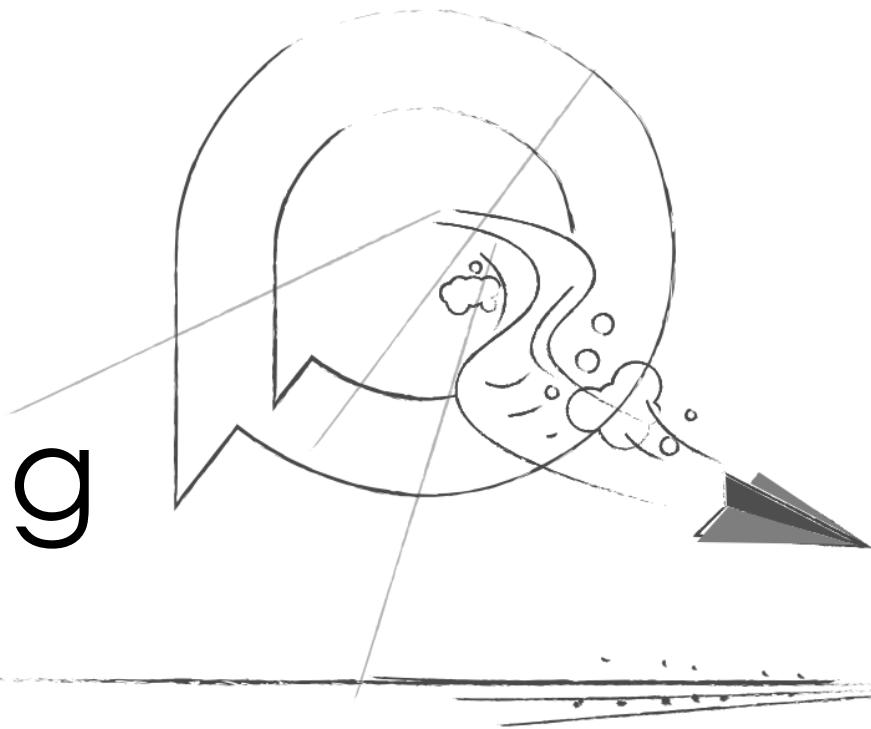




Accelerate sales cycles by
adding intelligence to your
sales content and streaming
the most appropriate
content from marketing to
sales in real-time

Well,
Hello
There!

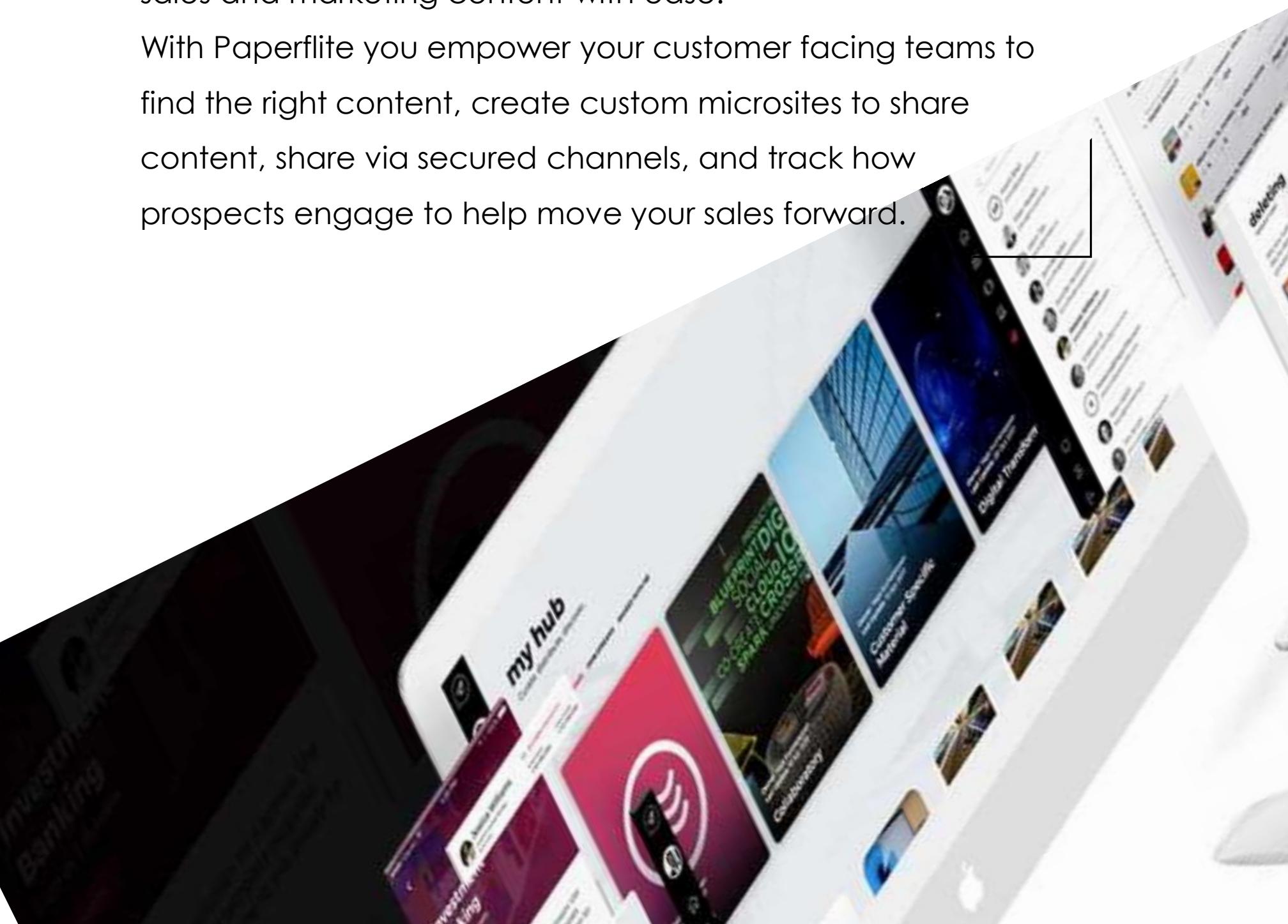
Introducing Paperflite



The smartest way to find, share and track your sales & marketing content.

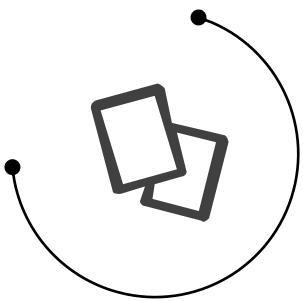
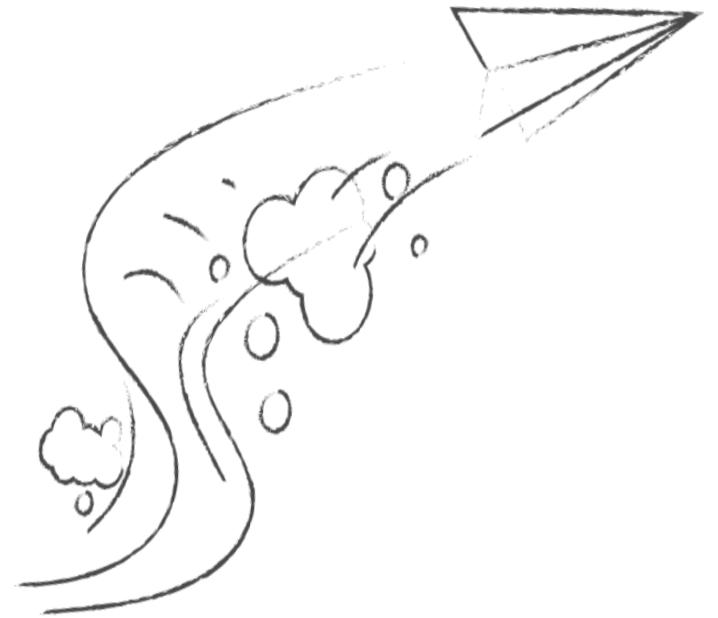
Paperflite is your go to content platform to manage all your sales and marketing content with ease.

With Paperflite you empower your customer facing teams to find the right content, create custom microsites to share content, share via secured channels, and track how prospects engage to help move your sales forward.



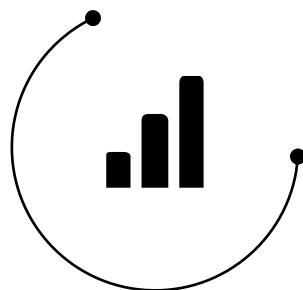
What Paperflite does!

Maximize win-rate and
Accelerate sales cycles



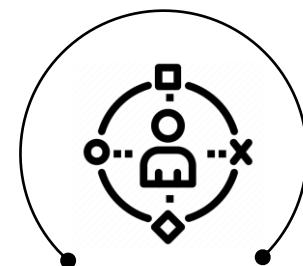
Instant access to right content and right time

// **Sales teams are more productive**



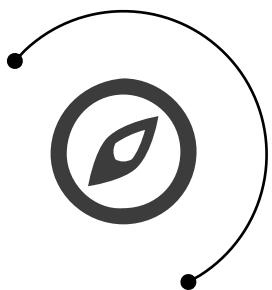
Intelligently prescribe winning content to sales reps

// **Measuring content effectiveness is easy**



Give a binge-worthy experience to your target audience

// **Render any type of file seamlessly in a connected flow**



Track buyer engagement with your content in real-time

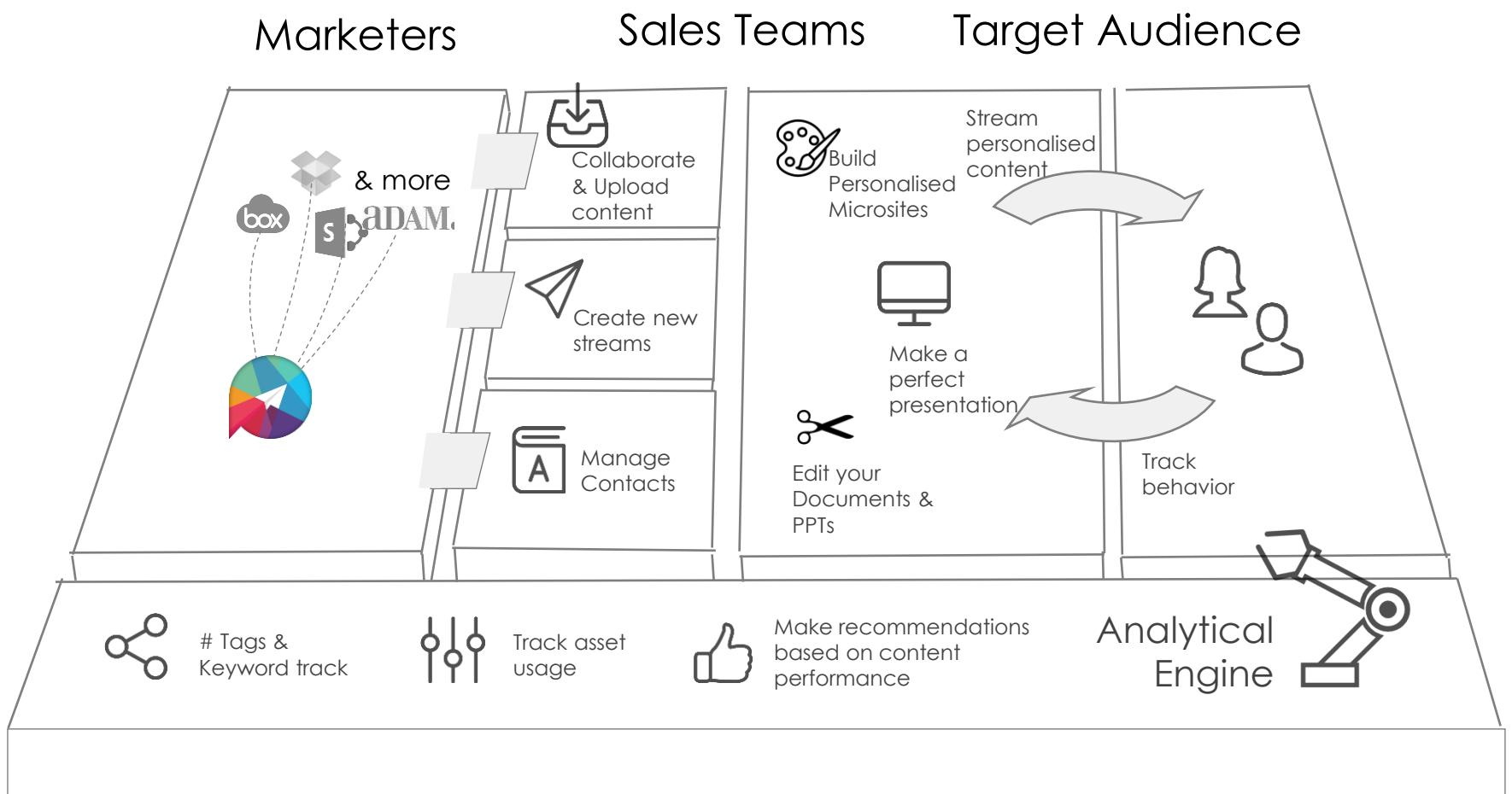
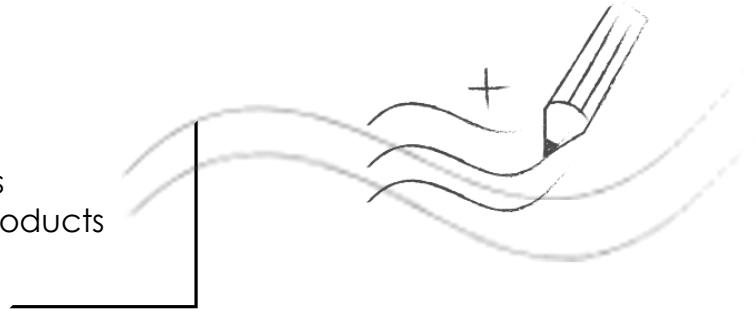
// **Gain insight into prospect behavior**

How Paperflite works

No Code Set-Up

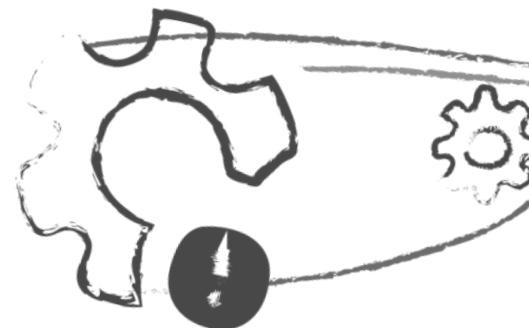
Content Library [Connect to sync](#)

- Link to data sources and content management systems
- Create and Manage Streams of content for different products
- Track usage and access by sales teams and prospects



Prospect assessments [Share with fliteview](#)

- Drag and Drop Content to share via Personalized web pages instantly created
- Share multiple file types without clogging your buyers inbox
- Download/Share assets



3 Segmentations



Marketing x Content Focus

+ Sales Teams x Customer Focus

+ Prospects x Individual Focus

=

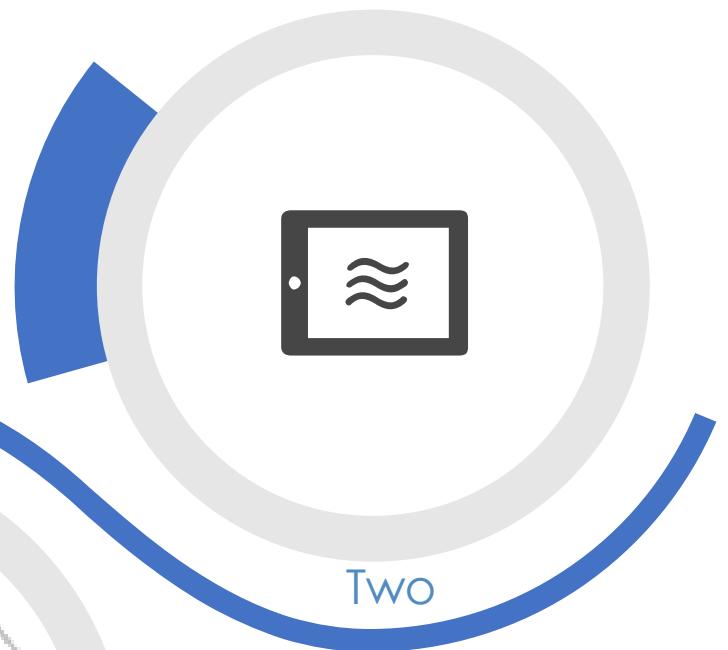
Tailored sales experiences



One

Paperflite for Marketing

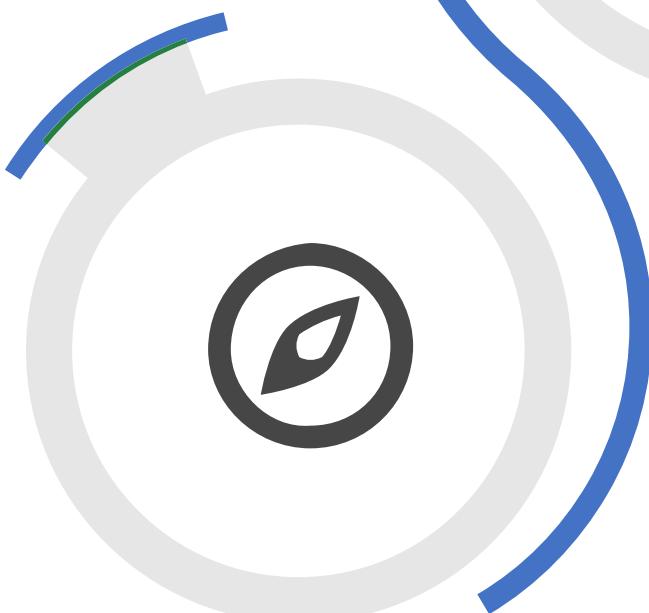
// Publish streams of content curated from enterprise-wide marketing teams to sales reps and account executives in just a click!



Two

Paperflite for Sales

// Sales reps can view the latest and relevant content from across the company. Our analytics engine helps you choose the best-rated collateral to help drive your sales discussions.



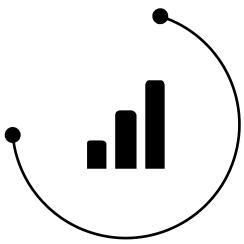
Three

Paperflite for Prospects

// Instantly create personalized and custom-branded micro-sites pre-loaded with content to share with your customers.

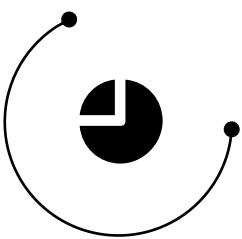
Universal Content Custodian

// Curate and distribute sales materials to your sales reps and account execs across geographies through customized streams



Connect & Sync

Stream content straight from your Box, Dropbox, Google Drive or your very own desktops to Paperflite.



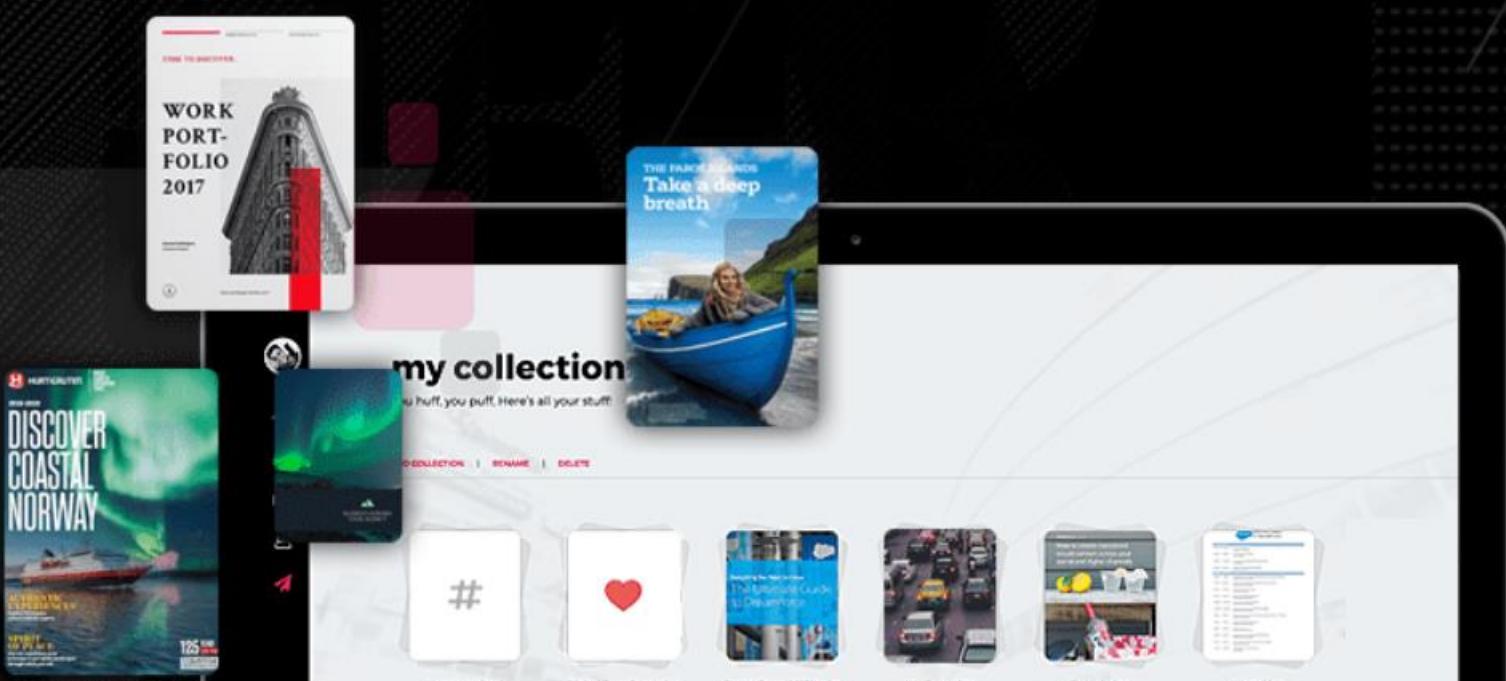
Auto content curation

Configure & customize channels for specific products. Allow reps to subscribe to streams of choice that air relevant content.



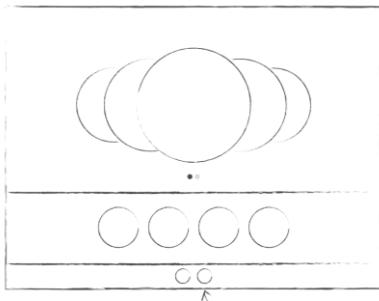
Science for sales

Get all the intelligence you need to navigate buyer journeys and create engaging content - View content performance, patterns, downloads and shares.



Superstar Sales Rep

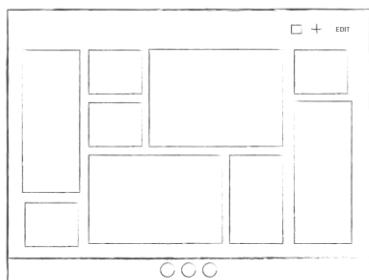
// Subscribe to favorite streams, sort content, present in style, manage contacts and tick tock with the assisted scheduler – The right mix for the perfect discussion anytime, anywhere!



Content Hub

Around your content in 8 seconds! Streams and Dreams

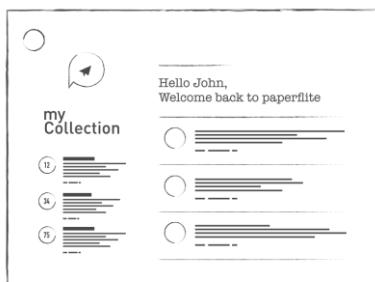
Browse the entire content line-up across multiple products, subscribe to your favorite streams, follow best rated collaterals - great way to start your day.



Collections

Tailor your story-board – your style, your way!

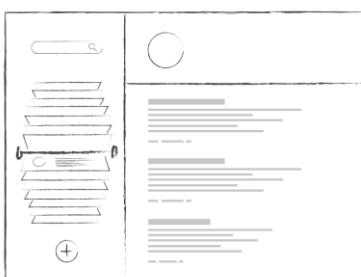
Access all your marketing material – from presentations to videos. Prepare your showcase without sifting through folders and emails. Even better, edit them on the fly.



Conversations

You can see them consume it, bit by bit!

Understand how a specific group of your audience engage with your content. No more guess work on what sections of the content did your recipient found most interesting.



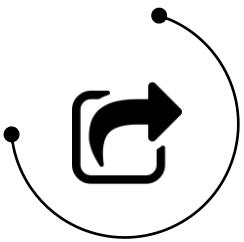
Contacts

Mind-read your contacts before you meet them.

Real-time updates from social spaces, meeting history, prior discussions, content shared – all you need to get the pulse of your prospect

Binge-Worthy Experience

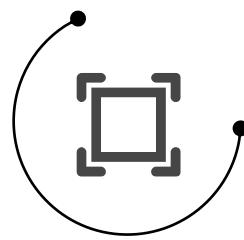
// Click-to-share content with your prospects. Get that birds-eye view on how your customers are engaging with your content.



Share Sharp

Any medium of choice – Mail – link – CRM – you name it

Create instant micro-sites preloaded with content to share with your prospects.



ONE Console View

A console that you can dissect and skip, with a flow

Sort all your content as you like it and offer that exclusive single console view to your prospects that they can see as they consume



Render any file, any size

AI enabled viewer renders all your file types in a single window

Be it a YouTube video, document, PDF, PPT or even a sound file on HD Lossless Audio – Render them seamlessly

TUI Hotels Resorts

14 % viewed
Continue reading

PDF 14 pages

BCD Travel

33 % viewed
Continue reading

PDF 3 pages

You are now reading:

Carnival Cruises

6 % viewed
Continue reading

PDF 31 pages

Hyatt Hotels

74 % viewed
Continue reading

PDF 23 pages

Accor

0 % viewed
Read now



Measure them all

// Get a 360-degree view of your content from multiple perspectives – such as how it is discovered and how it is engaged



Content Performance Metrics

Learn how each piece of content is convincing your prospects and enabling decision making.



Campaign Analytics

Know exactly how your content is performing in each of your campaigns or conversations when you share with prospects.



Prospect Analytics

Instantly view all engagement data related to each prospect and the time they spend on your content so you can deftly steer the next conversation.



Discovery Metrics

Know how your content is performing internally. Who are the top users?, what are the top accounts?. What are the best regions and so on.



Engagement Metrics

Know your unique viewers, decision makers, who's sharing what, and how it is driving sales.

conversations

track user engagement

Sort by: Created Date | Last Activity

Asset	Open rate	Time spent
Dinesh - 41 more	100%	00:00
Last active 4 hours ago Watch them move AI	0%	00:00
Last active 4 hours ago Cuppa Coffee and a Book AI	100%	00:38
Last active 8 hours ago Syngenta Dineshkrishnan +2 more	0%	00:00
Last active 15 hours ago A sample Priya	100%	00:00
Last active 19 hours ago Bed and Breakfast MissyK	100%	00:20

Get busy Living

You shared 58 assets with 1 recipients
20 hours ago via Link

Here's how we are doing

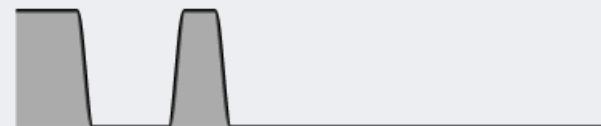
100% Open rate | 100% Click rate | 14:00 Time spent

Recipients (1)

Angelisamson | Last viewed 23 Jul 2020 | Remove Access | ~14m | Share | Delete

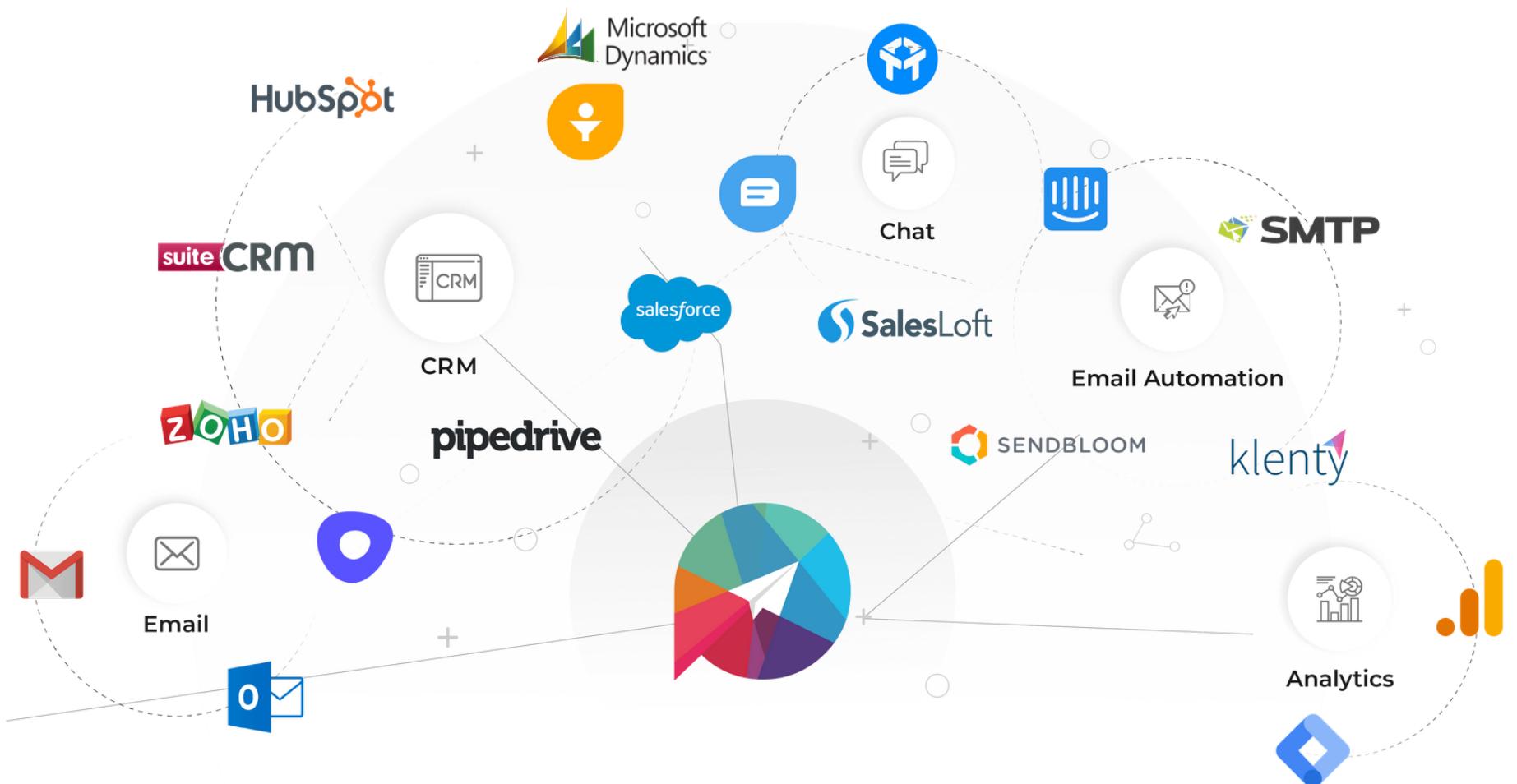
Sections (6)

+ Get Busy Living | 8 Assets | Edit Collection | Delete



Get them Strung

// Integration is a strong forte for Paperflite. We have integrated with your favourite CRMs, Marketing Automation Systems, Mailer platforms, Sales enablement platforms and many more.



Integrations

FILTER: **ALL** EMAIL CRM MESSAGING MARKETING AUTOMATION ANALYTICS



Gmail

Integrate with Gmail to share content from your Gmail profile

ACTIVATED



Outlook

Integrate with Outlook to share content from your Outlook profile

ACTIVATE



SMTP

SMTP

Integrate with any SMTP to share content from your SMTP service provider

ACTIVATE



Eloqua

Integrate with Eloqua to sync events across contacts

ACTIVATE



Salesforce

Integrate with Salesforce to sync events across leads & contacts

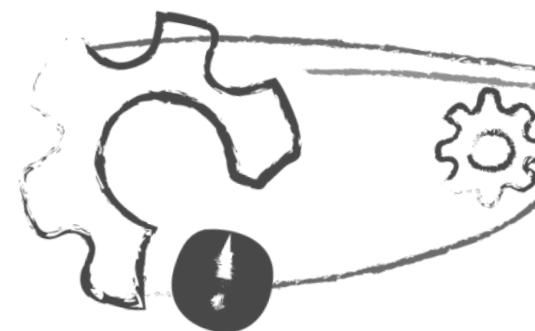
ACTIVATE



Freshsales

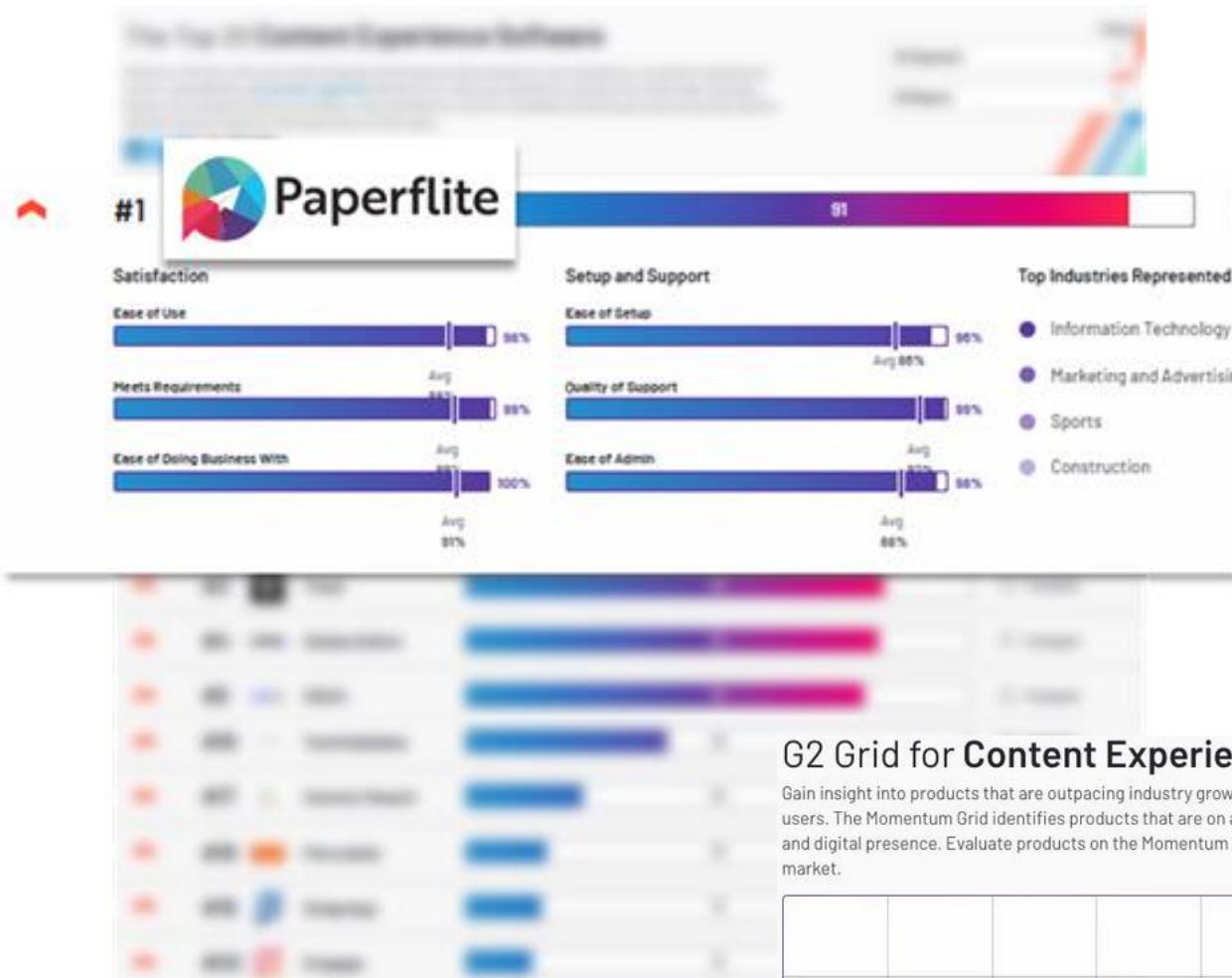
Integrate with Freshsales to sync events across leads & contacts

ACTIVATE



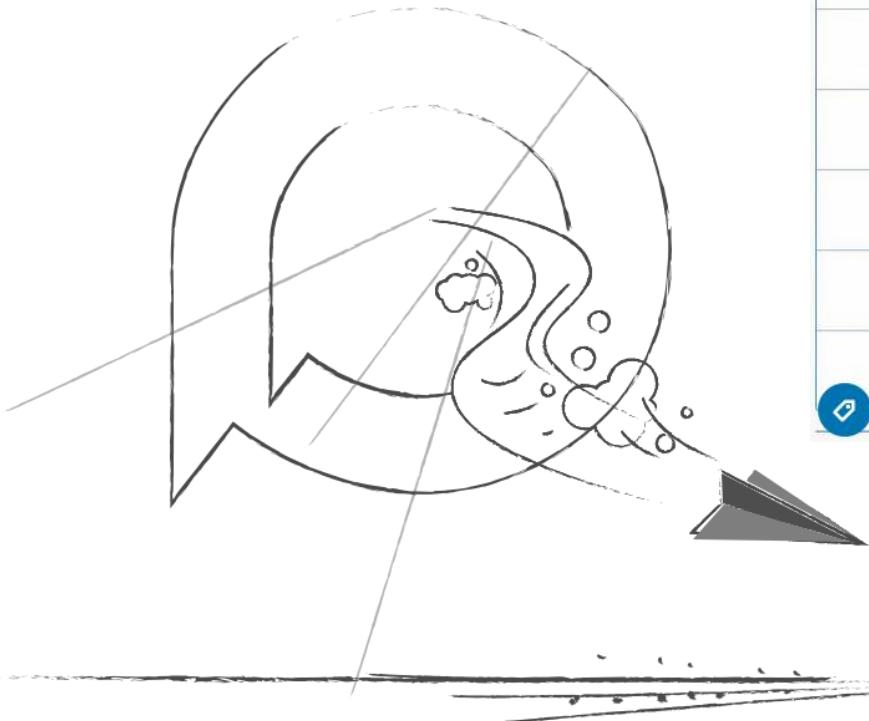
You are our Voice

// Your reviews are the ones that drive us to do better every day. We listen to you and innovate our platform to ensure we're delivering the best experience that enables you to do your best work.



G2 Grid for Content Experience

Gain insight into products that are outpacing industry growth by delivering innovative solutions that meet the evolving needs of their users. The Momentum Grid identifies products that are on a high growth trajectory based on user satisfaction scores, employee growth, and digital presence. Evaluate products on the Momentum Grid to keep apprised of products that are pushing the boundaries of the market.



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