

# Accelerates close rates by 14 days

Headquartered in Charleston, SC with over 3,600 employees, Blackbaud is the world's leading cloud software company powering social good.

## The Challenge

As part of their growth strategy, Blackbaud acquired over 17 companies in the past 18 years. With this growth, Blackbaud's sales and marketing teams were challenged with unorganized, redundant, and out-of-date content. Sales reps lacked visibility into what content was resonating with buyers which led to inconsistent customer experiences and stunted expansion.

## The Solution

Blackbaud partnered with Seismic to increase the visibility to content for sales and analytics for marketing. Now, sales reps can send the most relevant information to prospects directly through Outlook using the Seismic integration. This plug-in serves up predictive content based on a variety of data fields in Salesforce. Without even looking Outlook, sellers can send customized materials to prospects in just a few clicks.

## The Impact

With Seismic, Blackbaud has grown their pipeline by 32% and deals close 14 days faster.

**94%**   **14 days**   **32%**

Seller adoption

Reduction in  
time to close  
deals

More leads in the  
pipeline



“With Seismic we’ve seen this breakdown of silos, increased communication between sales, marketing, and sales enablement. Through that we’re able to increase pipeline, increase our win rate, and close our deals faster.”

Alan Yarborough  
Senior Brand Enablement Manager  
Blackbaud