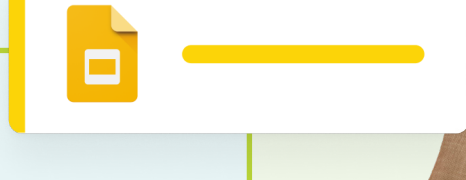
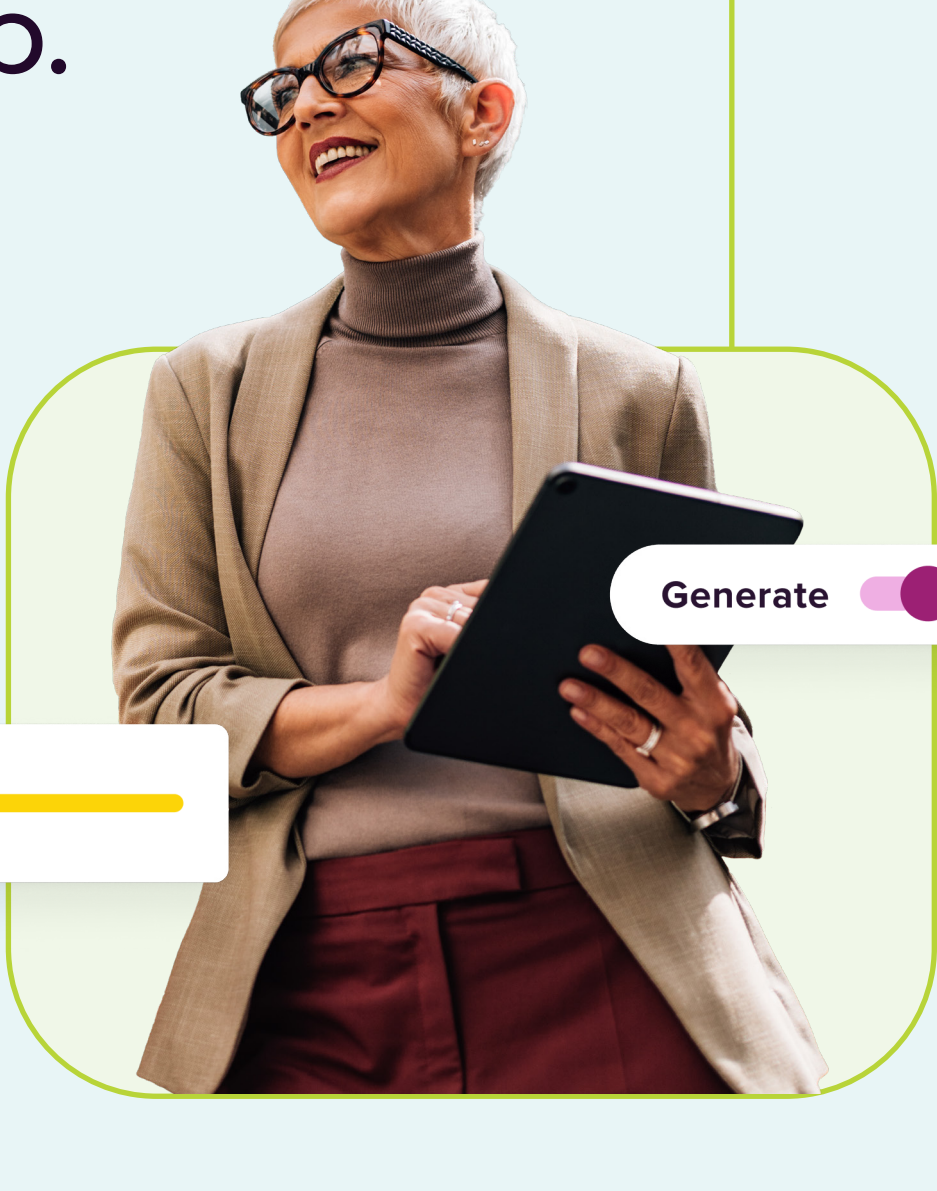


# Personalization matters—and the data backs it up.

When the pandemic happened, it made digital interactions between buyers and sellers an overnight necessity.

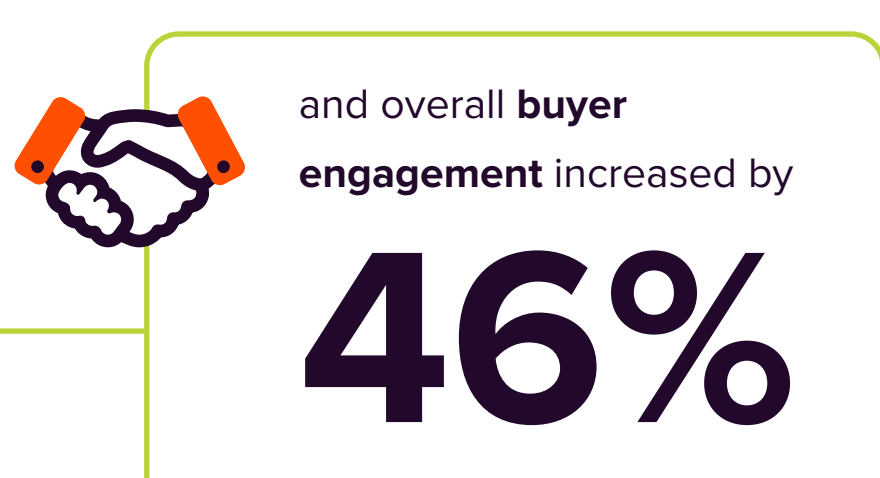
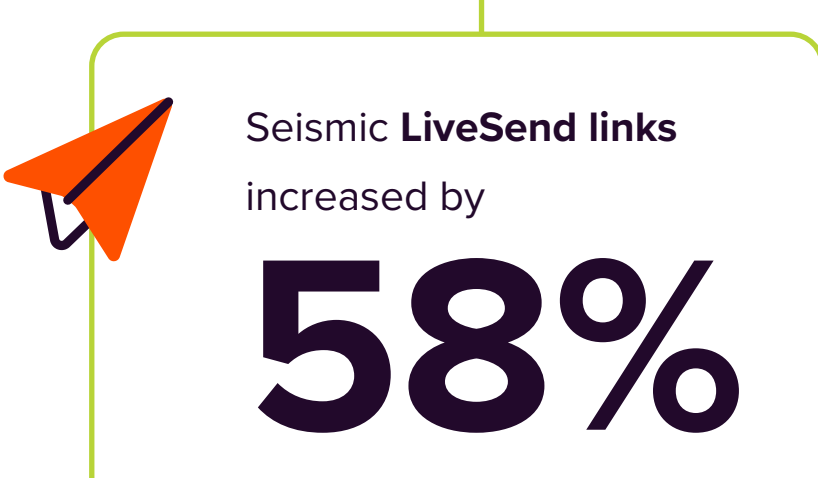
And despite this sudden change, buyers still expected a highly personalized experience from the sellers reaching out to them.



To find out just how important content personalization was during that time—and still is given that **two-thirds of buyers and sellers say they prefer interacting remotely\***—we analyzed how our customers leveraged the **Seismic Enablement Cloud™** to personalize the content they shared, and the levels of buyer engagement they saw.

## Here are a few highlights of what we found...

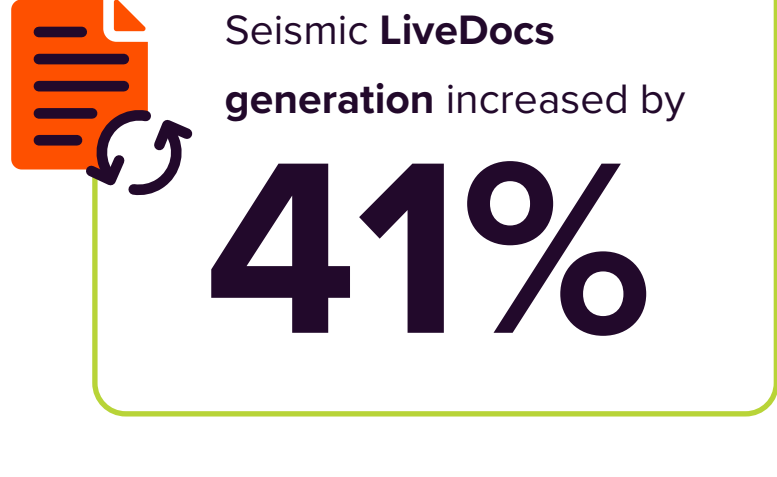
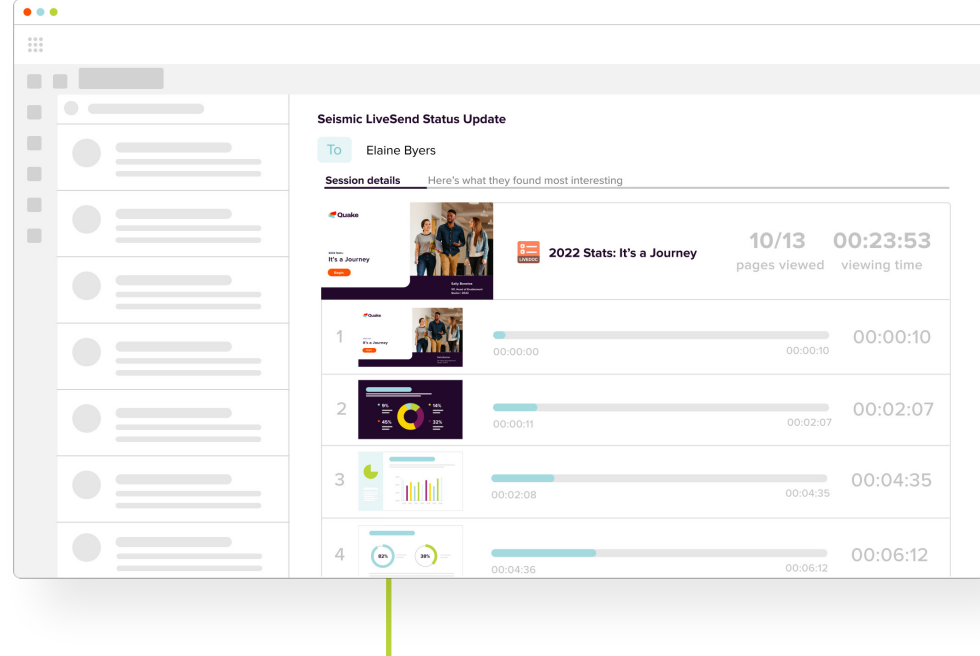
From 2021 through 2022:



### What's a LiveSend link?

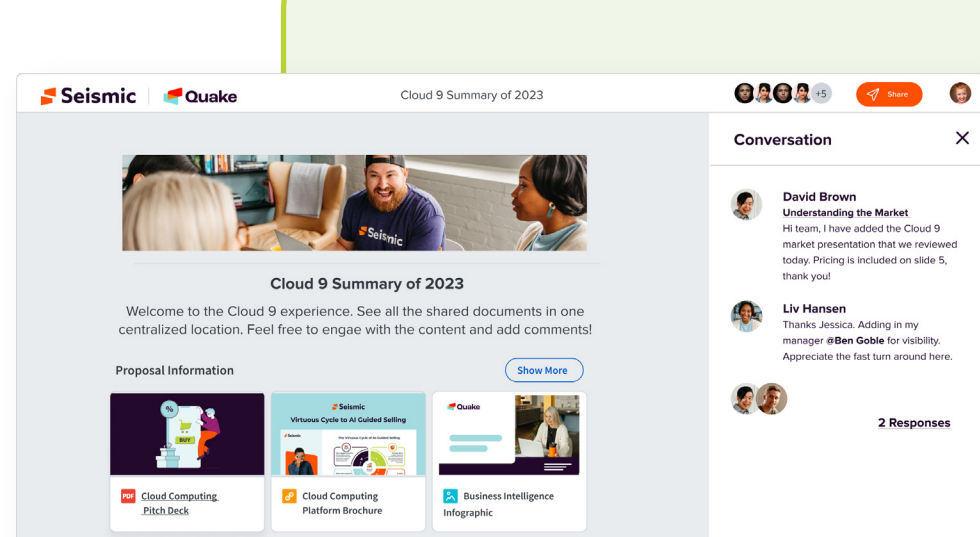
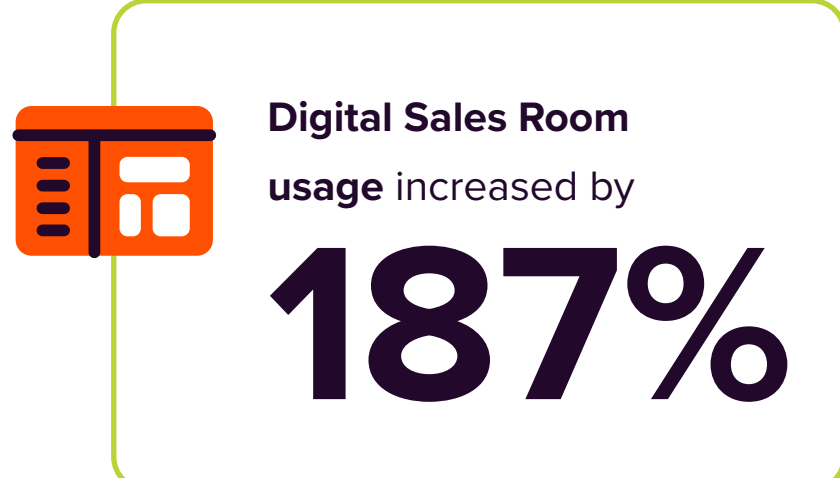
With Seismic, a piece of content can be shared via a LiveSend link rather than as an attachment.

**These links capture engagement data**, including how long the recipient spent consuming the content, even down to the individual page level, providing our customers with the insights they need to understand their buyers.



### What are LiveDocs?

LiveDocs is Seismic's **automated content personalization** solution where sellers can efficiently create and update dynamic documents and presentations.



### What are Digital Sales Rooms?

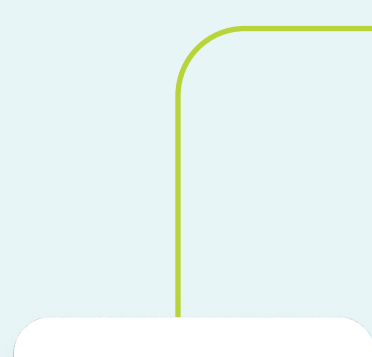
Digital Sales Rooms are **secure online environments where sellers and buying teams can interact** as frequently as they need to via chat, tagging, commenting, and video sharing.

The results are clear:

As the need for remote communication with buyers became a necessity during the pandemic, our customers dramatically increased their usage of our personalization solutions, seeing a similarly dramatic increase in buyer engagement.

And the implication is clear too:

# Personalization matters.



[Read the full report →](#)

Give modern buyers the experiences they want.

[Speak with our team to get started →](#)

\* <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-b2b-sales-is-hybrid>

