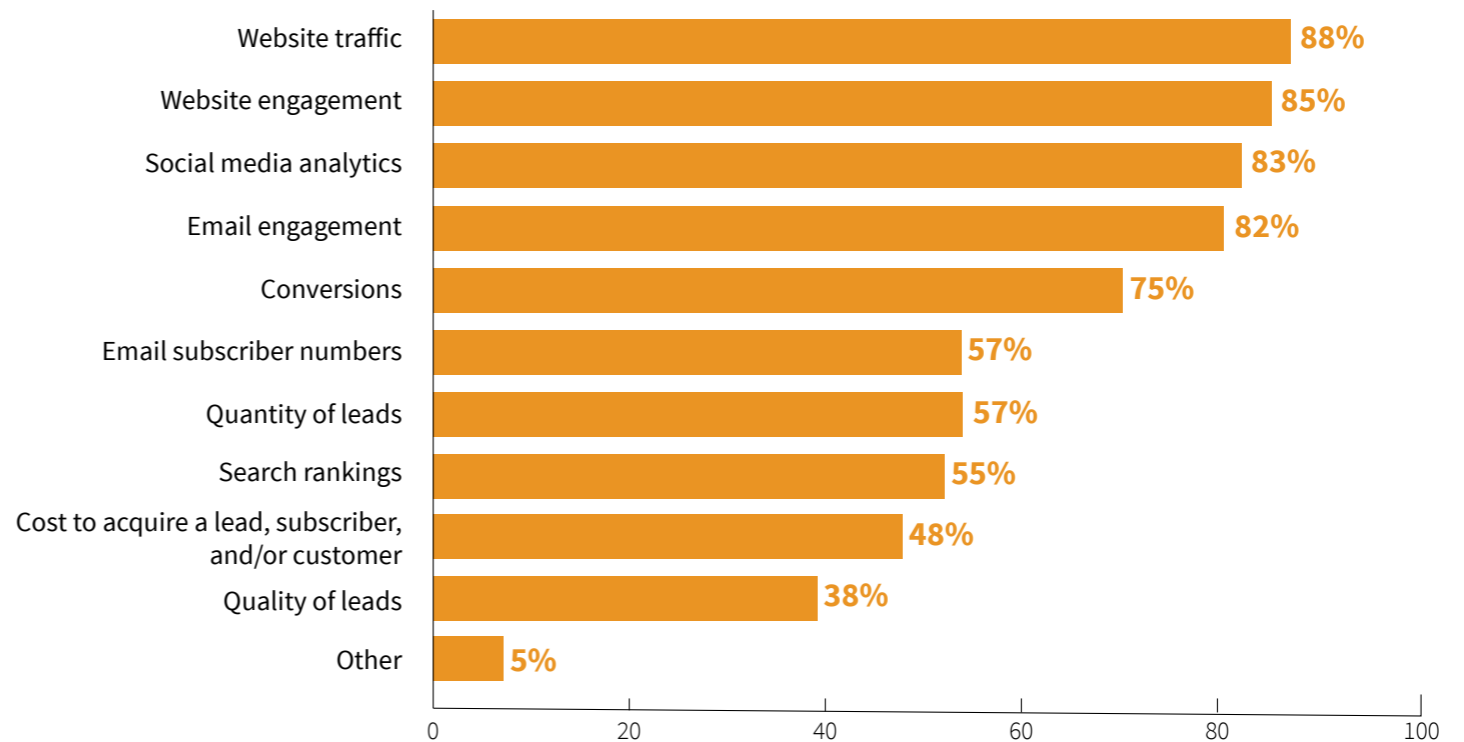
Does Your Manufacturing Organization Measure Content Performance?



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers.
13th Annual Content Marketing Survey:
Content Marketing Institute/Marketing Profs, July 2022

Metrics Manufacturing Marketers Have Used to Track Content Performance in Last 12 Months



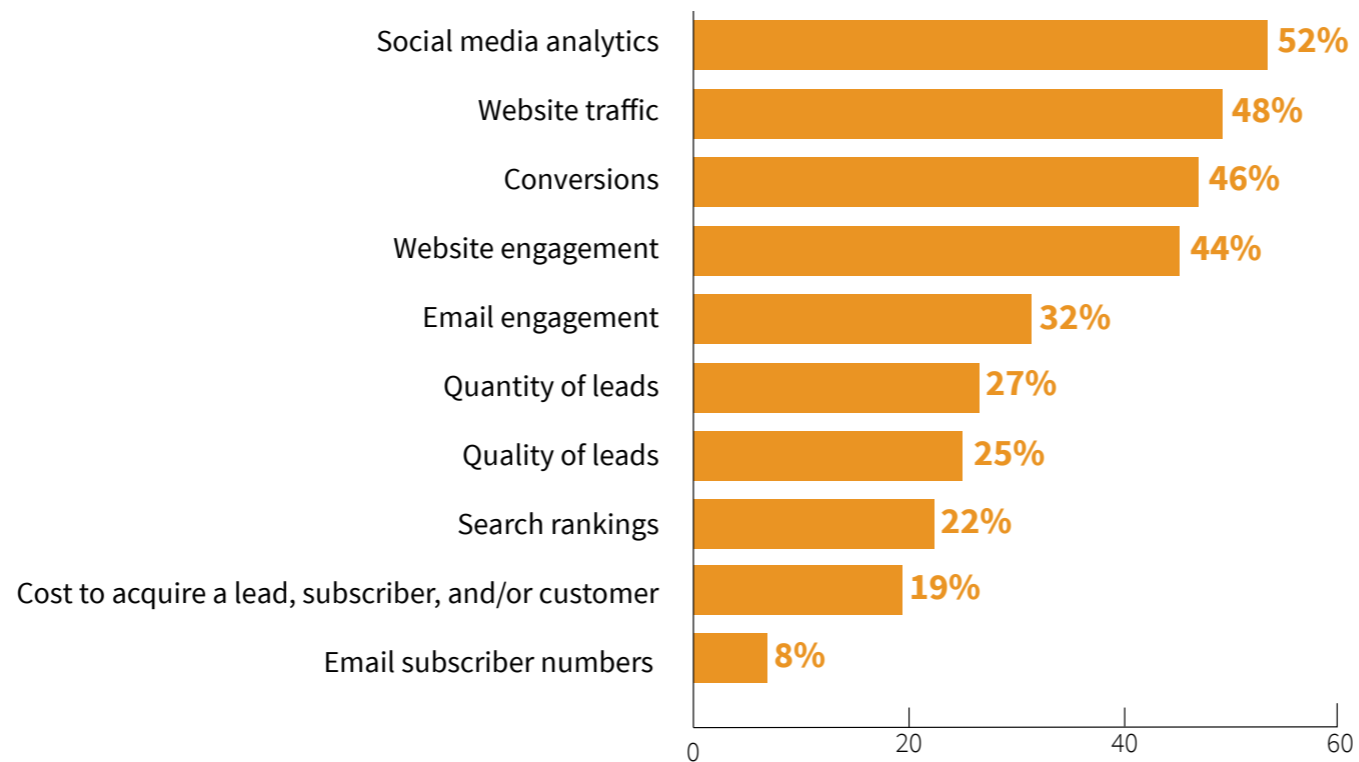
Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers who measure content performance.
Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Manufacturing marketers rely most on social media analytics when evaluating content performance.

Website traffic, conversions, and website engagement round out the top four metrics.

Metrics Manufacturing Marketers Rely on Most When Evaluating Content Performance



Content Marketing Institute/MarketingProfs

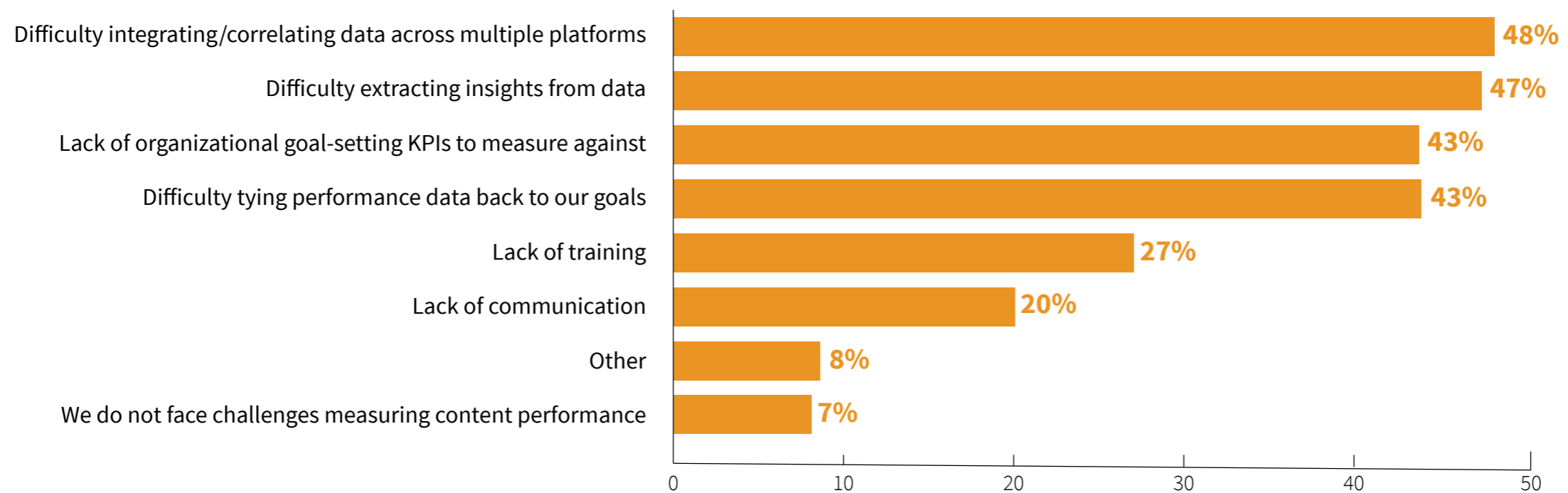
Base: Manufacturing content marketers who measure the content performance metrics listed.
Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

It's difficult for many manufacturing marketers to connect content, experiences, data, and measurement across platforms.

The top challenge manufacturing marketers face with measuring content performance is difficulty integrating/correlating data across multiple platforms (48%).

Challenges Manufacturing Marketers Face With Measuring Content Performance



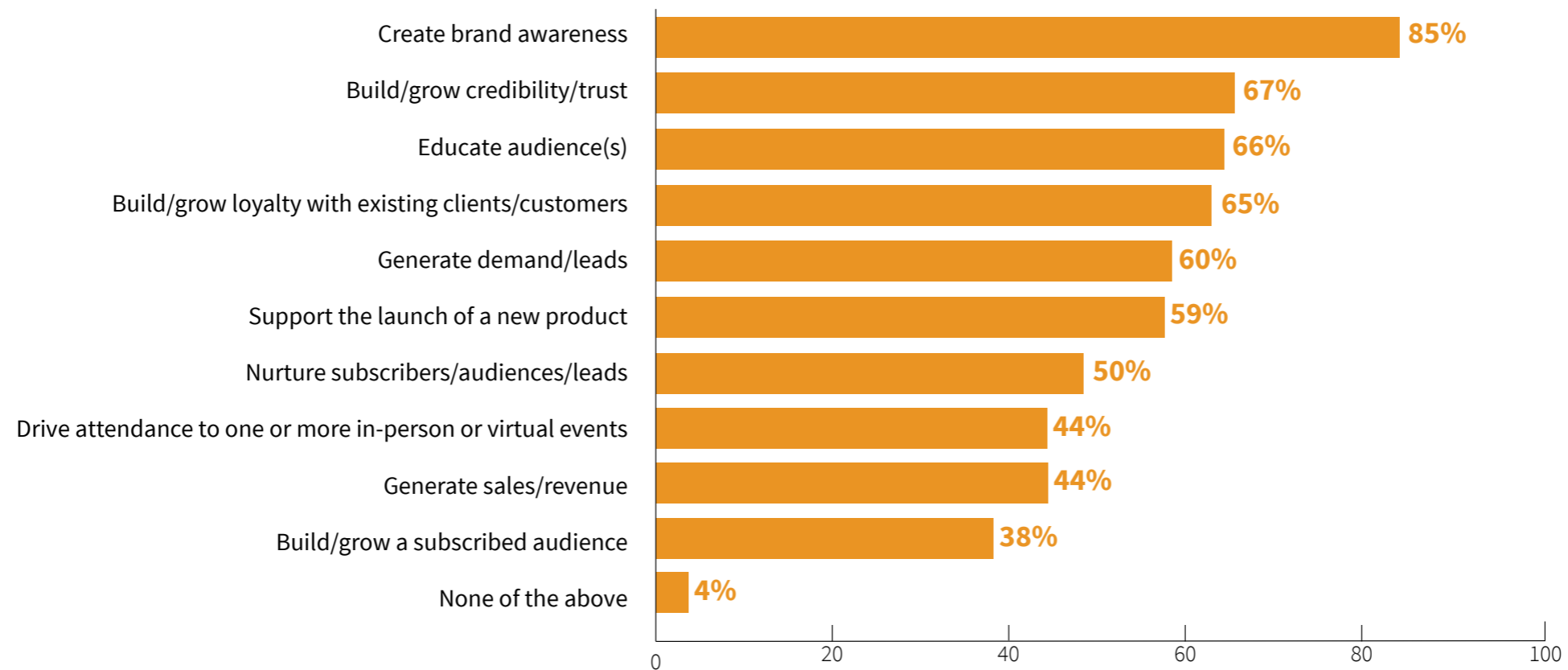
Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers who measure content performance. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Eighty-five percent of manufacturing marketers are using content marketing successfully to create brand awareness.

Manufacturing marketers say the top three goals content marketing helps them achieve are creating brand awareness, building credibility/trust, and educating the audience.

Goals Manufacturing Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers who measure the content performance metrics listed.

Aided list; multiple responses permitted.

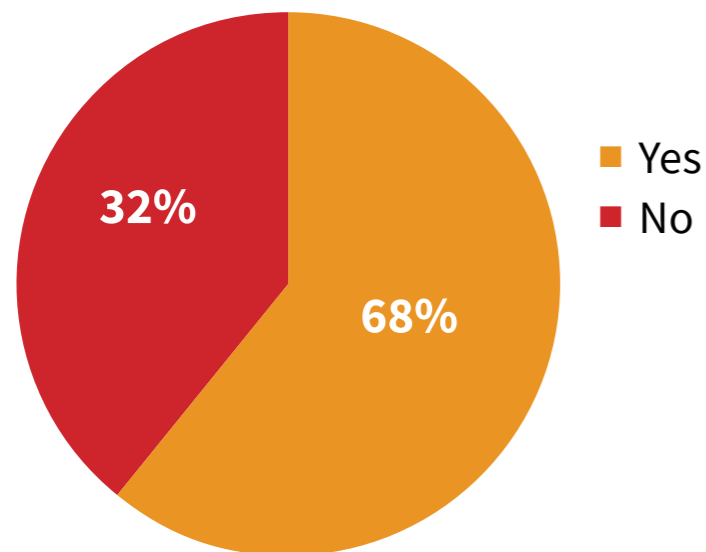
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

BUDGETS & SPENDING

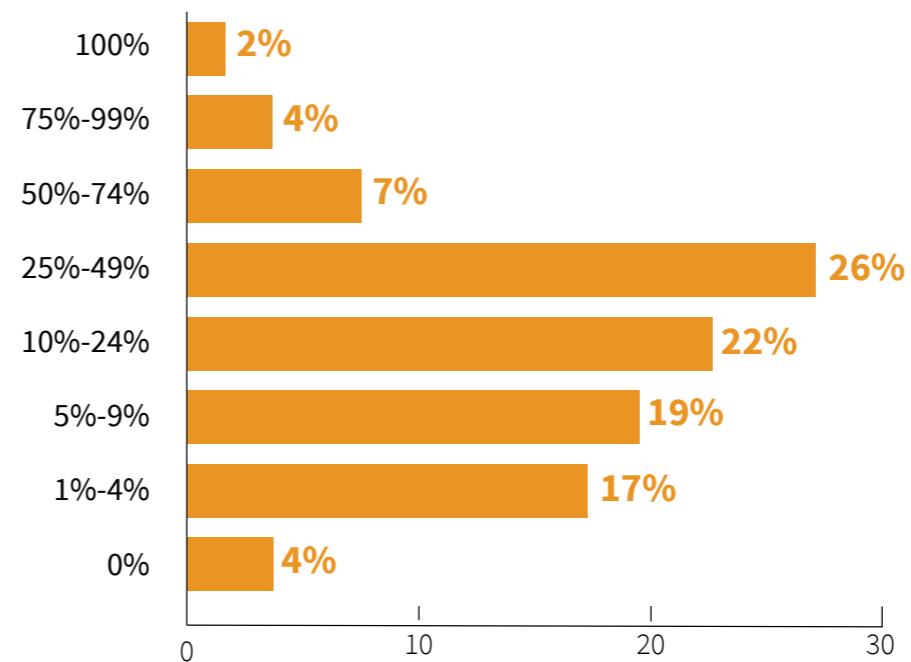
Approximately one in four manufacturing marketers reported that their organization spends 25% to 49% of their total marketing budget on content marketing.

Another 62% reported that they spend less than 25%.

Do You Have Knowledge of Your Manufacturing Organization’s Budget/Budgeting Process for Content Marketing?



Percentage of Total Marketing Budget Spent on Manufacturing Content Marketing



Content Marketing Institute/MarketingProfs

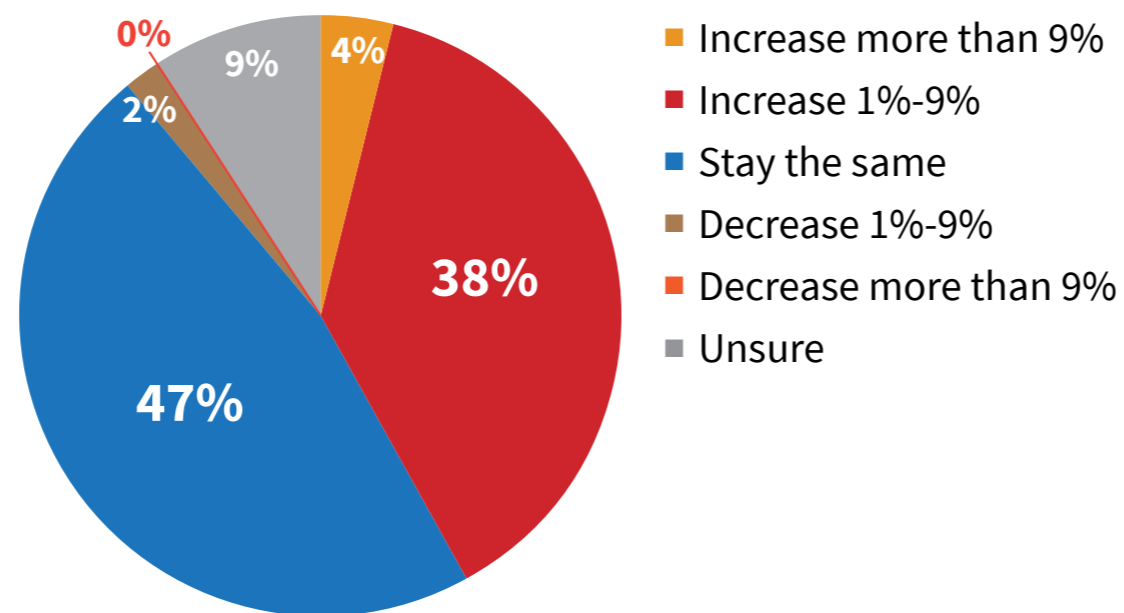
Base: Manufacturing content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Forty-two percent of respondents think their content marketing budget will increase in 2023.

In 2021, 64% expected their 2022 content marketing budget to increase. In 2022, only 42% think their 2023 budget will increase, suggesting caution in an unpredictable economy.

How Manufacturing Content Marketing Budget Will Change in 2023 Compared With 2022



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Fifty-five percent of manufacturing marketers expect their organization’s investment in in-person events to increase in 2023.

Expected investment in digital/virtual events decreased to 10% from 27% the previous year. Still, 53% expect investment to stay the same.

The most notable differences were with hybrid events: Only 2% expect investment to increase (down from 31% the previous year) and 39% said they will not/do not use hybrid events at all, compared with 29% the previous year. Hybrid events aren’t going away, though: 46% expect their investment to stay the same.

How Manufacturing Organizations’ Investment Will Change in 2023 Compared With 2022

	Increase	Stay the same	Decrease	Will be a new area of investment	Do not/will not use
Digital/virtual events	10%	53%	9%	0%	29%
In-person events	55%	27%	11%	0%	7%
Hybrid events	2%	46%	9%	4%	39%

Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.

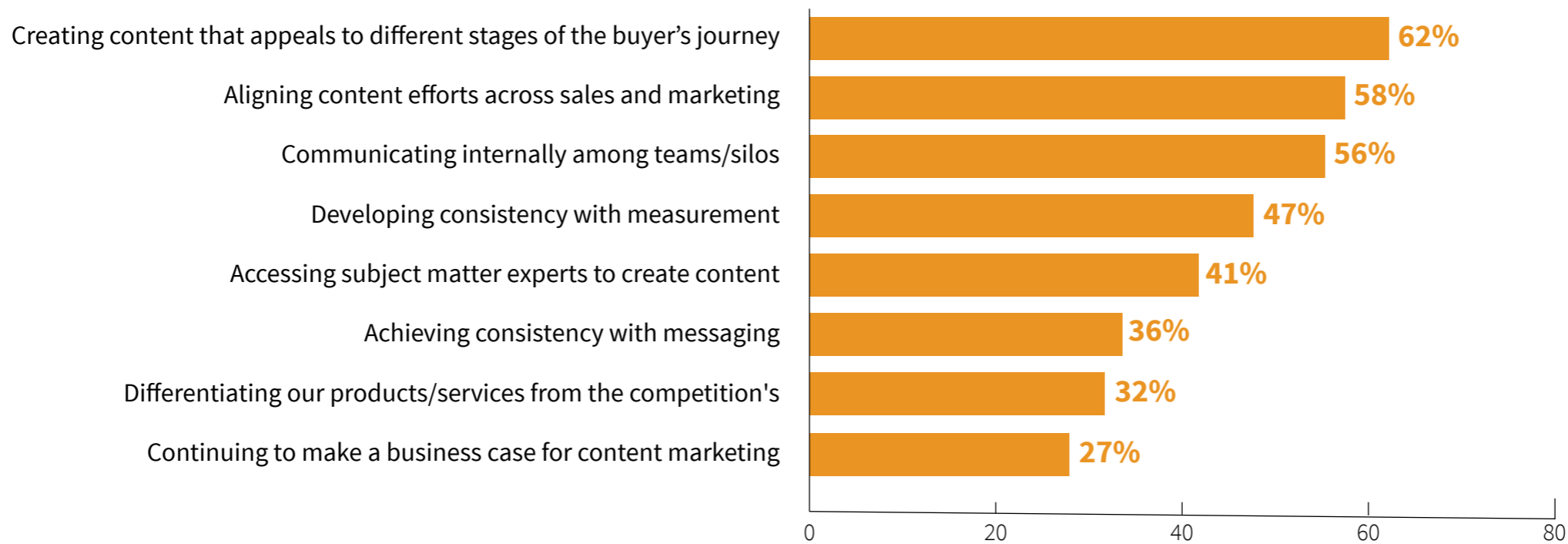
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

CHALLENGES

Creating content for the buyer’s journey, aligning sales and marketing, and internal communication are important challenges manufacturing marketers face.

Technology and teamwork will be key to making advances in these areas in 2023.

Manufacturing Organizations’ Current Content Marketing Challenges



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

LOOKING FORWARD

Investment in video will continue to grow.

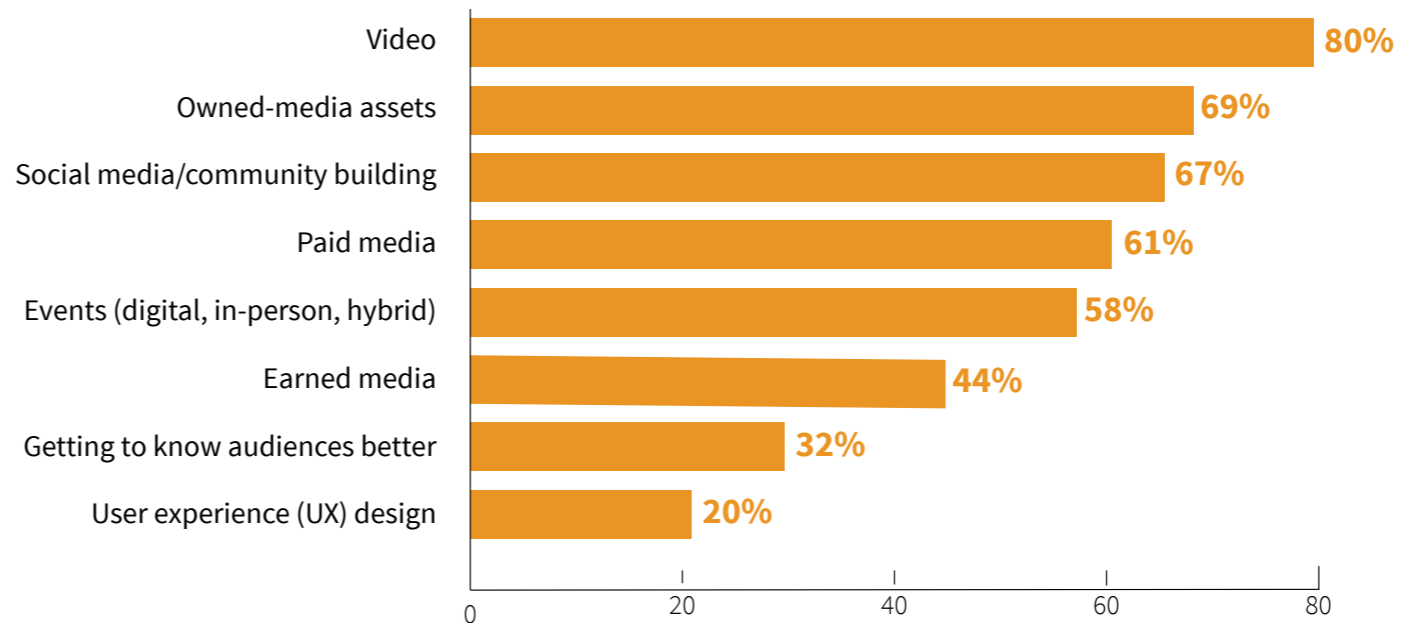
Eighty percent of manufacturing marketers said their organization will invest/continue to invest in video in 2023. Video was also the top area of investment the previous year.

We saw a notable decrease in those planning to invest in events (58% this year vs. 68% the previous year).

We saw notable increases in those planning to invest in:

- ▶ Owned-media assets (69% vs. 59% the previous year)
- ▶ Social media/community building (67% vs. 40% the previous year)

Areas of Manufacturing Content Marketing Investment in 2023



Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers. Aided list; up to seven responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

ACTION STEPS

PLAN A PROCESS, NOT A PROJECT



ROBERT ROSE
Chief Strategy Advisor
CMI

What I find fascinating in this year's research is that, yes, it's time to feed the giant – but we should be careful not to get distracted by the food, rather than our ability to cook.

Too often, content marketers get wrapped up in content creation, rather than their ability to lead the efforts to create.

One of my go-to books of the last decade is Rita Gunther McGrath's, *The End of Competitive Advantage*. In that book, she illustrates that all competitive advantage is transient – perhaps now more than ever. This fact, she contends, is understood. But then “why,” she asks, “hasn't basic strategy practice changed?” As she says:

“Most executives, even when they realize that competitive advantages are going to be ephemeral, are still using strategy frameworks and tools designed for achieving a sustainable competitive advantage, not for quickly exploiting and moving in and out of advantages.”

That last part has the deepest implications for the evolving practice of strategic content marketing in a business. After working with hundreds of enterprise brands over the last 10 years, I've concluded: **Most businesses think about how they can change content to fit marketing's purpose instead of how they might change marketing to fit content's purpose.**

Content will never be a sustainable competitive advantage or differentiator – all content is easily replicable and, at best, only transient in differentiated value.

Instead, consider looking at content operations as the catalyst that can change everything for the content marketing challenges you face. Recognize that you and the activities you perform are the competitive advantage. Your future success hinges on the ability as a team (of 1 or 100) to be dynamic and fluid – moving in and out of “arenas” (as McGrath calls them) of content and creating temporary advantages.

Here's the real takeaway: Ask everyone in your business – including your CEO – if they believe compelling, engaging, useful, and dynamic content-driven experiences will move the business forward.

ACTION STEPS

If the answer is yes, then the *strategic* value is in your ability to evolve and coordinate all the activities to repeatedly create those valuable experiences. It is not the content itself or where you distribute it. The content team's job is not to be good at content; their job is to enable the business to be good at content.

Realizing this strategic value presents a to-do list:

- ▶ Businesses must increasingly stop organizing and scaling new marketing teams based on platforms, technologies, or inside-looking-out views of the customer journey. The successful business becomes skilled and integrated at operating and managing all manners of content-driven experiences. The format and placement of those experiences on multiple channels will always be temporal.
- ▶ Businesses must stop looking at content from a container-first perspective – solely designed to support marketing tactics or initiatives. Instead, businesses must identify content operations as a function supporting the fluid use of content to fuel better customer experiences.
- ▶ Businesses will win with content marketing when they can constantly reconfigure their activities and manage portfolios of content-driven experiences. When one experience is no longer advantageous to the business, they do not say, “That’s the way we’ve always done it.” Instead, they healthily disengage and dismantle these experiences.

Content strategy = different activities that fit together

One of the first signs of trouble in any content marketing approach is if the first question is, “How do we get more efficient at content?”

Getting to efficiency assumes there is a working, standard operation that is providing value. The goal is to change that process to remove the friction. But when there’s no repeatable standard operation, focusing on efficiency means trying to produce the same or more content with the same resources.

That rarely works out to be better for the business.

The more difficult task is to determine the *different* activities the business will undertake to create or augment the existing processes, or which activities the business will undertake differently.

Your business’s content capabilities reflect its ability to communicate. And your ability to evolve the activities that impact communication is the only thing that creates any competitive advantage.

The content you create will provide you with no sustainable competitive advantage. But a strategic content operation just might.

METHODOLOGY & DEMOGRAPHICS

The Manufacturing Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report was produced by Content Marketing Institute (CMI) and cosponsored by GlobalSpec and 6sense.

The online survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from CMI and MarketingProfs.

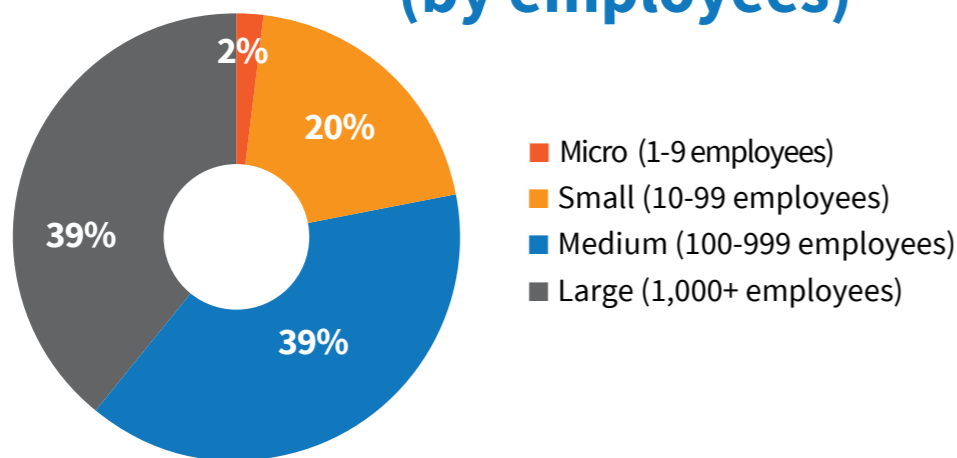
A total of 1,104 recipients from around the globe — representing a range of industries, functional areas, and company sizes — replied to the survey during July 2022. Additional fielding to manufacturing marketers took place via LinkedIn and CMI emails during September 2022.

This report presents the findings from the 85 respondents who indicated:

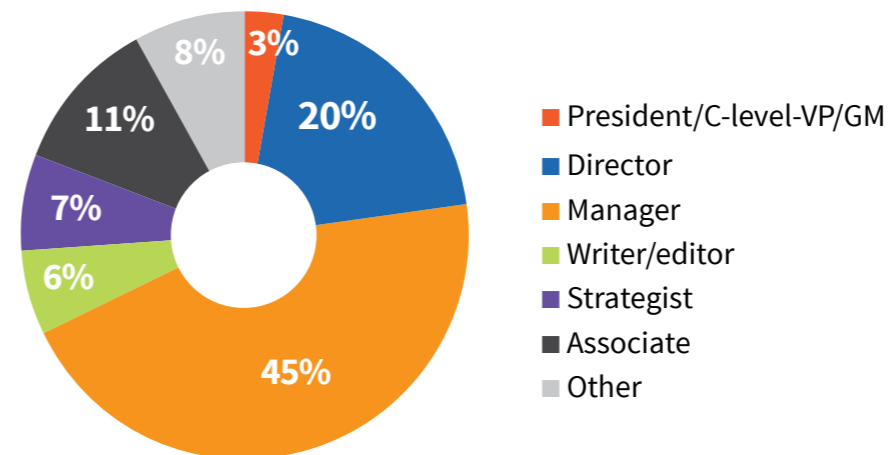
- ▶ Their organization is a for-profit manufacturing company (78% indicated B2B, 19% indicated both B2B+B2C, and 2% indicated B2C, with the majority based in North America).
- ▶ They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

Find all CMI research at contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C reports.

Size of Manufacturing Company (by employees)



Manufacturing Role



Thanks to the survey participants, who made this research possible, and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

Content Marketing Institute (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, ContentTECH Summit, and CMI virtual events. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit www.contentmarketinginstitute.com.

About Informa Connect

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn, and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction and Real Estate, and in a number of other specialist markets and connect communities online year-round..

About GlobalSpec

GlobalSpec is a provider of data-driven industrial marketing solutions designed to help companies promote their products and grow their businesses.

Our audience of engineers and technical professionals relies on the GlobalSpec family of brands as a trusted resource for content, community, and engagement at all stages of the research, design, and purchasing process.

Our clients count on us to deliver deep industry intelligence, customized marketing programs, and measurable campaign performance. For more information about GlobalSpec, visit www.globalspec.com/advertising.

About 6sense

6sense reinvents the way organizations create, manage, and convert pipeline to revenue. 6sense Revenue AI™ captures anonymous buying signals, targets the right accounts at the ideal time, and recommends the channels and messages to boost revenue performance. Removing guesswork, friction, and wasted sales effort, 6sense empowers sales, marketing, and customer success teams to significantly improve pipeline quality, accelerate sales velocity, increase conversion rates, and grow revenue predictably.

6sense has been recognized for its market-defining technology by Forbes Cloud 100, Gartner, and Forrester, and for its strong culture by Glassdoor, Inc. Magazine, and Comparably. For more information, visit [6sense](https://6sense.com) or follow us on [LinkedIn](https://www.linkedin.com/company/6sense) and [Twitter](https://twitter.com/6sense).