

**89%**   
**use 3rd Parties**  
*to create*  
*more than* **25%**  
**of their CONTENT.**

20% of companies surveyed use 3rd party sources for more than 75% of their content


# CONTENT CREATION Strategies

The **Largest**<sup>\*</sup> and **Smallest**<sup>\*\*</sup> Companies are most likely to **OUTSOURCE**



**100%**  
of their **CONTENT**

\*Large companies \$500+ million in revenue  
\*\*Small companies less than 5 million in revenue.

**83%**   
**Companies**  
**rate the QUALITY**  
**of the 3rd party**  
**CONTENT as**  
**above average**  
**or EXCELLENT.**

IN JUNE 2017, **10FOLD** sponsored a *Dimensional Research* survey that focused on how organizations will manage their content programs in the coming year. The survey reveals budgets, frequency, types, development and measurement strategies.

For the complete survey go to:

<http://10fold.com/tech-marketing-content-survey-download>



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