



The Global Media Platform

# Content governance enables 89% of searches to deliver results

## INDUSTRY

Adtech

## HEADQUARTERS

New York, NY

## EMPLOYEES

750

## Challenge

### Content quality suffers without content governance

Managing customer-facing marketing materials was an opportunity for optimization for Teads, known as "The Global Media Platform." It was using several disparate solutions, all without content governance. Creators and internal customers could upload and edit, causing version control issues and content sprawl. With 38 offices in 29 countries, Teads needed a better way for marketers to efficiently administer content so that sellers had access to the most up-to-date materials.

## Solution

### Content management improves discoverability and quality

Using Seismic in North America, Teads implemented a purposeful content governance process with standardized, automated workflows and consistent metadata. The new process and tools enabled marketing to effectively own content management and deliver content to sellers that was easily searchable and current via desktop or mobile app. Shared workspaces also enabled collaboration across teams, improving content quality and efficiency.

## Results

### Improved content discovery for sales with content management and powerful search

Before Seismic, sellers spent more time searching for the sales materials they needed. With Seismic, 89% of searches deliver results, giving sellers more time in the market to sell.

# 89%

Searches delivered results



Seismic's search capability has been a game changer for us. The indexing of demos and animations, combined with the ability to filter search results, helps people find what they need a lot faster.



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