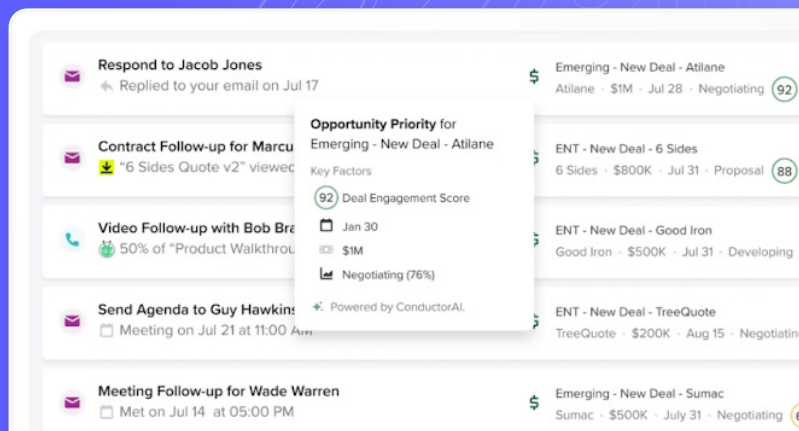


Personalized outreach to prospects at your fingertips. Incorporate content engagement data into seller actions to provide insights about two key areas: which content receives meaningful engagement and which topics are relevant to the account.

Joint customers can use the integration to send critical PathFactory Content Intelligence data to Salesloft that surface as priority seller tasks.



## Accelerate Revenue With Meaningful Content Insights

### WHY INTEGRATE?

#### Actionable Content Signals

Empower your Sales team with content engagement insights that let them know they have a highly engaged lead that is ready for more content.

#### Buyer Consumption Analysis

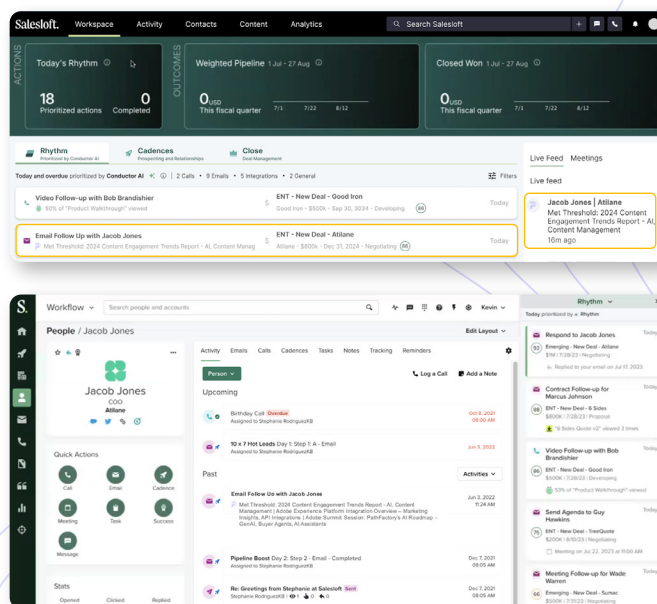
Surface all content that met the engagement threshold during a session and the associated topics on the buyer's profile page.

#### Fuller Buying Committee Picture

Create Buyer and Account records in Salesloft when visitors have meaningfully engaged with your content but are not yet accounted for in your Salesloft platform.

#### Tailored Email Experiences

Utilize default email templates that can be edited as desired, and attach links to further the content experience.



## Salesloft and PathFactory are better together

Just ask one of our 138 joint customers that use both products to surface detailed content engagement insights and deliver tailored content.

Schedule time with our Head of Strategic Partnerships, Caitlin Arney, to learn more about how Salesloft and PathFactory are stronger together.



**Caitlin Arney**  
Head of Strategic Partnerships

Get In Touch