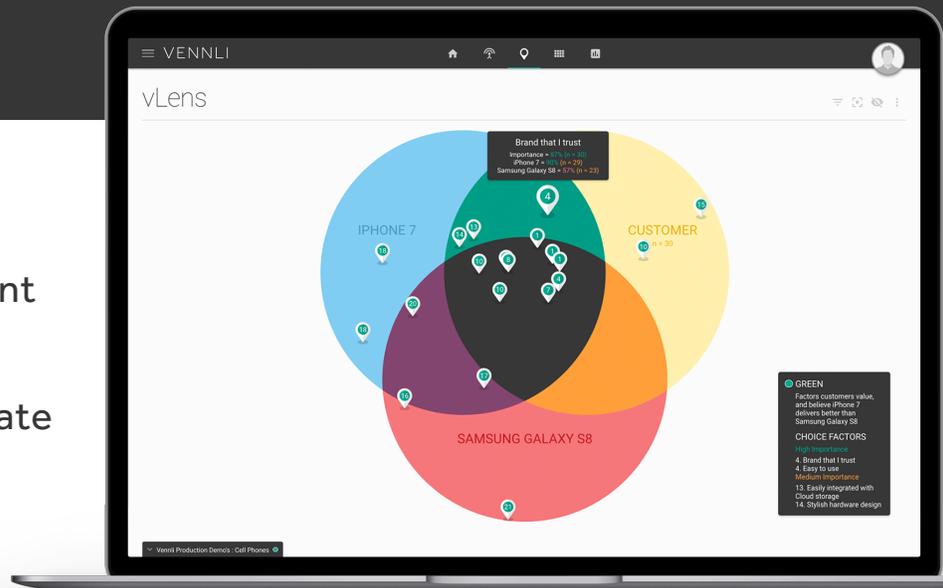


Increase revenues with content intelligence that enables your business to better communicate with customers.



Increase conversions with marketing content that stands out by knowing what matters most to your customers. Stop spending money on content and promotion that doesn't work. Deliver the right message at the right time.

Vennli is the **content intelligence platform** that helps marketers be more relevant to customers in messaging, content strategy and marketing communications.

With Vennli, you can increase your marketing effectiveness and drive revenue growth for your organization.

- Identify the customer segments that represent the best opportunities to engage with your content
- Grow leads and improve conversion rates by understanding how customers perceive you - *and your content* - differently from competitors
- Use these key insights to differentiate your product or service marketing in ways that matter to your customer
- With ongoing customer data, understand how your competitive market is changing and how your content strategy needs to evolve

## HOW VENNLI WORKS



### ORGANIZE

Organize your marketing goals and current content strategy and tactics with Vennli's simplifying templates.



### EVALUATE

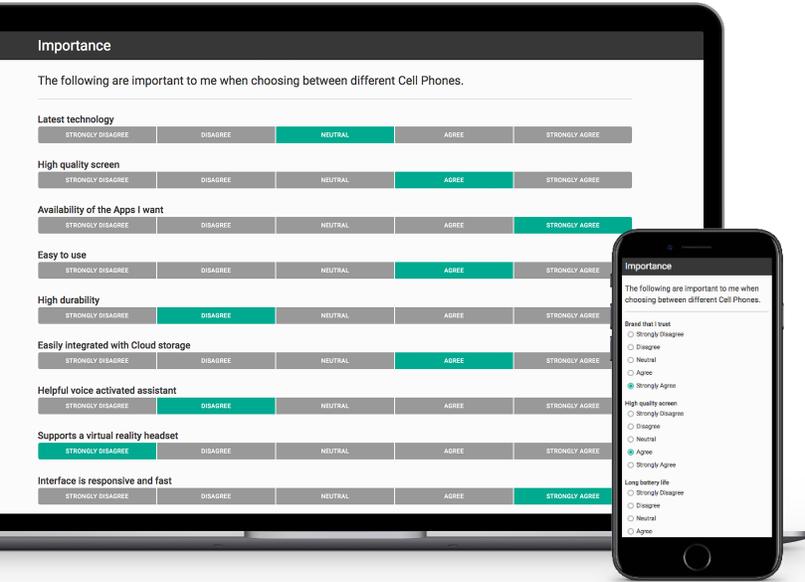
Gather customer data and receive ongoing measures of your marketing content effectiveness using Vennli's proprietary customer and content intelligence.



### EXECUTE

Act on content strategy recommendations to keep your marketing content tuned to what is most effective and share your progress internally.

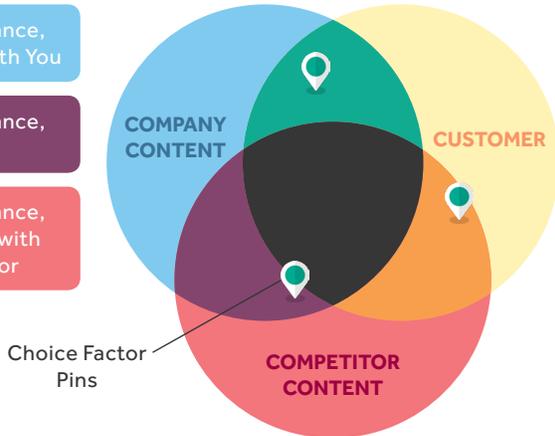
# CONTENT INTELLIGENCE SOLUTION



- **Messaging Strategy:** Understand which content and marketing elements are most relevant to your target audience and how to use them to differentiate your brand from the competition with impactful content strategies.
- **Product Strategy:** Know which attributes of your products and services matter most to your target audience and how to build a content strategy to take them to market. Have the ability to communicate what your target values most in product marketing.
- **Customer Segmentation:** Get to know your target market by understanding which segmented personas your content is most relevant to and

how to adjust your content strategy to convert and retain even more customers.

- Low Importance, Associated with You
- Low Importance, Parity
- Low Importance, Associated with Competitor



- Why Customers Choose You
- Unmet Customer Needs
- Why Customers Choose Competitor
- Points of Parity

- **Strategic Planning:** Drive growth by understanding how your company's strategy and messaging is connecting with customers.
- **Employee Engagement:** Grow your employer brand by understanding what content is most relevant to attract, retain and develop your employee base.

## THE VENNLI APPROACH

The highly skilled Vennli Client Success team is your partner for the entire engagement. The engine behind Vennli is a technology-based content intelligence solution that provides always-on access to the data and powerful analytics that translates customer data into content strategies.

