

What B2B marketers can learn from Netflix

Netflix is in the attention business – getting it and holding on to it – and no one does it better. Here are a few things B2B marketers need to know about nurturing in the Netflix era.

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Welcome to the Netflix Era of Marketing

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62.3 million
Number of Netflix customers as of June 2015¹.

37% of peak Internet traffic in North America is attributed to Netflix – more than YouTube, Amazon and Hulu combined.



9,000,000,000
Hours of content Netflix members watched in the last 3 months² – that's a lot of engagement & Netflix tracks all of it.

75% of TV viewers admit to binge-watching³.

61% of Netflix subscribers admit to regular binges⁴.

So what does this mean for marketers?

Let them binge.

People are busy but they still find time to binge. They want to control their own time – even if it means watching an entire TV season in a sitting. Scheduled marketing forces your audience to engage on your timeline, not theirs.

3/4 of viewers who streamed the 1st season of *Breaking Bad* on Netflix finished all 7 episodes in 1 session⁵.

Engaged prospects devote their attention in bursts, consuming lots of content quickly. Scheduled marketing doesn't accommodate "bursty" behavior.



33% of engaged prospects will binge on B2B content if it's packaged in the right way.
7% will consume every piece of content you put in front of them in the same session⁶!

When asked how marketers could improve the quality of their content, **97%** recommended packaging related content together⁷.

Bingeing began with DVD box sets.



Are you still watching?

Netflix encourages bingeing with auto-play. The autoplay blocker gathers periodic signals to tell if you're still watching. Why? Because engaged viewers keep coming back.

IF YOU CAN HOLD A VIEWER'S ATTENTION FOR **3 MINUTES** THEY ARE TWICE AS LIKELY TO RETURN THAN IF YOU ONLY HOLD IT FOR **1 MINUTE**⁸

Better content experiences start with better data.

- \$100M** Cost to produce *House of Cards* Season 1. Netflix could green light *House of Cards* without first making a pilot because they had the data that told them it would be a hit.
- 33,000,000** # of viewers whose data Netflix analyzed before green-lighting *House of Cards*. Netflix uses "a balance of intuition and analytics" to evaluate everything from promotion of its original content to which shows it picks up next⁹.
- 82%** of enterprise marketers have no synchronized view of customer data¹⁰. How do you measure the ROI on your B2B content? Without engagement metrics, marketers are flying blind.
- 75%** of CEOs want marketers to become 100% ROI focused¹¹. Marketers are under scrutiny to show ROI and increase contribution to revenue. Better data is essential.

The Psychology of Binge-watching

According to *Psychology Today*, on-demand viewing is "another step toward consumer empowerment" and "the ability to continue the story creates a greater sense of immersion and transportation into the narrative, making it more enjoyable."¹² B2B buyers will also immerse themselves in your content when they want to self-educate.



Personalization is powerful.

- 75%** of Netflix views result from recommendation or personalized ranking. No two Netflix channels look alike. It's about delivering the right content based on what you know about a person and his/her past behavior. For Netflix, personalization means building "a different channel for everyone."¹³
- 10** # of different trailers for *House of Cards*¹⁴. Kevin Spacey fans saw a trailer featuring him, while viewers who watched films starring female leads saw one with the women in the show. **B2B marketers need to use behavior-driven logic to deliver personalized content experiences.**
- 3x-14x** increase in volume of captured leads. Speaking of trailers, time-based forms allow prospects to preview your content before filling out a form, resulting in an increase in volume of captured leads.

Be ready to engage wherever your audience is.

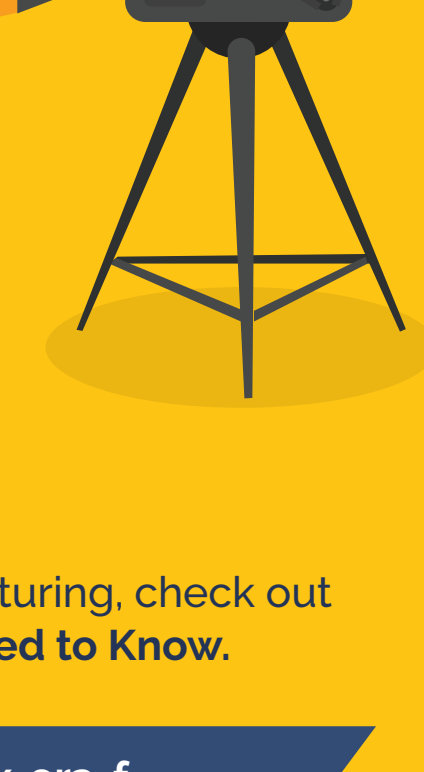
- 900+** # of different device types Netflix supports.
- 78%** of customers don't receive a consistent experience across channels¹⁵.

Scheduling is broken.

- 30-60 min. per week** Max. viewing time per week of your favorite show with old-school television. **What B2B marketers can learn:** Scheduled nurture campaigns drip one content asset per week, leaving engaged prospects wanting more and feeling frustrated by "to be continued" endings.
- 120 min. per day** Amount of content viewed per Netflix subscriber per day. **What B2B marketers can learn:** Instead of drip-feeding us episode by episode, Netflix lets us engage at our own pace by dumping entire seasons online. Moving from scheduled to on-demand marketing leads to higher engagement – and engaged prospects will self-accelerate through your funnel.

Roll credits...

Netflix knows when the credits roll or if you stopped watching before the end.¹⁶ B2B marketers need this same insight into how prospects are engaging with their content to improve how they score, segment and accelerate the buyers' journey.



Would you rather nurture like Netflix or Blockbuster (RIP)?

To learn why marketers are moving from scheduled to "always-on" nurturing, check out our eBook: **Engagement Marketing in the Netflix Era: 7 Things You Need to Know.**

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