



## We're all competing for buyers' attention... and getting it is harder than ever.<sup>1</sup>

You're already part of the attention economy—the question is, are you winning or falling behind? While buyers feel bombarded by marketing messages and content,<sup>2</sup> companies are struggling to cut through the same noise and reach the people who could benefit from their products. In the fight for attention, you need a winning strategy.



### The power of facts

*Build credibility with  
real-world results*



### The power of story

*Connect with buyers  
through relevant stories*



### *The solution? Unleash the power of fact-based marketing*

Fact-based marketing uses proven facts to tell stories that resonate with buyers. At Principled Technologies, we rigorously test products to find winning results, then demonstrate those products' benefits with compelling marketing materials. We don't just earn buyers' attention—we reward their investment with relevant, engaging information. Let's look at how our approach can help you win in the attention economy.



### The power of principles

*Work with a partner  
you can trust*



[Click here for a story about how we help buyers find the perfect fit](#)





The power  
of facts



**Buyers want  
more content...**

47% of business to business (B2B) buyers rely more on content to make purchases than they did a year ago<sup>3</sup>

**...and more facts.**

76% of buyers want more data and research in companies' content<sup>4</sup>

In a market saturated with unsubstantiated claims, real-world results help your product stand out from the crowd. They build credibility for your company and allow buyers to see exactly what benefits each product will give them. That's why we place facts front and center.

First, we identify a product's target audience and how they'll use the product. With that information, we create testing methods that let us experience the product just the way buyers will. Then we conduct testing to find facts that prove its advantages. Based on those facts, we tell the story of how real users will benefit.



## The power of story

### Buyers want relevant stories...

62% of buyers want content that speaks to their pain points<sup>5</sup>

Stories connect with buyers and make facts personally relevant. At PT, we show buyers the solution to their problems with compelling, fact-based marketing materials.

**A recent study from the Content Marketing Institute revealed that buyers' top three needs are for content that:**

- speaks to their specific needs,
- provides product specifications, and
- educates more than it promotes.<sup>7</sup>

**We meet those needs with marketing collateral that:**

- highlights the benefits for each target audience,
- discloses detailed product and testing information, and
- informs buyers of products' benefits that our testing proved.

After earning buyers' attention with persuasive storytelling, we reward their investment with materials that speak directly to their needs.

### ...that appeal to their emotions...

Personal stories in donation appeals attracted **twice as much money** as stories based purely on statistics<sup>6</sup>

### ...and make facts memorable.

Presenting facts in story form can **improve recall** by up to 80%<sup>8</sup>





## The power of principles



Buyers regularly use third-party reports...

67% of buyers have used third-party reports in the past year to research B2B purchasing decisions<sup>9</sup>

...and want sources they can rely on.

75% of buyers need their content to come from a reliable source for it to affect their buying decision<sup>10</sup>

PT exists to do the best work for our clients and be the best place to work for our staff. Our dedication to the truth, paired with our technical, marketing, and creative expertise, has earned us a reputation as a trusted third party over the fifteen-plus years we've been doing this work.

Because we value transparency, we always disclose who funded each project, what we tested, and exactly how we ran our tests so anyone can replicate our work and get the same results. Each project starts with the same question: How could this product benefit its target audience? From there, we get to work finding facts and telling benefits-focused stories that resonate with buyers.

Click here for a story about how we help buyers find the perfect fit





Mia's in the market for a new computer. She's sick of lugging her heavy laptop on her daily bus commute. Worse, the once-trusty device has started crashing unexpectedly, causing her stress and headaches as she scrambles to recover lost work.

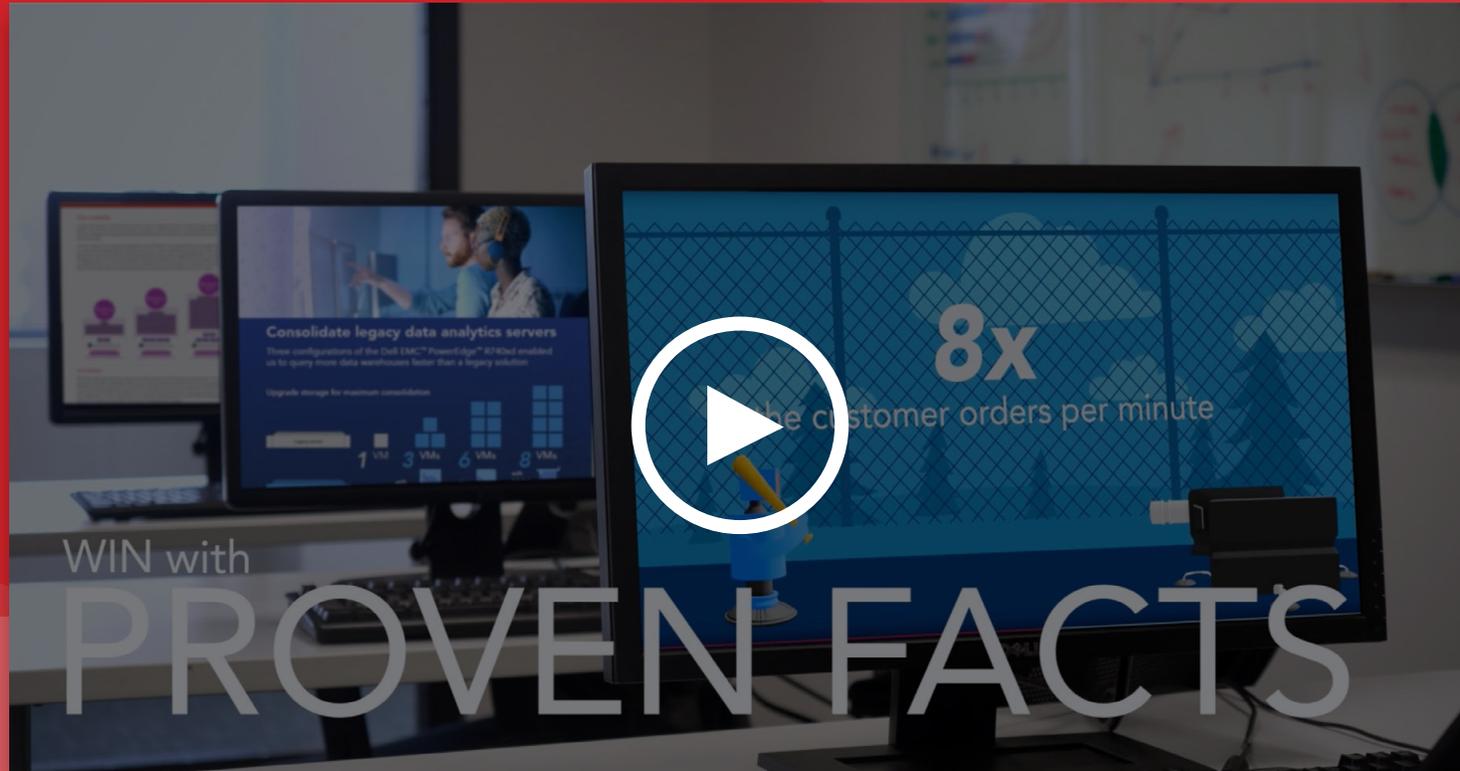
Wesley, a sales associate, knows none of this when Mia ducks into the store where he works. But he starts where every good salesperson would: by asking Mia about her needs. Will she be using this device for intensive gaming, or mostly catching up on emails? Does she want top-of-the-line, or is price a bigger concern? Armed with Mia's answers, Wesley helps her find the perfect fit.

Just like Mia, buyers in the attention economy want information that speaks to them. Fact-based marketing meets this need by tailoring messages so the right product can find the right buyer. Some of our clients want to appeal to a specific customer segment, while others hope to reach multiple audiences with a single product. Our strength lies in our adaptability. Like Wesley, the savvy sales associate, we help our clients meet buyers' unique needs—ensuring a commuter like Mia finds the right lightweight laptop, a student gets an inexpensive device that doesn't blow their budget, and a gamer walks out with the powerful rig they crave.





PT helps you win in the attention economy. See how.



Click one of these examples to see fact-based marketing in action.



Report



Infographic



Video



Interactive



- 1 A 2014 Media Dynamics, Inc. study showed that the average adult's daily media and ad exposure had grown from 309 minutes in 1945 to 590 minutes in 2014. In 2014, the average adult saw or heard 362 ads daily, and noted (that is, paid attention to for a few seconds or more) 153 ads daily. SJ Insights, "New Research Sheds Light on Daily Ad Exposures," accessed April 20, 2018, <https://sjinsights.net/2014/09/29/new-research-sheds-light-on-daily-ad-exposures/>
- 2 In a 2017 Demand Gen survey, 46% of respondents strongly agreed with the statement, "I find myself overwhelmed by the amount of content available." In 2016, only 35% strongly agreed with that same statement. Demand Gen Report, "2017 Content Preferences Survey Report," accessed March 1, 2018, <https://www.demandgenreport.com/resources/research/the-2017-content-preferences-survey-report>
- 3 Ibid.
- 4 Ibid.
- 5 Content Marketing Institute, "How Content Influences the Purchasing Process," accessed March 1, 2018, <http://contentmarketinginstitute.com/wp-content/uploads/2017/07/smartbrief-content-marketing-institute-how-content-influences-purchasing-process-research.pdf>
- 6 Loewenstein, Small, and Slovic, "Sympathy and Callousness: The Impact of Deliberative Thought on Donations to Identifiable and Statistical Victims," *Organizational Behavior and Human Decision Processes* 102 (2007) 143-53. Accessed March 1, 2018, [http://opim.wharton.upenn.edu/risk/library/J2007OBHDP\\_DAS\\_sympathy.pdf](http://opim.wharton.upenn.edu/risk/library/J2007OBHDP_DAS_sympathy.pdf)
- 7 Content Marketing Institute, "How Content Influences the Purchasing Process," accessed March 1, 2018, <http://contentmarketinginstitute.com/wp-content/uploads/2017/07/smartbrief-content-marketing-institute-how-content-influences-purchasing-process-research.pdf>
- 8 Gordon Bower and Michal Clark, "Narrative Stories as Mediators for Serial Learning," *Psychonomic Science* 14, no. 4 (1969) 181-2. Accessed February 27, 2018, [http://stanford.edu/~gbower/1969/Narrative\\_stories.pdf](http://stanford.edu/~gbower/1969/Narrative_stories.pdf)
- 9 Demand Gen Report, "2017 Content Preferences Survey Report," accessed March 1, 2018, <https://www.demandgenreport.com/resources/research/the-2017-content-preferences-survey-report>
- 10 Ibid.