



Elekta improves content usage by 350%

Headquartered in Stockholm, Sweden with 3,500+ employees, Elekta provides radiation therapy, radio surgery, related equipment, and clinical management for the treatment of cancer and brain disorders.

The Challenge

Nearly 1,000 pieces of content lived in various portals for Elekta's sales and marketing teams. Sales wasn't sure where they should go to look for the content they needed. Meanwhile, marketing had no visibility into what was being used or what was working for sales to close a deal. Spending lots of time searching for the right materials did more than reduce productivity. The lack of consolidation meant creating content on the fly, leading to inconsistencies in Elekta's customer experience.

The Solution

Seismic integrated with Elekta's Salesforce database to automatically deliver content to sales based on opportunity data. Through this integration, sales improved prospects' experiences with personalized content and marketing gained insights to understand the effectiveness of content.

The Impact

Implementing Seismic gave marketing and sales the data they needed to have honest conversations about how content is used throughout the buyer's journey. Sales increased their usage of marketing content by 350%.



350%

Increase in content usage