

# Zngly™

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**Convert leads into buyers, create personalised relevant content in seconds and power your sales & marketing with smart analytics.**



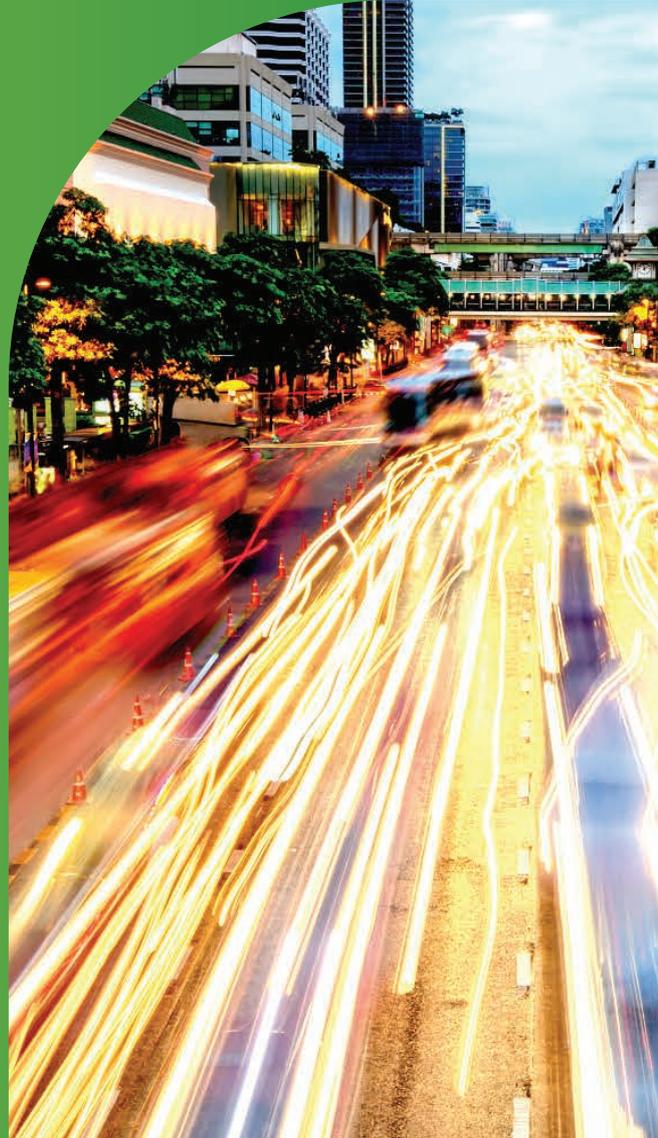


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**FINOS**



The minute I saw Zngly, I knew I no longer needed to build landing pages for our campaigns, we have a way to segment our content, personas and focus that drives value for our user and visitors.

**Aaron 'Grizz' Griswold, Head Of Marketing, FINOS**  
The Linux Foundation, Fintech Open Source Foundation

# Who are we?

Zngly is a sales and marketing enablement platform, deployed 'in-a-click', that makes your content easier to find, to share and make every buyer interaction count



# Convert your leads into buyers

Zngly is built specifically for Sales & Marketing. You can share relevant content with your buyers easily, for greater lead engagement and increased sales. Get more value from your content, while tracking everything in real-time.

## Spend Less - Time, Money & Energy.

Zngly is 'cloud delivered' & live in a click. All your existing assets can be accessed in your very own white labelled Zngly player, branded and styled just how you want. No need to spend money on a new website.

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## Greater ROI. Detailed tracking. Real time.

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## Get More - Leads, Sales & Value.

Marketing teams can manage their YouTube, Vimeo, PDFs, podcasts and more in a smart catalogue, without webpages, designers or developers.



- **Sales teams can create private lists of content** for their targets and can even add a video message for that personal touch.
- **Everything is tracked in real-time** with a comprehensive set of reporting tools that are easy to use, removing the complexity of CMS and analytics.

# Sit next to your customers

Sales teams can create their own private personalised lists for clients, including the ability to add a personalised video message to stand out from the crowd.

## With engagement you can **measure** and **act on**

Effortlessly view, track & capture leads into their CRM systems, or use Zngly's comprehensive CRM capabilities that come 'out-of-the-box'.

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**Deeper engagement.  
Existing leads.  
New connections.  
Made real.**

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## Sales tools with **personalised** video and content

Designed for sales teams – Quickly send personalised emails, post on social channels & integrate it all through your existing CRM systems



- **Manage complex sales cycles** through the funnel
- **Create a video message** for that personal touch
- **Goodbye file attachments.** All content can be sent via a smart link at the click of a button.
- **Real-time engagement** by individual leads, campaigns or assets

# Tools for smart connected marketing

Stand out from the crowd and make your content shine with an engaging white labelled player. Manage video, podcasts, webinars, PDFs and more in one place. Bring campaigns to market on LinkedIn, Newsletters and more in a click.

## Leads view marketing content and campaigns easily

Every click, view, listen and download is tracked in real-time with Znglytics. See exactly what content is hitting and what's not.

More insights.  
Faster campaigns.  
Greater value.  
Made possible.

Content is organised in lists, we call them Znglists...

### My Znglist

	_____
PDF 	_____
 YouTube	_____
 YouTube	_____
 SOUND CLOUD	_____
 vimeo	_____



- Create an on-line catalogue of all your marketing content
- Zngly's intelligent search defines categories and tags
- Forms to capture leads into Salesforce, HubSpot and more
- 'No code tools' no designers, developers or campaign pages
- Every click, view, listen and download is **tracked in real-time**

# Insights you can trust and action

Analytics so quick, you never miss a click. View interactions of videos, PDFs, podcasts and any media source side by side in one place.

## Save time creating reports with our suite of analytics

Znglys' suite of analytics brings together all your buyer interaction data across media types in one place. Know who is engaging with your content in your sales cycle, website, and campaigns in real time.

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**Human interaction.**  
**Complex data.**  
**Deep insights.**  
**Made simple.**

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## Understand buyer behaviour and engagement

Know who viewed a video, watched a webinar or opened a PDF. Track if buyers forward the content to another recipient. All fully GDPR compliant and in real-time.



- **View all analytics** of any media type in one place
- **Real-time tools**, dynamic tables, filters and search
- **Track customer behaviour** in emails, interaction and sharing
- **Monitor lead engagement** and sales activity performance
- **Greater ROI** and targeting on media and content spend

# Sell more & market better



“

*With my marketing team, I can **bring new products and campaigns to market much faster**, with increased lead conversions.*

”

*I can **manage complex sales cycles** and relationships with a personalised video for greater engagement.*



“

*With real-time analytics, I can see **what's working, increasing return on investment** in media spend and content.*



”

*With **greater efficiency**, I can deliver more **growth**, market share, and give my business resilience for change.*



“

*Zngly supports ESG principles so **our carbon footprint has decreased dramatically**, reducing email inbox size and file storage.*



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