



New Research Shows Analytics Key to Modern Sales Success

LiveHive Releases Infographic That Highlights Latest Findings About Sales Enablement Tools

SAN JOSE, CA, UNITED STATES, June 30, 2015 /EINPresswire.com/ -- [LiveHive, Inc.](#), whose award-winning sales acceleration platform provides engagement analytics to understand buyers' interests and improve sales follow-up, today made available recent sales enablement research via an infographic. In support of new research findings from Aberdeen Group, the infographic, "[Engage. Personalize. Analyze. Win ... Repeat](#)" shows why analytics have become critical to the sales process.

"Aberdeen's research reinforces what LiveHive is seeing among our own customers," said Micheline Nijmeh, CMO for LiveHive, Inc. "With sales tools that deliver real-time insights into customer behaviors, sales organizations can better personalize the customer experience, strengthen marketing and sales alignment, and shorten the sales cycle."

Key findings outlined in the infographic include:

- Content personalization leads to higher acceptance and conversion rates with:
 - o 21% stronger lead acceptance
 - o 36% higher lead conversion
- Best-in-class companies lead with analytics:
 - o 46% of best-in-class companies use coaching based on analytics
- Best-in-class companies pursue:
 - o Positioning and differentiation of messaging (77% versus 45% laggard companies)
 - o Understanding of what content to use, when, and with whom (57% versus 9% laggard companies)
- Companies using automated engagement tracking software (AETS) have:
 - o 71% increase in achieving company revenue targets
 - o 18% shorter average sales cycles

To access the infographic, [click here](#)

About LiveHive

Headquartered in San Jose, California, LiveHive powers sales organizations to build a repeatable sales process through deep engagement analytics into buyers' interests and automates sales follow-up to accelerate the sales cycle. With content-sharing capabilities and robust analytics, LiveHive's sales acceleration platform helps sales reps automate follow-up; understand a buyer's interest level; quickly identify stakeholders in the buying process; and rank top buyers based on engagement.

LiveHive lets sales organizations focus on core selling activity by automating routine selling activities like email and calling tasks. LiveHive reveals prospect buying patterns with instant alerts that show when documents are viewed and downloaded; which pages are viewed, for how long and from where; and gives profile data for recipients of shared documents with instant notification to marketing for lead

nurturing. For more information, visit www.livehive.com.

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