

PepsiCo speeds time to market with Mediafly

Mediafly optimizes the content experience for buyers & sellers

PepsiCo is a multinational food, snack, and beverage company. They needed to distribute consistent and engaging content to reps across 40 markets.



The Challenge

PepsiCo struggled with how to efficiently manage and distribute content to its 7,000+ sales reps.

At the time, the company was sending new and updated sales content via email. Once reps received this information, they'd print it off and compile it into binders to use in the field.

The PepsiCo team knew they needed to find a solution to streamline content management and guarantee they were always putting accurate and relevant information in front of customers. They also wanted to ensure that their sellers could lead more engaging, value-added sales conversations.

40%

reduction of admin-based tasks

90%

adoption rate

25%

decrease in printing costs

"If you don't have access to the right information in those moments that matter with buyers, you're limited to these archaic, one-way conversations. You can't add value for your customers and that is something that is extremely important for us."

Tom Stubbs, Director of Capability, Pepsi Beverages, PepsiCo

The Solution

PepsiCo implemented Mediafly to improve the content experience.

Six months post deployment, PepsiCo expanded usage of Mediafly to sales reps, leadership and location managers. Within seven years, the company scaled its application to nearly 12,000 employees.

Using the analytics and reporting capabilities, they now know that 90% of users are currently viewing or downloading sales collateral and other information housed in the application.



The ROI was not only real, but in real time. The implementation of Mediafly's content management tools produced an immediate increase in adoption, as well as the ability to take content digitally.

“As soon as we went live with Mediafly, we started seeing instant benefits. Having the content we need at our fingertips **has given us the ability to have insightful conversations with our customers** versus traditional one-way presentations that we know don't work.”

TOM STUBBS

Director of Capability, Pepsi Beverages, PepsiCo

“Mediafly has afforded us a more **dynamic selling approach**. We know our sales reps are leading more interactive sales conversations with customers and spending more time with them.

We're able to distribute localized sales content across the nation to over 40 markets. And we have 150 people posting information at any given time, so having governance around content management has been key.”



TOM STUBBS

Director of Capability,
Pepsi Beverages,
PepsiCo

Engage smarter with Mediafly

Mediafly is the leading customer engagement solution for B2B teams.

Effortlessly find & share content, reduce meeting preparation time & uplevel buyer experiences.

Get a personalized demo of Mediafly today.

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