



TCO

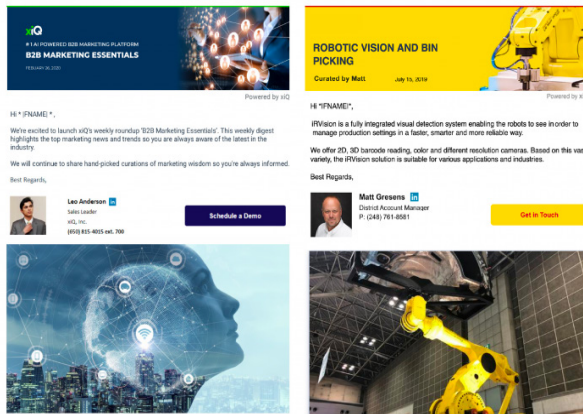
RETURN ON
MARKETING
INVESTMENT

**ARE YOU SPENDING YOUR
MARKETING BUDGET ON
INNOVATION OR INTEGRATION?**



The current state of sales and marketing technology is composed of over 7000 solutions. Today, with ABM on the rise there is an increasing demand for sales and marketing to work in unison. This requires integrating disparate sales and marketing solutions, a very expensive and time-consuming process. You lose out on agility and time to market, whereas the majority of your marketing budget is spent on integrating and not innovating.

Realizing the needs of marketers, salespeople, and buyers, xiQ has painstakingly developed an end-to-end, AI-powered integrated sales and Account-Based Marketing platform. Key benefits translate into faster time to market at exponentially lower Total Cost of Ownership (TCO).



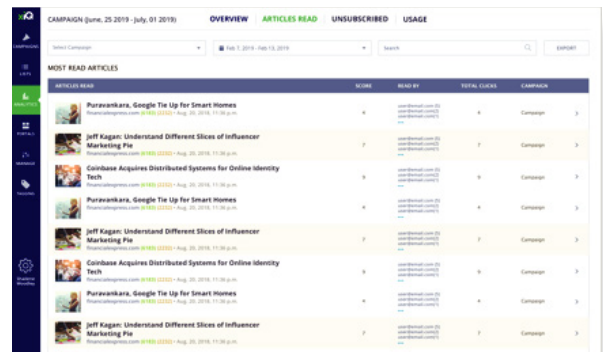
The business case for deploying xiQ:

Not Just an Email Marketing Tool

xiQ enables website and social media marketing and seamlessly connects to its sales intelligence platform.

Content Development

Content development is the hardest, longest and most expensive part of the marketing cycle. After long cycle times spent conceiving, designing and executing marketing campaigns that can range between 3-6 months to develop, all is a wasted effort in terms of time and cost if they don't work.



Personalization at Scale

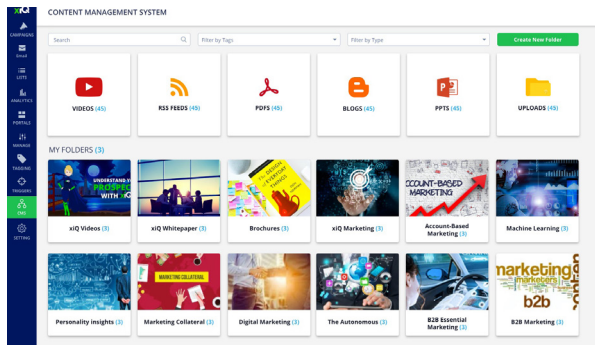
As an ABM platform being used by many large corporations, xiQ allows frequent and personalized delivery of campaigns that generate more than 10x engagement and higher lead conversions.

Content syndication, however, is a game-changer for marketers. xiQ enables syndication and provides a Content Management System (CMS) to incorporate your own collateral, thereby enabling fresh content to be delivered with regular frequency. The agility of the system provides course correction at rapid speeds which is a critical aspect of marketing.



Content Management System

xiQ offers a built-in CMS to store and distribute your marketing collateral across multiple channels. xiQ goes a step further and ranks content utilization, helping marketing teams realize the efficacy of each asset.



Setting Up and Operationalizing xiQ

xiQ team provides complete assistance during the initial setup of the templates and the CMS. The system is intuitive and design studio is very easy to use and set up.

The Proof is in the Pudding

xiQ's many case studies demonstrate increase in:

- Engagement
- Cadence frequency
- Subscription base
- Deeper insights into the person and company that are invaluable to sales

Intelligent Analytics

xiQ's analytics go far beyond typical open and click rates. It offers lead scoring built in the system. The prospect (person level) analytics dashboard is unique as it provides first-hand intent data i.e identifies the topics and keywords the prospect is interested in and it links to the prospect's DISC analysis. These unprecedented and unequivocal insights give marketers an edge over their competition.

Analytics are Available in the Salespersons' Cockpit in CRM

xiQ integrates seamlessly with your CRM and provides marketing stats and personality insights directly to the sales rep, giving sales reps access to insights much easier than before. **Salesforce usage goes up by 47%** when xiQ is deployed within Salesforce.

Money Talks, BS Walks

Total Cost of Ownership (TCO) is a big factor. xiQ's unified marketing and sales platform means that you can launch faster, course correct faster and have sales reps get better, deeper insights. One cannot achieve parity by cobbling multiple CRM, Marketing Automation, CMS and analytics systems. Your budgets are spent on integration not innovation. The disparate system landscape is inflexible and the TCO is unbearable.

xiQ offers the highest Return on Marketing Investment (RoMI).



Silicon Valley based xiQ is an AI-powered, integrated sales and marketing platform that accelerates the buyer's journey. xiQ's All-in-One platform supports the entire buyer's journey from 1:1 marketing, engaging client experiences and in-depth company and personality insights.

REQUEST A DEMO

xiQ, Inc.

100 Redwood Shores Parkway, Suite 100
Redwood City, CA 94065 USA

+1 (650) 815-4015
www.xiqinc.com

