

— IT'S CALL THE COVERAGE GAP.

The content you're missing has a name.

Your team is shipping more than ever, so why does it still feel like you're always a step behind?

THE CAMPAIGN OPERATING SYSTEM FOR B2B MARKETING.

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Two scenes.

At least one of them will probably happen this quarter.

01

Content by request. Sales opens a new vertical on Monday. By Wednesday they're asking for something to run against it, a one-pager, a case study, anything. Nothing is built for it, so marketing promises to pull something together.

02

The accountability gap. It's the quarterly review, and your CEO asks a plain question: how are we covered for the segments we're betting on next quarter? And the room goes quite, not because the team isn't working hard, but because no one can actually answer the question.

That silence has a name, the coverage gap.

It's almost certainly wider than your dashboard shows.

— THE DEFINITION

What is a coverage gap?

01

A coverage gap is the distance between the content your revenue plan requires and the content you actually have, measured across every segment, persona, funnel stage, product, and channel you've committed to support.

Read that again, because the dimensions are the whole point. It's not enough to have "a lot of content." You need the right content for the verticals you're chasing this quarter, for the economic buyer and not just the champion, for the decision stage and not just the top of the funnel, in the channel where that buyer actually spends time. Miss any one of those and the plan has a hole in it — even if your content calendar looks full.

There are five dimensions a plan has to cover, and a real gap can open in any of them:

The five dimensions of coverage

01

Segment

The verticals, sub-verticals, and account tiers you're actually pursuing this quarter.

02

Persona

The whole buying committee: economic buyer, champion, influencer, gatekeeper, end user.

03

Funnel stage

Awareness through decision, expansion, and renewal — each needs a different kind of asset.

04

Product

Every line in the portfolio, not just the one that's easiest to write about.

05

Channel

Web, email, social, paid, partner, event — wherever the buyer actually is.

Multiply those out and the scale of the problem becomes obvious. A handful of segments, a dozen buying-committee roles, five or six stages, a couple of products, and a half-dozen channels add up to thousands of distinct cells your plan quietly assumes you've filled. Almost no one has filled them all. **The question is whether you know which ones are empty.**

— THE TRAP

**This is not a
“we need more
content” problem.**

02

Here's the trap. The moment a gap appears, the reflex is to make more. But volume is not coverage, and confusing the two is how teams stay busy and stay uncovered at the same time.

400

ASSETS IN A QUARTER

You can publish 400 assets in a quarter and still be badly exposed. Volume piles up where it's easiest to produce, another top-of-funnel blog, another founder post on LinkedIn, and leaves the hard, high-value cells empty: the decision-stage proof for your second-best vertical, the content the buying committee's economic buyer needs to sign off, the format that actually performs in your newest segment's channel.

You launch into manufacturing because sales sees demand there. The campaign produces a launch blog, three social posts, and a webinar invite, all awareness-stage, all aimed at the practitioner who first raised a hand. Then the deal advances, and the CFO who has to approve it goes looking for proof. There's a case study, but it's for SaaS. There's an ROI calculator, but it predates the new pricing. The practitioner is convinced; the buyer who signs has nothing built for them.

The campaign shipped, and the gap that lost the deal never showed up in a single metric.

VOLUME ANSWERS

How much did we produce?

COVERAGE ANSWERS THE ONE YOUR NUMBER DEPENDS ON

Is what we produced enough to carry the plan?

Most marketing dashboards are very good at the first question and silent on the second.

Why the coverage gap is also the accountability gap

03

This is the pressure underneath the question every marketing leader now gets asked: what did marketing do for the revenue number?

64%

name proving impact their #1 challenge

9.0%

budgets as a share of revenue

70%+

of marketers avoid changing live programs

59%

take two to four weeks to act on what they learn

The Duke CMO Survey (Spring 2026) found that 64% of marketing leaders name proving marketing's impact on financial outcomes as their number-one challenge, with budgets flat at 9.0% of revenue and spending growth slowed to 1.7%. More pressure, tighter budgets, and still no clean line from the work to the pipeline. The work usually isn't the problem, but the coverage is.

And AI quietly made it worse. Production got cheap, so teams produce more than ever, but cheaper production fills the easy cells faster and leaves the hard ones exactly where they were. The Iterable 2026 Customer Engagement Report found that more than 70% of marketers avoid changing live programs and that 59% take two to four weeks to act on what they learn. Speed without coverage just gets you to the same gap faster.

SOURCES: Duke CMO Survey (Spring 2026). Iterable 2026 Customer Engagement Report.

Katie Robbert of Trust Insights captured the feeling better than most:

“We have the deck. We have the strategy. We have the KPIs. We have an AI champion and a Slack channel and a quarterly review on the calendar... And nothing is happening.”

— KATIE ROBBERT, TRUST INSIGHTS

The knowledge isn't missing. The strategy is in the deck and the KPIs are on the dashboard. What's missing is a clear, current picture of where you're actually short, and a way to act on it before the picture changes again.

— THE FIRST MOVE

**Finding your
coverage gap
starts with an audit.**

04

The audit

The instinct most teams reach for is the right one: run a content audit. Inventory what you have, tag each asset by segment, persona, stage, product, and channel, lay the inventory against the plan, and see what's missing. That is exactly how you find a coverage gap, and you can do it by hand with a spreadsheet, your brand docs, and one disciplined week.

The catch

The catch is what happens after. An audit is a photograph; your plan is a movie. The gap you find on Tuesday has already shifted by the next Tuesday, a new segment enters the plan, the roadmap surfaces a use case, a competitor raises and the picture changes. Find the gap once and it drifts back open. The teams that stay ahead don't audit harder. They make the audit continuous, so the picture is always current and the biggest gaps are always the next thing they close.



— THE CHECK

**How big is your
coverage gap?**

05

Five questions

If the answers come slowly, the delta is wider than it looks.

-
- 1** If sales opened a new segment on Monday, could you have content live there within days, or would it take a quarter?
 - 2** Can you say, right now, which personas on the buying committee have nothing built for them?
 - 3** Do you know your coverage by funnel stage, or only your total output?
 - 4** When was your last content audit, and can you name three things that actually shipped because of it?
 - 5** Is your content measured by how much you ship, or by whether it covers the plan?
-

Frequently asked questions

What is a coverage gap?

The distance between the content your plan requires and what you have, read across segment, persona, funnel stage, product, and channel.

How is coverage different from volume?

Volume counts what you produced. Coverage asks whether what you produced is enough to carry the plan.

Can we find our coverage gap by hand?

Yes. A spreadsheet, your brand docs, and one focused week will surface it. The work is keeping it current after that.

Where do we start?

Run the free Coverage Score for a directional read across the five dimensions, then close the biggest gaps first.

Do we have to stop running audits?

No. An audit is the right first move. The shift is making it continuous so the gap stays in view as the plan moves.

How fast can coverage go live in a new segment?

By hand it can take a quarter. With a continuous system it is closer to days.

— GET YOUR SCORE

See where you stand.

Find your coverage gap in ten minutes

The free Coverage Score is the fast version of the audit above: a directional read on where you're covered, under-covered, and over-covered across the five dimensions that decide whether your content can carry the plan. Get a clear picture of where you stand today.

[See your coverage score →](#)