



Experian

Attributing revenue to content

Company profile:

HQ: Costa Mesa, CA
17,000 employees

Revenue: \$4.55B

Overview: Experian is a consumer credit reporting agency that collects and aggregates information on over one billion people and businesses.

Experian's five person sales enablement team is responsible for administering 10,000 assets for their global sales team. They spent an inordinate amount of time fielding special requests because sales couldn't find appropriate content for each sales stage. Marketing lacked insights on content performance in sales situations. This meant guessing on how to prioritize updating existing materials and creating new materials.

Looking to fix their process, Experian adopted Seismic to streamline content management and shed light to how content is being used. Sellers can access Predictive Content based on a variety of opportunity data in Salesforce to send the most relevant content. Salesforce automatically logs if the opportunity was advanced, won, or lost based on the content sales reps are sending. Experian's sales enablement team can also see which parts of the content prospects are spending the most time engaging with using LiveInsights analytics. This gives the marketing team direction to create richer, more effective content for sales.