



# Connected Teams Connected Systems Connected Work<sup>®</sup>

Delivering personalized experiences across the entire buyer's journey requires close alignment of teams and technology. But many organizations face a divide: content is owned by marketing and the sales process is owned by sales.

With limited to no technical integrations between systems, marketers are forced to use manual and time-consuming processes to share content with limited visibility into performance, and sales teams don't always have the confidence they're sharing the latest content with relevant insights.

**It's time to close the divide with the help of LeapPoint and Seismic.**

## THE CONNECTED WORK DIFFERENCE

Connected Work from LeapPoint helps marketing and sales teams work cross-functionally. It integrates and automates work across systems to create a single source of truth, ensuring people, processes, and tools are working together to orchestrate great buyer experiences.

The Connected Work framework helps you mature your revenue operations tech stack. It provides a framework for a measurable return on your investment by implementing, configuring, and integrating Seismic with other digital platforms and delivering more effective marketing initiatives and improved sales productivity.

### THE BENEFITS OF BETTER CONNECTED MARKETING AND SALES



**209% more revenue  
attributed to Marketing**



**36% higher customer  
retention rates**



**38% higher sales win  
rates**



**67% better at closing  
deals**

Sources: <https://www.marketingprofs.com/>  
<https://www.marketo.com/>

## CONTENT ORCHESTRATION FOR POWERFUL BUYER EXPERIENCES

To further enable organizations, the Seismic Connector for Adobe Experience Manager Assets unlocks marketing approved content for sellers—automatically. It combines the power of content velocity by Adobe and Sales velocity by Seismic. Built by LeapPoint, the connector helps marketing and sales teams by:



Save ~250 hours/year (for 1,000 pieces of content) by eliminating manual uploads and re-tagging Seismic



Increase content distribution velocity



Improve win rates and increase productivity by an average of 3 hours per week per seller



Measure content performance to optimize your content strategy



Provide a single source of content truth to ensure consistent messaging



Centralize the content governance process

## LEAPPOINT X SEISMIC

Bridging the divide between sales and marketing teams to drive increased customer loyalty and personalized, omnichannel experiences for buyers.

- Award-winning Seismic consulting partner with cross-industry expertise
- Adobe Gold partner with mastery across Adobe Experience Cloud
- Technical integration experience across a wide variety of sales and marketing platforms (Adobe, Seismic, Salesforce, On24, Reputation, etc.)
- An outcomes-driven approach ensuring teams can break down internal silos, eliminate inefficiencies, and deliver real value
- A laser-focus on client success and building long-term relationships

