

Gaining Visibility into Ungated Content Downloads

The Challenge

The client struggled with key roadblocks in testing their ungated content strategy, which made it nearly impossible to measure effectiveness or make informed adjustments:

- No way to track engagement with ungated content, leaving them in the dark about audience interaction
- Zero visibility into who was downloading content or how often it was accessed
- Blind spots in how ungated content impacted lead nurturing, undermining their ability to optimize campaigns

The Solution

We used HubSpot's CTA feature to embed custom CTAs for each piece of ungated content on the client's WordPress site. This allowed the client to track views and clicks on their content, providing valuable engagement data without disrupting the user experience. Known contacts were also tracked, maximizing the data available while maintaining an ungated content approach.

The Impact

This solution provided the client with a wealth of new data:

- Real-time tracking of views and clicks on ungated content
- Insight into known Contacts engaging with the content, maximizing available data
- Enhanced ability to refine content strategy based on concrete engagement data
- Ability to trigger automation, such as additional nurturing, based on the specific ungated content downloaded — offering the best of both worlds in tracking and engagement

The Details

Industry:
Privacy Consulting

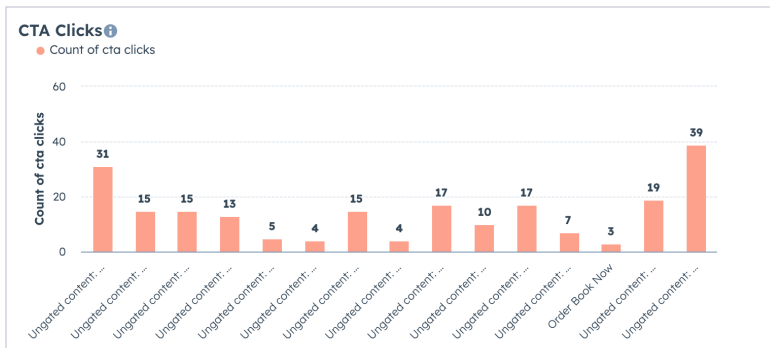
Business Area:
Content Marketing

Tools Used:

- HubSpot CTAs
- CTAs embedded in WordPress website



This is amazing! I didn't know we could get data like this when it's not gated.



Call-to-action Aug 21, 2024 at 8:58 PM CDT

██████████ clicked the Embedded CTA **Ungated content:**
Privacy Checklist on the page **2024 Privacy Checklist** - ██████████

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Call-to-action Aug 21, 2024 at 8:57 PM CDT

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