



The Strategic Operating System for B2B Marketing

Empower your tactical teams, content, and platforms to fully optimize the Buyer Journey.

Key Benefits

- **Vastly improves the Buyer Journey.** Allows far deeper insight into and control over the increasing power and data capabilities of Smart Content...the "critical gap" for today's MA/CRM platforms.
- **Aligns marketing and reduces costs.** 3-tiered system resolves dilution of strategic planning when executing across teams. It provides clear logic and benchmarking, and reduces redundancy and related costs.
- **Enhances intelligence and ROI.** Ensures core strategic intelligence across marketing and sales efforts, improves ROI with more qualified Buyers, and provides clear, contextualized, actionable reporting.

Key Results

- **A Strategic Operating System.** This deep intelligence underlying the Buyer Journey and its content allows for far better alignment with and efficacy in your MA/CRM tactical programs.
- **Improved Team-Wide Planning and Execution.** Better strategic collaboration across the company results in truly closed-loop Smart Content that aligns with Buyer Journey strategy and lifecycle.
- **Aligned Objectives and Focused Measurement.** Every Department, Division, Campaign, and content asset are measured in exactly the same way. This concentric reporting creates commonality in actions and results.

Stop making your Buyers work for you.

As you begin your strategic planning for your next major Content Marketing effort consider this...

52% of B2B buyers want a personalized content package of no more than 5 touches to make their purchase decision.

-Content Preferences Survey, Demand Gen Report

As you can see, your window of opportunity with your Buyers is exceedingly narrow. Is your content marketing optimized for these 5 touches? Or are your teams still serving up disconnected traditional content that forces engaged Buyers *out* of the funnel - leaving them to decide if it's worth fighting just to become your customer? The answer to these questions means everything in today's competitive B2B world.

Though most businesses already employ *tactical* platforms such as Marketing Automation (MA), CRM, CMS, etc. all serving various traditional content asset types *along* that Buyer Journey - these teams typically do so in a "strategic vacuum", each employing different methods and tactics. There is no *holistic Buyer-centric strategy* driving these efforts. Unless *each and every* content asset is built to provide Buyers *dynamic personalization and uni-directional linking* from initial engagement all the way to the purchase decision, your Buyer Journey is anything but seamless. In fact, you're likely *actively blocking* these Buyers from becoming your customers. Imagine how that adversely impacts your sales and ROI.

How Splashmetrics is different.

Solidly built on B2B Marketing best-practices, Splashmetrics is a revolutionary SaaS platform that helps automate the planning, management, and measurement of your tactical marketing content, teams, and platforms. Buyers get the seamless, 5-touch journey they demand, and you get the sales and ROI you need.

Take a look at a few key features...

Strategic Planning & Management



Company-Wide Stakeholder Alignment

Concentric workflow resolves dilution of strategic planning and costly redundancy as teams execute content and marketing/sales tactics across the company.



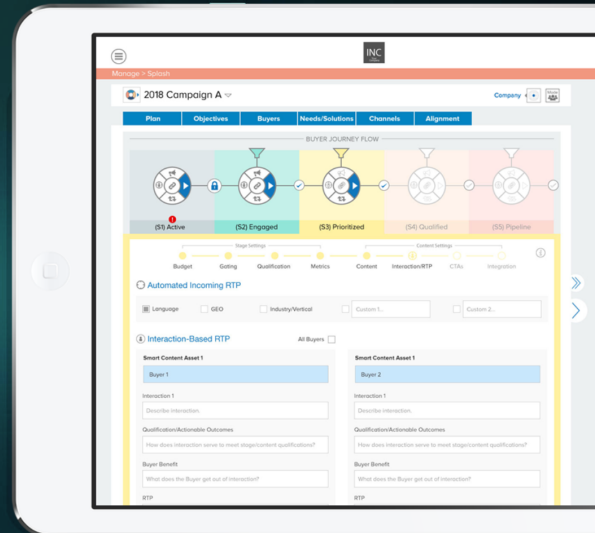
Progressive Detail

Executives at Tier 1 (Company Level) can lay out top-level strategies, benchmarks, and other global drivers, then push the plan to subsequent Tiers for progressive input.



Truly Seamless Buyer Journey

Centralized logic and benchmarking for all stages and content ensure a "strategic backbone" for your Buyer Journey, including integration with MA/CRM programs.



Internal/External Collaboration



Cross-Tier & Up-Tier Collaboration

Contextual team collaboration allows members at each Tier level to work together to complete and execute from a single company-wide strategic plan (or "Splash").



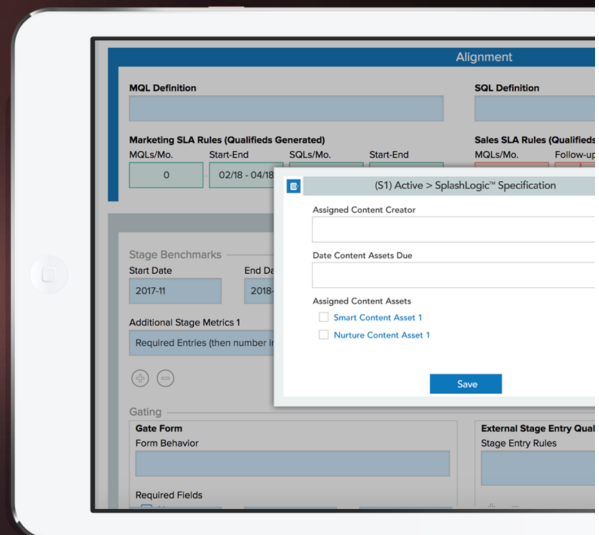
Splash Modes

After the Splash is completed by all the stakeholders in each Tier it is placed in Finalize mode for integration and custom analytics work based on the plan parameters.



SplashLogic™ & RippleScripts™

When complete, SplashLogic content specs and Ripple integration/analytics scripts are automatically generated for each stage/asset to guide content creators in their work.



Revolutionary Analytics



Company-Wide Concentric Reporting

Every Division, Department, and content asset is measured and reported in exactly the same way – providing rapid drill-downs and clearly actionable analytics.



Objectives-Based Analytics

You start every B2B marketing campaign with clear business and marketing Objectives. Shouldn't you use those to contextualize your measurement? Splashmetrics does.



Buyer Journey Flow Monitoring

Continually monitors the Flow of Buyers through every Journey stage and content asset for every Division and Department, ensuring Buyers are self-progressing as intended.



For more information visit - divein.splashmetrics.com/video-roi

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