

Engage Using Insights Through Analytics

"95% of B2B purchase decisions are directly influenced by content* yet only 6% of B2B marketers claim they can effectively measure the performance of their content using metrics that reveal business impact." **

Leverage Seismic to illuminate content effectiveness:



*Improve Every Sales
Touchpoint with Intelligence*



*Measure Your Content's
Impact on the Top Line*

Real-time analytics to focus intelligence on the prospect:



When message was read

Which documents were opened



Which pages were viewed

Time spent on each page



Consumption analytics across entire team:



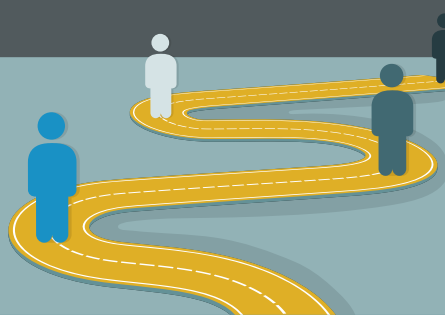
*Which sales rep is
using what content*



*Where sales reps are
accessing content*



*How sales reps are
sending content*



*Which stage of the buyer's
journey content is being sent*

Leverage feedback loop to make data-driven changes to content

Drive actionable improvements to your content marketing strategy

Architect content to empower your sellers and delight your buyers at every stage of their purchase journey



Prove your content's impact on revenue.

To see Seismic in action
request a demo here.