



in the 140 Character Economy



Humans evolved to be EASILY DISTRACTED



..... It kept us safe from **PREDATORS**

But in the typical office environment this short attention span translates into brief snippets of focus **interrupted** by all sorts of **multitasking**.



Office Workers Are Distracted

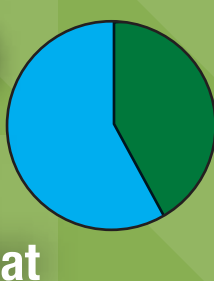
When starting a project, it takes only **11 minutes** for workers to become **interrupted**.

The average office worker switches tasks **every 3 MINUTES**.



40%

of the time they don't return to what they were working on.



23 MIN

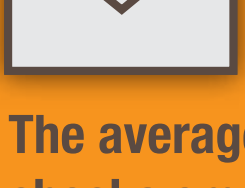
For the other 60% it takes **23 MINUTES** to get **back on track**.



Interruptions



EMAIL



30-40 p/hr

78 per day

The average worker checks email 30-40 times per hour and receives 78 emails per day.

Internet & Social Media



64%

of office workers **admit** to surfing the internet or playing with **social media** during the work day.

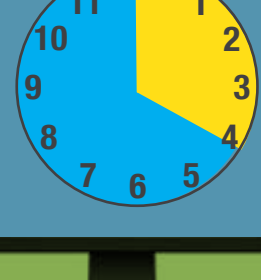
PEOPLE 43%

Phone calls, talking with co-workers, and impromptu meetings make up **43% of work interruptions**.

As a Result

79%

79% of users scan a page on a computer instead of reading.



The average website view is only 10-20 seconds

Researchers have a name for this



POWER BROWSING



Implication

B2B sales reps need **tools and strategies** to overcome their buyers' **attention deficit**.

Solution



Feature your content in a virtual showroom to grab your buyers' attention and get them engaged

Centralized Content



Bring your buyers into a centralized space to evaluate your offering

Visual Appeal



Use rich media to create an inviting experience

Analytics



Measure buyer actions to see who is engaged.