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Over the last 18 months, Seismic's Presentation Builder experience has been a game changer, leading to better client perceptions and strategic proposals."



Mike Feeley
SVP of Marketing Solutions
iHeartMedia

Increases Client Perception with Presentation Builder

Challenge

Scaling the development of personalized client-facing content iHeartMedia is the #1 audio company across the US with 800+ radio stations, 450M global podcast downloads, and 150M iHeartRadio app subscribers. Mike Feeley, SVP of Marketing Solutions at iHeartMedia, leads a small but impactful team of eight specialists, responsible for supporting over 1,200 sellers. His team's focus is on centralized sales enablement, aiming to improve consistency and cohesion across different sales divisions.

Solutions

Presentation Builder makes content personalization faster and easier To service the needs of iHeartMedia's ad-buying community, sellers need to be able to support brands that pivot or make campaign changes last minute. Speed-to-market and relevancy are critical to the success of their sales team.

Presentation Builder, part of Seismic's solution, allows sellers to build client-ready pitches quickly and efficiently. It has given the sales team time back, allowing them to focus on strategic client conversations rather than manually creating presentations. This has dramatically improved the team's efficiency and strategic focus. The automated recommendations coach their sellers as they build content, speeding up the process, and ensuring that they create effective, on-brand presentations.

iHeartMedia's sales enablement team uses Seismic's insight dashboards to track success, and they have seen nearly 100% adoption of Seismic tools across the sales team. Sellers appreciate how quickly they can build strategic, client-ready proposals, contributing to improved client feedback and stronger brand perception on the street.

Results

Delivering relevant content at scale
The consistent use of Seismic's tools has not only improved the sales team's performance but also positively impacted the internal culture. Sales enablement specialists frequently receive positive feedback from the sales team, who value the ability to quickly find relevant case studies and build strategic proposals. This feedback has boosted morale and contributed directly to revenue growth.

100%

Presentation Builder adoption across 1,200- person sales team

80%

Sellers ranked Presentation Builder as a major improvement over the legacy proposal builder experience

INDUSTRY
Media and Advertising

HEADQUARTERS
San Antonio, TX

COMPANY SIZE
12,000