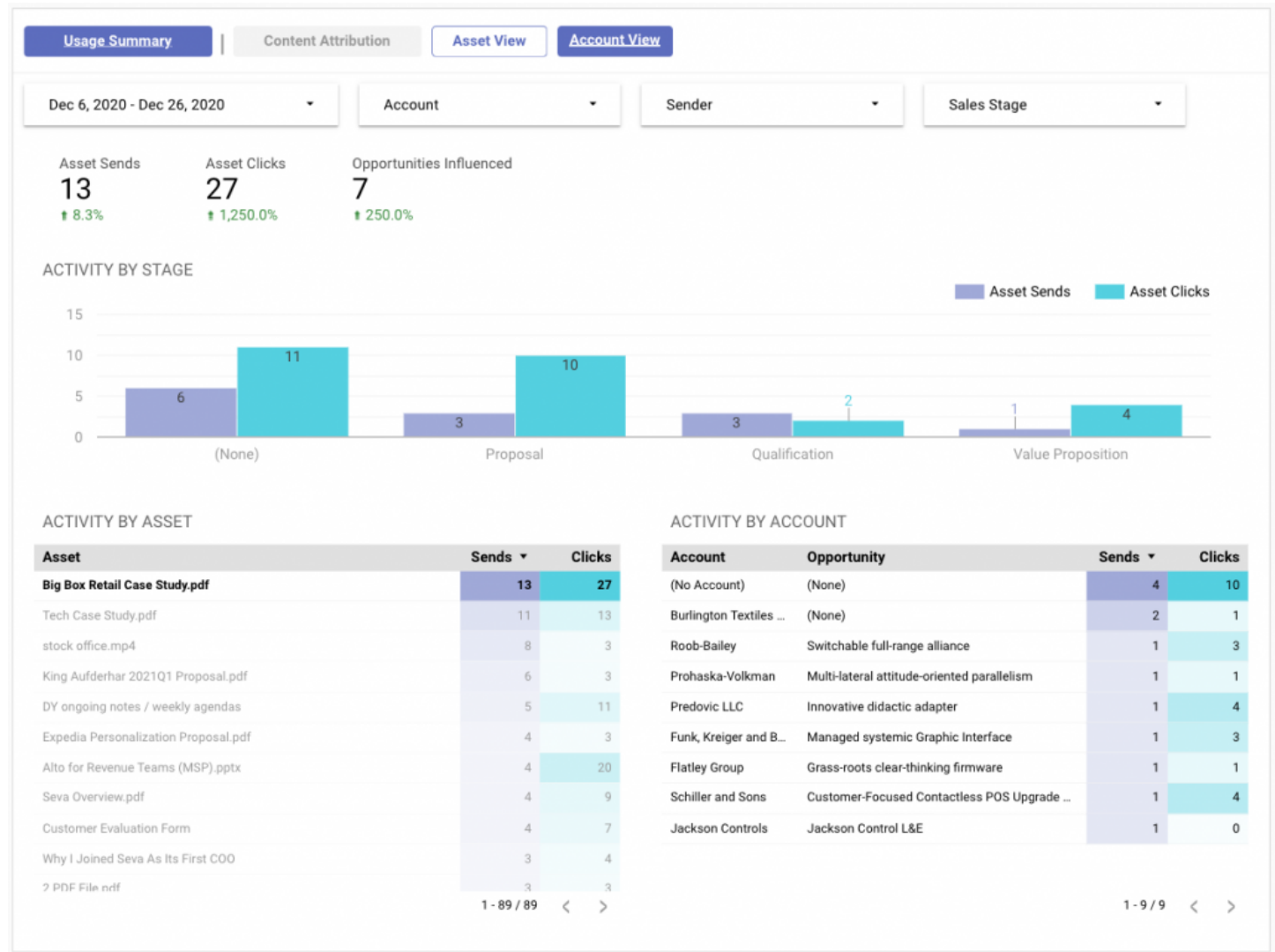


Seva Announces the Release of Content Attribution, Powered by Salesforce

The leading cross-cloud, enterprise knowledge search platform now allows B2B sales and marketing teams to track the use and effectiveness of marketing materials in sales motions.



New York City, Jan 5, 2021 ([Issuewire.com](https://www.issuewire.com)) - Today, Seva announced the release of Content Attribution, a new feature of the Seva knowledge management and enterprise search platform, integrated with the Salesforce Sales Cloud.

With over 50% of B2B marketing content going unused by sales stakeholders, content creators and marketers alike are often frustrated that the deep investments in time and resources to create impactful tools disappear into a black box. And without a clear grasp on the impact of these investments on the company's sales motions, it's challenging for them to continuously ensure that the B2B sales teams they support are armed with the content they need.

"We learned early on that content discoverability was only the beginning of the B2B marketer's operational concerns. Ultimately, it boiled down to the deep desire to ensure that their investments in

content were making the intended impact on the company's bottom line.", says Sanjay Jain, CEO of Seva.

With Content Attribution, sales teams get instant access to marketing materials and B2B marketers gain data-driven insights that allow them to measure the impact of their content assets on the company's sales efforts. The result builds a platform of continuous revenue enablement with measurable content investment ROI.

Specifically, Seva's integration with Salesforce enables marketers to precisely measure how content is being used, and how it is influencing opportunities in the company's pipeline.

Released in early January, Seva is now making this feature available as part of an early adopter program for its knowledge management platform. For companies interested in learning more, visit <https://hiseva.com> or email at info@hiseva.com

About Seva: *Seva is a robust enterprise search platform that makes knowledge instantly discoverable to teams by unifying information in Google Drive, Box, Dropbox, Confluence, and Slack, eliminating "bad search" and moving work forward together, faster. Seva search runs in Google Chrome and is available for API integration within third party applications. The Seva platform is highly secure, and allows for content management and search collaboration. It also delivers search analytics on content access and unsatisfied searches.*

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Source : Seva Inc.

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