

Gated

- Content is available only if contact info is shared
- High visibility into who views the content
- Requires additional effort from the reader
- Audience size is diminished
- Value and impact are minimized

Combo

- Full content is ungated on site
- PDF version is gated for download
- Use to transition or as default structure

Ungated

- Content is freely available online
- Minimal visibility into who views the content
- No additional effort required from the reader
- Significantly larger audience
- Greater value and impact on revenue