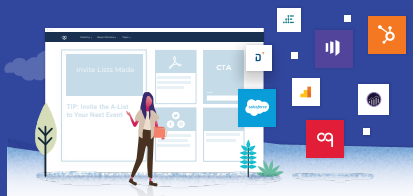


Audience Intelligence

Understand What Content Your Audience Craves

Having the right data is key to creating and optimizing the content experience for your buyers. You need to know what content is working and where to invest your budget. Unfortunately, this has always been a sore spot for marketers, who struggle with measuring the results attached to their content marketing efforts.

Uberflip gives you the ability to easily measure and report on which assets are assisting on the path to purchase and which ones are slowing your buyers down. Turn your content into an unstoppable selling machine by using our engagement insights to optimize your content and experiences.



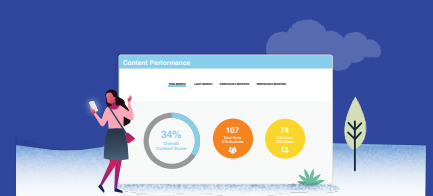
Maximize Data Through Powerful Integrations

Connect Uberflip to all of your favorite marketing tools, such as Salesforce, Engagio, Google Analytics, and Adobe Analytics to enhance your customer data and allow for better lead management.



Measure Success at The Account-Level

Get insight into how your target accounts and key prospects are engaging with the personalized experiences to help you optimize over time and prove the ROI of your ABM efforts.



Influence Time to Close With Key Insights

Get insight into how audiences are engaging with your content, which reps are best leveraging it, and what drives success, so you can better maximize content throughout the sales cycle.



300%

increase in content conversion rate



51M

in bookings influenced across all campaigns



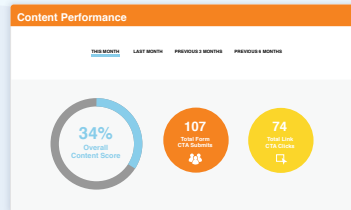
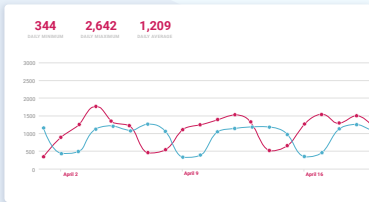
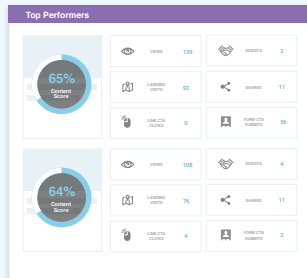
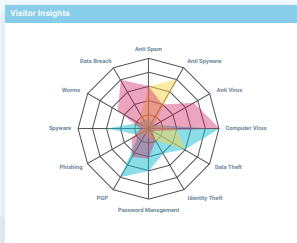
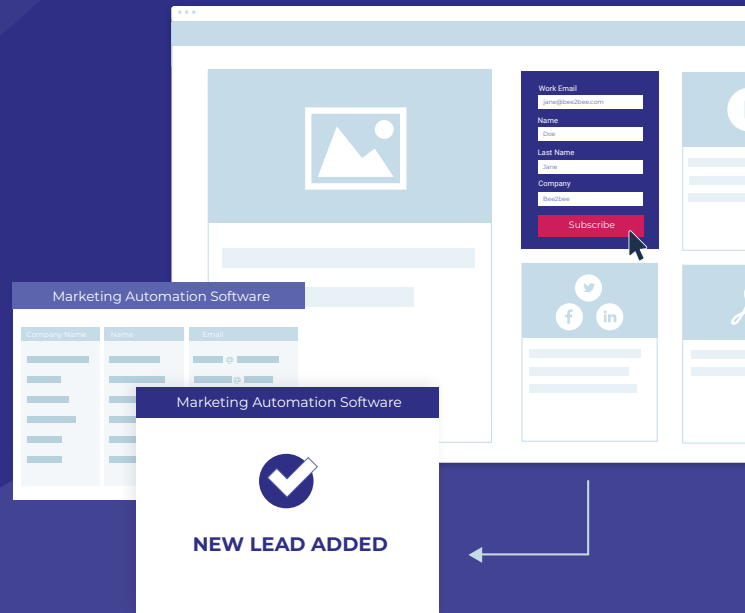
100%

content engagement on 1200 target accounts



Marketing Automation

Never send prospects off-site to collect their information again! With our robust integrations, you can seamlessly collect and pass leads and engagement data to your marketing automation platform right within your Content Hub.



Überflip Analytics

Understand how your content experiences are performing with built-in analytics, reports, and dashboards. Make smarter decisions by measuring the impact of your marketing efforts so you can double down on the content and experiences that contribute to pipeline and revenue.

MarTech Integrations

Connect Überflip to all of your favorite marketing tools, such as Salesforce, Engagio, Google Analytics, and Adobe Analytics to enhance your customer data and allow for better lead management.

