Zngly™

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ZNGLY is an AI-driven platform that accelerates Sales, Marketing & Events by bridging the gap between content management systems, legacy sales CRMs, and websites.
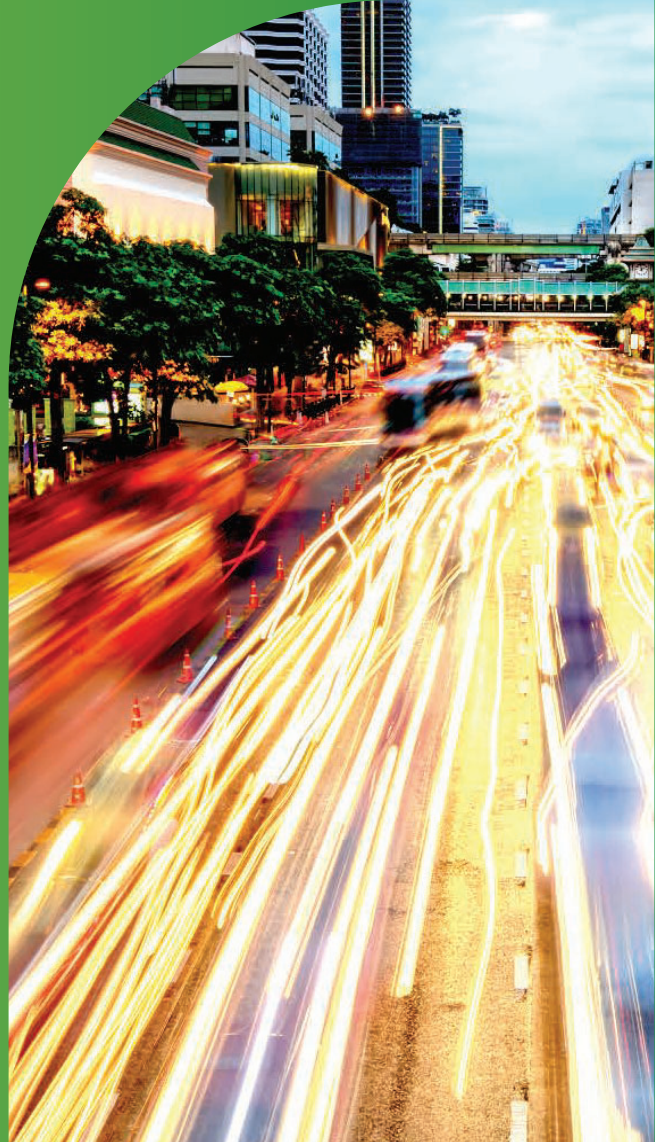
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Contents

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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
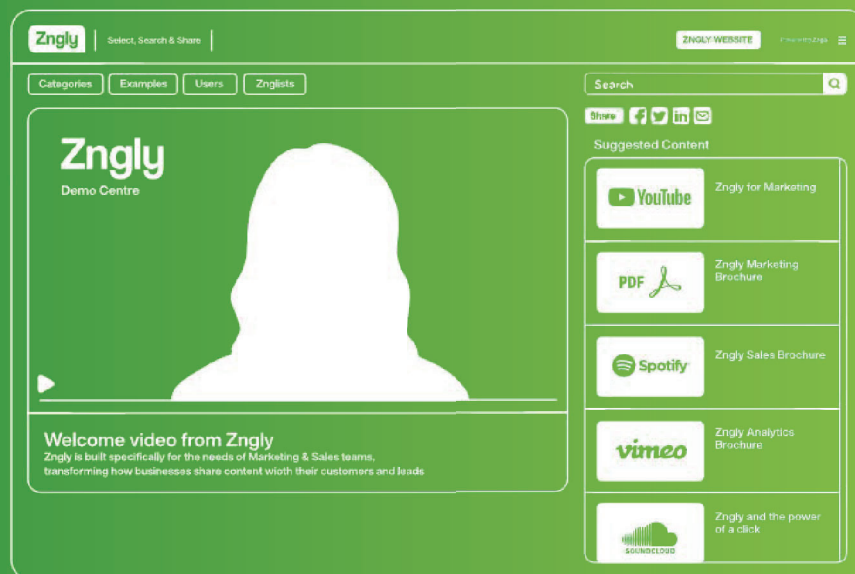
FINOS

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

1. No-Code, white label, branded your way

2. Categories defined in real-time

3. Search & Share

4. Znglists' & Campaigns

5. Every media type

AI Powered Sales & Marketing

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 bridges the gap between content management systems, sales CRMs, and your website. Delivered as your own white-labelled secured instance. Integrated with HubSpot, Salesforce, MS SharePoint and more.
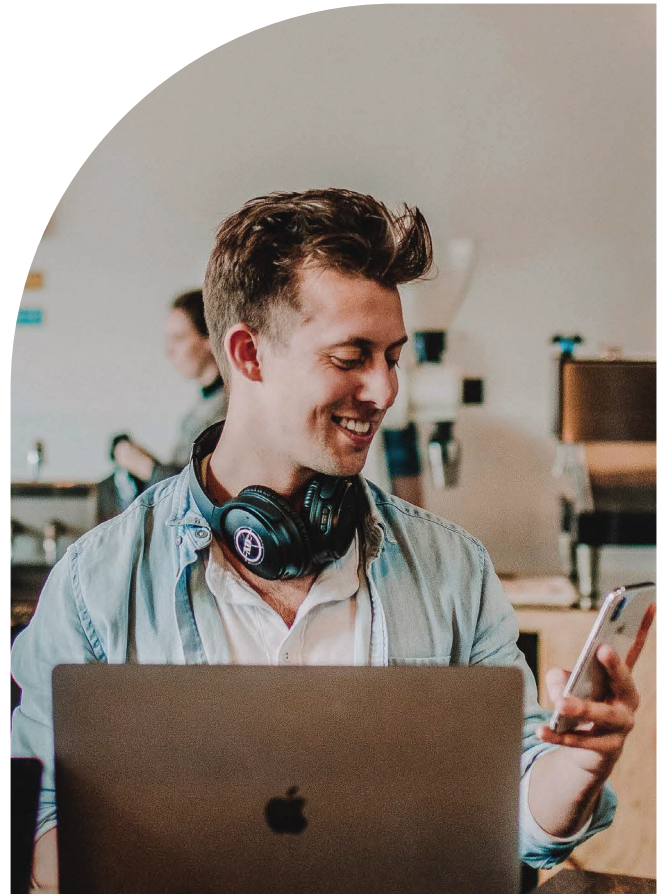
Greater ROI.
Detailed tracking.
Real time.

Get More -
Leads, Sales & Value.

Get detailed tracking and analytics, logging all interactions and leads into your CRM. See buyer engagement and intent.

— Taking consumer technology techniques, ZNGLY is an enterprise Grade B2B 'Pinterest' meets your own branded white-labelled 'Netflix'

— Powered with AI 'Search & Synopsis' for the new era of mass content creation. Delivering huge efficiency gains in Marketing, Sales, Training and Operations

Sales: More Scale & Impact

Send personalised, curated packages of content to your leads. Include a video message for that personal touch, all over standard corporate eMail.

One Catalog for all your content to share

Pick content from your catalog – PDFs, factsheets, and videos. Share to leads with no attachments or firewalls frustrations.

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

Deep analytics on prospect & opportunity engagement

Track deep analytics on buyer behaviour and interactions – on both an individual 'lead' and a 'group' opportunity.

- **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

Marketing: Bring Campaigns to Life

Bring campaigns to market quicker, get more leads & rich analytics. Manage video, podcasts, webinars, PDFs and more in one place. Fully integrated with LinkedIn, Newsletters and more.

An AI-enabled no-code extension to your website

A world class resource centre branded your way and live in minutes. Bring campaigns to life with a catalog of your content from around the web.

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

Bring campaigns to market quicker with in-depth insights

ZNGLY "Hubs" offer no-code, white-labelled ABM microsites for your campaigns. Integrated with your CRM to empower lead targeting and analytics.

- **Create an on-line catalogue** of all your marketing content

- ZNGLY's AI 'Search & Synopsis', have a conversation with your content

- **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**

Events - transforming the delegate lead game goes beyond just scanning badges. Get more value from the event - before, during, and after. Compliment physical booths with digital knowledge hubs.

Event Owners, do more and sell more - quicker

For Event Owners:
Tools that shorten your Exhibitor / Sponsor sales cycle by 25%, manage your sales more efficiently and effectively. Provide exhibitors with the best platform for UX and customer engagement.

Capture leads. Extend event presence. Increase ROI.

For Exhibitors, lead generation direct to your CRM

For Exhibitors:
Get more qualified prospect generation directly into your CRM, with automatic lead follow-up. All in a cloud-delivered, secure and scalable platform, branded for you.

- **The best possible visitor experience** Not a mobile app - cloud delivered and branded, secure and scalable - delivering powerful UX and customer engagement

- **Get more value from the event - before, during, and after '365 touchpoint' -** stretch the conversation, a live content 'knowledge hub' compliments physical booths

- **Deep analytics and data on delegate journeys and engagement,** integrated with your CRM platform, in real-time

Analytics: Insights You Can Trust

ZNGLY's analytics gives you more data and insights than HubSpot or Salesforce provide. Track every click, view and download, with easy to use filtering and CSV creation. You're in control.

Powerful dashboards: Google BiqQuery, Looker Studio

Easy to use reports that can handle huge amounts of data in real-time, giving you the tools and insights that your CRM can't provide. Measure buyer intent and interactions with intuitive analytics dashboards.

Capture leads.
Follow-up on them.
1st Party Lead Tracking.

Track all media interactions, sources & timestamps

All media types are supported, you will never miss a click. Know how your LinkedIn traffic compares with Direct, and what's been viewed by who. Identify opportunities, create reports, and gain insights.

- **Fully integrated with CRM contacts and details.** Two-way integration with HubSpot and Salesforce with contact details alongside media engagement, measure buyer intent and interactions

- **Track 1st party details, campaigns and engagement.** Track deep analytics on buyer behaviour and interactions – on both an individual 'lead' and 'group' opportunities

- **No tech. No designers. You're in control** Easy to use filtering, searching and CSV file creation puts you in control

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.

> " As an event exhibitor I **get more qualified prospects directly into my CRM,** with automatic lead follow-up

> " ZNGLY integrates with my **CRM system and gives me a suite of AI tools.** It is a powerful addition to our tech stack.

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