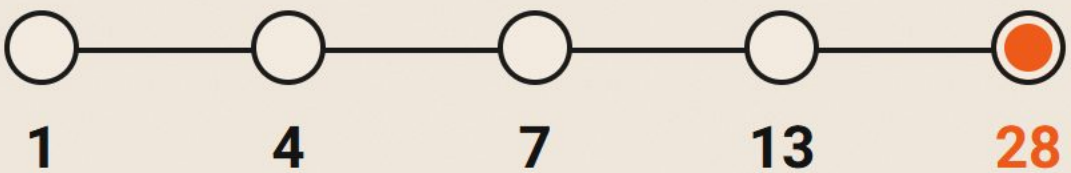
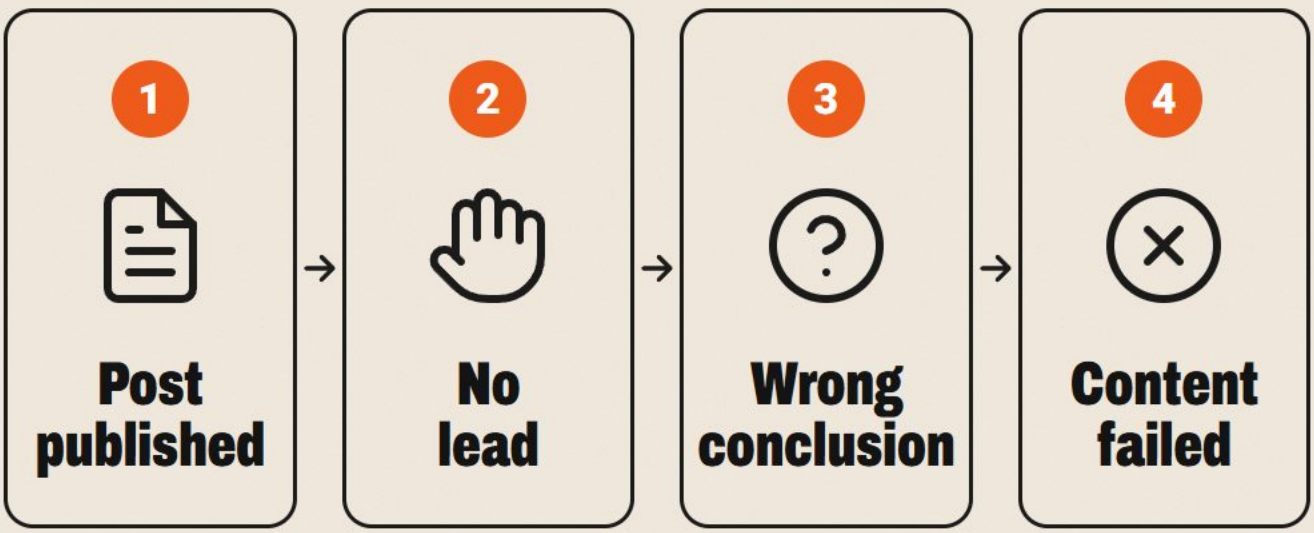


A buyer needs to see 28 pieces of your content before they're ready to close.

Not because 28 is a magic number.
Because trust isn't built by one post.



The problem: everyone still thinks in single posts.



But maybe it was only touchpoint number 4.



They used to say: a buyer needs 7 exposures.

That was the "rule of 7".



→ **28**

- Today's buyer is more sceptical.
- They have more vendors.
- They have more content.
- And more reasons not to trust.

Today, 7 exposures aren't the end of the journey. They're only the start.

In B2B:
13 pieces of content before a decision

According to a FocusVision study,
the average B2B buyer consumes:



So if all you have is generic posts,
the buyer doesn't have enough to trust you.

Source: FocusVision, 2020

Buyers don't want to be sold to too early

61%

of B2B buyers prefer a rep-free buying experience.



73%

of B2B buyers avoid suppliers who send irrelevant outreach.



The takeaway

Another sales message won't fix a lack of trust. **Good content will.**



Gartner Sales Survey, 2025

28 sounds like a lot?

In B2B SaaS, HockeyStack research found that in 2024 deals took, on average:

All deals

2,879
impressions

266
touchpoints

Deals over $100K

5,500
impressions

417
touchpoints



7
Old rule

13
Content before a decision

28
Trust model

266
Average touchpoints

417
$100K+ deals

So no, 28 isn't excessive.

It just means a buyer needs to see you enough times to feel safe.

HockeyStack, B2B customer journey touchpoints