



# Seagate

Using analytics to drive content strategy

## Company profile:

**HQ:** Cupertino, CA  
45,487 employees

**Revenue:** \$12.7B

**Overview:** Seagate Technology creates precision-engineered data storage technologies.

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**6x**

More content being used by sellers in six months

Seagate's sales enablement team was two members strong, serving a group of 700 combined sales and cross-functional sales users located in offices around the globe. The pure volume of sales content and processes needed to support Seagate's growing sales program resulted in content spread out across multiple repositories and local drives. There was no real insight into which content was performing the best with prospects. Marketing didn't know how to prioritize which pieces to update or where there were gaps in content that sales needed.

By adopting Seismic and integrating with Salesforce, Seagate is making smarter business decisions on what to do next with their content. Using LiveInsights analytics, the team can see which personas are responding to different pieces of content including when they're engaging and how many times they come back to the content. Marketing uses these engagement metrics to prioritize their content updates, which has led to sales using six times more content than before Seismic.