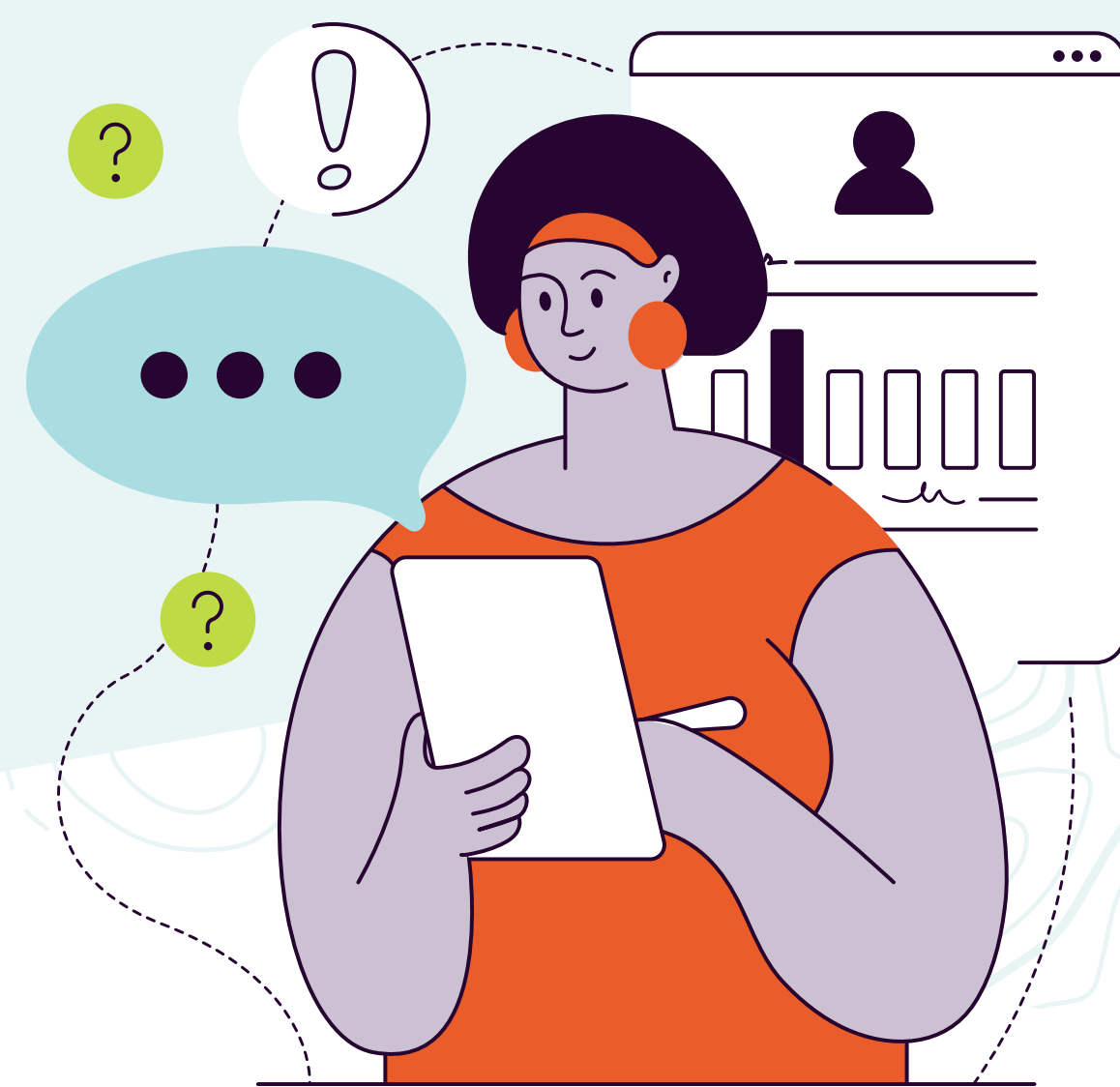


Want your content to stand out? Personalize it.



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.¹



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

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 day³



500 hours

of video is uploaded to YouTube every minute⁴



70 million

posts are published on WordPress every month⁵

Most buyers ignore vendor content

59%

of global tech buyers say that most content from vendors is useless⁶

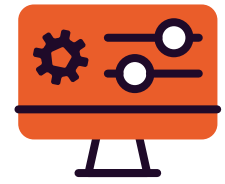
42%

of B2B marketers say that their marketing efforts are not fully personalized.⁷

Successful sellers use personalized content to engage buyers



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



62% craft their content for specific customer journey stages.⁸

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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