



# Apptio

Increased content engagement by 19%

## Company profile:

**HQ:** Bellevue, WA  
700 employees

**Revenue:** \$160M

**Overview:** Apptio develops technology business management software as a service applications to assess IT service costs for corporate leaders.

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**19%**

Increase in content usage by sales reps

Apptio's solution gives customers a comprehensive view of IT services their companies are using to make better decisions about their technology investments. It was so compelling for CIOs at large enterprises that Apptio grew to 700 employees in less than a decade. This growth was difficult for marketing and sales as positioning and products were constantly evolving to stay ahead of emerging competitors. Apptio saw value in establishing a sound sales enablement process to ensure consistency and maximum efficiency for their sellers.

Seismic serves as Apptio's only content repository for sales and marketing. This means that as Apptio continues to grow there will always be approved, on-brand content available to sellers. By using Predictive Content, Apptio automates getting the most up-to-date content into the hands of sales reps at the right time of the sales cycle. Sales and marketing can see which pieces of content are influencing deals throughout the funnel with Seismic's powerful analytics dashboard. Marketing uses that data to create additional pieces that perform the best. This data driven approach has increased content engagement from sales by 19%