



The Content Activation Platform



70% of B2B content goes unused. It may be underutilized, become outdated or get lost in some repository. Companies worldwide – particularly their marketing organizations – struggle to create and distribute effective content to their sales teams. Marketers can't ensure approved content and consistent messaging are delivered, or measure how their content affects the sales cycle.

Meanwhile, sales teams struggle to find relevant content that will enable them to deliver value and move deals forward. **Sales teams today are spending 30 hours/month searching for or creating content,** dramatically limiting the time they spend actively selling and moving deals forward.



Russell Wurth
VP of Solutions Management
at Optiv

Products with content presented in Showpad are selling at a higher rate than those that aren't in Showpad.

Activate your content to accelerate your business

Showpad delivers the world's most intuitive content activation platform – one that makes your content incredibly easy to find, present, share and measure. With Showpad, sales and marketing teams work better together to advance conversations, inspire loyalty and accelerate your business.

Showpad for Marketing

- Make it effortless for sales reps to find, present and share the most relevant marketing content in every situation
- Ensure content in the field is always up-to-date and on brand
- Understand how and when content is being used
- Measure the impact of marketing content on sales results

Showpad for Sales Enablement

- Provide instant access to content and deliver value at every step of the buyer's journey
- Reduce sales reps' preparation time and administrative work
- Get visibility into how prospects are interacting with shared content
- Identify and share the best practices of your top performers
- Understand how prospects engage and share your content: measure engagement levels

Showpad for Partner Enablement

- Make sure partners are using the most relevant and up-to-date content when positioning your offerings
- Provide co-branded materials to support your go-to-market strategy
- Shorten partner onboarding time by surfacing content you want them to use to best represent your business
- Identify partners who are actively selling your products and growing your business



Adam Jamison
Global Manager of Web
and Mobile Experience at
Schneider Electric

Now, sales reps look at content at four times the rate than when content was located on the website- that's a 300% increase in activity!

FREE TRIAL
SHOWPAD.COM

