

Zngly™

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Marketing

Designed for you and the work you do.

www.zngly.com
2022

Who **are we?**

Zngly™ is a smart 'Content & Campaign Hub' that plugs directly into your website built specifically for Marketing and Sales teams that brings your marketing to life, increases client engagement and captures leads.



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“The minute I saw Zngly, I knew I no longer need 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

1. **What** is it?

Zngly is built specifically for Marketing & Sales teams, making your content easily accessible, increasing visitor engagement. Get more ROI from your content marketing with detailed client tracking, analytics and media interaction in real-time.

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

Spend Less - Time, Money & Energy.

Say goodbye to file attachments, all content is sent via a 'smart link', and with no duplication or uploading of media, recipients always go to the latest version.

All of the assets are accessed via your own white labelled Zngly player, branded and styled just how want it.

Get More - Leads, Sales & Value.

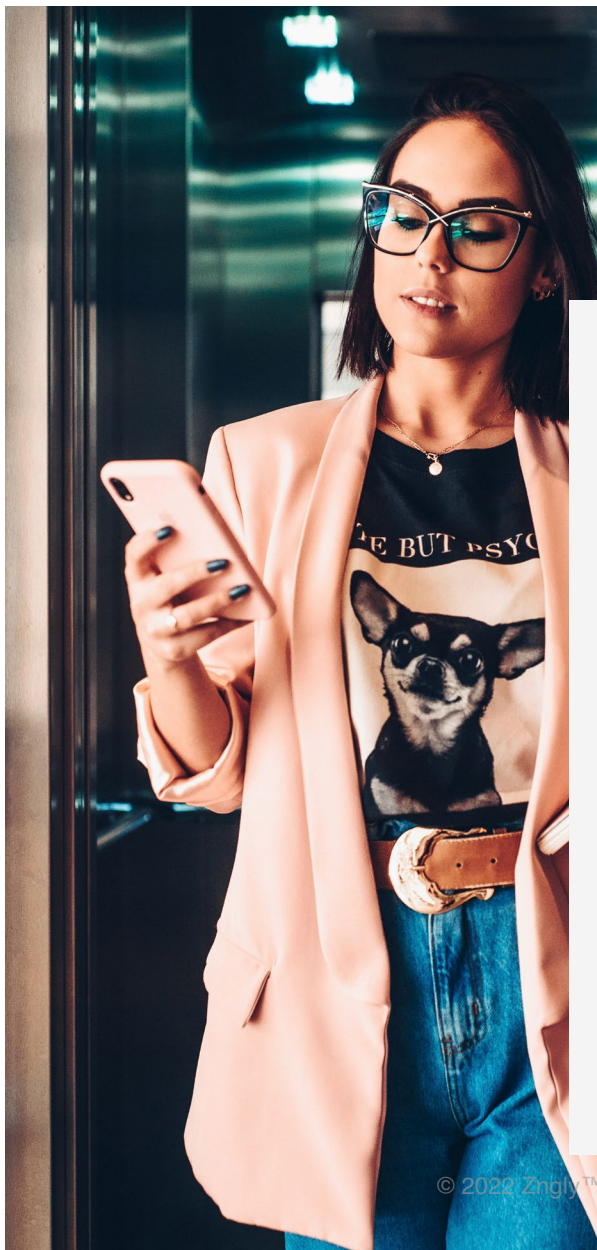


2. Why is it important?

The expensive video, webinar and media assets you've created are shattered across the web in various sites that you don't control how visitors engage with.

The customers you are selling to are time hungry and bombarded by content, sales cycles are long and have multiple touch points. You need to get your collateral in front of prospects in a slick way, convert them into a lead and move them seamlessly into the sales funnel.

With the in-depth engagement and performance data to make informed decisions on your content marketing and campaigns. Knowing what's working and not. Accurately and immediately.



All your campaigns, content & analytics in one place

“Zngly helps the marketing team save time and money with the management of assets on their websites, because they no longer need a designer or developer to create content pages.

More than that, none of the media content has to be uploaded; it is played where it lies. There is no need to embed content that you hold on Vimeo, YouTube, and SoundCloud – or, even worse, to link to it – because it plays on the Zngly platform without copyright or compliance issues.

This is an elegant solution that allows you to create campaigns without duplicating content; it is that single version of the truth.”

3. How does it work?

With Zngly's intelligent search engine, define your own categories and tags so visitors can easily find the content relevant to them, all in one elegant user interface. Gate content to capture leads into your CRM system, or use Zngly's comprehensive CRM capabilities that come 'out-of-the-box'.

Sales teams can create their own private lists for their customers, including a personalised video message. Every click, view, listen and download is tracked in real-time with Znglytics, our functionally rich data and reporting tools.



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

My Znglist

PDF	_____
YouTube	_____
YouTube	_____

so visitors can
easily find your
assets and campaigns.

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

Zngly is ready to deploy instantly either as a 'channel' or as part of your own website – in just a click.

The platform is 'off-the-shelf' white labelled which allows users to design the platform to your brand guidelines within seconds, without the need for a designer or developer.

The platform is 'no-code', white labelled and branded to your style guides to use straight away across your Marketing & Sales teams. It's easy to use and designed for how Marketing & Sales work. Campaigns, webinars, podcasts, videos, PDFs and more can all be added to your Zngly catalogue by just pasting a link with no duplication of content or uploading.

Zngly is secure and compliant and operates at scale so visitors can easily find your assets and campaigns.

4. **What** are the benefits?

Marketeers will no longer need to use designers or developers to build websites and launch campaigns. Sales teams can have more meaningful conversations with their prospects by creating private lists of content with a personalised video message.

Zngly enables sales and marketing teams to easily develop messaging and campaigns for specific targets and opportunities on HubSpot, LinkedIn and Direct Email quickly and efficiently.

Less complexity. More delivery



Create campaigns using your content marketing assets from across the web in a powerful and easy-to-use way. Less complexity. More delivery.

All the insights you need, in real-time from across your media catalogue YouTube, Vimeo, Soundcloud and more, all in one place. Save on average 1 day per week creating reports with our comprehensive reporting and data analytics. Get more client engagement, capture leads and greater value from your marketing content. Shorten the sales cycle with personalised messaging and direct sales outreach. View your content by client, most engaged and where they come from. Bring old material to life by keeping it relevant, fresh and in use. Fully GDPR compliant, integrated with your existing CRM, or using Zngly's own CRM out-of-the-box.

The freedom to host content where you want, with the control over how it's found and presented.

5. **How** is it measured ?

Zngly gives your Marketing & Sales teams a suite of smart tools to deliver more effective campaigns and funnel management. All at the speed of a click.

40% of emails are opened first on mobile devices – Zngly is a mobile first solution. Visitors to your Zngly instance increase their engagement levels by 30% and consume 70% more content. Track progression of content, prospects and customers throughout the sales cycle. Real-time consistent reporting across all your marketing activity across all venues, in one place.



Zngly Transforms Marketing, Sales & Analytics



Zngly helps you manage the assets on your website & across the web



Zngly allows for more powerful and granular analytics



Zngly gives sales teams easy-to-use tools



Zngly makes your content easier to find and share



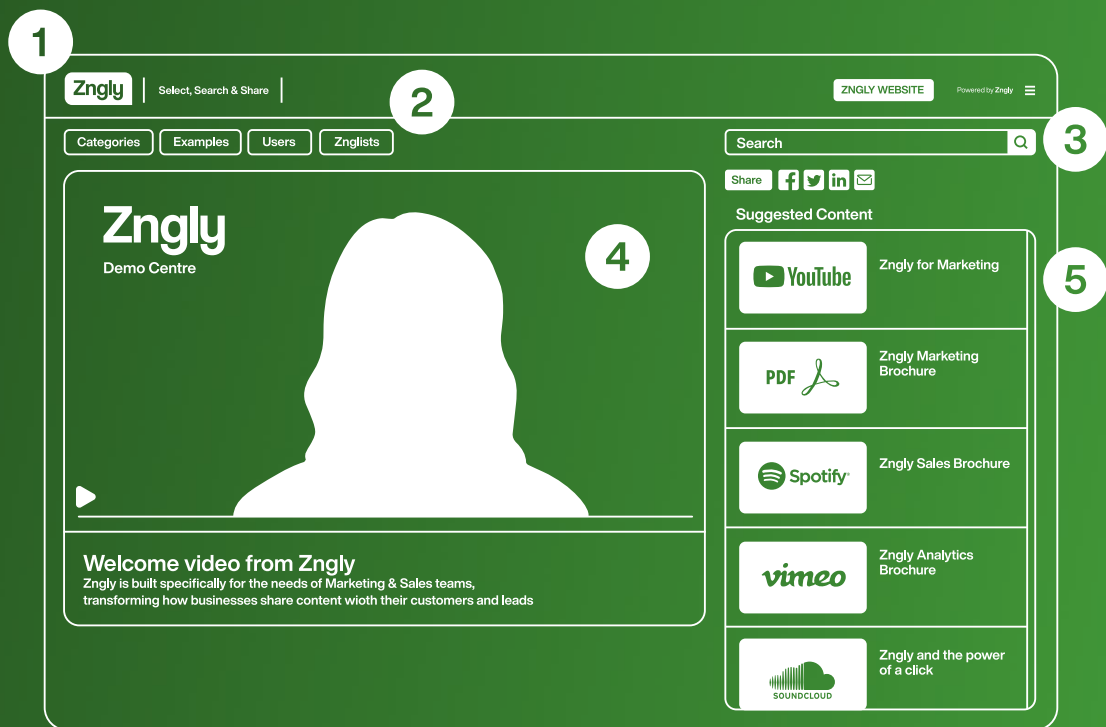
Zngly is plug and play

See Zngly in action





Transform how you share content and create campaigns on our powerful and easy-to-use **'no-code'** media platform, **maximise** the value of your **marketing assets** from across the web



1. No-Code, white label, branded your way
2. Categories defined in real time
3. Search & Share
4. Znglists & Campaigns
5. Every media type



The **'no-code'** content marketing hub, deployed & ready to use in a click



With a suite of **easy-to-use** tools, & personalized video



Analytics & CRM out of the box **integrated** with Salesforce, HubSpot



Zngly is plug and play.

Zngly

Select | Search | Share

To find out how Zngly can solve the challenges for your business, visit:

www.zngly.com

