



## Experian attributes revenue to content

*Located in Costa Mesa, CA with 17,000+ employees, Experian is a consumer credit reporting agency that collects and aggregates information on over one billion people and businesses.*

### The Challenge

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.

### The Solution

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.

### The Impact

Utilizing Seismic gives the marketing team direction to create richer, more effective content for sales. Additionally, sales can easily locate relevant content based on Salesforce opportunity data and deliver more powerful buyer experiences.