

AI-Based CONTENT RECOMMENDERS



Marketing organizations spend a significant percent of their budget on **content marketing** and are producing more content than ever....only to have it impossible to find....and ultimately unused! As marketing content continues to grow the problem gets worse every year.



B2B Buyers Need Relevant Content to Purchase

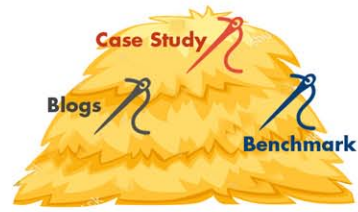
More than half of all B2B buyers view at least eight pieces of content during the purchase process. **(Forrester)**

>50%

82% of buyers viewed at least five pieces of content from the vendor prior to purchase. **(Forrester)**

82%

Finding Relevant Content is like finding many needles in many ever-growing haystacks



Sellers struggle to find and customize content for customers:

65% of sales reps can't find the right content to send to prospects. **(SalesHub)**



440 HOURS wasted by sales each year trying to find the right content. **(Forrester)**



>50% TOO SLOW the time, marketing is slow in responding to sales team requests for content, so sales team members resort to improving their own content. **(Demand Metric)**



Salespeople spend **30 hours a month** searching for and creating their own selling materials.

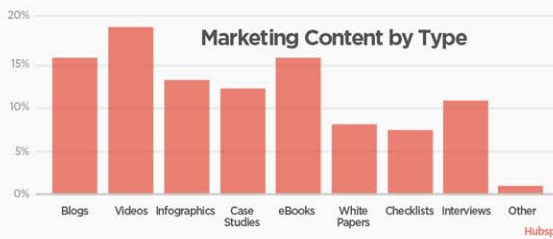


30 HOURS PER MONTH

Marketing Budgets Wasted due to Limited Search Tools and Content Growth

Constant Growth in amount and types of content

28% of marketing spend is currently spent on content **(Content Marketing Institute)**



65-90% of content not found and budget is wasted

65% of content provided for sales is wasted because sales reps can't find the content or because the content is perceived as low value or is not relevant to their selling scenarios. **(SiriusDecisions)**

\$2.3 MILLION is wasted each year on underused or unused marketing content by organizations. **(Forrester)**



Sales reps never use up to **90 percent** of marketing content.



90%

Inadequate Tools

Limited Search Tools:

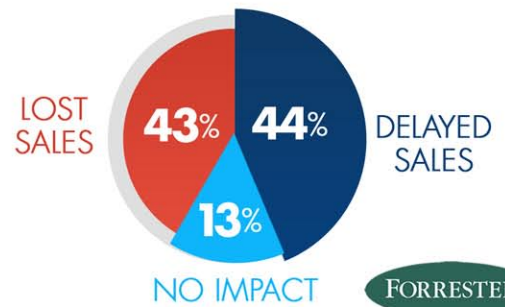
- Website Search
- Google
- Social Media
- Contacting Co-workers

Inability to Find Content is Inhibitor to Sales

2/3's of organizations report that they lose deals because they don't have the content they need. **(Demand Metric)**



55% of companies aren't prioritizing reps' ability to personalize content. **(Aberdeen Group)**

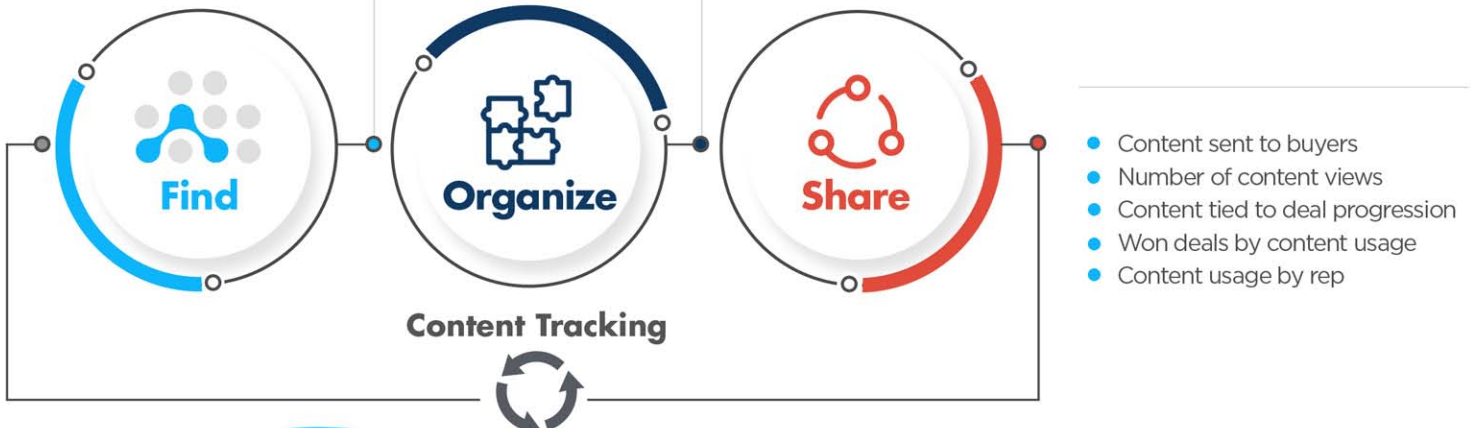


43% of B2B marketing decision makers report that their companies have lost sales as a consequence of not having necessary content at the right time for a specific customer. **(Forrester/Forbes)**

How eXalt is Different than Simple Website Search - We find what you are looking for

eXalt Saves Valuable Time Wasted in Locating & Personalizing Content...

Classic Search	VS	eXalt AI
One by one manual search		Locates Collection of Relevant Content across silos of internal and external assets.
Same content for all users.		Prepares personalized collection for different roles, verticals or users.
Web Only No secure access		Presents to user via chat, email, web with optional secure NDA access.
Classic Search 30 HOURS PER MONTH		eXalt AI < 1 HOUR



...and Optimizes Marketing Spend: Determines what content is driving sales conversations most.

eXalt Solutions provides a patented Knowledge Work as a Service (KWaaS)[™] cloud platform that gives enterprises the ability to scale more profitably from sales through delivery. By leveraging eXalt AI Knowledge Bots as co-workers, B2B enterprises can boost customer experience and accelerate processes without the need for programming or additional IT support. eXalt's philosophy is Better Together, with humans and AI Knowledge Bots producing more, at a higher level of quality, as a team.



www.exaltsolutions.com