

Koala Content Report: What content converts best?

Introduction

Since we first launched our [Content Reports](#), we've had dozens of customers discover what content on their website is working best for their sales pipeline.

This gave us a unique opportunity to see what macro trends were happening across a broad range of B2B companies, including many of the fastest-growing SaaS companies. These companies range from Seed to Public companies, PLG to Enterprise Sales-led GTM motions, and cover a range of industries, though skew toward Software.

We set out to answer the question:

What types of content consumption are most likely to lead to a sales conversation within 7 days?

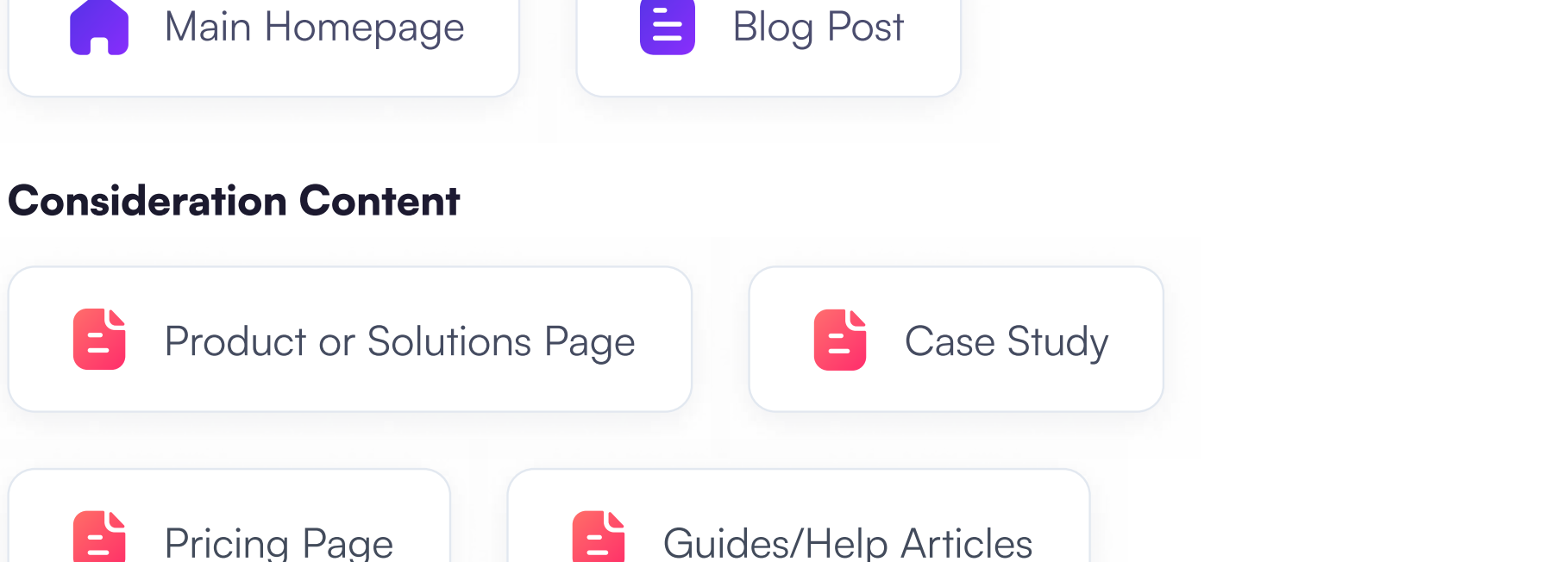
After studying 100s of custom reports, we've compiled a report that summarizes our findings.

The Research

Below is some background on how the research was conducted. There's a Glossary at the bottom, which has the nitty gritty details of the research project.

Content Types:

Here's how we classified the content:



Awareness Content

- Main Homepage
- Blog Post

Consideration Content

- Product or Solutions Page
- Case Study

- Pricing Page
- Guides/Help Articles

- Us vs. Teardowns

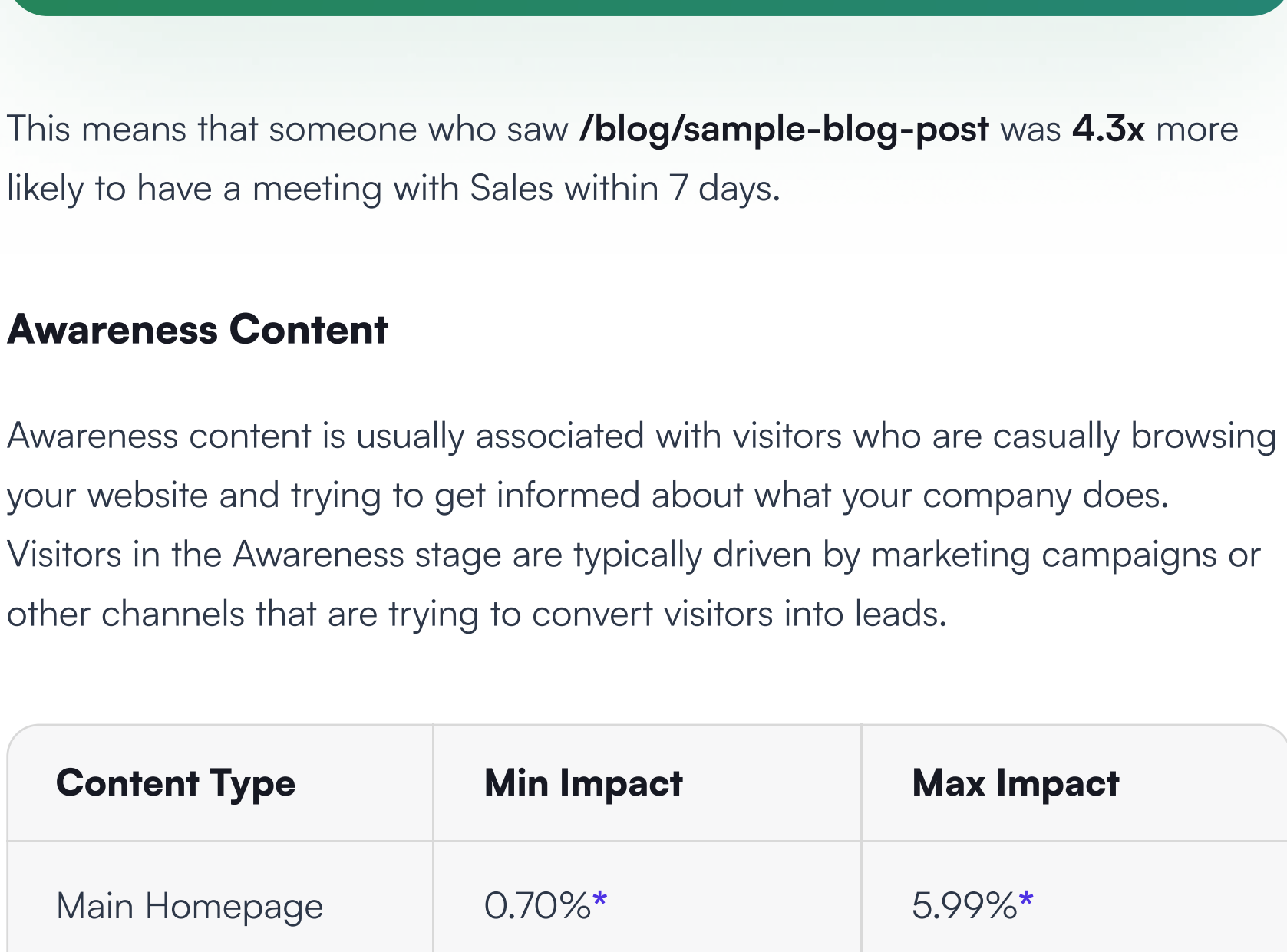
PLG/Proof of Concept Signals

PLG / Proof of Concept signals are very different and out of scope for this report. Stay tuned for Part 2!

The Data

The analysis we ran considered the conversion rate of each piece of content. For instance, let's say we're looking at a particular blog article. We would consider (1) how many accounts saw that blog post and (2) for accounts that saw that blog post, how many converted (i.e. opportunity creation or advancement) within 7 days. This gave us a conversion rate for every piece of content in the study.

For instance:



This means that someone who saw **/blog/sample-blog-post** was **4.3x** more likely to have a meeting with Sales within 7 days.

Awareness Content

Awareness content is usually associated with visitors who are casually browsing your website and trying to get informed about what your company does. Visitors in the Awareness stage are typically driven by marketing campaigns or other channels that are trying to convert visitors into leads.

Content Type	Min Impact	Max Impact
Main Homepage	0.70%*	5.99%*
Blog Post - Top	2.51x	5.79x
Blog Post - Median	0.83x	3.33x

* For "Main Homepage", we're sharing the overall conversion rates as opposed to the impact score. By definition, the impact score for all main homepages is 1x. All other rates are normalized into an "impact score" as described in the Glossary.

Consideration Content

Consideration content is typically aimed at prospects who are trying to familiarize themselves with the product, as they look into how it integrates with their stack, how it compares to other products in the same space, and what limitations they might run into if they purchase your product and try to implement it at their company.

We found that activity in this bucket tends to correlate to Opportunity creation or earlier stage advancements and is the best sign of being "sales-ready" for a sales development team.

Content Type	Min Impact	Max Impact
Technical Docs - Top	5.01x	16.81x
Technical Docs - Median	1.3x	5.5x
Best Product or Solutions Page	1.39x	4.17x
Best Case Study	2.23x	12.25x
Pricing Page	0.75x	2.19x
Best Guide / Help Article	1.52x	14.29x
Us vs. Them Teardowns	2.04x	2.39x

Key Takeaways

- Move beyond the demo & pricing page visit.** These signals are still important, but there are often richer signals that show serious consideration in your funnel. For some customers, certain technical docs are even better predictors than demo requests! (Crazy, right?!)
 - A lot of the best intent signals are hiding in the consideration part of the funnel.** If someone races all the way down to PLG, they may be happy with self-service for a while. If someone only checks out the awareness content, they may not be ready to talk to sales. But if they spend a lot of time in the consideration phase and don't quite get across the line themselves, that can be the perfect opportunity for a sales nudge.
 - Understand the high-intent signals and build playbooks around it.** It can be hard knowing where to focus sales plays. By first understanding the moments that actually convert best in the customer journey, you can spend time building messaging and outbound plays on the customers who are statistically most likely to convert.
 - Content conversion highlights the buyer's journey for your product.** We've seen several customers kick off pricing & packaging conversations in the C-suite level due to insights from their content reports. By discovering which content leads to sales conversion, you can often understand what your prospects care most about.
 - Differentiate and optimize PLG vs Sales-led journeys.** You can build multiple intent models with different conversion goals — we've seen several customers with very different customer journeys for PLG (much heavier on "guides" / help articles) and sales-led (much heavier on technical docs about enterprise features). The best companies are customizing their onboarding experience and BDR targeting based on these insights.

On great content...

We shared this as a draft with marketing leaders and got many questions looking for qualitative feedback on patterns of great content. While this part is less scientific, we did want to leave you with a few thoughts:

- Short, punchy, and a lot of visuals.** We saw a trend that content that was more readable (i.e., fewer words and visually interesting) tended to perform better.
- Case studies: authenticity > traditional ROI.** The best-performing case studies were authentic stories about solving interesting problems and interestingly had lighter "traditional ROI" stories. (There seemed to be a minimum floor for the brand legitimacy before a case study had traction, but the quality of story seemed to matter more than the brand.)
- Answering natural questions in the customer journey.** Content that helpfully answers questions that would naturally come up in the buying journey seemed to perform best (us vs. competitors, docs on how this technical feature works, specifics around how an enterprise feature works, etc.).
- Invest in guides and docs.** Related to the above: it seems obvious, but if you don't already, you should have content that answers the most common questions, objections, and advice you would give new users of your product. This type of content tends to compound — as people curious about your product will go deeper on their own and your SEO will improve.

Get your free content report

- 1 Install Koala: app.getkoala.com/signup
- 2 Install Koala pixel (we need this to see the content being viewed)
- 3 Connect CRM (we need this for conversions)
- 4 Wait 2-4 weeks (this lets us associate web traffic to CRM conversion events)
- 5 Download your content report: app.getkoala.com/goto/reports/contents

Glossary (the nitty gritty!):

- Conversion** — since we are aiming for sales-ready content, we defined "conversion" as a CRM Opportunity being created or Opportunity stage being advanced to a new stage (excluding Closed Lost).
- Conversion Window** — this is the time frame between content consumption and conversion. Since we wanted the highest-intent content, we picked a fixed conversion window of 7 days — i.e., an opportunity was created or advanced within 7 days of when the content was consumed. We find that this proxy is the best for truly sales-ready intent signals, since 7 days is enough time to book a meeting and update the opportunity state. (You will see that some of the Awareness Content has much lower conversion rates on average. Some customers analyze that content with a conversion window of 90 days. For consistency across this analysis, we picked 7 days.)
- Impact Score** — this is the normalized conversion rate of consuming a particular piece of content, divided by the baseline conversion of the homepage. You can think of an impact score of 5x: someone was 5x more likely to convert to book a meeting with sales as compared to the average company visiting your site.