



Sales Enablement That  
Wins Sellers and Buyers



# Allego Content Management

DELIVER CONTENT SELLERS NEED TO DELIGHT  
BUYERS WITH EXPERIENCES THEY LOVE

## Challenge: Finding the Right Content

Too often, sellers are burdened by mountains of “just-in-case” content that is difficult to sift through and pinpoint what’s needed to sell.

Without context surrounding how to best use content, reps feel more comfortable sticking to dated collateral they’re comfortable with. It’s no surprise 70% of generic enablement content is never used by sellers\*.

## Solution: Allego Sales Content Management

Allego Content Management helps marketers and enablement teams organize, manage, distribute, and activate content with relevant context to drive seller adoption.

With Allego, you’ll get instant feedback from sellers to co-create the most impactful content. You can finally understand what’s working in the field to help sellers win deals with confidence.

### How We Help



#### MANAGE & ACTIVATE CONTENT

Make content accessible to sellers in moments they need it most



#### DELIVER MODERN BUYER EXPERIENCES

Invite buyers to digital sales rooms featuring curated content & chat



#### PROVE CONTENT IMPACT

Understand how content and messaging drives revenue

## What Makes Us Unique?

Lack of adoption is the number one reason content systems fail. At Allego, we know sellers need three content types to be successful: formal marketing content, learning content, and agile content. Agile content is crowdsourced based on real experiences in the field — encouraging peer collaboration. This is what drives up adoption and why Allego is loved by sellers.

## Why Choose Us?



#### SELLER-CENTRIC DESIGN

We deliver learning, content, and coaching in the flow of how sellers work



#### INTUITIVE USER EXPERIENCE

Our proprietary video technology and mobile app is easy to access and use



#### COMPREHENSIVE. YET FLEXIBLE.

Deploy standalone, best-in-class products. As you grow, expand to the full platform



#### AWARD-WINNING SUPPORT

Our customer success team has decades of experience across tech, financial services, life sciences, and manufacturing for faster time-to-value



#### OPEN ARCHITECTURE & INTEGRATIONS

Over 120+ out-of-the box integrations with dialers, web conferencing, CRM, and more



#### POWERED BY AI

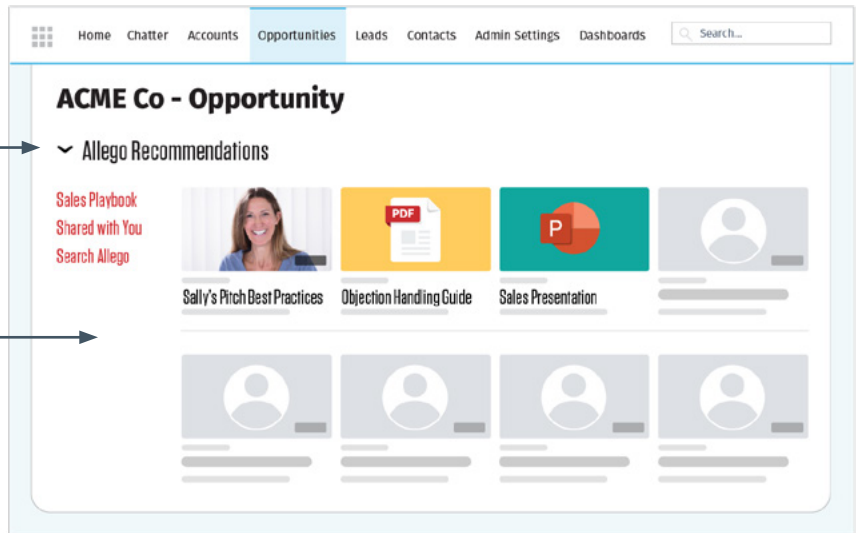
Drive more successful outcomes by scaling and personalizing content recommendations

\* Forrester

## Manage & Activate Content

Browse personalized collections of recommended content

Find the right content using predictive search, CRM recommendations, and AI personalization

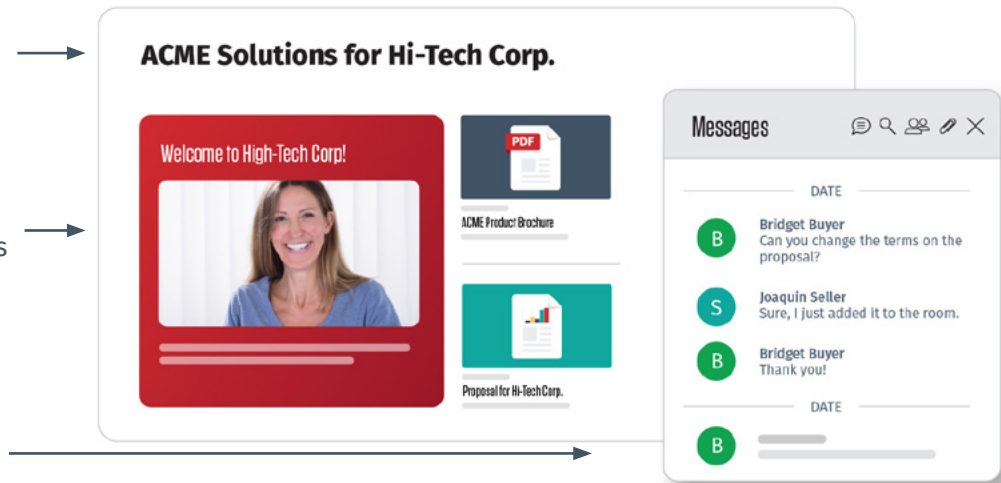


## Deliver Modern Buyer Experiences

Create digital sales rooms—a central hub where sellers and buyers can communicate, share content, and align

Cut through the noise using personalized video messages for prospects

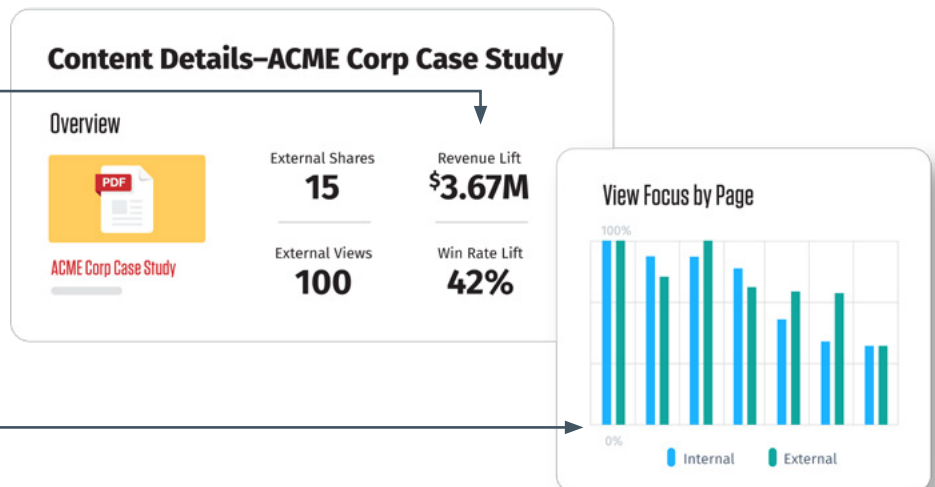
Engage in synchronous or asynchronous chat with prospects to drive up engagement



## Prove Business Impact

Understand how content lifts win rates and revenue, with dashboards tied to CRM data and content sharing activities.

Validate the effectiveness of content, topics, and messages



## Features We Love



### AGILE CONTENT CREATION

Create and share best practice videos or clip snippets from calls in just a few clicks



### CHANNEL HIERARCHY AND TAGS

Organize content into channels and control access to content by different user groups



### DIGITAL SALES ROOMS & CHAT

Create a central hub to communicate with buyers via chat, share content, and align



### CUSTOMIZABLE FLEXDOCS

Distribute slides in a modular fashion that sellers can personalize for their needs



### PRESCRIPTIVE SALES PLAYBOOKS

Guide sellers with what to know, what to say, and what to do across sales stages in CRM

## What Our Customers Say

# +328M

Ash Brokerage saw a \$328 million increase in revenue compared to the year prior without Allego

“ I can tie \$1.6 million of additive revenue to Allego, making our return on the Allego investment over 3000% in the first year!



MIKE MCGLOTHLIN  
Executive Vice President

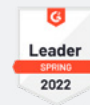
[READ THE CASE STUDY »](#)

## Our Humble List of Accolades



*“Allego ticks the boxes for an engaging, compliant, readiness-plus-content platform.”*

2022 Forrester Sales Content Wave Report



Curious?  
GET A DEMO TODAY  
[www.allego.com](http://www.allego.com)

### ABOUT ALLEGO

Allego is the future of sales enablement. Our sales enablement, learning, content management, and conversation intelligence products accelerate performance for sales and other teams. Allego is AI-driven and seller-centric, with the power, agility, insight, and ease you need to drive results in a hybrid world—all in a single app. More than 650,000 professionals use Allego to equip sellers with intelligent training, coaching, and content that engages and converts buyers. Learn more about sales enablement that wins sellers and buyers at [allego.com](http://allego.com).