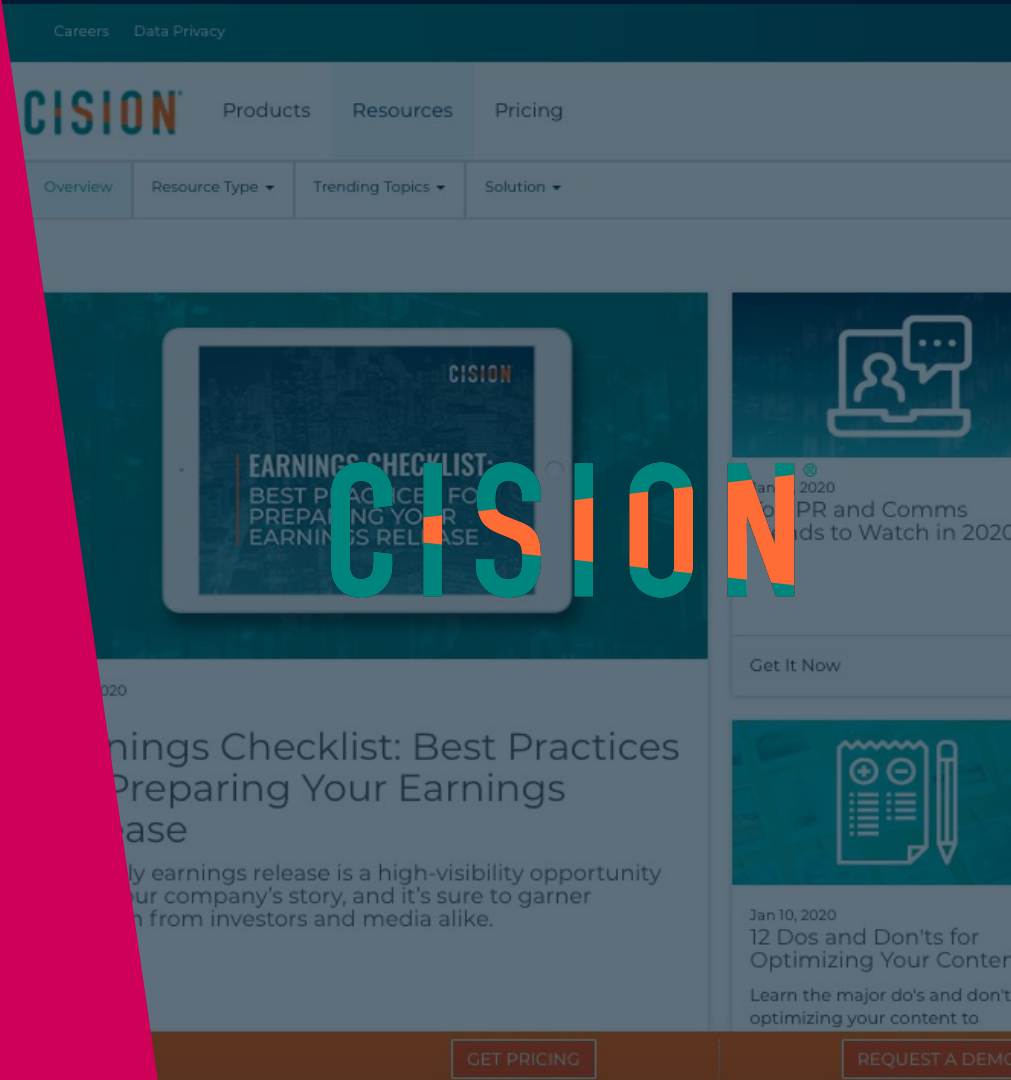


 | Customer Story

How a Global PR Company Closed \$5.4 Million in Revenue in 6 Months



THE COMPANY

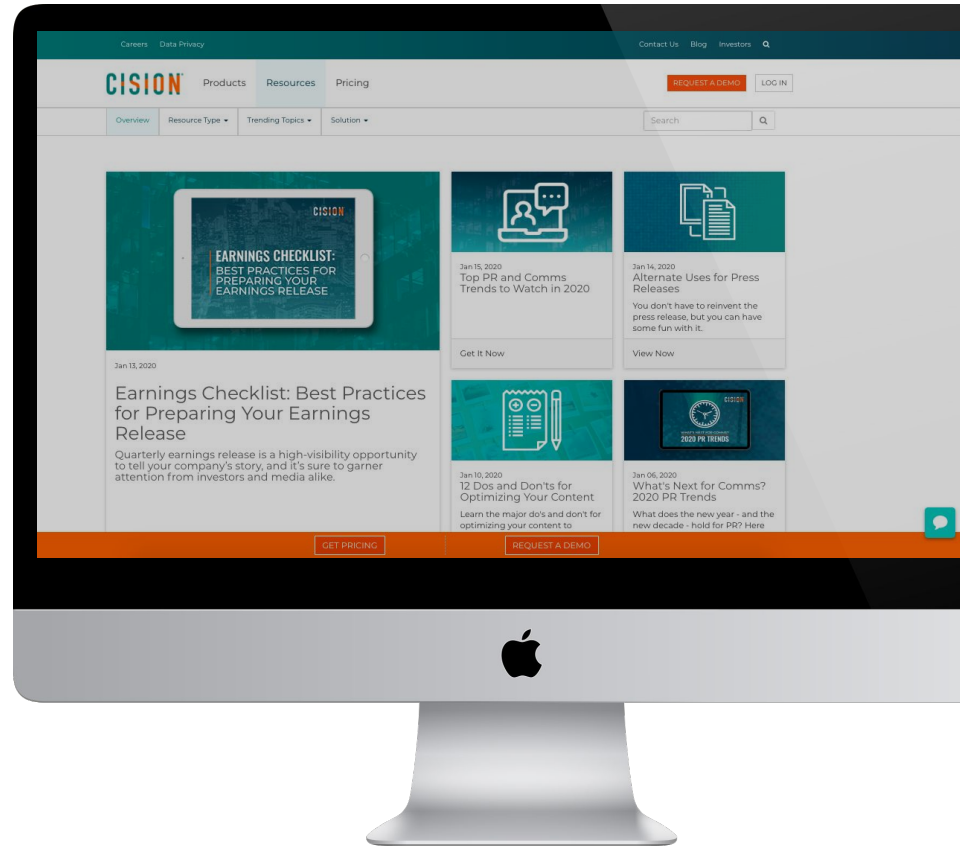
- Cision is a global cloud-based communications and PR software that helps companies reach, target and engage audiences.

THE PROBLEM:

- Content creation was not a problem for Cision, they had an extensive content library of blog posts, whitepapers, ebooks, videos, and more. They were looking for a better way to leverage and display content to drive traffic and meet lead generation goals by personalizing the way their visitors consumed content.

THE SOLUTION:

- Cision acquired Trendkite in 2019 for many reasons, one being to bring in the innovative marketing talent from Trendkite into Cision, like demand generation leader David Cardiel. Now, as Head of Global Demand Generation at Cision and a three-time customer of Uberflip, David uses the content experience platform to help consolidate all of Cision's content, organize it, integrate their MAP, and build demand campaigns for every stage of the funnel. **The Cision team is now getting to market faster, building campaigns at scale, and converting traffic into leads easier than ever.**





Revenue Success

\$5.4M of closed-won business in 6 months



Record Breaking Blog Subscriptions

500% increase in blog subscribers



Sales Enablement

Conversion to demo rate increased 4x since launching their Hub

WHAT CISION IS SAYING:



“When we rolled it out internally, jaws dropped. Our employees embraced the product quickly and were passionate about the platform.”

“Uberflip’s platform affords us the ability to showcase our experience to our target market that is episodic in nature and moves that audience down our buyer’s journey...think streaming service – recommended content, measure the data and keep em’ coming back!”



David Cardiel

Head of Global Demand Generation
@Cision



Class-leading cloud software providers build **remarkable content experiences.**

[Request a Demo Today!](#)

