



Blackbaud

Increased sales pipeline by 32%

Company profile:

HQ: Charleston, SC
3,000 employees

Revenue: \$200M

Overview: Blackbaud is the world's leading cloud software company powering social good.

32%

More leads in pipeline for top sales reps using Seismic

14 days

Reduction in time to close deals by using Seismic

As part of their growth strategy, Blackbaud acquired over 17 companies in the past 18 years to round out their portfolio. While these acquisitions meant having the most extensive, integrated solution to bring to market, it also created some challenges for Blackbaud's sales and marketing teams. Content was unorganized, redundant, and often out-of-date in various Sharepoint folders. Sales reps had trouble finding the best and newest content, which meant marketing was inundated with special requests. Sales wasn't even sure they were asking marketing to update the right content because neither group had visibility into what was resonating with prospects. This led to inconsistent customer experiences and stunted expansion.

Blackbaud enlisted the help of Seismic to increase the visibility to content for sales and analytics for marketing. Now, sales reps can send the most relevant information to prospects directly through Outlook using the Seismic integration. This plugin serves up Predictive Content based on a variety of data fields in Salesforce. Without even leaving Outlook, sellers can send customized materials to prospects in just a few clicks. With Seismic, Blackbaud has grown their pipeline by 32% and deals close 14 days faster.