

Helping Reduce Costs

With insightful Content Intelligence and scalable Content Activation, PathFactory allows B2B marketers and salespeople to work smarter, not harder, at scale.



Understand the health of your content and its compliance with "discoverability" and "accessibility" standards

Gain a comprehensive view of content and visitor engagement, whether the visitor is known or anonymous, forming the buying committee's content journey before your very eyes.

Get more engagement per click. It's expensive to buy a moment of your audience's attention. Spend less money to produce more engagement per interaction with your audience.



"PathFactory allows us to scale ABM quickly, allowing for a personalized content destination and experience for each key account, while saving time and money."

– Naor Chazan
CMO, Informa Pharma Intelligence

60-70%

B2B marketing content is never actually used

77%

B2B organizations struggle with effective content delivery and activation

Only 14%

B2B marketing organizations cite advanced maturity in content operations

Save time using PathFactory's easy to deploy AI-driven, omni-channel templates and widgets

Stop wasting budget on ineffective channels and content. Identify your highest performing content and channels so you can focus your resources on what's working and streamline your content development process.

Focus sales outreach on prospects and customers who are most likely to convert and buy. Allow them to have contextually relevant conversations about the content journey your audience is on.

Revenue increases from some of our top customers

INVOCA

200 hours

web developer time saved

Fortune100 company

5.2 years

employee hours saved in 9 months

Better data

● Understand the content effectiveness lifecycle through the lens of audience engagement. Identify when to repurpose

■ Measure campaign, channel, audience (Account and Visitor), and content performance, and integrate the data with your BI, CRM, MAP or other sources for full 360-degree attribution.

● Gain more visibility into the effectiveness of content investments so you can create better strategies in support of future

● Align sales teams with content consumption insights so they can speak to their accounts and leads about the things they are interested in and accelerate the discovery process. And give Sales easy-to-use activation tools to prescribe a relevant story for their outreach.