

Knowledge Center Summary Metrics (H1 2026)

Data Period: January 1, 2026 – June 30, 2026 (Q1 & Q2) | Source: Google Analytics 4

Performance by Content Type:

Content Type	# of Content	Views	Users	Bounce %	Avg Session
Webinars	113	14,325	11,413	31.1%	210s
Position Papers	26	12,565	9,760	34.7%	325s
Podcasts	130	11,293	8,945	35.7%	350s
Innovate Articles	54	6,710	4,953	39.2%	622s
Standards & Guidance	12	6,857	4,977	24.1%	183s
Benchmark Reports	7	1,975	1,440	28.7%	384s
White Papers	7	1,901	1,338	28.2%	343s
Elevate Articles	21	1,297	1,100	32.0%	116s
TOTAL	370	56,923	43,926	---	---

Quarterly Trend: Views by Content Type (Q1 vs. Q2 2026)

Views by content type, split by quarter, based on active Knowledge Center pieces during each period.

Content Type	Q1 Views	Q2 Views	Change
Webinars	7,345	6,980	-5.0%
Position Papers	7,402	5,163	-30.2%
Podcasts	5,794	5,499	-5.1%
Innovate Articles	3,544	3,166	-10.7%
Standards & Guidance	2,402	4,455	+85.5%
Benchmark Reports	1,087	888	-18.3%
White Papers	669	1,232	+84.2%
Elevate Articles	572	725	+26.7%
TOTAL	28,815	28,108	-2.5%

Key Insights:

Top Performers:

- **Largest Audience:** Webinars lead with 11,413 active users across 113 pieces, extending their Q1 lead as the top audience driver in the Knowledge Center.
- **Second Largest Audience:** Position Papers attracted 9,760 unique users across 26 pieces, remaining a key content acquisition channel despite a slower Q2.
- **Deepest Engagement:** Innovate Articles now generate the highest average session duration at 622 seconds (10.4 minutes), overtaking Benchmark Reports (384s) as the most engaging format in H1.
- **Best Retention:** Standards & Guidance again has the lowest bounce rate at 24.1%, indicating consistently strong alignment between user intent and content delivery.
- **Most Efficient:** Standards & Guidance now delivers 571 views per content piece—the highest ROI per content asset—overtaking Position Papers (483 views/piece) as Q2 demand for reference content surged.

Strategic Insights:

1. **Quality Over Quantity in Thought Leadership:** Position Papers and Standards & Guidance remain among the smallest content pools yet rank among the top performers for engagement and efficiency, reaffirming that focused, high-quality content outperforms volume-based approaches.
2. **Standards & Guidance and White Papers Surge in Q2:** Views grew 85.5% and 84.2% quarter-over-quarter, respectively—the sharpest gains of any content type—signaling rising demand for authoritative reference material as the year progressed.
3. **Position Papers Momentum Cooling:** Despite a strong Q1, Position Papers views fell 30.2% in Q2, the steepest decline of any content type. Per-piece engagement remains high, but the audience draw warrants monitoring.
4. **Engagement Gap in Innovate Articles:** Bounce rate ticked up to 39.2% (from 37.8% in Q1) and remains the highest of any content type. Content audits, improved targeting, or enhanced internal linking could help retain visitors.
5. **Elevate Articles Gaining Traction:** Still the smallest audience overall (1,100 users), but Q2 views rose 26.7%—the second-largest gain in the portfolio—suggesting increased promotion is beginning to pay off.