



Marketing Collateral Management Platform

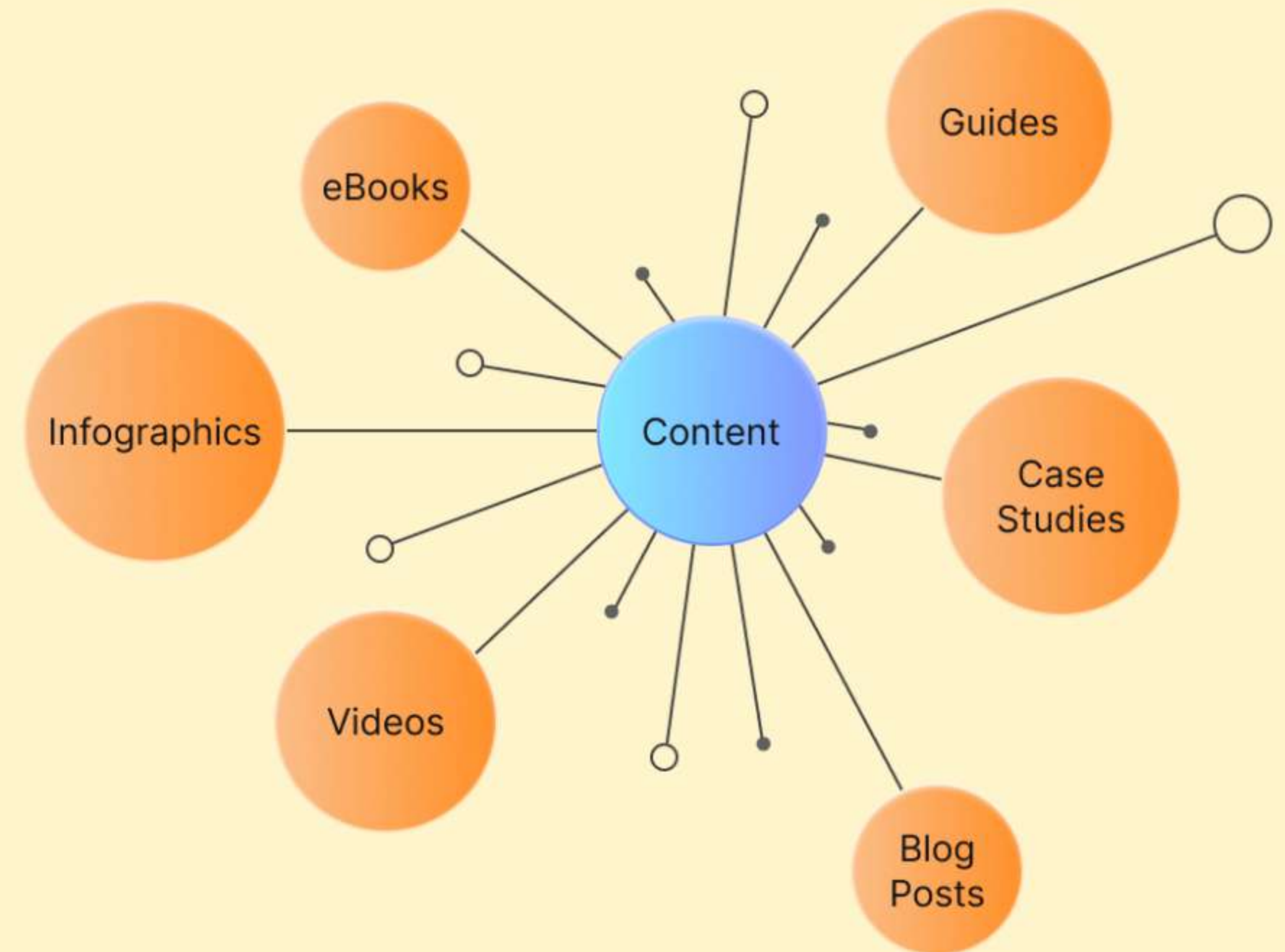
Get insights on collateral performance—engagement, interaction time, and sharing—to optimize demand generation results.

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Unlock Collateral Performance Insights to Supercharge Demand Generation

Gain deep insights into your collateral performance, including who is engaging with it, how long they interact, and how it's shared or consumed, enabling you to optimize demand generation strategies and achieve superior results.





Transform Content into Leads



Content Marketing

Distribute valuable content such as white papers, case studies, blog posts, eBooks, videos, infographics, and guides to attract and engage audience.



Email Marketing

Send content in emails attached to a personalized space to nurture leads, educate them, and guide them through the buyer's journey, such as newsletters, product updates, and event invitations.



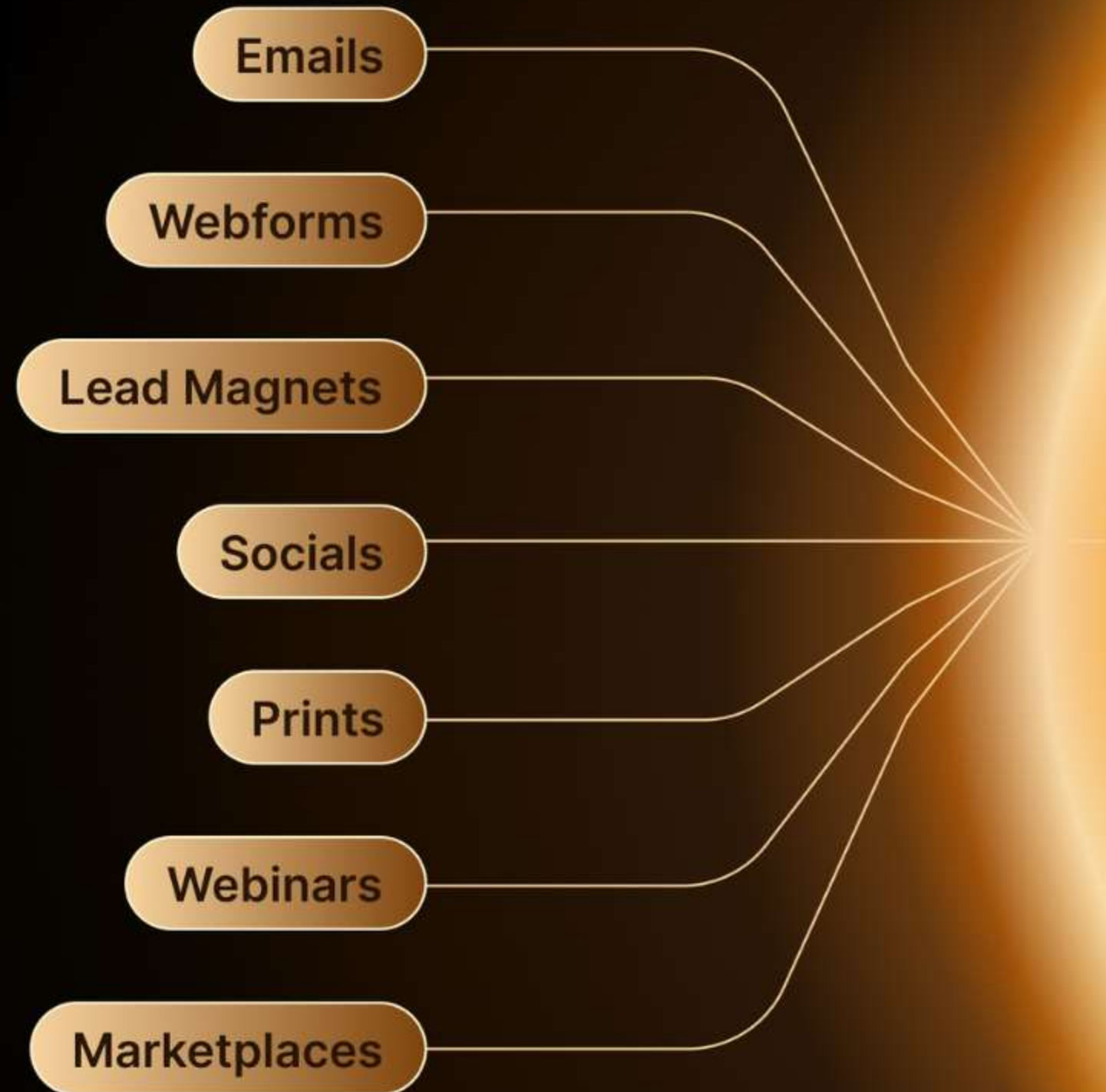
Marketing Operation

Gain control over all marketing collateral used across teams to ensure the latest versions are always in use. Monitor performance to continually iterate and optimize the overall content strategy.

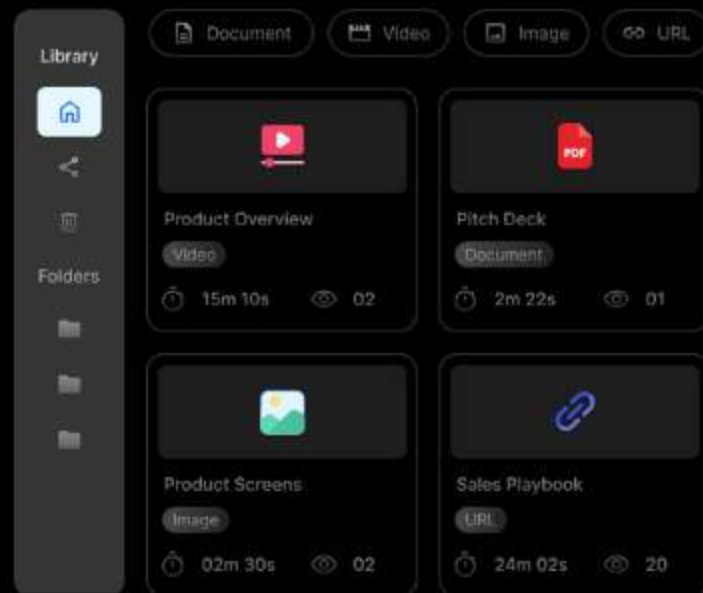
Collateral Pods

Create pods for every demand-gen activity where your target audience can access demos, videos, case studies, and other critical content that showcases your product's value.

- 🚀 Create a pod, add a collateral, and personalize it.
- ▶ Make it either gated or ungated to share.
- ✓ Create links and put them through demand-generation activities.



Collateral Engagement Tools to Maximize Lead Generation



Collateral Management

Manage all the marketing collateral on a centralized hub, making it easily available across demand generation, content marketing, and business development teams to drive conversions faster than ever.



Collateral Sharing

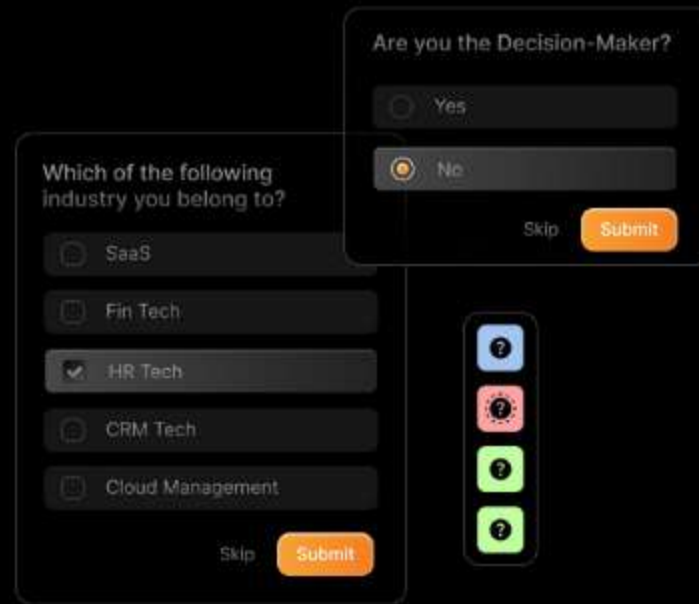
Create collateral links, personalize them dynamically, and share them via email, social media, web pages, and many other ways your audience loves to elevate their experience and engagement.



Collateral Insights

Gain deeper insights on your collateral performance other than number downloads, keep track of who is viewing the content, when, and how.

Collateral Engagement Tools to Maximize Lead Generation



A form titled "Which of the following industry you belong to?" with a list of industries: SaaS, Fin Tech, HR Tech (selected), CRM Tech, and Cloud Management. Below the list are "Skip" and "Submit" buttons. To the right, a smaller form titled "Are you the Decision-Maker?" has "Yes" and "No" radio buttons, with "No" selected, and "Skip" and "Submit" buttons. A vertical stack of five colored squares (blue, red, green, green, green) with question marks is positioned between the two forms.

Visitor Discovery

Pop up contextual questions for your target audience while they consume collateral to learn more about them, which will help you understand what works for them.



A chat interface with two messages. Each message consists of a colorful gradient bar on the left, a text input field on the right, and a small profile picture of a person. At the bottom, there is a text input field with the placeholder text "Ask AI" and a send button.

AI Assistance

Provide round-the-clock support to your audience to encourage maximum engagement with the collaterals, nurture them, and convert them into MQLs.

Connect Seamlessly with your Marketing Tech Stack

Integrate with your favorite marketing and sales tools, including CRMs, marketing automation tools, video platforms, document management systems, and more, to centralize data and deliver a personalized experience.



Fuel Demand Generation with Content Intelligence

+ Create an account.

☑ Set up a Content Pod within minutes.

🚀 Distribute the pod and observe the differences.

Try for Free

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