How Sprout Social Uncovers Insights, Boosts Performance with Showpad

GOALS

- Measure content performance
- Streamline content management
- Inform future strategy

RESULTS

- Improved buyer experience
- Accelerated sales cycles
- Increased productivity

Sprout Social prides itself on helping businesses build stronger customer relationships.

As an industry-leading social media management platform, Sprout provides its customers with powerful publishing, engagement, analytics, social listening, and employee advocacy tools designed to create real connections and optimize performance.

Unsurprisingly, the Chicago-based software company was eager to do the same for its own organization, namely by better understanding how its Sales team was leveraging marketing materials.

Using **Showpad**, Sprout was able to do that and much more.

Selecting Showpad

With more than 300 sellers across its organization, both in the U.S. and Europe, Sprout had no shortage of content requests from its Sales representatives, according to Sales Readiness Manager Peter Mertens.

"We were producing a lot of content, and most of the time it was ad hoc requests that were coming directly from Sales reps or Sales managers," Mertens said. "We would produce it, give it to them, and it would immediately go into a black hole. We'd have no idea whether or not they actually ended up using it or if it was having any sort of positive effect on the business."

While Sprout previously used a collaboration software to host marketing content for its Sales team, ensuring assets stayed up to date was a tedious, time-consuming task.

"We were trying to update links every time something was created or changed, but content might live in multiple places and there wasn't one way to update it everywhere," Mertens said. "The amount of time

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it took to organize content and help reps find it was exceedingly long. Oftentimes reps were just downloading the content themselves to their desktops and sending that. So version control was a big challenge."

Once Sprout decided to streamline content management by investing in a sales enablement platform, the company zeroed in on four key criteria: ease of use, search functionality, scalability, and analytics. Showpad quickly became the clear choice.

"In terms of the evaluation process, we looked at four different vendors," Mertens said. "After going through a handful of demos, we showed our Sales reps the tools to get their perspectives, and it was a nearly unanimous decision to select Showpad."

In addition to Showpad's user-friendly design and advanced **search functionality**, the platform's wide range of **integrations** helped it stand out from the competition in terms of scalability.

"We wanted to ensure the platform could scale with us," Mertens said. "Integrations in particular were very important. We wanted to integrate Showpad with Outreach, Gmail, Salesforce, and other key tools because we've invested a lot in those. It was important that they weren't operating in isolation of one another."

Sharing success

While gaining insights into how content was being used by Sales reps may have been one of Sprout's primary motivations, the company soon discovered how Showpad could improve buyer experience and boost productivity.

This was especially evident in the case of **Shared Spaces**, a Showpad Content feature that enables sellers to create easy-to-navigate, fully brandable microsites where key stakeholders can view content and collaborate in real time.

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Showpad   **Don't just take our word for it. Request a demo.**
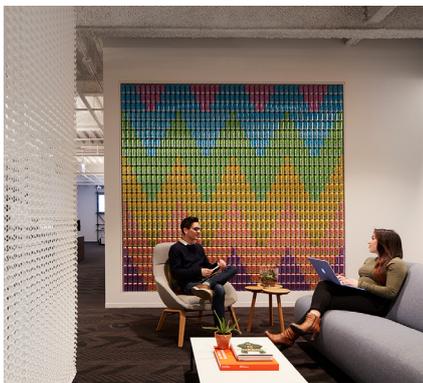
"Having Shared Spaces is huge," Mertens said. "It's allowed reps to have more fruitful conversations, and also made it a seamless customer experience for our prospects."

A single Shared Space can be customized for every part of the buyer experience, from discovery conversations to implementation to onboarding and beyond.

"A business development representative can qualify a lead, then pass it off to an account executive, who can pull in all the people they need from our professional services and customer success teams, and do it all in the same place," Mertens said. "Shared Spaces makes it very easy for us to give the customer one place to go to as those various members of the Sprout team cycle in and out. It's definitely helped us have better conversations with our prospects."

Shared Spaces have also resulted in valuable operational efficiencies.

"I definitely know of examples where it's helped speed up our close time in deals, such as by being able to deliver proposals via Showpad, and then being able to tag users directly in proposals to get their feedback or share them with others," Mertens said. "In fact, we recently rolled out a new set of proposal templates for all of Sales to use, and it's a requirement that you send it through Showpad because we've seen accelerated close rates with Shared Spaces."

Identifying insights

Showpad not only helps Sales reps use content more effectively, it can inform how Marketing teams create content.

[Showpad analytics](#) allow Sprout to see which pieces of content its Sales reps are using, as well as how that content resonates with customers, down to topics and individual pages. This data can then be used to invest more in content that drives results.

Additionally, using individual user analytics, the company can see which pieces of content its top sellers are using and how, enabling it to help other members of the team replicate successful strategy.

"You can take that information back to different teams to help them understand, 'Hey, this really works and we should continue to invest in this,'" Mertens said. "It helps you make smarter content choices both in terms of what you're creating, but also how you're updating it in the future."

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Meanwhile, sellers themselves are notified whenever a prospect views content or shares it internally, helping them follow up more effectively and shorten sales cycles.

"Our Sales team appreciates and enjoys getting the real-time notifications showing them when people are looking at content, because it's a signal for them to potentially engage," Mertens said. "Whether they hop in the Shared Space or wait 30 minutes and send an email, it gives them more guidance in terms of how they can have high-quality interactions with prospects and customers moving forward."

Perfecting process

Better buyer experiences and shorter sales cycles are excellent outcomes, but ultimately Showpad's return on investment is measured in improvements to the overall sales process.

"Reps are spending much less time trying to track content down, because we have a repository to go to," Mertens said. "They're better able to follow up with customers quickly and get them the assets they need to show them the value of Sprout. Rep productivity has definitely increased."

With Salespeople spending less time hunting for content, they can spend more time building stronger relationships with prospects and customers.

"Now, they can focus more time on crafting thoughtful emails and preparing for their meetings because they're not trying to chase down content," Mertens said. "They know exactly where to go in order to find it."

Based on the success its seen so far, Sprout plans to dive deeper into Showpad's analytics capabilities moving forward.

"We'll be using Showpad to understand what content works best from an industry perspective," Mertens said. "Is it creating short presentations that highlight thought leadership for those particular industries? Do we need more case studies talking about how our customers in those industries have performed? We're going to use Showpad to support our company's strategic priorities in 2020, and ensure our customers are getting the most value from us and the Sprout Social product."

Sprout builds products that help businesses truly connect with their audiences. Using Showpad, the company can make sure its sellers and marketers follow suit.

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