

# Content Marketing Score Research: Industry & Audience Trends



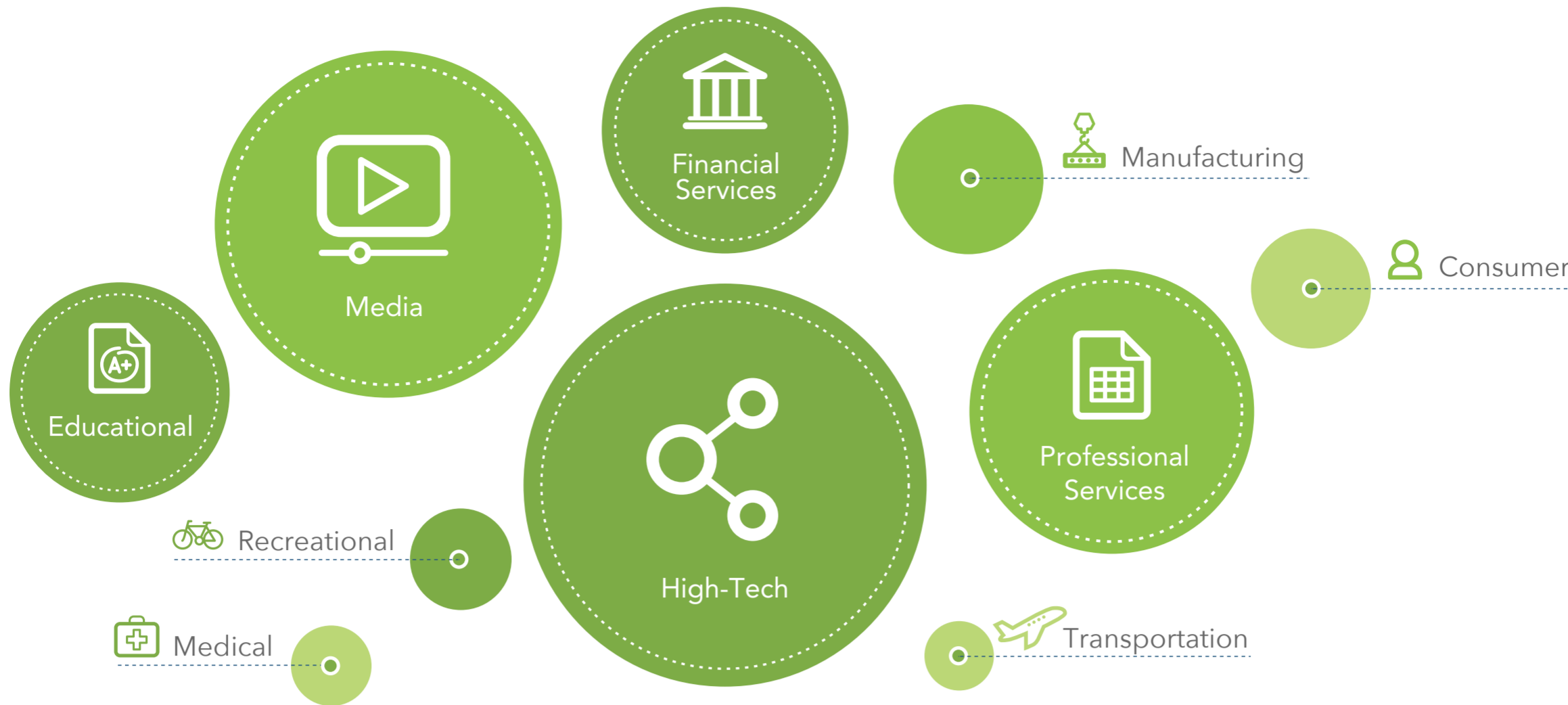
Content Marketing Score

A score that quantifies and benchmarks the influence companies have on LinkedIn through their content marketing



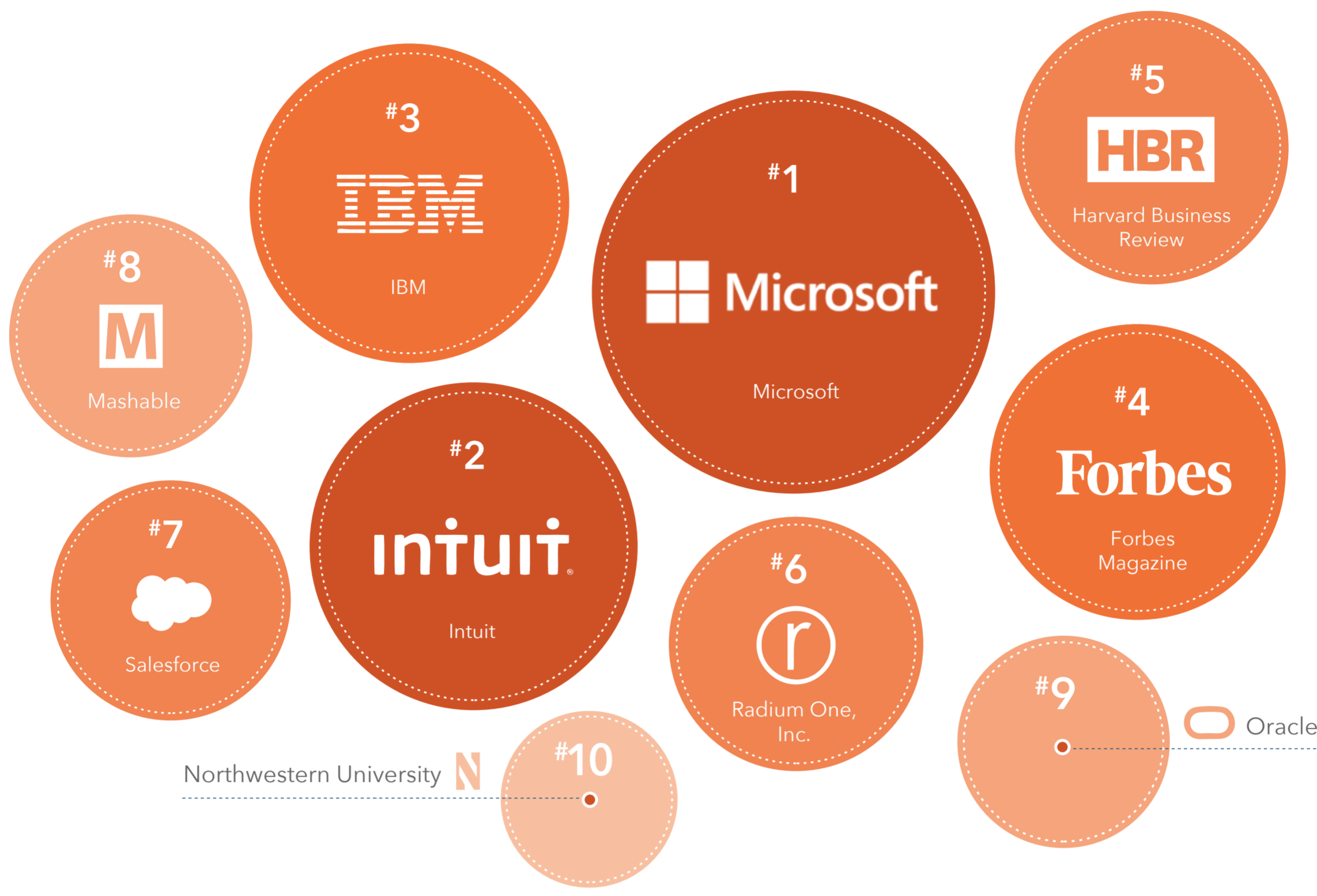
## Top 10 Industries in February 2014

Average Content Marketing Score for top 10 companies in each industry



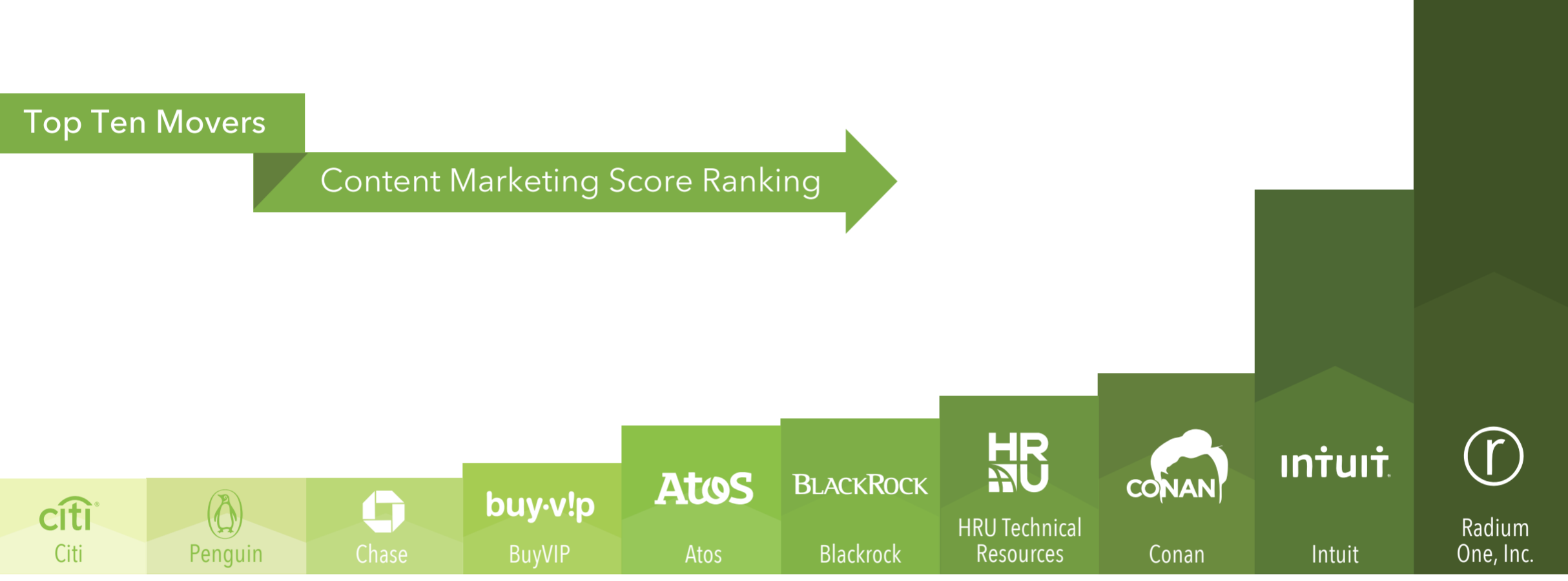
## Top 10 Best-in-Class Companies

Based on global Content Marketing Score for February 2014



## Top 10 Movers

Based on change in Content Marketing Score from January 2014 to February 2014



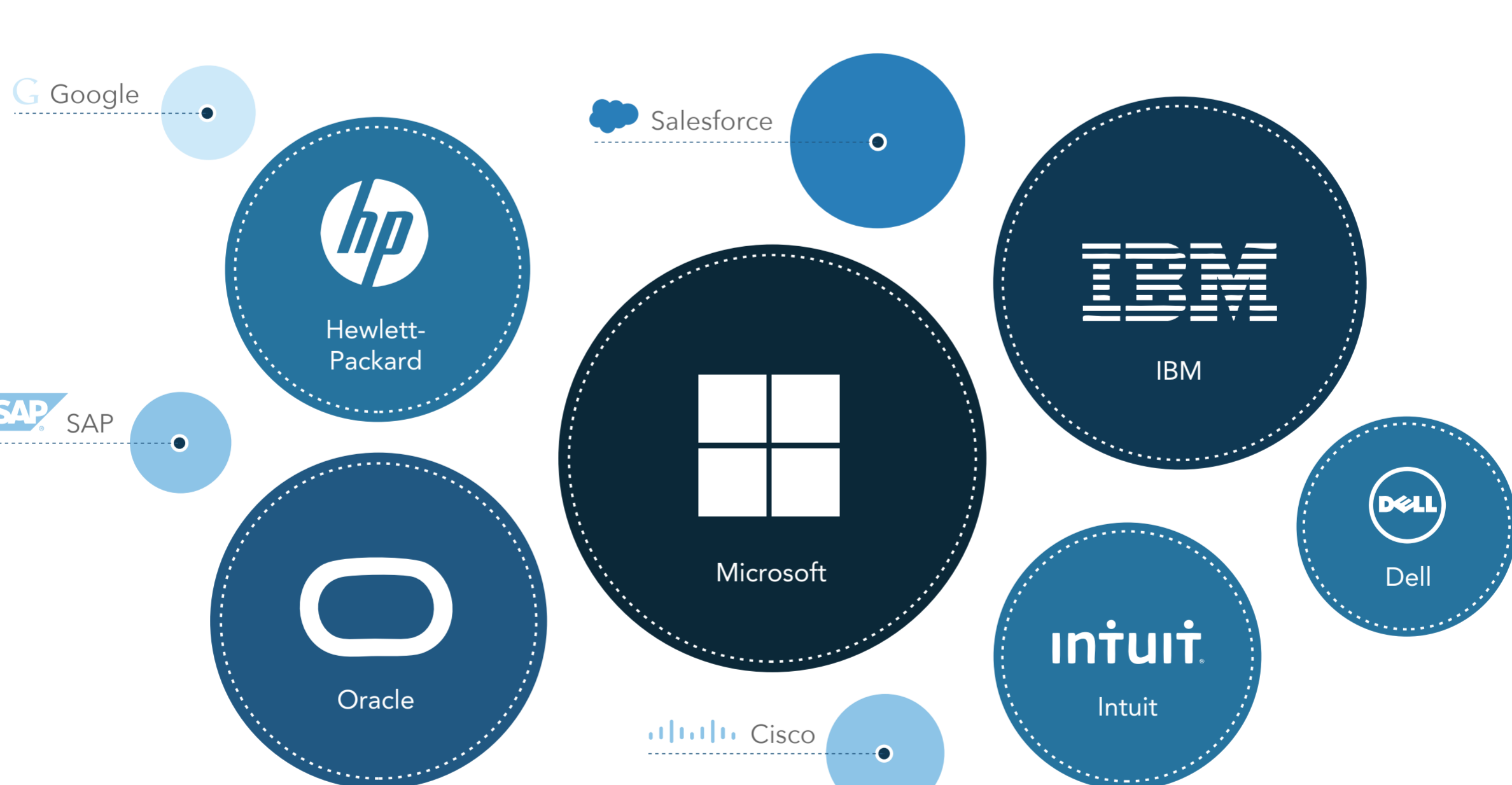
## Top Companies by Industry

Based on global Content Marketing Score for February 2014



## Top Companies Targeting the High-Tech Audience

High-Tech Audience: Members who work in Tech & Telecom industries



## Top Companies Targeting the Financial Services Audience

Financial Services Audience: Members who work in Financial Services and Insurance industries

