

Finally Bridge the Sales & Marketing Divide

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

Key Benefits

- **Vastly improves the Buyer Journey.** Fully control the end-to-end Buyer Journey via the Smart Content in your marketing/sales funnel, a critical gap for most MA/CMS/CRM platforms.
- **Bridges the sales & marketing divide.** Clearly direct team-wide execution for closed-loop Smart Content that fully aligns with your marketing/sales lifecycle and processes.
- **Enhances intelligence and ROI.** Benefit from contextualized strategic intelligence across all marketing/sales efforts, and improve ROI with more qualified Buyers.

Key Results

- **A strategic operating system.** Provides deep strategic intelligence to every content marketing/selling initiative. This ensures that Buyers not only enjoy the far more personalized content they demand but, more importantly, can always self-progress to the purchase decision.
- **Improved team-wide planning and execution.** Better strategic collaboration across marketing, sales, and content teams significantly accelerates time-to-market while reducing redundancy and related costs in the execution of these initiatives.
- **Increased sales and focused measurement.** Increases revenue and ROI via far more qualified Buyers reaching the purchase decision. Also provides holistic, contextualized, and actionable reporting across your teams, platforms, and initiatives.

Stop making your Buyers work for you.

As your company begins strategic planning for its next major Content Marketing/Selling initiative consider this...

62% of B2B buyers want a personalized content journey of no more than 5 touches to make their purchase decision.

2020 Content Preferences Survey, Demand Gen Report

As you can see, your window of opportunity with your Buyers is exceedingly narrow. Is your Buyer Journey content 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 MarTech platforms such as Marketing Automation (MA), CRM, CMS, etc. - with marketing and sales teams serving various traditional content asset types along that Buyer Journey - these teams typically do so in an "operational vacuum", each employing different methods and tactics. There is no holistic Buyer-centric strategy focusing these efforts back on the Buyer at every step.

Unless *each and every* content asset is built to provide Buyers *dynamic personalization, intelligent data-driven interactions, 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.

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, sales, and 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.



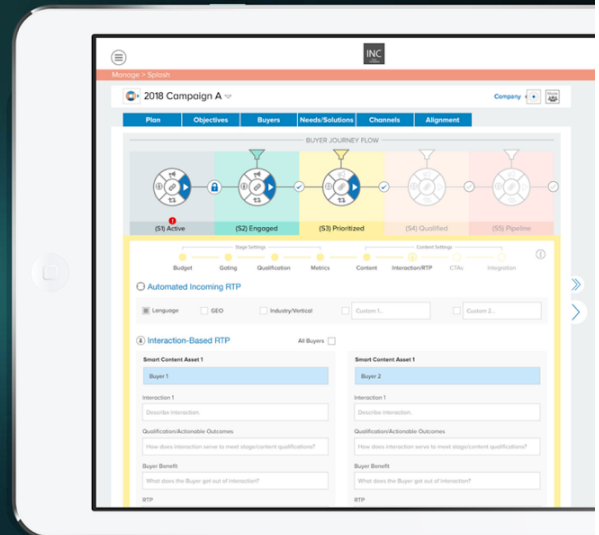
Progressive Detail

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").



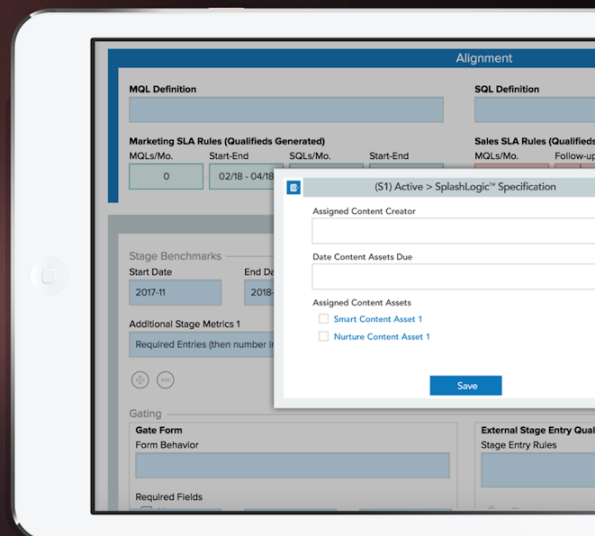
Splash Modes

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 see the video - divein.splashmetrics.com/roi