

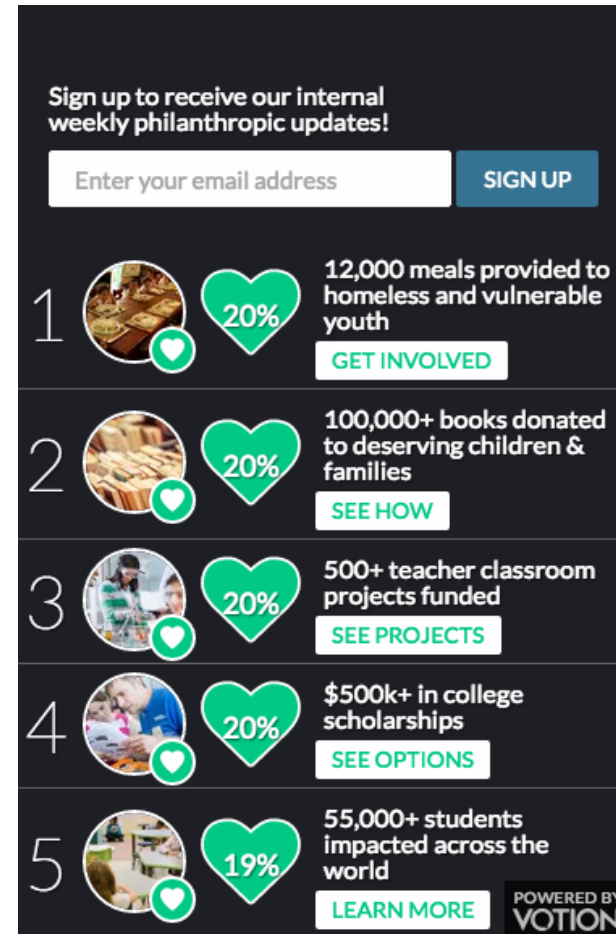
VOTION

B2B USE CASES



Employee engagement

Get employees excited about things happening around the workplace.



- ▶ Brand: Harper Collins
- ▶ Product: StackUp

VIEW LIVE USE

Surveys & Feedback

Use interactive content to learn more about your audience in creative ways.

As a marketer what are your biggest goals this year?

How important are each of these goals for you in the next 12 months? Drag into your order, then click 'Save Your Order' to see what others think.

#1



Increasing customer retention & loyalty

#2



Generating more sales

#3



Seeing more brand engagement

#4



Keeping your brand top of mind

#5



Lead generation

#6



Reaching more users


SAVE YOUR ORDER

POWERED BY VOTION

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Please share with your friends:



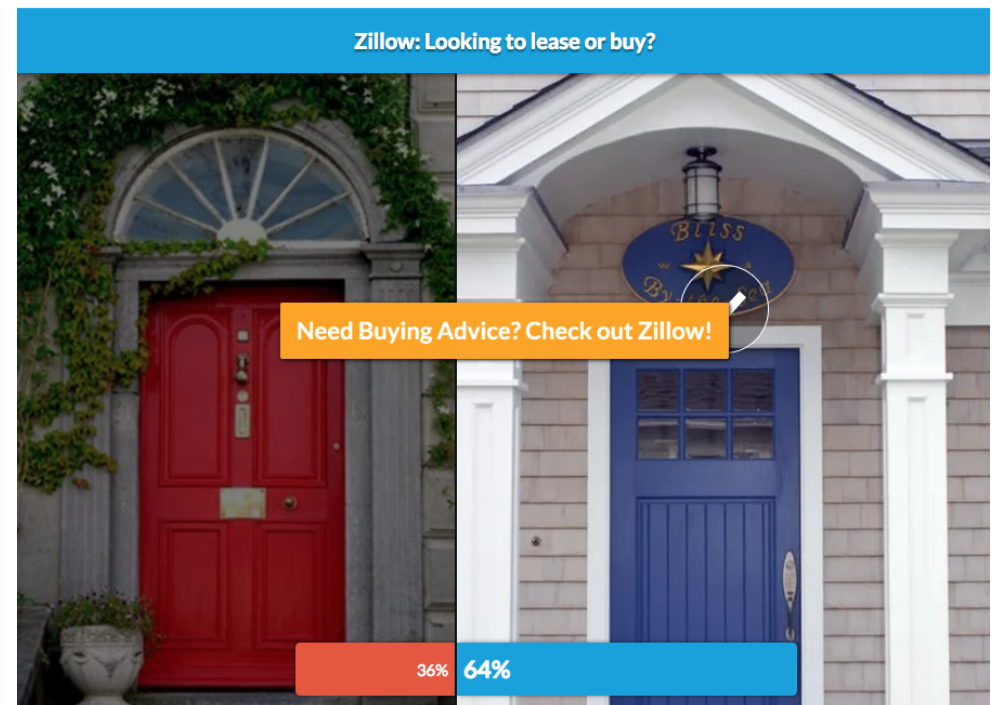
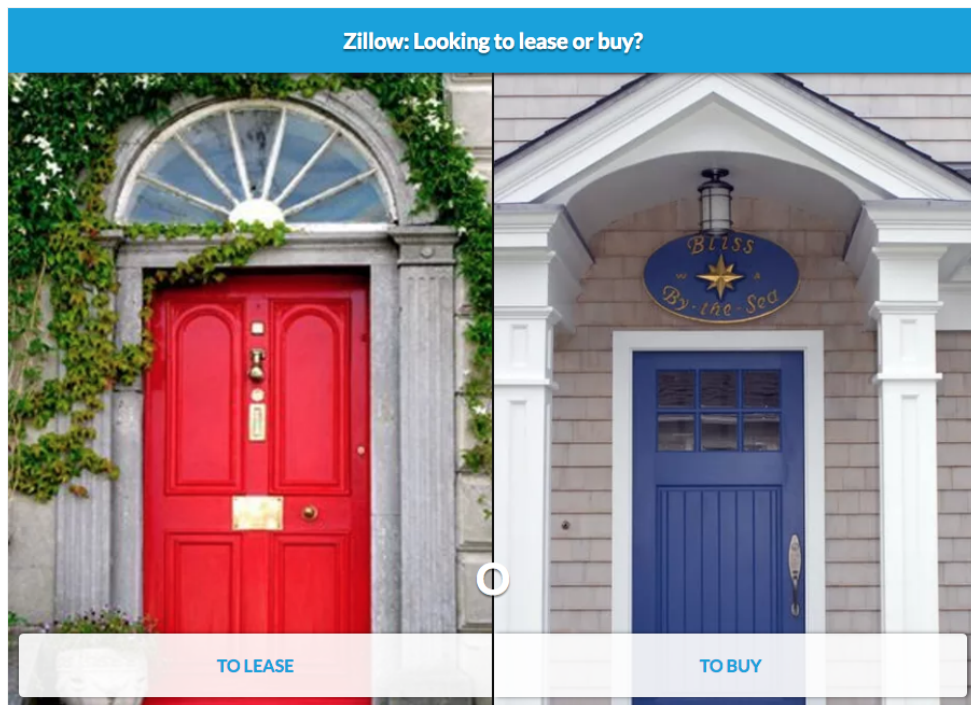
TrueRank		Your's	Our's
1	 Keeping your brand top of mind	1	4
2	 Lead generation	4	5
3	 Reaching more users	5	6
4	 Increasing customer retention & loyalty	3	1
5	 Generating more sales	2	2

- ▶ Brand: Salesforce
- ▶ Product: List

VIEW LIVE USE CASE

Lead Generation

Qualify leads through one-question surveys.



- ▶ Brand: Zillow
- ▶ Product: MatchUp

[VIEW LIVE USE](#)

Survey / Data collection

Leverage interactive content to survey your audience and to capture valuable data that you can use for deeper targeting

The screenshot shows an interactive survey interface with the title "Top sales challenges". At the top right, there are icons for sharing and editing. Below the title is the question: "What are your biggest sales challenges? Let us know by dragging the items in order - biggest challenge on top left!". The survey consists of five numbered items, each with a unique image and a description:

- #1: A yellow diamond-shaped sign that says "BUYING SIGNALS". Description: "Identifying sales signals".
- #2: An illustration of three business suits in a line, with a red circle around the middle one. Description: "Qualifying prospects".
- #3: A magnifying glass over a document with the word "disclosure" in large letters. Description: "Disclosing complete information regarding the decision-making process".
- #4: A target symbol with a red bullseye and the words "TARGET MARKET" in a banner across it. Description: "Identifying target accounts".
- #5: A close-up of two hands shaking in a firm grip. Description: "Creating value and insight during client conversations".

At the bottom of the survey area is a blue button that says "SAVE YOUR ORDER". In the bottom right corner, it says "POWERED BY VOTION".

- ▶ Brand: HubSpot
- ▶ Product: List

[VIEW LIVE USE](#)

Sales Nurturing

Build stronger relationships with buyers anywhere in the funnel.

This year I'll spend more on:

IT INFRASTRUCTURE

INTERNET OF THINGS

This year I'll spend more on:

Download our latest IOT Whitepaper

40% 60%

- ▶ Brand: IBM
- ▶ Product: MatchUp

VIEW LIVE USE

Build Partner Relationships

Get feedback from partners and fine tune your messaging based on input.

Rate your greatest challenges

As the #1 CRM platform for small business, Salesforce wants to learn what the biggest challenges that your business faces and provide effective solutions for you and your team.

- #1** Failure to fully understand client's customer base
- #2** Trouble working as a team
- #3** Losing out to competitors
- #4** Lack of Accessibility
- #5** Improving business

SAVE YOUR ORDER

POWERED BY VOTION

- ▶ Brand: Coupa
- ▶ Product: List

[VIEW LIVE USE](#)