

90 Day Customer Story

A 90-day enablement story of a rapidly growing B2B organization that selected Enablrix to support their sales enablement goals. The customer is using Enablrix to arm their reps with winning content and to improve the rep-buyer communication.

*Information is redacted where applicable for confidentiality purposes



Customer Profile

Number of Employees	~250
Number of Users at Launch	70
Number of Users at 90-Day	110
Sales Team Size	50*
Sales Team Footprint	Global
Application Owner	Marketing

* Includes AEs, SDRs, Sales Engineers, and other sales support staff

Sales/Marketing Apps
Salesforce for CRM
Outreach.io for SDR Engagement
Slack & GSuite
HubSpot for Mkt Automation
Wordpress for Website CMS



Content Coverage

500+

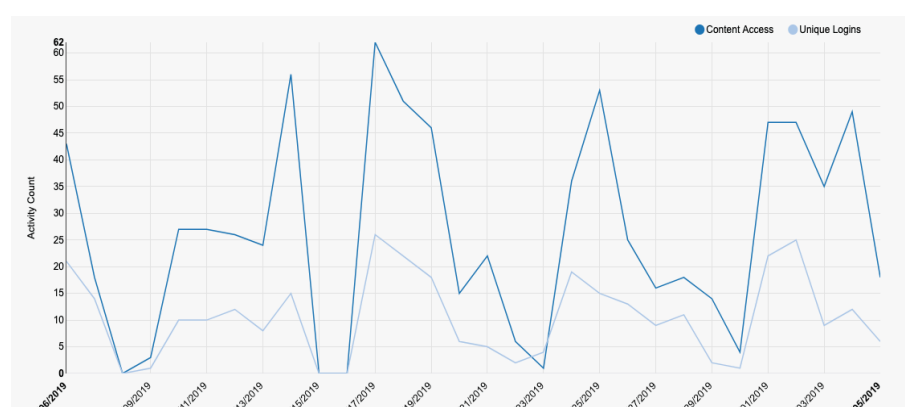
Over 500+ assets are available to reps. Reps can quickly find assets by different personas, use cases, and other filters to share with their prospects.

Top 12 content types with asset count.

Blogs 256	Videos 18	Case Studies 9
Images 90	Webinars 17	Sales Playbooks 8
One Pager 31	Legal Docs 14	Marketing Kits 6
eBooks 26	White Papers 10	Battle Cards 6

Popular Categories:

- Personas
- Use Cases
- Industries
- Services



- A 30-day sales engagement snapshot.
- >20% of the sales force accesses content daily
 - >70% of the sales force access content weekly
 - >1000 content impressions in the portal



Sales Content Engagement

Centralizing access to all the relevant content has led to strong content adoption by the sales team.

A quote from one of the sales reps:

"Enablrix gives me a way to discover content I never knew existed."



Buyer Engagement

Reps are using Enablrix to share content and track buyer engagement and intent.

>40%

of the sales team is sharing content links with their buyers.

>100

Links are shared every month with buyers and prospects.

>200

Buyer impressions recorded every month.



Integrations

The following integrations are completed

- Google Drive – to store customer files.
- Google SSO – to support single sign on.
- Gmail Add-On – for reps to access and share content within their email flow.
- Slack – to share content updates internally.
- Wordpress – to automatically import and label blogs posted on the customer website.
- Vimeo – to import videos and support confidential videos on Enablrix for training and enablement.



Next Steps

These are the enablement roadmap items for this customer

- Integration with Salesforce & Outreach for sales funnel integration and recommending targeted content
- Support for internal sales process-related content
- Enabling sales reps with training collateral
- Enabling richer buyer experiences using Enablrix Content Stories