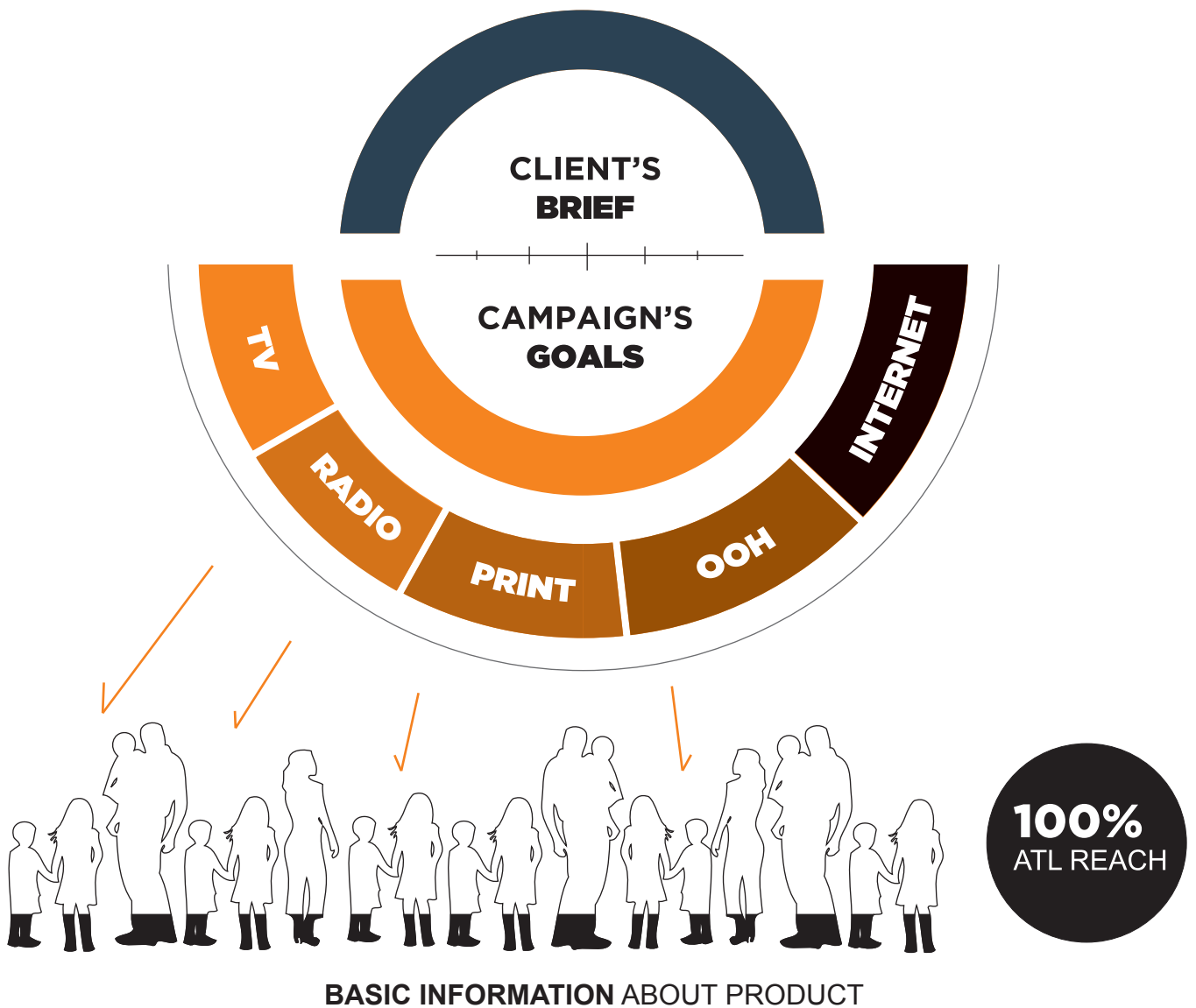


# INFOGRAPHICS

## WHY TO USE CONTENT MARKETING



### CONTENT MARKETING PROACTIVE DEMAND

**3%** SEARCH REACH

— PRO ACTIVE CUSTOMERS

### CONTENT MARKETING PROVOKED DEMAND

**37%** CM REACH

— DEEPER INFO ABOUT PRODUCT