

Leveraging Asset IQ

Delivering Impactful Content at Every Stage of the Marketing Funnel

Asset IQ empowers marketers to deliver impactful content throughout the marketing funnel. By leveraging user data and insights, you can create custom audiences and tailor your messaging for maximum impact.

In this guide, we breakdown how you can effectively use Asset IQ to build audiences and deliver content, ensuring enhanced engagement and driving desired outcomes.



Top of the Funnel: Awareness

At this stage, the primary goal is to generate audience awareness and target key accounts in specific geographies. Utilize Asset IQ to build your audience by tapping into user interests, topic engagement, or companies you wish to work with. Focus on delivering content that promotes brand awareness.

- *Suggested content types: brand documentation, blog content, thought leadership, infographics.*

Middle of the Funnel: Consideration

In the consideration stage, the focus is on increasing engagement and building trust. Start establishing a relationship with your target audience by delivering meaningful content. Here you can use Asset IQ to build your audience based on content engagements or those following your brand, then deliver educational content that supports your buyers' research.

- *Suggested content types: case studies, podcasts, content hubs, webinars.*

Bottom of the Funnel: Conversation

At the conversion stage, your audience knows and trusts your brand and now is the time to nurture the relationship further. Build your audience based on the frequency and number of engagements with your brand, target key accounts you are already working with and employ Asset IQ to push the content that drives conversions.

- *Suggested content types: lead generation forms, gated content, on-site surveys.*

Asset IQ works with you throughout your buyers' journey, sharing insights on the parameters you should be using to build your target audience, providing insights into the channels your audience is most likely to engage, and enabling you to deliver customized content that resonates with your audience.

Whether creating brand awareness, nurturing consideration, or driving conversions, Asset IQ provides the tools and insights needed to enhance your marketing efforts.