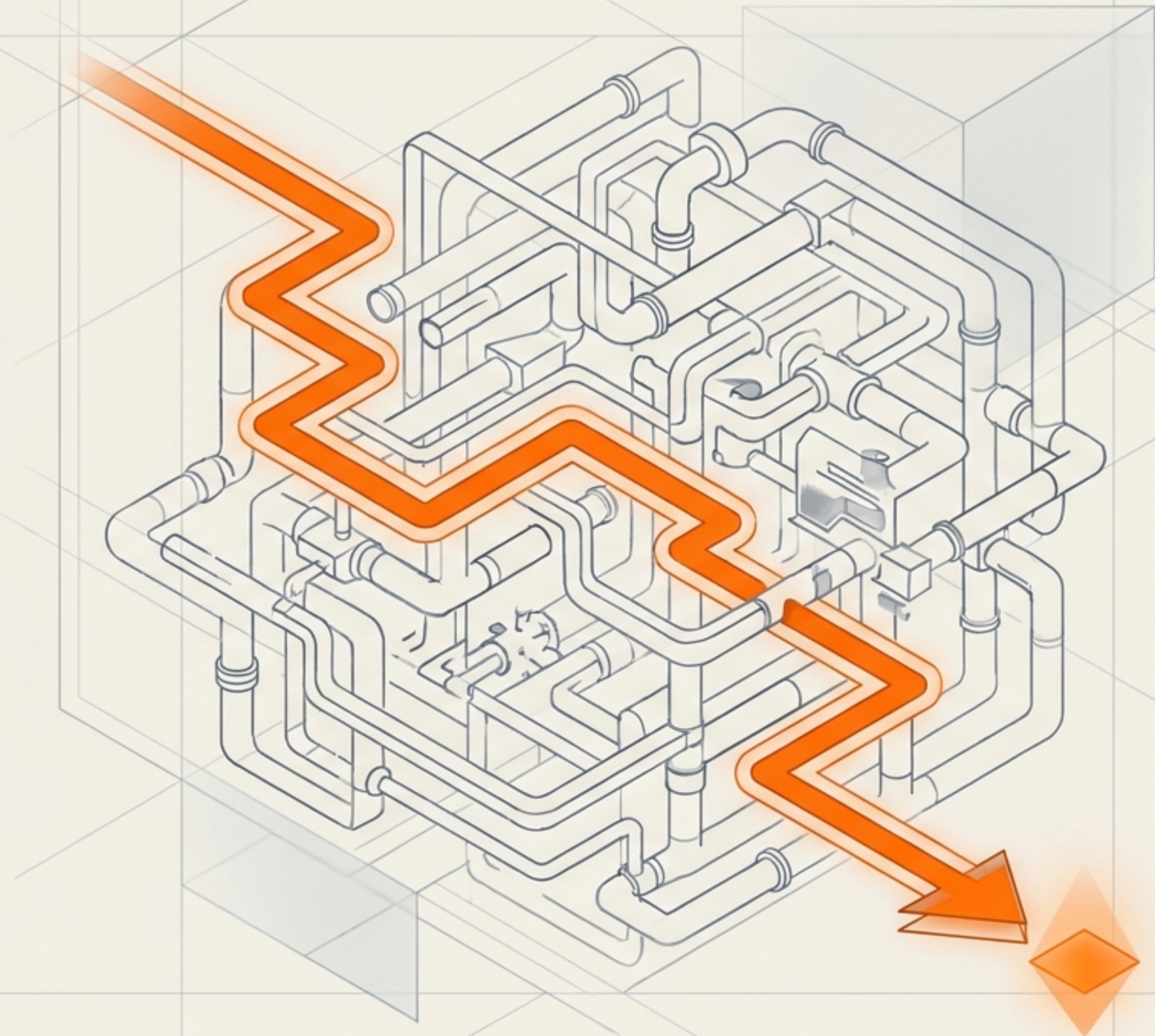


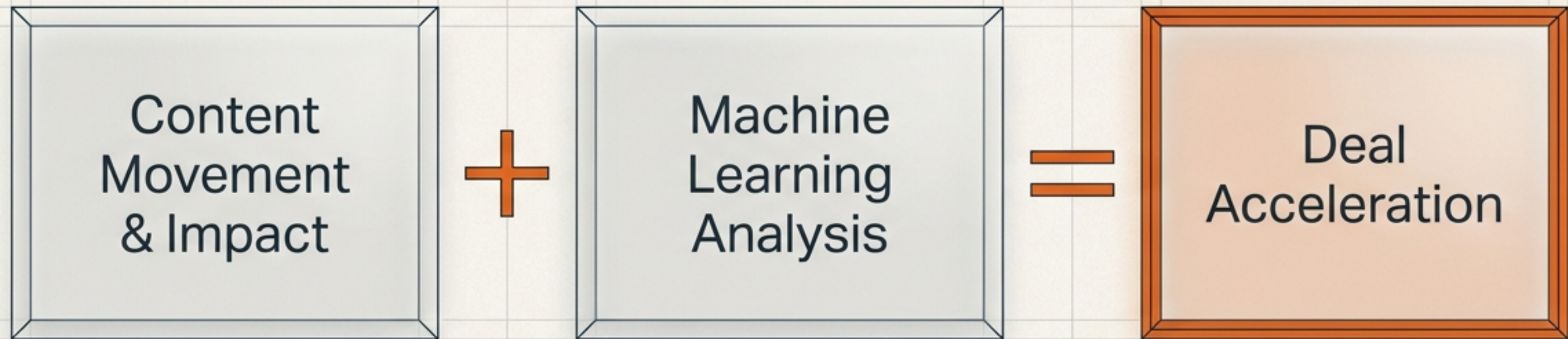
Smart Collateral Tracking

Using Machine Learning to See What Content Moves Enterprise Deals Forward

AI in Sales Enablement



Decoding Deal Momentum



Smart collateral tracking is the use of machine learning technology to track and analyze the movement of content within enterprise deals, helping sales teams understand exactly which content is most effective in moving deals forward.

From the Black Box to the Glass Box

	Traditional	Smart Tracking
Visibility	Visibility ends the moment the salesperson clicks send.	Illuminates continuous content movement and impact across the entire deal progression.
Decision Making	Relies on intuition, guesswork, and static playbooks.	Driven by data, identifying which content is most impactful at specific stages.
Content Strategy	One-size-fits-all distribution.	Dynamically tailored to better meet the specific needs and decision-making styles of prospects.

The Mechanics of Insight

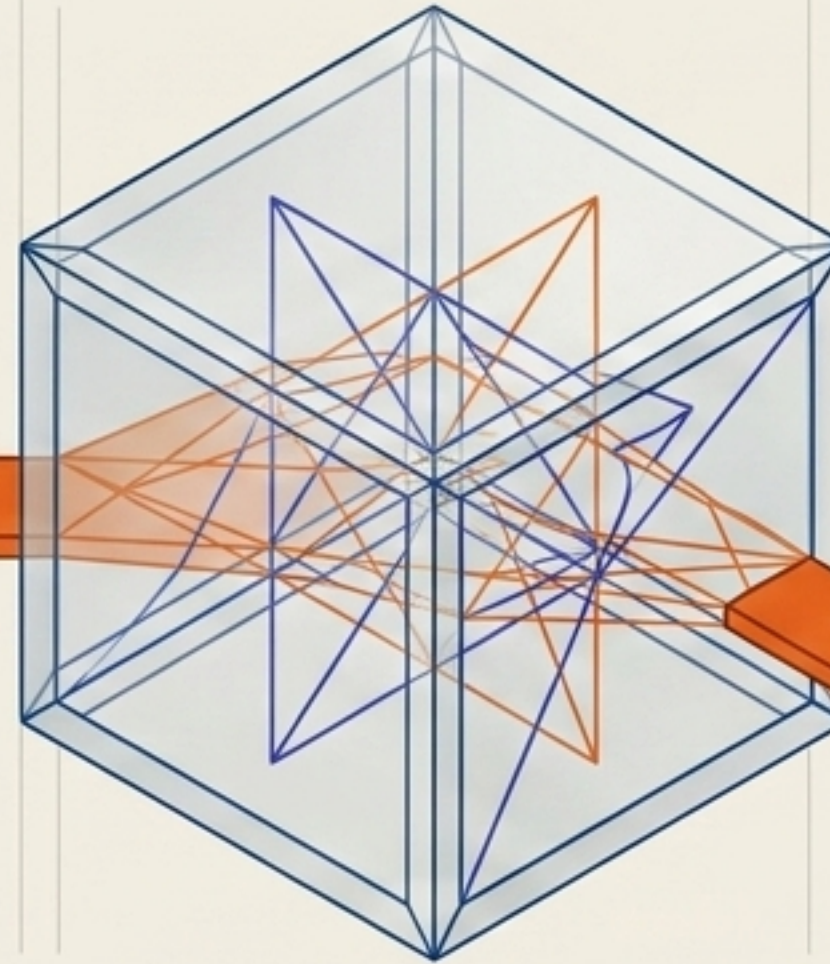
The Inputs

Large amounts of content usage data.

Real-time deal progression data.



The Engine



The Output



The Inputs

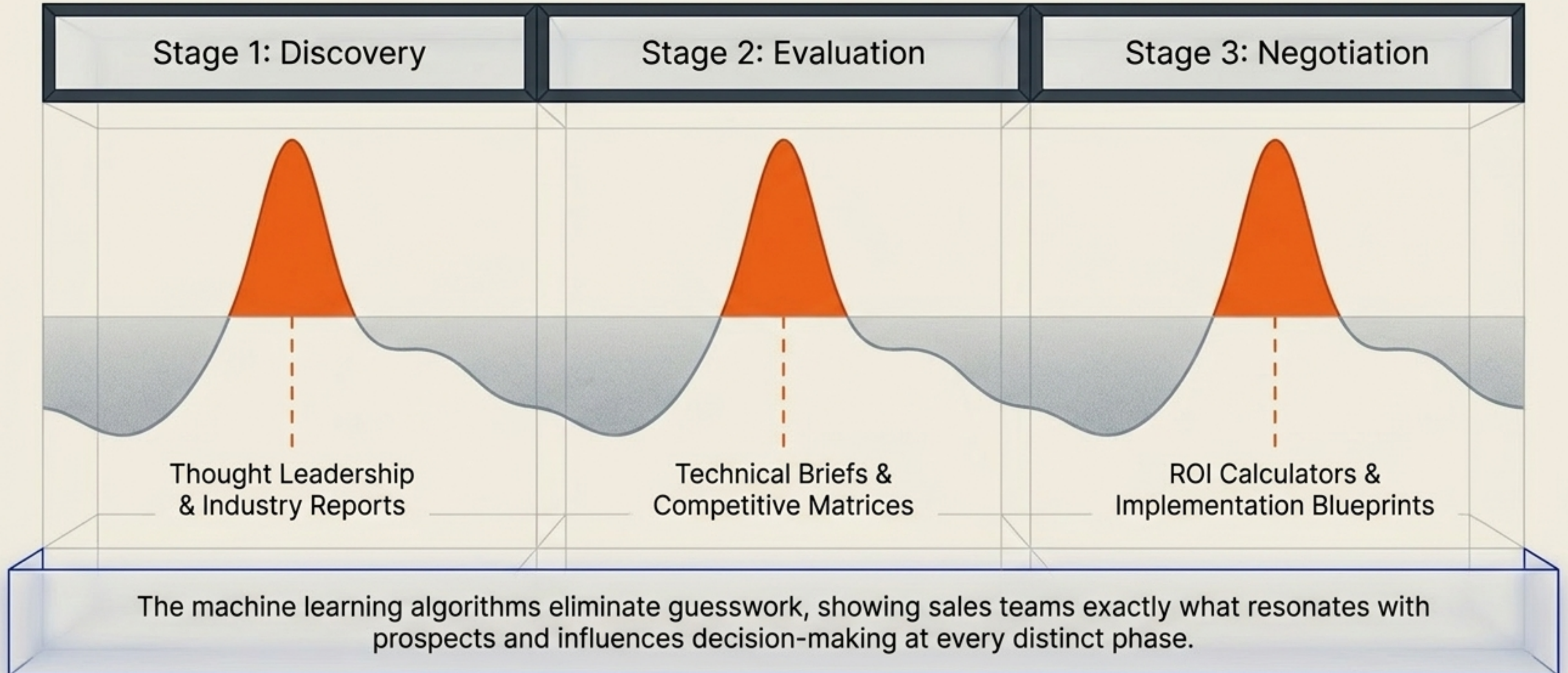
Machine Learning Algorithms

Identifies hidden patterns and mathematical correlations within the data.

Actionable Truth

Reveals the precise collateral that is most impactful at different stages of the sales process.

Pinpointing Impact Across the Pipeline



Dual Impact: Strategy and Execution

Sales Enablement (Strategic Value)



Making data-driven decisions.

Provides valuable insights into the actual effectiveness of content, allowing enablement teams to know definitively which content to use and exactly when to deploy it to improve close rates.

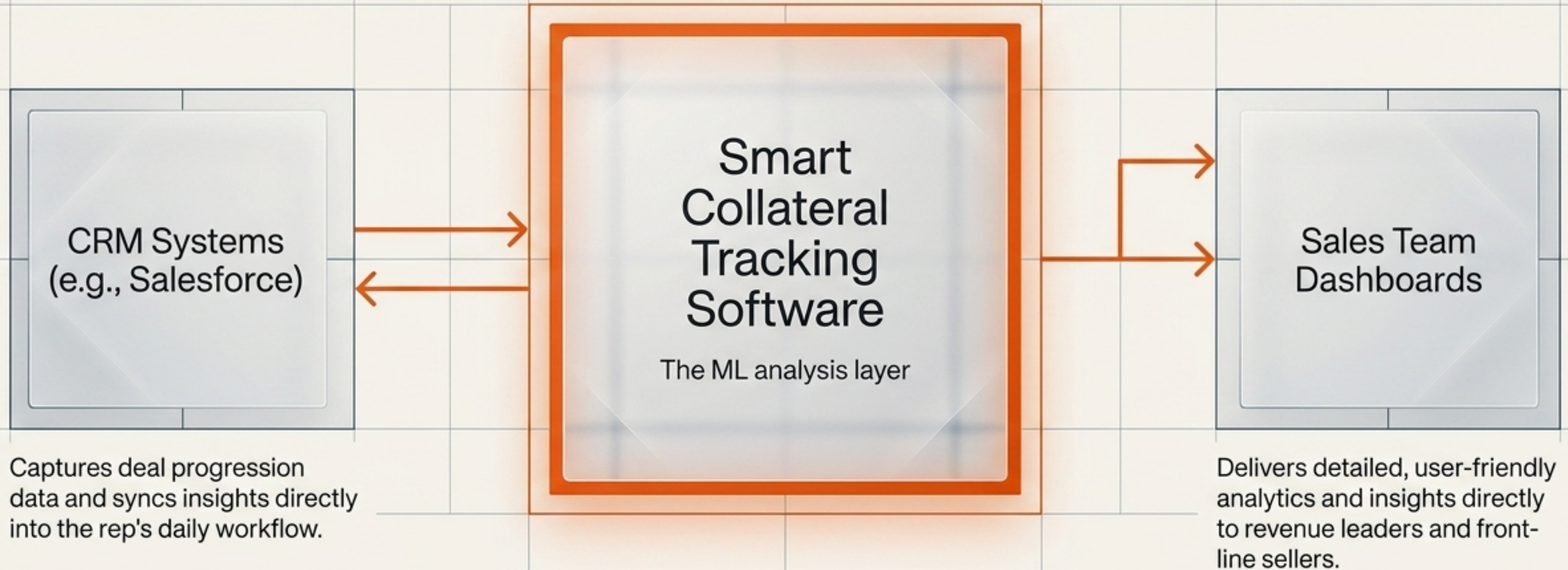
Enterprise Deals (Execution Value)



Influencing prospect decisions.

Helps sellers deeply understand what resonates with buyers. This insight allows teams to tailor their content strategy to prospect needs, ultimately leading to more successful deals.

Seamless Ecosystem Integration



The Deal Velocity Flywheel

