

# DOCURATED

MARKETING CREATES CONTENT.  
WITH DOCURATED, SALESPEOPLE USE IT.

Docurated is like "Google" for all your sales and marketing content. Docurated:

- Understands the context of a sales situation.
- Searches through millions of pages of content across multiple repositories.
- Visually displays the content so users can grab appropriate pieces, stick them onto a clipboard for Docurated to automatically format and build the presentation.

The output is a better-tailored presentation, using marketing-approved content, in a tenth of the time.

## THE CHALLENGE

Everybody agrees the right story wins the deal. Unfortunately, everyone also agrees that not all reps can tell that story, and no rep can tell the right story every time.

Marketing has the insights and the resources to create all the right pieces for the story. But sales has no way to surface and use marketing's content, leaving marketing without the ability to tie their work to revenue or to know if they are focused on the right things.

This means lost deals and wasted marketing budgets. Worse still, salespeople feel unsupported and believe they have to create their own content (wasting 10 hours per rep per week).

**90%** of marketing content goes unused by sales

(Source: SiriusDecisions)

**\$2.6 million**

of average sales budget wasted searching for content

(Source: IDC)

**87%** of prospects learn nothing new from first meetings

(Source: AMA)

Trusted by World-class  
Companies:

Forbes

CBS Interactive

BuzzFeed DIRECTV

Del Monte Quality ASSURANT®

OmnicomGroup

Acquia™ LAND O LAKES

Gainsight







*"We're using Docurated to bridge the gap between the assets produced in marketing and how they are rolled out to our sales teams."*

**- Tim Bertrand,**  
SVP Worldwide Sales, Acquia

*"My team loves Docurated, they use it everyday and it saves them so much time."*

**- Eva Papoutsakis Smith,**  
VP Sales Strategy and Marketing,  
The Weather Company

## NEXT-GEN CONTENT SUPPLY CHAIN

-  A simple way for sales to find and use marketing's approved content.
-  A single source of truth for marketing content.
-  Actionable data on content usage. Learn what is working and what is not.
-  Integrates with any application or workflow.
-  Real-time analytics showing attribution of content to revenue.
-  Internal and external content sharing and live presentation.

## RETURN ON INVESTMENT

- Improvement in win-rate from higher quality pitches.
- Productive and happy marketing team.
- Faster sales rep onboarding.
- Increase in revenue from rep efficiency gains.
- Learn what the best reps are presenting to clients.
- Increase in marketing content use.
- Attribution of marketing content to revenue.



10% INCREASE IN  
REVENUE WITHIN 6  
MONTHS



93% MONTHLY  
ACTIVE USERS



3X INCREASE IN  
MARKETING  
CONTENT USAGE