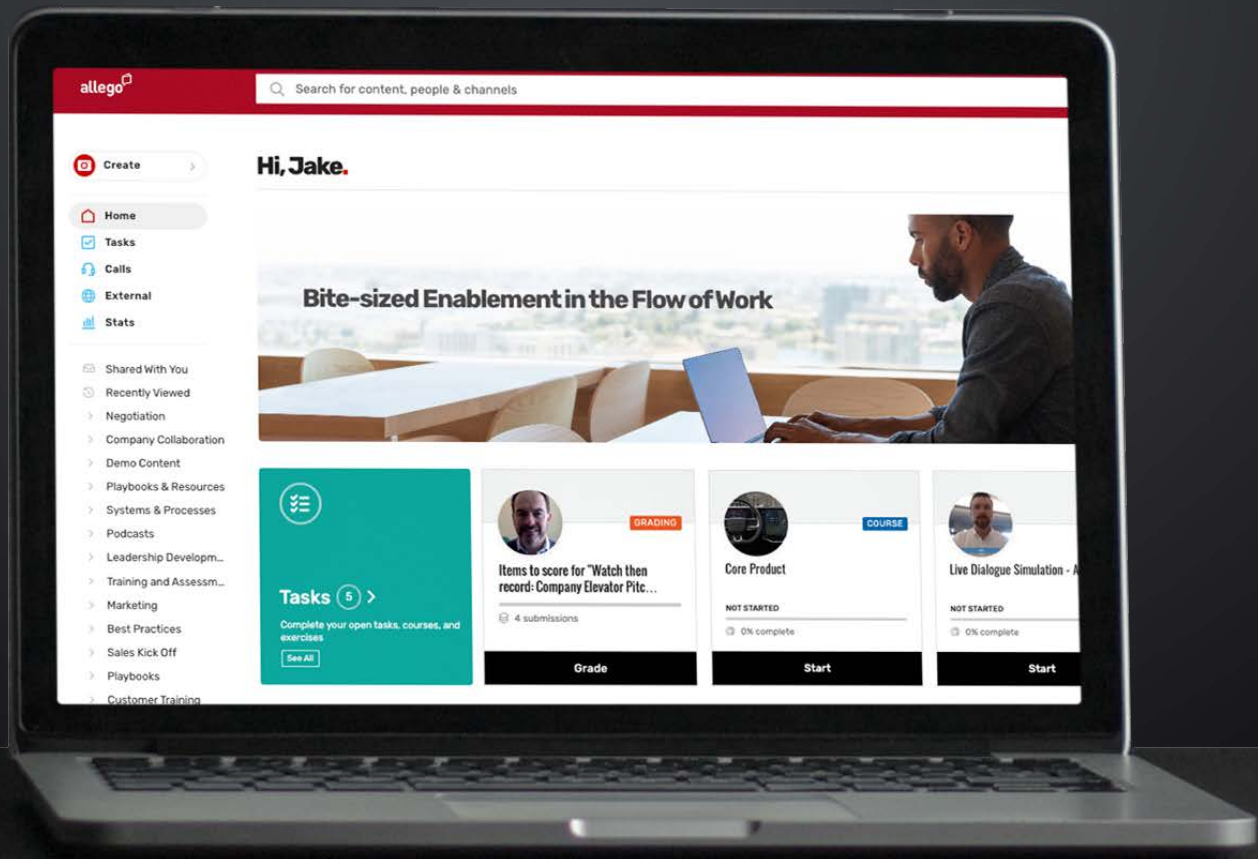


Allego Content Management

AI-Powered Content Management That Creates,
Activates, and Tracks What Moves Deals Forward



► CHALLENGE

Closing the Content ROI Gap

Most companies invest heavily in content, but it's often hard to find, shared at the wrong moment, or disconnected from revenue outcomes. Reps spend valuable time searching, default to outdated materials, and miss opportunities to connect with buyers.

Without proof of impact, leaders can't tell which content is moving the needle and which is wasting resources. It's no surprise that 70% of enablement content is never used.

SOLUTION

► Allego AI-Powered 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



CREATE & STORE CONTENT

AI-powered workflows help teams create, store, and organize personalized, compliant content in one place.



ACTIVATE THE RIGHT CONTENT AT THE RIGHT TIME

AI search and CRM insights surface the most relevant assets instantly.



PROVE CONTENT IMPACT

Dashboards show how content drives win rates, sales cycles, and revenue.

What Makes Us Unique?

Lack of adoption is the number one reason content systems fail. Allego solves this by giving reps the three content types they use most: formal marketing, learning, and agile content developed from reps in the field. This mix sparks collaboration, drives adoption, and ensures content is always current, relevant, and driving results.



CONTENT BUILT FOR ACTION

Create personalized, compliant materials in minutes with AI powered workflows and up to date data.



INSTANT ACCESS IN THE FLOW OF WORK

AI search and CRM insights deliver the right content at the right moment, whether at a desk or on mobile with native iOS and Android apps.



ALWAYS CURRENT AND ON BRAND

Automatic updates keep every asset accurate, compliant, and consistent across the organization.



PROVEN IMPACT

Dashboards tie content usage to win rates, sales cycles, and revenue so leaders can see what works.



SEAMLESS INTEGRATION

Connect to over 150 tools including CRM, web conferencing, and content sources to keep everything in sync.

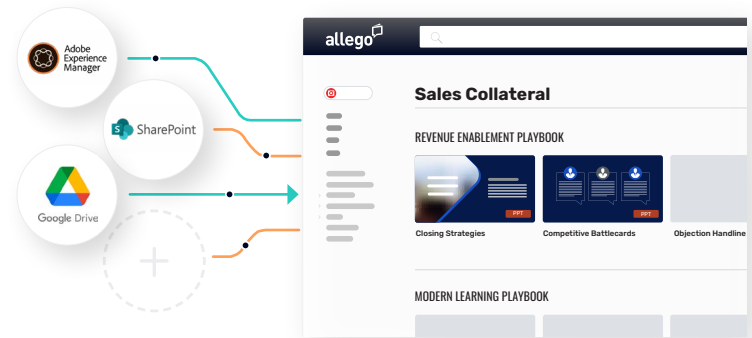


POWERED BY AI

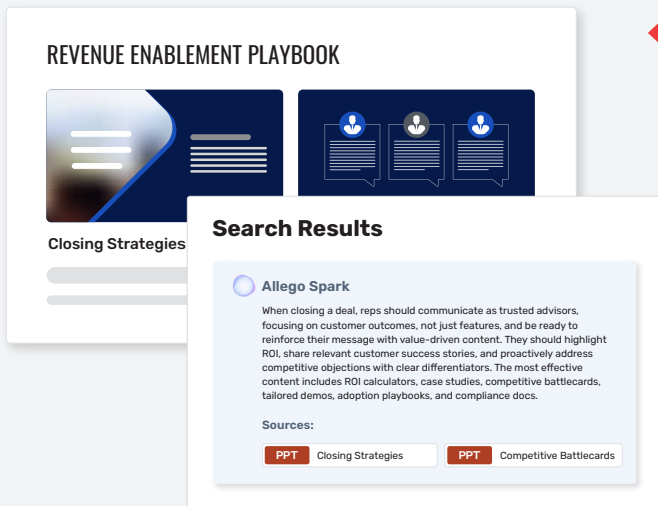
Get instant answers, content recommendations, and the right materials in seconds.

Create & Store Content

- **Centralized Library** – Build and organize branded, compliant content in one central hub for easy access.
- **Versioning Content** – Keep training materials current while preserving past engagement and reporting. Refine content without losing historical insights.
- **Managing Content Connectors** – Automate content sync from repositories like SharePoint, DAMs, and Google Drive to eliminate duplication and keep assets aligned.
- **Editing Content Properties** – Update names, descriptions, tags, and thumbnails to improve searchability and engagement. AI-powered tools save time and boost discoverability.



- **AI & FlexDoc Workflows** – Personalize materials and keep them up to date with intelligent, automated workflows.
- **Replacing Content** – Swap outdated content with fresh material while maintaining sharing and distribution settings. Ensure reps always see the most relevant version.

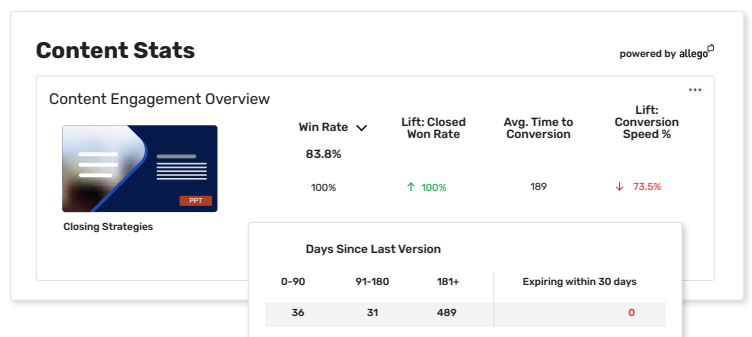


Activate the Right Content at the Right Time

- **AI-Powered Search & CRM Context** – Surface the most relevant content instantly, helping reps find answers fast and share the right materials to move deals forward.
- **Proven Playbooks** – Reduce time spent searching and boost consistency across teams by guiding reps with trusted resources.
- **Expiring Items** – Automatically remove outdated or event-specific content on a set date to prevent confusion and keep libraries fresh. Owners receive reminders for easy upkeep.

Prove Business Impact

- **Revenue Impact Tracking** – See how each asset drives revenue, win rates, and sales cycle speed, tying content directly to business outcomes.
- **CRM-Linked Dashboards** – Use connected dashboards to identify which assets close deals and which need updates.
- **Content Item Volume & Age Widget** – Monitor content coverage, freshness, and expiration trends to understand content health and optimize strategy.



Features We Love



AGILE CONTENT CREATION

Reps share content from the field that goes through approval to keep materials fresh and effective.



CUSTOMIZABLE FLEXDOCS

Quickly build and tailor slides or documents with pre-approved content blocks using a guided, modular workflow that keeps every asset on brand.



NATIVE WEB, IOS AND ANDROID APPS

Give reps consistent, mobile-optimized access anywhere so they can learn, share, and sell without losing context.



CHANNEL ORGANIZATION AND SEARCH

Use channels to organize content, control access, and help users find assets fast with AI-powered search.



PRESCRIPTIVE SALES PLAYBOOKS

Guide reps on what to know, say, and do at each sales stage.



AI SEARCH ANSWER SYNTHESIS

Deliver instant, cited answers from approved content so reps can trust results and move faster, with insights pulled from documents and video transcripts.

What Our Customers Say

74%

Reduction in content requests from customer service and sales.



Allego is the single point of truth for everything at Hillman. It's the hub that gets you anywhere else you want to go."

► **MARK LONZO**
Director of Sales Development,
The Hillman Group

Our Humble List of Accolades



Get More From Your Content

See how in a live demo.

[Request Demo](#)

About Allego

Allego is the only modern Revenue Enablement Platform to lead across digital selling, content, learning, and coaching, powered by practical AI. Allego delivers the simplicity of an all-in-one platform without compromising depth, so teams can confidently know, show, and do what it takes to succeed.

What sets Allego apart is the unmatched pace of innovation, delivering AI advancements that give teams an unfair advantage, helping them move faster and outperform the competition.