



To prove the impact product enablement drives at Seismic, we use **insights from Seismic analytics** to show correlation between Seismic playbook and content activities, lesson completions, as well as practice scores and business outcomes. It's a game changer for us."



Amber Mellano

Director, Product Enablement

Increased Seismic playbook content activities lead to higher deal value

BEHAVIOR

Articulating product value effectively

Seismic analytics track how often sellers view product enablement and marketing content in playbooks and how often that content is shared with prospects and customers. Analytics provide insight into which sellers completed product enablement lessons and how they scored in quizzes and practices/certifications.

After Seismic's latest product launch, the team found that sellers who interacted with each piece of Seismic product playbook content at least once:

- Completed related enablement lessons and scored above 85% in certifications.
- Talk more about product value than sellers with significantly lower playbook and lesson engagement.

95%

Increased mentions about product value in conversations with prospects and customers

RESULTS

Driving stronger business outcomes

The group of sellers who had higher engagement with playbooks and lessons showed an increase in booked opportunities, competitive wins, and higher opportunity sizes when compared to sellers with lower playbook and lesson engagement for the same product.

300%

Increase in **booked opportunities** compared to sellers with lower playbook and lesson engagement

285%

Increase in **competitive wins** compared to sellers with lower playbook and lesson engagement

225%

Higher total value of booked opportunities when product value is articulated during conversations

