

USE CASE · CONTENT GAP ANALYSIS

Find the content gaps in your revenue plan

Most teams cover only 10–30% of what their revenue plan requires. See which part is exposed.

	AWARENESS	EDUCATION	SELECTION	ONBOARDING	RETENTION	EXPANSION
B2B SaaS	100%	75%	25%	50%	75%	25%
Manufacturing	75%	25%	—	25%	50%	—
Professional Services	50%	50%	25%	—	25%	25%
Agencies	25%	—	50%	25%	—	—

Coverage Heatmap: content scored against your revenue plan by segment and funnel stage

Illustrative data

THE CHALLENGE

You know who your content reached. Not who it missed.

01 Exposed revenue, unseen

You can't see which parts of the plan your content covers.

02 Activity, not coverage

The CMO reports output to the board, not pipeline coverage.

03 Gaps found mid-deal

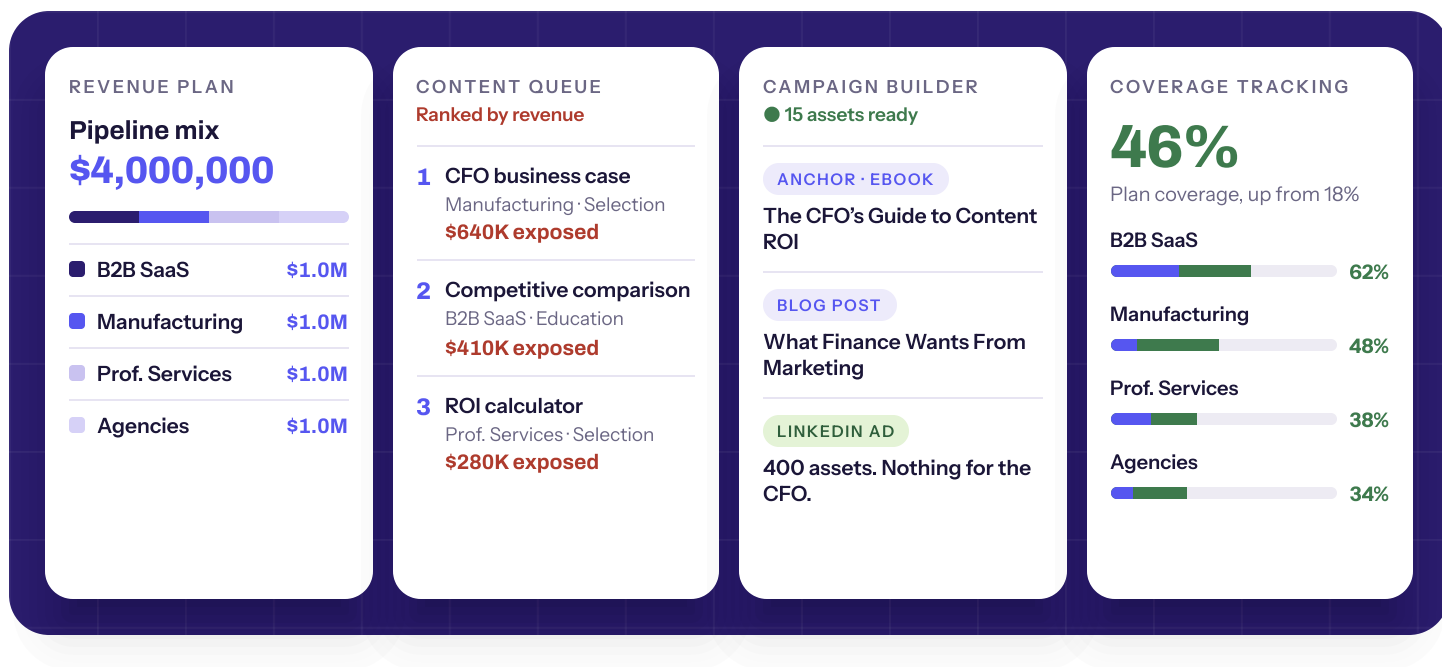
The CRO discovers the missing asset when the buyer needs it.

04 Faster isn't focused

AI sped up content. It didn't decide what to write.

THE SOLUTION

The Campaign Operating System that shows where your content falls short of your revenue plan and your competitors, ranks the gaps by revenue impact, and builds what's missing from your Brand Foundation.



01 Map

COVERAGE HEATMAP

Score content against your revenue plan and competitors.

02 Prioritize

CONTENT QUEUE

Rank every gap by the revenue behind it.

03 Build

CAMPAIGN BUILDER

Create on-brand campaigns from your Foundation.

04 Track

COVERAGE TRACKING

Re-score and see where coverage improved.

KEY BENEFITS

The right content first

Work the gaps with the biggest revenue impact before anything else.

Coverage against your plan

See every segment, persona, and stage your revenue plan requires.

Beat competitors to the buyer

Find the buyers your competitors write for that you don't.

"Just the gap analysis is enough. Then I can build the campaign in under a minute."

Chris Hutchins, Audiense

200%

Pipeline growth on a 4-person team

LYTHO

\$2.37M

Pipeline across 5 accounts in 6 weeks

EXTERRO

Your competitors wrote for your buyers. Did you?

See your coverage gaps, free.

[Get your free Coverage Heatmap →](#)