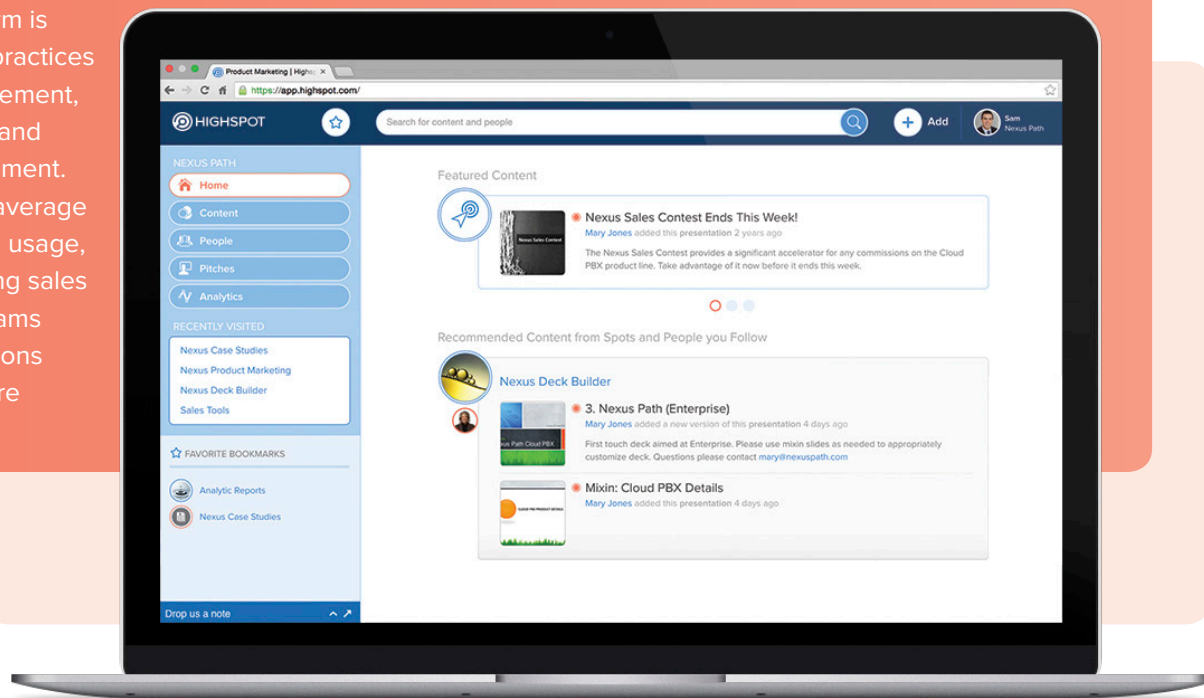# HIGHSPOT

A Breakthrough Approach to Sales Enablement

Highspot's platform is inspired by best practices in content management, user experience, and customer engagement. With nearly 90% average monthly recurring usage, Highspot is helping sales and marketing teams increase conversions and generate more revenue faster.

Innovative Content Management

Highspot has reimagined how content is organized, discovered, presented, and managed, offering sales and marketing teams the most comprehensive solution for every stage in the customer lifecycle. All within an intuitive user experience.

Complete Platform

Features such as semantic search, intelligent content recommendations, and integrations with productivity, CRM, email, collaboration, and other business systems are just a few reasons sales reps are accomplishing more with Highspot.

Unrivaled Analytics

Highspot delivers accurate and deep visibility into content usage, customer engagement, and the business impact of sales enablement, providing feedback for teams to improve customer engagement, content quality, and sales performance.

Highspot has leveraged best practices from iTunes, Amazon, and Pinterest to create a system that is easier to use and dramatically more powerful than traditional folders and tags. Content management, discoverability, and recommendations have entered a new era.
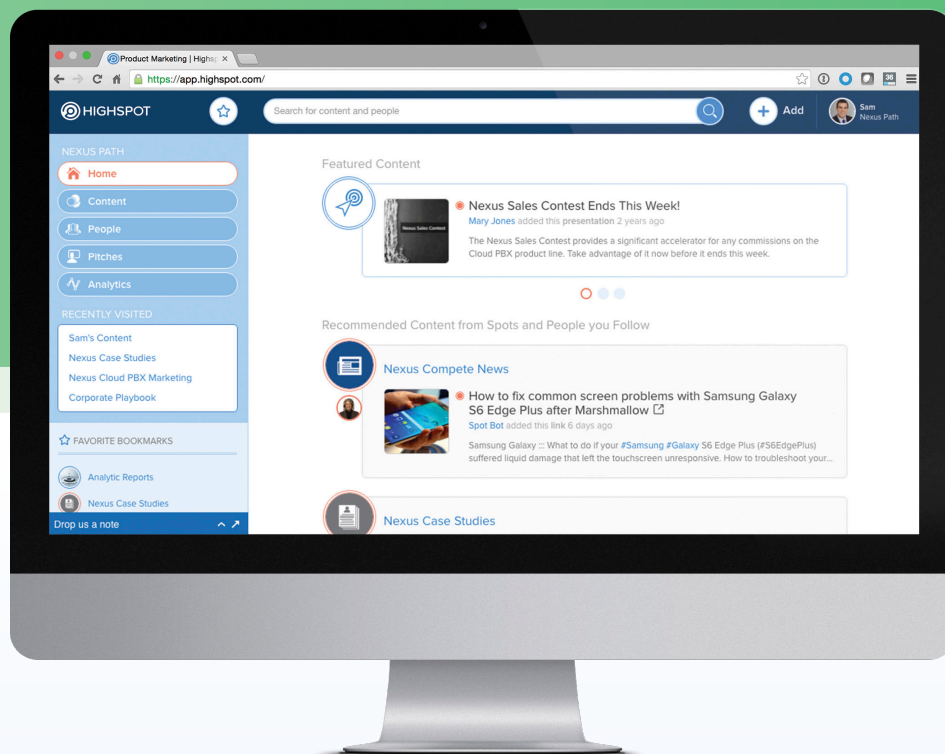
Modern UX

Highspot experiences are thoughtfully designed for sales rep needs and business performance.

Spots, not Folders

Highspot is unlike any other sales enablement solution in that flexible "spots" are used to organize and manage content, helping sales reps quickly access what they need.

Content Editing

With the ability to update Microsoft Office documents in one click, Highspot makes it easy for sales reps to quickly customize content for every opportunity.

Powerful Semantic Search

Unequaled search capabilities with results pages that make Google jealous help reps find content fast, saving time and energy better invested in customer conversations.

Intelligent Recommendations

Highspot uses sophisticated machine learning to recommend the best-performing content based on CRM opportunity characteristics and past performance.

HIGHSPOT

Highspot is dedicated to improving sales efficiency and effectiveness. Seamlessly integrated email and online presentations, combined with engagement alerts and account dashboards, make it easy for reps to connect with customers throughout the sales cycle.

Any Device

With Highspot, content and customers are always nearby.
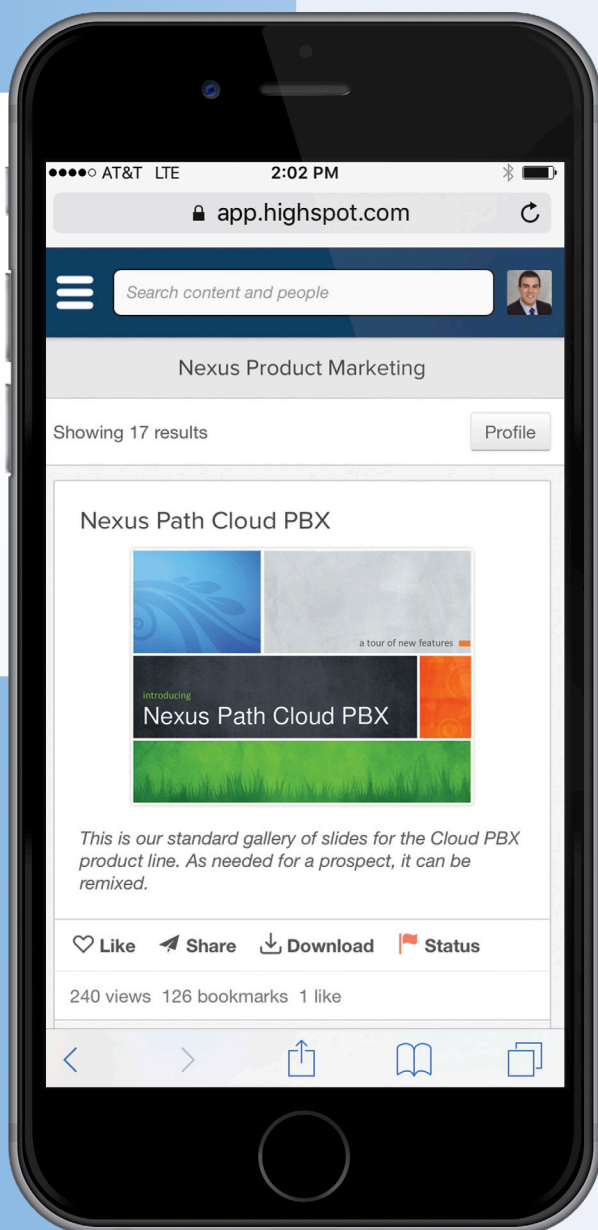
Email with Engagement Tracking

Emails sent through Highspot or Outlook provide tracking alerts, notifying reps when a customer has opened, downloaded, or shared content.

Outlook Integration

Sales reps can share content on Highspot directly from Outlook, enabling quick action on customer opportunities while maintaining Highspot's comprehensive activity tracking.

Live Pitching

Sales reps can present to customers online, through Slide Cast or screen share mode, in an elegant and trouble-free interface, all while receiving feedback on customer engagement.

Customer Engagement Dashboard

Highspot's leadership in data science gives reps unmatched visibility into content performance, helping reps optimize their time and resources.

Highspot's analytics enable teams to gather insights on content usage and quality, customer engagement, and business impact. This closed-loop approach drives continuous improvement and sales performance.
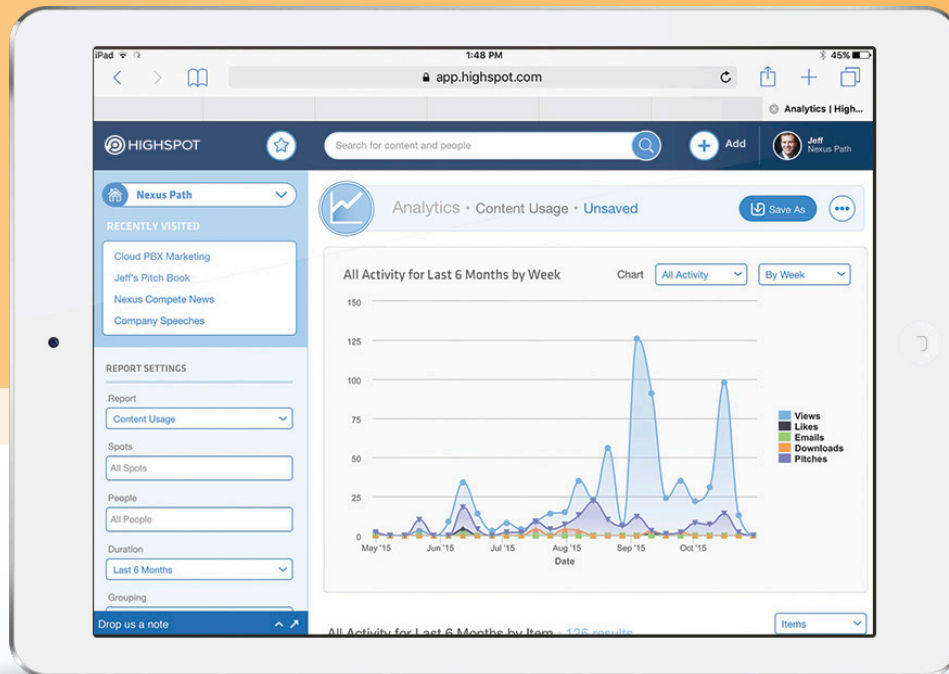
Data Science

Highspot reveals intelligent insights to help reps optimize their valuable time and resources.

Content Usage and Customer Engagement

As the industry leader in sales enablement analytics, Highspot provides unparalleled insights into customer engagement, pitching success, content usage and business impact.

Business Impact

Continuous optimization helps sales and marketing teams improve alignment and monitor the effect content is having on sales velocity and conversions. This closed-loop capability improves business impact and content strategy.

Powered by Content Genomics

Only Highspot has Content Genomics™, proprietary technology that tracks how content evolves across an organization, surfacing insights into content quality and performance.

3rd Party BI Integration with BI Kit™

The combination of Highspot analytics and 3rd party BI provides tight alignment between content performance data and other critical business metrics.

"In my 30 years in the business, I have never had such a dynamic and functional library of content, and that can be organized in the way I want to use them (folders for pitches, videos, brochures, internal documents, etc.) and to be updated regularly and functional. So fantastic!"
— *Regional Account Executive*

"Highspot is leaps and bounds ahead of where we were."
— *Client Executive*

"We did a very thorough review of all the sales enablement platforms in the industry. We were impressed by Highspot's ease of use and scalability. We needed to transition out of our old platform, as it no longer supported our needs. Highspot was the logical choice for us on so many levels, but the key drivers for our decision to adopt Highspot were its superior content management, user experience and its great analytics. No other platform was even close."
— *Director of Marketing Technology*

"Highspot is glorious. I don't know how anyone's business got by without this."
— *Marketing Manager*

"Highspot has changed my life! Everything I need in one place."
— *Account Manager*

"Highspot is a lot more user-friendly than what we used to have. It saves me a lot of time and makes the distribution of content much easier."
— *RFP Manager*

FORRESTER
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Sales Content Management 2016

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Cool Vendor
2015

SiriusDecisions
Sales Asset Management
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Contact us for a demo today
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