



**FASTEST PATH TO  
BUYER ENGAGEMENT**



## Highlights

- Increase buyer engagement by 30%
- Forecast pipeline health with real-time insights
- Accelerate close rates with relevant buyer content



## The Customer Engagement Challenge

The experience a seller provides to a buyer during the sales cycle has a major impact on the outcome: Sale, or No Sale.

Traditional engagement models, such as face-to-face meetings or emailing sales material with a “wait-and-see” approach, do not work anymore. The evolving knowledge economy, the rise of the educated buyer, adaptive purchasing behaviors, multiple competitive choices—all are driving factors in an ever-shifting customer journey that requires multiple, complex interactions to win a deal.

The fluctuating needs of customers, demanding targeted and relevant information, render existing engagement models and tools ineffective.



## The Solution For Buyer Engagement

Contiq helps businesses transform so that they can deliver hyper-personalized buyer engagement experiences, with built-in capabilities to optimize every interaction across the complex customer journey. Contiq aligns marketing, enablement, and sales teams with real-time customer intelligence, creating a unified understanding of all events in the customer journey.

“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





Contiq is the solution that helps vendors reach buyers with hyper-personalized engagements to close deals with confidence.



## Platform Capabilities



### Find The Content You Need

Search your entire sales library across silos in seconds for the right content - down to the individual slide. With the Contiq search engine and customized buyer personas, you get recommendations on which content to use for each prospect engagement. Find the highest performing content for every step of the customer journey.



### Deliver Personalized Buying Experiences

Use the industry's only PowerPoint plugin for Desktop and PitchBuilder™ for web, to create personalized buying experiences in minutes, using your best performing content. No longer spend hours building custom content for each prospective buyer at every stage of the deal.



### Track Content Performance & Usage

See key metrics that measure exactly how your buyer is engaging with the content you send. Our proprietary Deal Engagement Score (DES) allows you access to previously untapped buyer insights across the entire lifecycle of a deal. Learn how often a prospective buyer opens your document or presentation, how long they view each page, or what gets forwarded to their team, so you can adapt your strategy accordingly.



## Platform Benefits

- **Content Usage Tracking**  
Automatically track what content is used and by whom on the sales team
- **Deal Impact**  
Positively impact deals and close rates by getting the right content into the hands of a buyer
- **Immediate ROI**  
No more wasted time or money creating content that never gets used
- **Recommend Best Performing Content**  
Raise the sales game for your team by knowing the most effective content and recommending it to them in real time
- **Real-Time Pipeline Health**  
View real-time scores that show you the \*real\* health of your pipeline, and where a particular deal actually stands
- **Analyze Team Engagement**  
Easily understand what level of engagement your sales teams are achieving. With real-time insights, sales leaders can measure engagement activity and pinpoint where they need to step in to help
- **Prioritize Pipeline Actions**  
Prioritize opportunities with engagement scoring, and pinpoint the deals that have a higher chance of closing



Contiq helps businesses transform buyer engagement, with features built to optimize and measure every interaction point across the complex customer journey.

**GET STARTED WITH CONTIQ**

[www.contiq.com](http://www.contiq.com)