

What is Uberflip?

Uberflip is a cloud-based platform that empowers B2B marketers to create remarkable content experiences. We act as a primary destination for your content, making it easy to aggregate all of your assets into one central Hub. We then equip you with the tools you need to publish quickly, boost engagement, fuel demand generation, and personalize at scale.



Companies That Want Results Use Uberflip

66%

Reduction in time spent building landing pages

// Workfront

88%

Of target accounts engaged with content

// VersionOne

8x

Lift in sales pipeline

// LeanData

300%

Increased in content engagement

// Revinate

\$100k

Influenced pipeline with one email nurture campaign

// Blackbaud

1st

Position in Google for top 20 keywords

// Alight

740%

Increase in MQL's

// Blackbaud

What is a Content Experience?

A content experience is the environment in which your content lives, how it's structured, and how it compels your prospects and customers to engage with your company.

A content experience occurs wherever and whenever anyone encounters your content. All of these encounters build trust needed to establish meaningful relationships between your audience and your company.

“

Uberflip is one of the BEST investments my team has made. We've been using Uberflip for a few months now and our CEO complimented our content, but the funny thing is, the content hasn't changed that much. Uberflip has just created a more immersive experience that keeps our clients —and CEO's—attention.



- Rosilyn Rayborn, Director of Content Marketing at Associa

What Can Uberflip Help You Do?



Uberflip allows users to be very agile with content and the way it is organized. The tagging system allows for a one-time effort to load content and display it in multiple places. Each aspect is well integrated into another for a seamless user experience on both the internal and external sides of the product.

- Hillary Lupo, Global Marketing Manager at Fortinet

Create Engaging Content Hubs

- Aggregate content (e.g., blogs, ebooks, videos, social, etc.)
- Segment by persona, industry, vertical, etc.
- Integrate with existing tech stack

Personalize Experiences

- Centralize resource centers for lead generation, SEO, and content discovery
- Customize content paths for lead nurturing campaigns
- Personalize content experiences for account based marketing
- Offer one-to-one content collections to help facilitate sales conversations

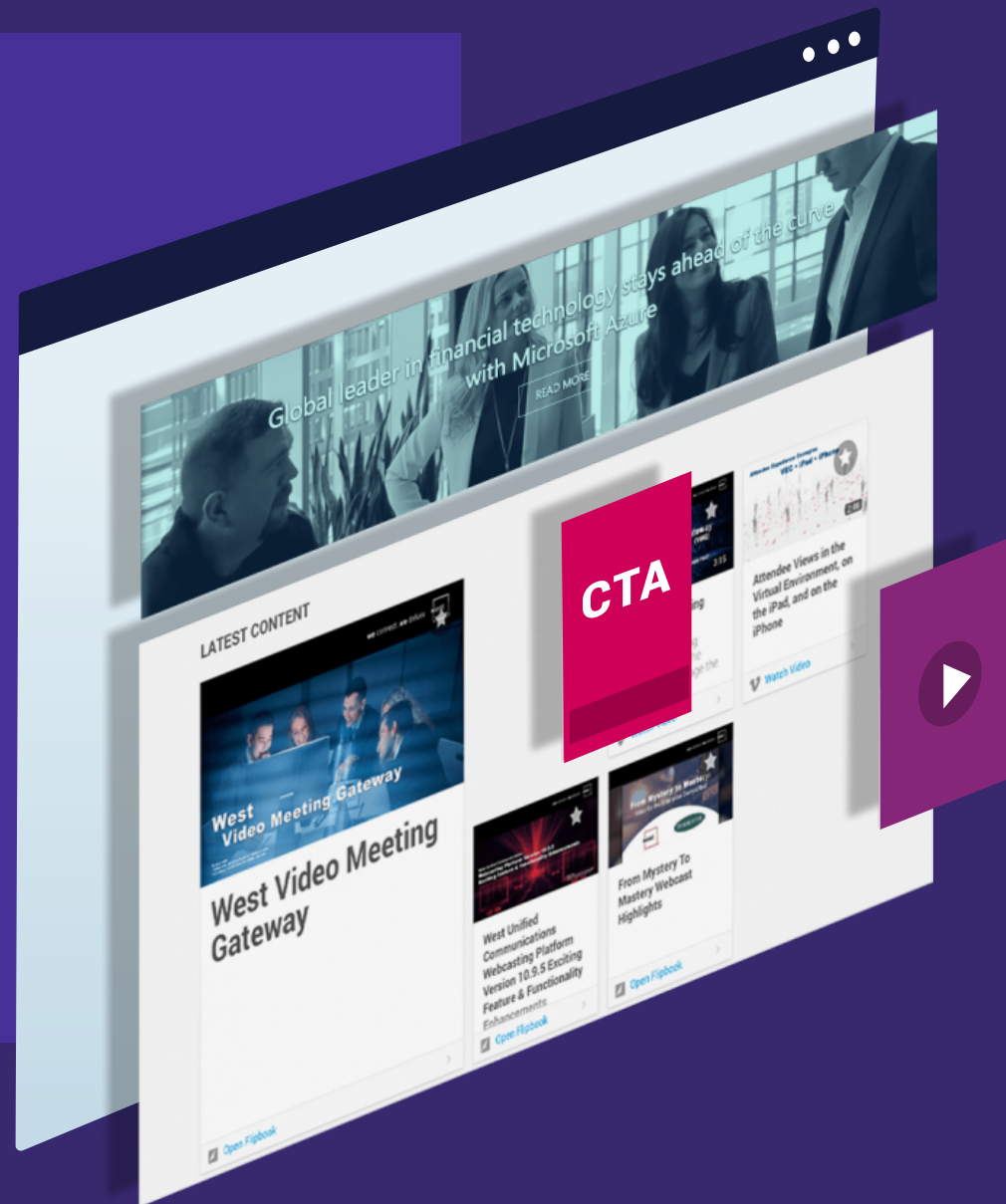
Distribute Content

- Align your distribution strategy with an equally personalized content destination
- Greet visitors with a contextual experience when they convert on various distribution tactics:
 - Account targeting
 - One-to-one prospecting
 - Display / PPC
 - Email
 - Social media
 - Paid Ads

Generate Results

- Easily gate relevant content with calls-to-action that integrate with your marketing automation platform
- Skip the hoops of creating traditional landing pages
- Increase conversions with a better visitor experience
- Leverage content engagement data in lead scoring, nurturing, and

How Does Uberflip Work?



Resource Centers

- Centralize all of your content assets into one resource center
- Organize assets by topic, vertical, persona and allow visitors to choose their own content path
- Use CTAs to generate leads and pass engagement data into your MAP

Revinate Increased Content Engagement by 300%.

[Learn how >](#)

Nurture Campaigns

- Create custom content paths for your prospects
- Accelerate your pipeline by encouraging more content consumption per visit
- Pass engagement data to your MAP to better orchestrate campaigns

Blackbaud Influenced Over \$100,000 in Pipeline With One Email Nurture Campaign.

[Learn how >](#)

ABM

- Repurpose existing content to create targeted and personalized content experiences
- Provide a contextual content experience and increase the relevancy of your content
- Scale your ABM efforts by easily repurposing highly performing content collections

VersionOne Engaged with 88% of Target Accounts for ABM.

[Learn how >](#)

Sales

- Allow your sales team to create targeted streams of content on a one-to-one level
- Give sales reps access to your content library from inside their email inbox
- Quickly create and share content experiences via email

IQ Media Increased Sales by Embracing Content.

[Learn how >](#)