

# Content Engagement Center

Aggregate your content into a digital hub designed for deep engagement.



Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. Our multi-touch marketing campaign and single-sign-on approach help generate quality leads. And, the always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time binging on your content.

## DETAILS

- Customized hub design
- House up to 9 content assets
- Users consume your content assets directly within the CEC
- Allows users to “self-nurture”
- Leads to higher time spent binging on your assets
- Social sharing tools embedded
- Deep user engagement metrics provided
- Great for lead capture and scoring