



Procore

Sending targeted content through Gmail integration

Company profile:

HQ: Carpentaria, CA
1,000 employees

Revenue: \$55M

Overview: Procore is the world's most widely used construction project management software.

Procore's marketing team stored content across a number of unorganized silos within a decentralized content management environment. Without a single source to manage and access content, the marketing team lacked full version control. This caused the inside sales team to waste valuable time searching for the right content and instead settle on less than optimal, and often outdated, materials. Procore was determined to have contextually-relevant content find each inside sales rep in any given selling situation, so each rep could become more efficient and productive than ever before.

Seismic enables the Procore marketing team to manage all of its content in a centralized repository, measure the success of its content in a single analytics dashboard, and make content improvements based on that information. The Procore inside sales team is served Predictive Content based on sales stage, buyer persona, and deal size directly through Salesforce.com. Every sales engagement is now centered around hyper-relevant and up-to-date content, driving consistent and effective messaging. Seismic also enables reps to send content directly through Gmail while tracking prospect engagement through an integration with ToutApp.