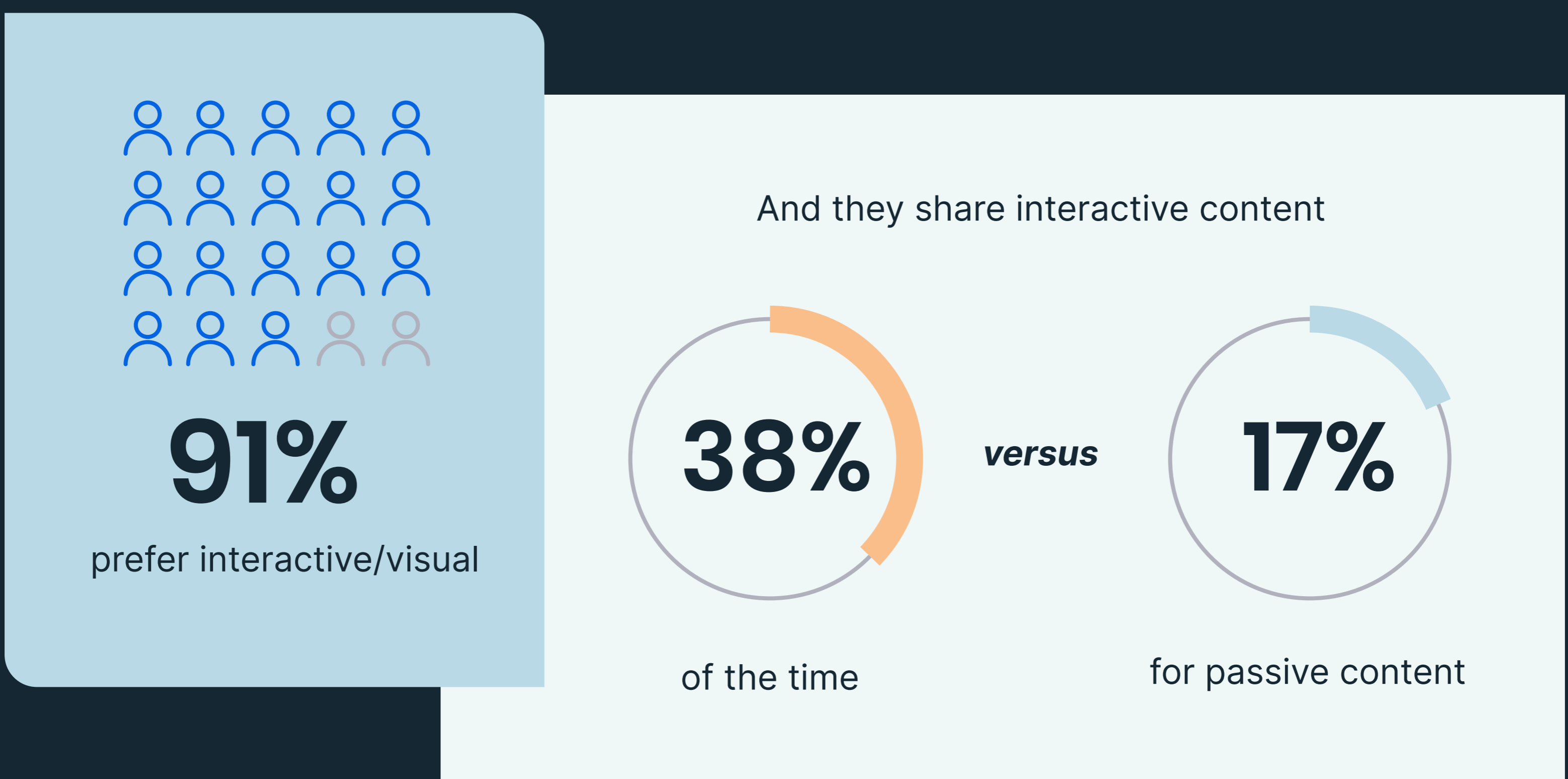


# Interactive Content Delivers

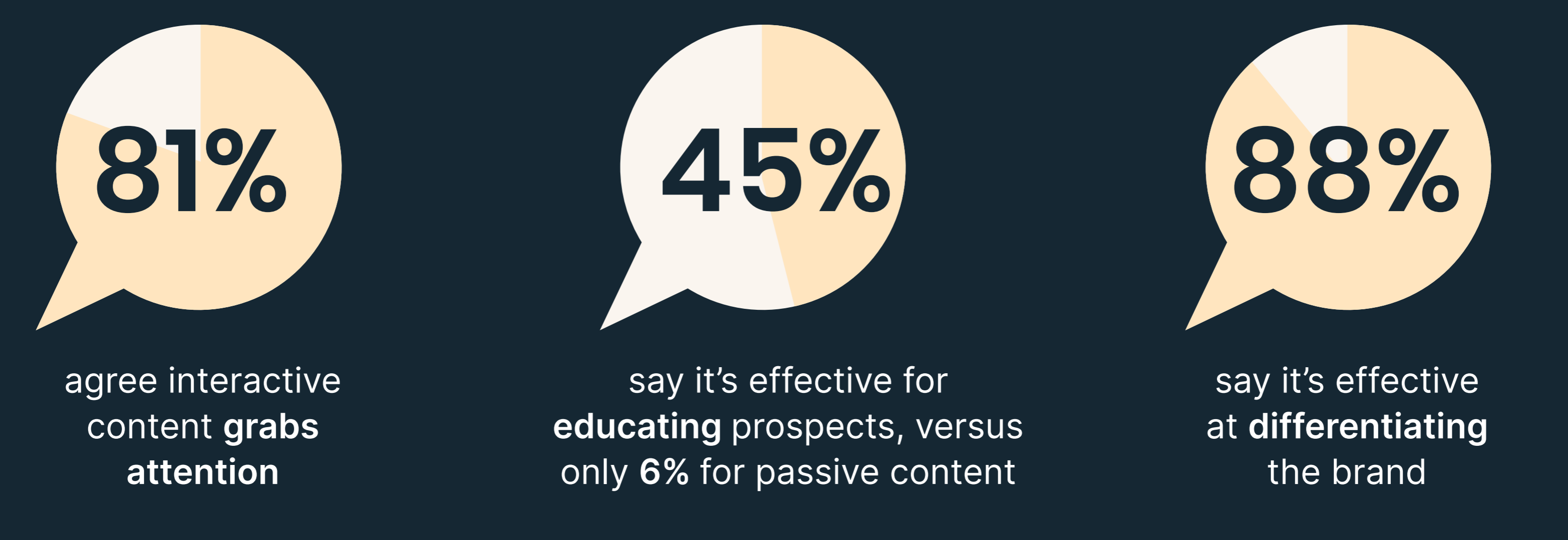
Content is everywhere, but most of it is static, with users passively consuming. Interactive content puts buyers in control, responding dynamically to their actions and encouraging greater engagement. See what the data shows.

## A better buyer experience

### Customers prefer interactive content

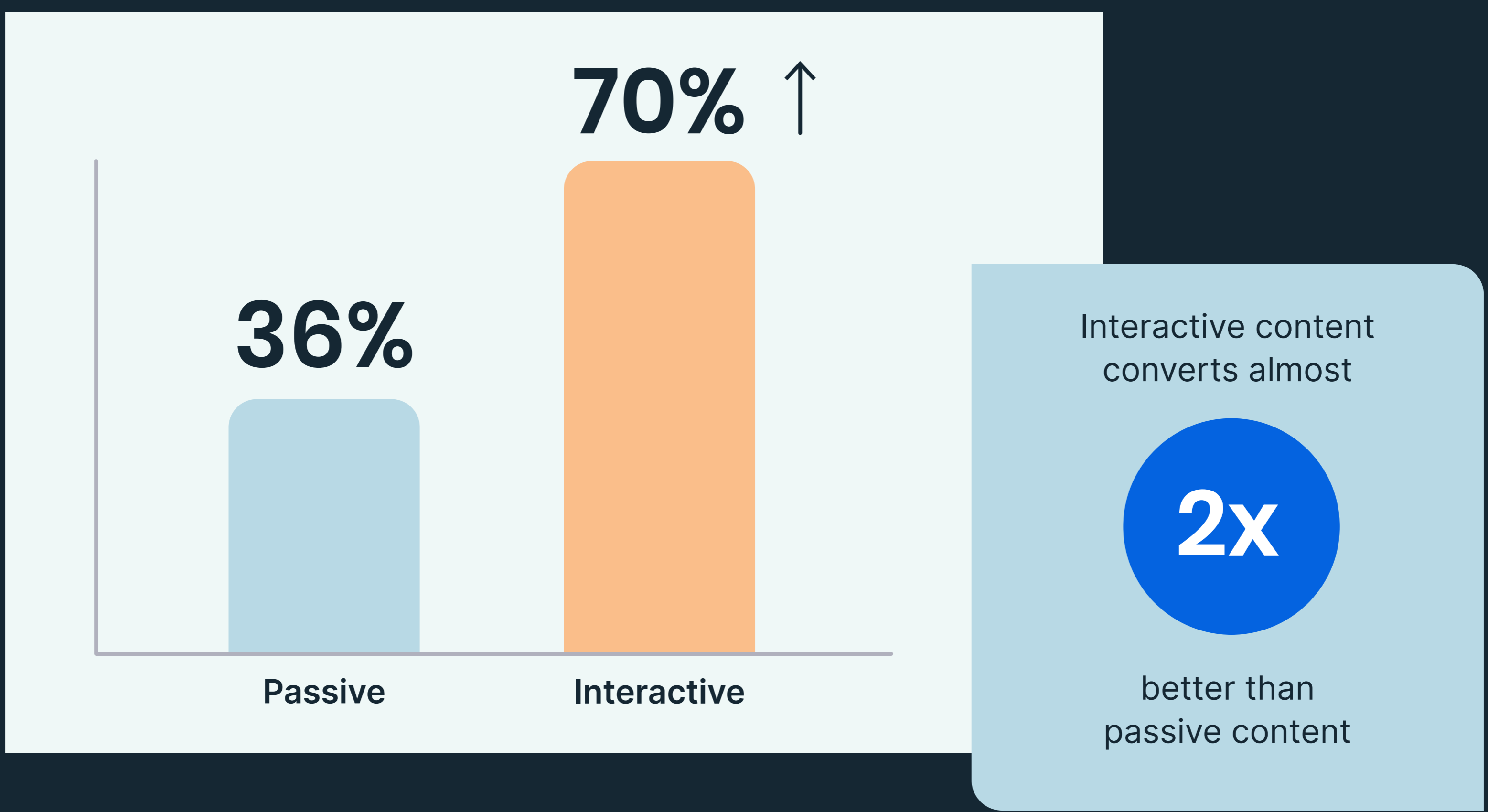


### And marketers say interactive is more effective



## Greater business impact

### Interactive experiences perform better



### And they drive growth



## Which leads to greater returns for your business



See how interactive content is changing the B2B buyer experience in our new ebook, **Inspiring Action: Sales Content Reimagined**.

[Download the eBook →](#)

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