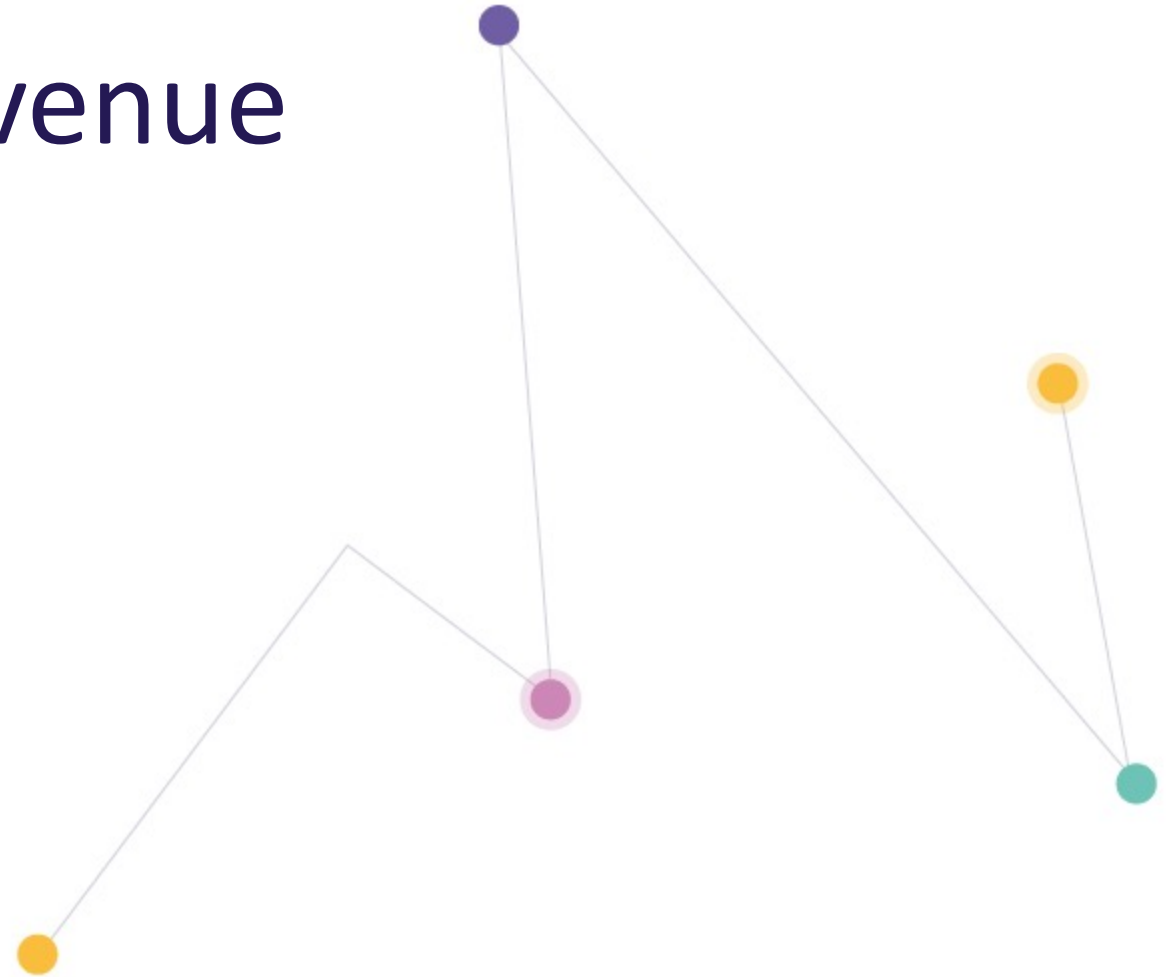




# Fastest Path To Revenue



# The Problem Today

## Engaging The Modern Buyer



ENGAGE



MEASURE



ADAPT



CLOSE



### The Enterprise Buyer

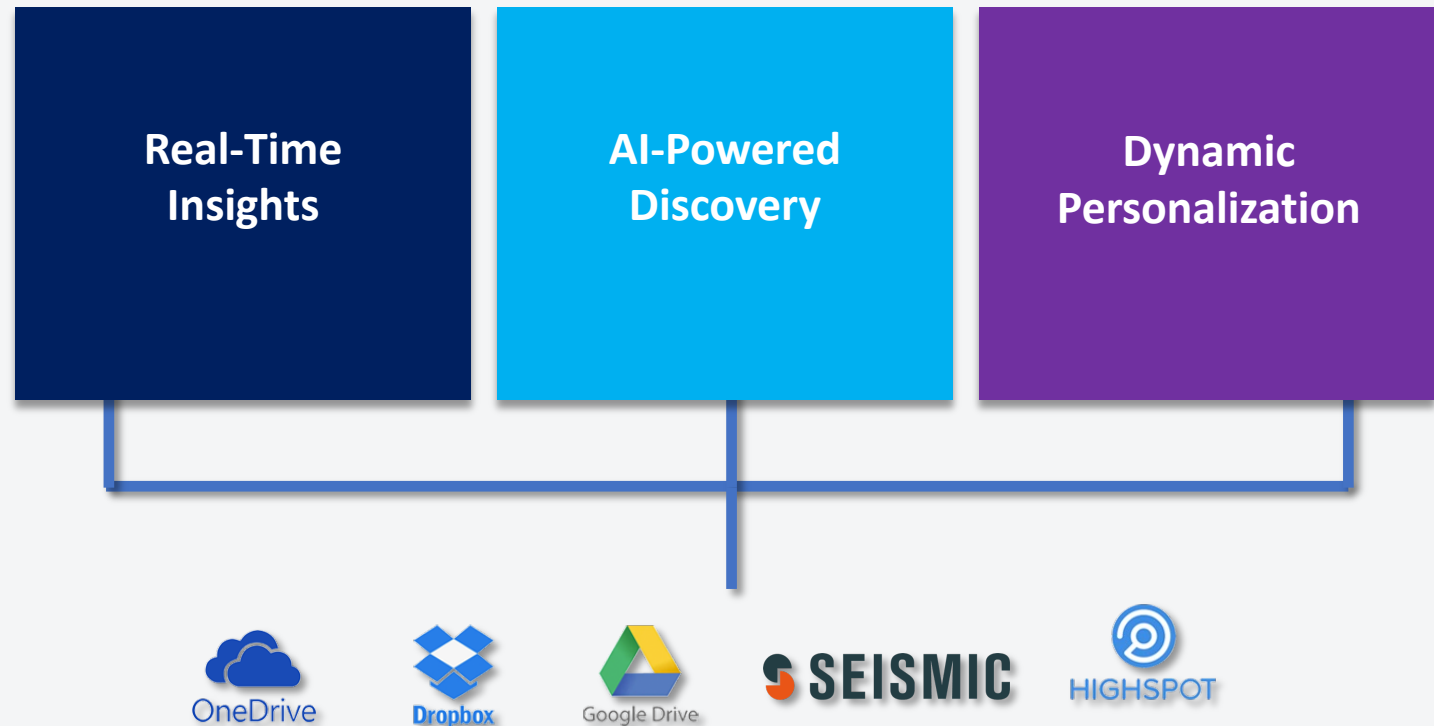
- Highly Educated
- Unique
- Competitive Environment
- Limited Time
- Limited Bandwidth



# ContIQ

## Buyer Intelligence Platform

Contiq delivers the fastest path to revenue with unique capabilities that transform how organizations measure pipeline health and assess buyer engagement





# John

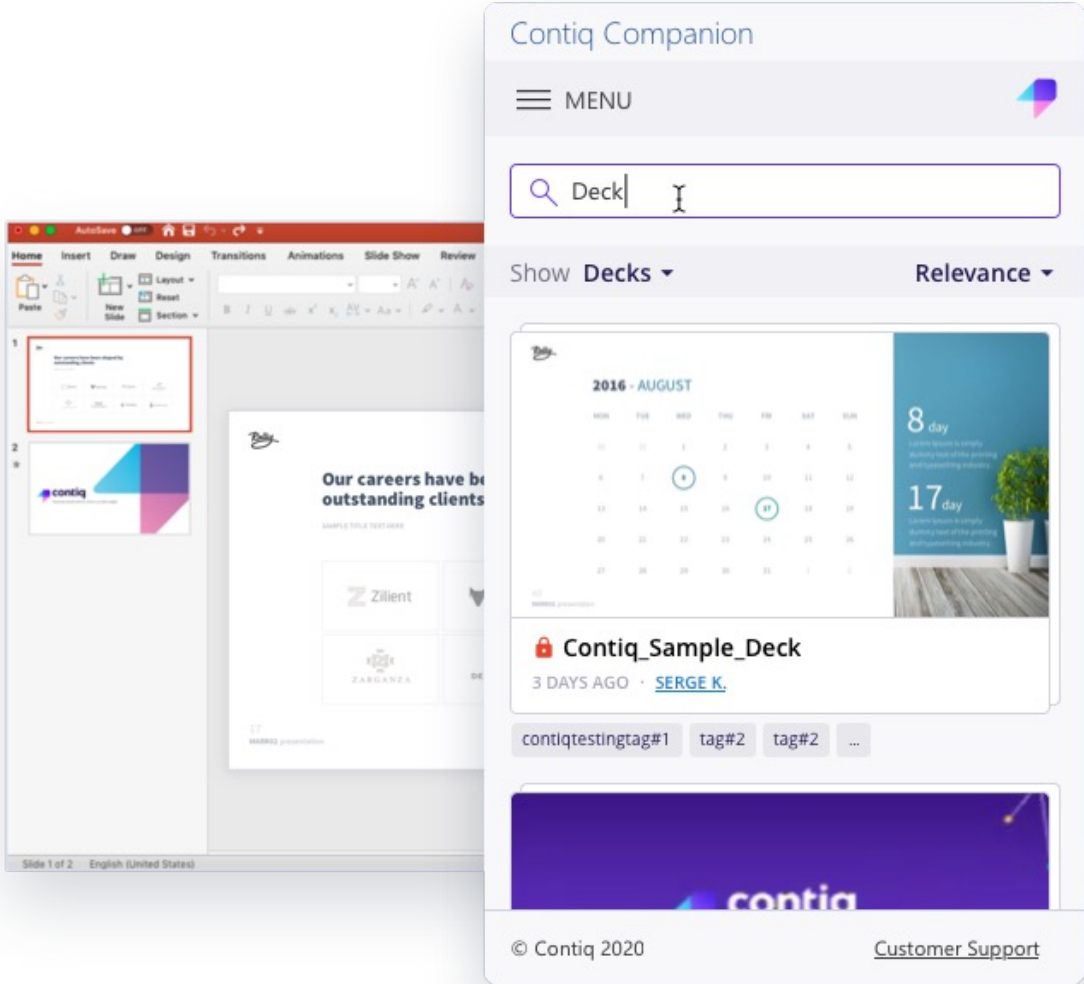
Regional Sales Manger – Gig Speed Taco Mart

- *Build Solution Presentation*
- *Find The Right Content*
- *Personalize Content*
- *Measure Engagement*
- *Close The Deal*

Search your entire sales library across silos in seconds for the right content - down to the individual slide/page.

 Find The Right Content

# ML-Powered Intelligent Discovery



The image shows a screenshot of a presentation software interface (likely Microsoft PowerPoint) with a search overlay titled "Contiq Companion". The search bar contains the text "Deck". Below the search bar, there are dropdown menus for "Show Decks" and "Relevance". The search results display a calendar for "2016 - AUGUST" and a card for "Contiq\_Sample\_Deck" posted "3 DAYS AGO" by "SERGE K.". The card includes tags: "contiqtestingtag#1", "tag#2", and "tag#2". The footer of the overlay shows "© Contiq 2020" and "Customer Support".

With artificial intelligence and real-time data to deliver more relevant content so that the buyer is engaged from the start



Personalize Content

# Dynamic Content Personalization

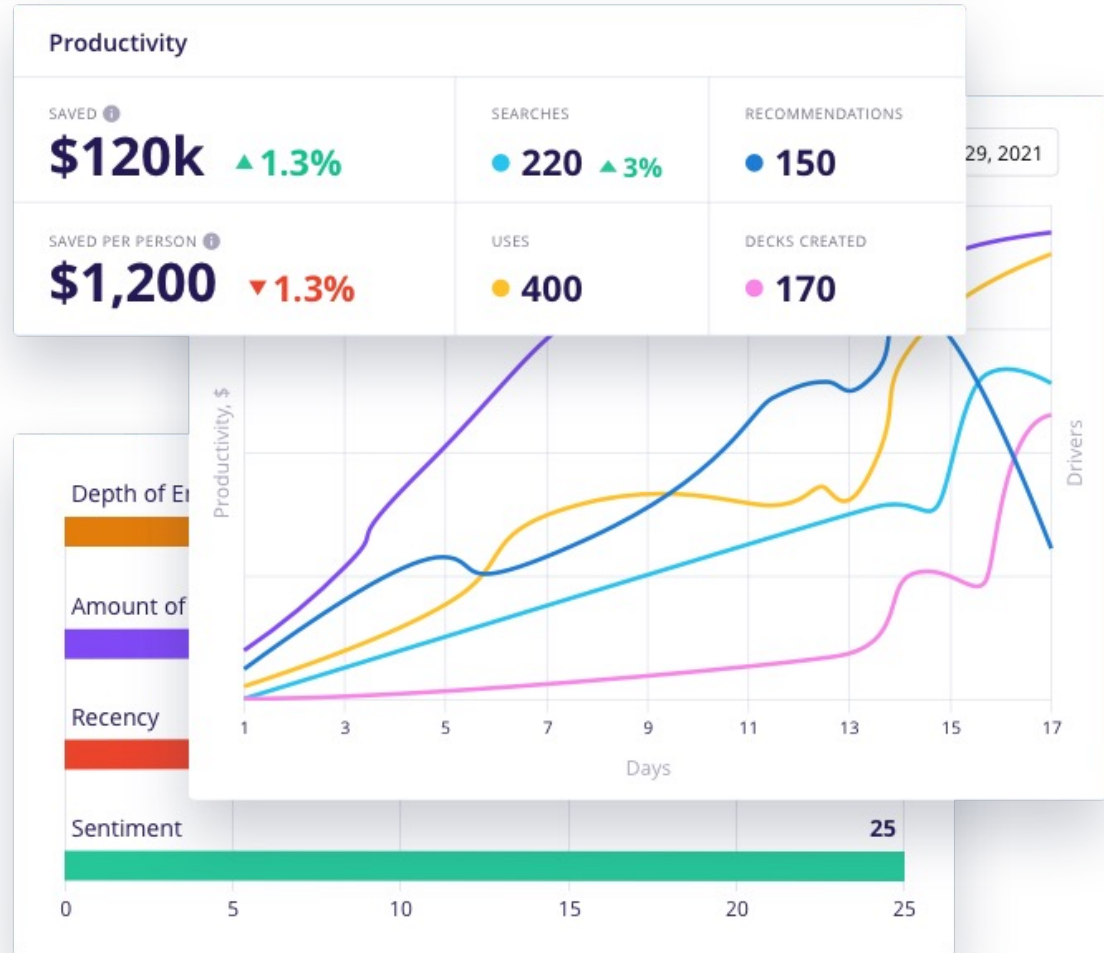
The image shows a presentation software interface (AutoSave) with a 'Contiq Companion' overlay. The presentation slide displays the text 'Just two more steps' and a numbered list: '1. Click on the "Insert" tab' and '2. Go to the "Home" tab'. The 'Contiq Companion' overlay features a 'MENU' icon, a search bar labeled 'Search Contiq', and a 'HOME' section. Below this, there are four analytics cards, each showing a timestamp 'Nov 27, 2019 at 3:00PM', a 'DWELL TIME' of '103:45', and a 'View >' button. The cards contain the following text: 'Your Content Got Viewed' (oussama.elhila@arcserve.com viewed Slide 1 in file\_example\_PP....-25136.ppt), 'Your Content Got Opened' (rahul@contiq.com reopened deck file\_example\_PP\_[Mon Jan....-25136.ppt), 'Your Content Got Viewed' (oussama.elhila@arcserve.com viewed Slide 2 in file\_example\_PP....-25136.ppt), and 'Your Content Got Opened' (rahul@contiq.com reopened deck file\_example\_PP\_[Mon Jan....-25136.ppt). The footer of the overlay includes '© Contiq 2020' and 'Customer Support'.

Access previously untapped buyer insights across the entire lifecycle of a deal, and measure how your buyer is engaging with the content you send them.



Measure Engagement

# Real-Time Engagement Intelligence



# Demo

**Real-Time  
Engagement  
Intelligence**

**ML-Powered  
Intelligent  
Discovery**

**Dynamic  
Content  
Personalization**





# vmware®

“This is a must have solution for my sales team to gauge customer engagement and drive bigger deals by uncovering hidden pain and more effective up-sell”

**John Lens** - VP Sales, Americas



Automated Content Discovery



Instant Engagement Analytics



Easy Personalization in Native Tools

28%

Greater Customer  
Response Rates

46%

Greater Customer  
Engagement

74%

Increase in Buying  
Experience



# Informatica™

“Contiq is helping us find the most effective content and recommend it to sellers automatically, enabling improved quality of customer engagements”

**Ash Parikh** - VP Marketing



Automated Content Discovery



Instant Engagement Analytics



Easy Personalization in Native Tools

**13%**

Shorter Sales  
Cycles with Contiq

**57%**

Greater Customer  
Engagement

# The ContIQ Value

## Real World ROI

Increased Productivity

$$\begin{matrix} 25\% \\ \text{Increased Productivity} \end{matrix} \times \begin{matrix} \$1\text{M} \\ \text{Avg. Salesperson Quota} \end{matrix} = \begin{matrix} \$250\text{K} \\ \text{Potential New Revenue} \end{matrix}$$



\* Higher Win Rates

$$\begin{matrix} 15\% \\ \text{Shorter Sales Cycle} \end{matrix} \times \begin{matrix} \$1\text{M} \\ \text{Avg. Salesperson Quota} \end{matrix} = \begin{matrix} \$150\text{K} \\ \text{Potential New Revenue} \end{matrix}$$



\*\* Shorten Sales Cycle

$$\begin{matrix} 20\% \\ \text{Higher Wins} \end{matrix} \times \begin{matrix} \$1\text{M} \\ \text{Avg. Salesperson Quota} \end{matrix} = \begin{matrix} \$200\text{K} \\ \text{Potential New Revenue} \end{matrix}$$



 \*Also translates to faster quota attainment \*\* Also supports faster sales on-boarding

# ContIQ

## Fastest Path To Revenue



FOUNDED

**201X**

### PRODUCT

ContIQ Customer Engagement Platform

### FOUNDERS



### VC BACKING



vmware®

Deloitte.



servicenow™

compassites®  
*right direction*



**Thank You**