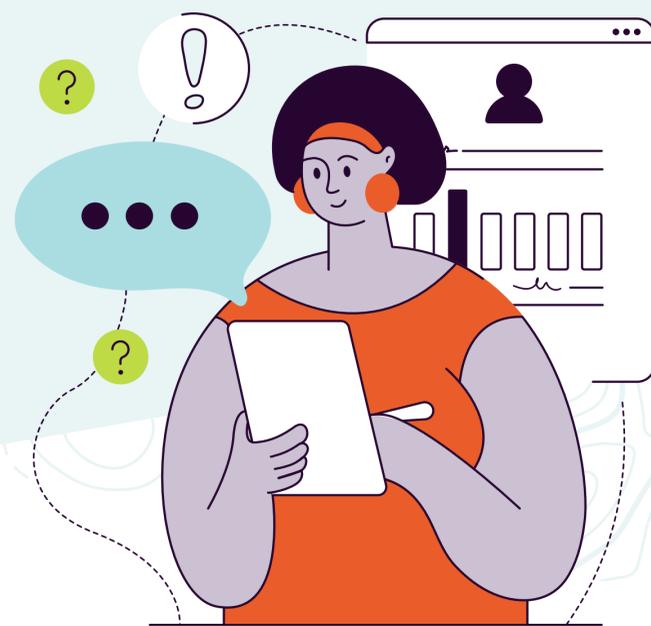


# Want your content to stand out? Personalize it.



Personalizing content is not just an important way to get buyers' attention—it's a critical part of gaining their trust. And especially in times of economic uncertainty, buyers' trust can make all the difference.



According to Salesforce, **73% of customers** expect companies to deliver personalized experiences that are adapted for their unique needs.<sup>1</sup>



**85% of companies** agree that buyers will dismiss a seller in the first interaction if they don't receive tailored information.<sup>2</sup>

Consider the following when striving to make your content stand out:

## B2B buyers are bombarded with content.



**333 billion**

emails are sent and received every day<sup>3</sup>



**500 hours**

of video is uploaded to YouTube every minute<sup>4</sup>



**70 million**

posts are published on WordPress every month<sup>5</sup>

## Most buyers ignore vendor content

**59%**

of global tech buyers say that most content from vendors is useless<sup>6</sup>

**42%**

of B2B marketers say that their marketing efforts are not fully personalized.<sup>7</sup>

# Successful sellers use personalized content to engage buyers



**87%** of the most successful B2B marketers **prioritize the audience's informational needs** over promotional messaging.<sup>8</sup>



**62%** craft their content for specific customer journey stages.<sup>8</sup>

## The three keys to successful personalization:

- 1 Know your buyer and **know where they are in the customer journey**.
- 2 **Make the messaging relevant**—address your buyer's pain points and the current business environment.
- 3 **Curate content carefully**—send only relevant material.

The **Seismic Enablement Cloud™** not only surfaces relevant content for sellers by pulling information directly from your CRM, but it also makes personalization easy and scalable by:

- **Transforming static content into editable, dynamic templates**
- **Promoting buyer-seller interaction with digital sales rooms**
- **Delivering content insights so sellers can further refine their messaging**

Businesses who use Seismic for content personalization see

- **350% increase in content usage**
- **275% boost in conversion**

To learn more, [speak with one of Seismic's experts.](#)



#### Sources:

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