

The

Personalization

Payoff



Generate

 Send email with link

Insights from the Seismic Enablement Cloud™ about Today's Buyers and Sellers

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INTRODUCTION

The post-pandemic interplay between buyers and sellers



For many years now, it's been a generally accepted fact that **about two-thirds of the buyer's journey takes place online through digital channels.** In fact, most buyers have consumed several pieces of content they found online before ever engaging with a sales rep.¹

This has created significant challenges for sales reps, especially in business-to-business (B2B) organizations where they traditionally relied on direct buyer interaction to demonstrate their expertise, build personal rapport, and establish strong relationships. To adapt, sales reps have had to rely more on sharing content over digital channels to reinsert themselves earlier in the buyer's journey.

Then the pandemic happened, exacerbating the situation. In-person events like tradeshows, conferences, and business lunches ceased; remote work went from being an occasional luxury to a

requirement; and digital channels became the only means of communicating, especially with buyers.

And this change is here to stay. According to McKinsey, as buyers and sellers acclimated to leveraging more digital channels, especially web chatting and video conferencing, **two-thirds of them now prefer remote interactions over in-person ones.**²

However, that doesn't mean buyers and sellers are on the same page. Reps seldom capture buyers' attention as much as they could because they often fail to personalize the content they share. In fact, **according to Salesforce, while 66% of customers expect companies to understand their unique needs, only 34% of companies actually do.**³

In other words, even though buyers expect the content they receive from sellers to be personalized, it usually isn't.

¹<https://www.demandgenreport.com/resources/research/2022-content-preferences-survey-b2b-buyers-crave-concise-research-based-content-to-inform-purchasing-process/>

²<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-b2b-sales-is-hybrid>

³<https://www.salesforce.com/resources/articles/customer-engagement/>

METHODOLOGY

Making it personal pays off



So, why aren't sellers personalizing their content? Because typically they lack the technology needed to make the process simple, efficient, scalable, and insightful.

But when they have that technology, it's a different story.

Focusing on a period characterized by the rise of remote work, 2021 through 2022, we analyzed how our customers leveraged the Seismic Enablement Cloud to personalize the content they shared with buyers and the levels of engagement they saw during that same time.

On one hand, the results were unsurprising: Our customers — across industries, sizes, and regions — seemed to recognize the increased need for personalized content during the pandemic. But on the other hand, the results were extraordinary: **Not only did our customers leverage personalization to an astonishing degree, but the correlated buyer engagement they saw was similarly dramatic.**



RESULTS 01

Customer content sharing and buyer engagement

With Seismic, a piece of content can be shared through what's called a LiveSend link that captures engagement data, including how long the recipient spent consuming the content, even down to the individual page level. This data is important for our customers to understand what truly resonates with their buyers.

From 2021 through 2022, **LiveSend link generation increased by 58%**, indicating our customers not only saw a greater need to communicate with buyers digitally but also saw a greater need to gain insights about them.

During that same time, overall buyer engagement (measured in views) increased by 46%.

Personalized social media posts also saw increased engagement

LiveSocial, which is Seismic's social media content curation and communication platform, allows users to include comments when they share a post.

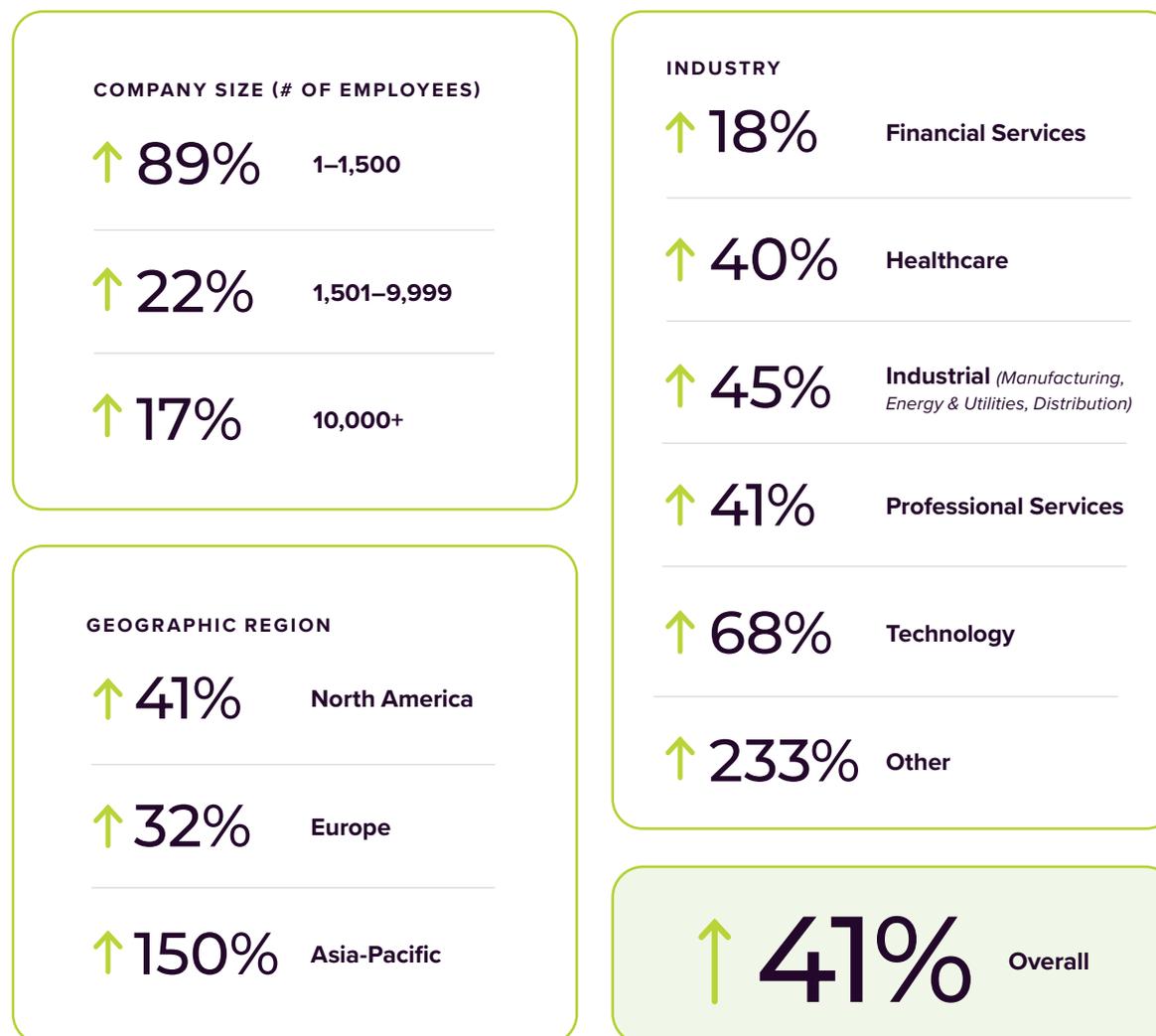
When looking at all users — both Seismic internal users and our customers — **LiveSocial posts that included such commentary outperformed posts without commentary by 39% in Q4 of 2021. By Q4 of 2022, that jumped to 54%.**

LiveDocs generation and engagement

LiveDocs is Seismic's automated content personalization solution where sellers can efficiently create and update dynamic documents and presentations. We took a close look at how many LiveDocs were generated by our customers across various industries, company sizes, and geographic regions to see how their reliance on personalized content increased from 2021 through 2022. We then looked at how this correlated with the buyer engagement they saw.



Notable increases in LiveDocs generation by Seismic *customers*



Outside of companies in the “Other” category — accounting for relatively few customers, which is why the percentage increase skews so high — tech companies led the way in increasing their usage of LiveDocs to engage with buyers. This is also true of companies with 1,500 employees or fewer — perhaps a reflection of how they were most affected economically during the pandemic and looking for solutions to offset that.

In terms of geography, the Asia-Pacific region leveraged LiveDocs at a rate greater than other regions, although it should be noted that the same phenomenon occurring with the “Other” industry category is at play here as well. Still, it’s a remarkable uptick in personalization for that region.



Notable increases in LiveDocs engagement by our *customers' buyers*

COMPANY SIZE (# OF EMPLOYEES)

↑ 57% 1–1,500

↑ 80% 10,000+

GEOGRAPHIC REGION

↑ 22% North America

↑ 63% Asia-Pacific

INDUSTRY

↑ 20% Financial Services

↑ 63% Healthcare

↑ 33% Industrial

↑ 47% Technology

↑ 300% Other

↑ 21% Overall

There is a clear correlation between an increase in customer engagement across industries, company sizes, and geographic regions and an increase in the number of LiveDocs generated.



Digital Sales Rooms usage and engagement



With Digital Sales Rooms, Seismic provides secure online environments for communication between sellers and buying teams. They are hubs of buyer-seller interaction and personalized communication. As such, we looked closely at how their usage increased among our customers from 2021 through 2022, and the buyer engagement our customers saw over that same period.



Insights



Notable increases in *customer* usage of Digital Sales Rooms

COMPANY SIZE (# OF EMPLOYEES)

↑ 267% 1–1,500

↑ 133% 1,501–9,999

↑ 225% 10,000+

GEOGRAPHIC REGION

↑ 203% North America

↑ 123% Europe

↑ 800% Asia-Pacific

INDUSTRY

↑ 181% Financial Services

↑ 275% Healthcare

↑ 270% Industrial

↑ 132% Professional Services

↑ 196% Technology

↑ 267% Other

↑ 187% Overall



Notable increases in *buyer* engagement with Digital Sales Rooms

COMPANY SIZE (# OF EMPLOYEES)

↑ 287% 1–1,500

↑ 131% 1,501–9,999

↑ 500% 10,000+

GEOGRAPHIC REGION

↑ 210% North America

↑ 136% Europe

↑ 800% Asia-Pacific

INDUSTRY

↑ 190% Financial Services

↑ 263% Healthcare

↑ 270% Industrial

↑ 135% Professional Services

↑ 212% Technology

↑ 267% Other

↑ 197% Overall

Non-video vs. video usage in Digital Sales Rooms

As mentioned earlier, McKinsey notes a correlation between the rise of video conferencing and today's preference among buyers and sellers for remote interactions. Taking inspiration from this, we wanted to see not just how video and non-video usage increased during the pandemic but how those increases compared with each other.



Notable increases in *non-video* asset usage in Digital Sales Rooms

COMPANY SIZE (# OF EMPLOYEES)

↑ 273% 1–1,500

↑ 179% 1,501–9,999

↑ 433% 10,000+

GEOGRAPHIC REGION

↑ 221% North America

↑ 145% Europe

↑ 900% Asia-Pacific

INDUSTRY

↑ 216% Financial Services

↑ 275% Healthcare

↑ 333% Industrial

↑ 149% Professional Services

↑ 200% Technology

↑ 550% Other

↑ 207% Overall



Notable increases in *video* usage in Digital Sales Rooms

COMPANY SIZE (# OF EMPLOYEES)

↑ 341% 1–1,500

↑ 187% 1,501–9,999

↑ 267% 10,000+

INDUSTRY

↑ 311% Financial Services

↑ 186% Healthcare

↑ 525% Industrial

↑ 139% Professional Services

↑ 288% Technology

↑ 350% Other

GEOGRAPHIC REGION

↑ 266% North America

↑ 195% Europe

↑ 255% Overall

While the increased reliance on Digital Sales Rooms in general from 2021 through 2022 is impressive across the board, the increased use of video within Digital Sales Rooms is significantly higher than the increased use of non-video assets. This could indicate that reps, regardless of industry, company size, or region, see video as a particularly important means of remote buyer engagement.



CONCLUSION

Personalization doesn't just pay off; it's now the *way of the world*

Remote interaction between sellers and buyers has been on the rise for a long time, but the pandemic kicked that evolution into high gear, making the future of sales the present far sooner than many were expecting. This ultimately forced sales reps to embrace technologies they weren't as reliant on just weeks or even days before.

Since personalized content is the key to capturing buyers' attention online, we see a clear correlation between the need to communicate with buyers remotely from 2021 through 2022 and the increased usage of Seismic's personalization solutions during that same period.

And things aren't going back to the way they were. The increased usage of these solutions is reflective of a general preference — among both buyers and sellers — for remote interactions over in-person ones. That's why, going forward, businesses will need to equip their sales teams with technology that doesn't simply allow for digital interactions and personalized content creation but rather makes those tasks as accessible and efficient as possible.



Speak with our team to get started. →





About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

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