DocSend

QuanticMind

HQ
Redwood City, CA

INDUSTRY
Software

EMPLOYEES
125

How QuanticMind Increased Their Win Rate with DocSend

THE CHALLENGE

QuanticMind began with an ambitious mission: To build an intelligent, scalable, and fast advertising platform powered by dat science. And their message resonated with enterprise marketers everywhere. In just two years, QuanticMind grew their customer base by over 300%.

As the company's footprint expanded, its Sales, Marketing, and Solutions Engineering teams did, too - and they quickly outgrew their old sales content management solution. It suffered from poor internal adoption, with sales reps finding the tool difficult to use. Marketers, in turn, had little incentive to create new content, with limited visibility into content performance.

"Our previous tool, while it allowed us to send and present our content, wasn't intuitive to use, and the analytics offered weren't presented in a meaningful way. New concerns arose nearly every week," explains Nick Budincich, QuanticMind's Lead Revenue Intelligence Analyst.

With an eye on revenue optimization, Budincich spearheaded the search for a solution that would give the team the powerful content analytics they needed without sacrificing usability.

THE SOLUTION

Confident in DocSend's real-time tracking and robust integrations, Budincich presented the solution to the team. He knew that DocSend had to both incentivize sales reps to send more content and equip their marketers with actionable insight, two things that happened quickly.

"DocSend is not only easy to use and quick to set up but also meaningful in its offering - and adoption has been incredibly high. After evaluating five other vendors, DocSend was the right choice for our team," says Budincich.

Now, all of QuanticMind's teams, from Marketing and Sales to Customer Success and Revenue Intelligence, rely on DocSend as the single source of truth for customer-facing content. Every team manager receives weekly updates from DocSend, making it easy to stay on top of what's being sent and by whom and which accounts are most engaged.

Additionally, the team at QuanticMind relies heavily on DocSend's integration with Salesloft. Their sales reps use the integration when sending emails to track who's reading their content, for how long, and to whom they forwarded it. This enables their sales reps to follow up with the right message at the right time.

'With DocSend, we've been able to find new ways to add value to our revenue funnel."

NICK BUDINCICH
Lead Revenue
Intelligence Analyst

THE RESULTS

Within three weeks of implementing DocSend, the positive impact on QuanticMind's business objectives, including revenue optimization, was clear.

"The difference is night and day. Not only were we able to accomplish our initial goal of getting critical insight into our content, but we were also able to find new ways to add value to our revenue funnel," comments Budincich.

Since implementing DocSend, QuanticMind has seen improvements across their sales funnel. Most notably, the team increased their discovery to closed-won rate by over 10%. Not to mention, 50% of new revenue was directly influenced by visits to content sent through DocSend.

With DocSend's content management platform, QuanticMind finally got the insight they needed to connect their sales content to bottom-line outcomes. And, most importantly, they were able to leverage those insights to win more business.

QuanticMind's Gains with DocSend

Revenue optimization

- **10% increase in win rate.**
  With critical insight into target accounts, QuanticMind's sellers can reach out to prioritize their outreach to close more deals.

- **Full visibility into content performance.**
  DocSend provides QuanticMind with a 360-view into how their sales content is performing by account size, stage in the funnel, and more.

Productivity

- **High internal adoption.**
  DocSend's user-friendly interface means sales reps can get up-to-speed in minutes, not weeks - and no data gets lost in the shuffle.

Alignment

- **Single source of truth.**
  DocSend provides complete versioning control, so sales and marketing are always on the same page for customer-facing content.

- **Account-based insights.**
  DocSend helps accelerate QuanticMind's ABM and ABS strategies with account-level data and reporting, right at their fingertips.