

# The best next asset, for every person, ranked, explained.

Wave ranks the single best next asset for each person from everything in your library, and shows the reason in one line, so reps and marketers can trust the pick.

### WHAT TO SEND

Security benchmark **REPORT**

Webinar: zero-trust **WEBINAR**

Case study: Acme **PROOF**

**TOP PICK**  
Security benchmark report

### WHY IT'S NEXT

Answers their open question **WHY**

Next step after last read **WHY**

Matches the committee's theme **WHY**

**WHY THIS ONE**  
One-line reason

### TUNED BY YOU

Your library → **Wave** → Next best

**FEEDBACK**  
Thumbs tune the ranking

## WHAT TO SEND

### Ranked Shortlist

The top next-best assets for each person, scored and ordered, not one generic list.

## WHY IT'S NEXT

### Explained Picks

Every pick comes with a plain-English reason, so reps and marketers can trust it.

## HOW IT IMPROVES

### Tunes To You

A thumbs up or down tunes the ranking for every person over time. No black box.

## See each person's next read.

Request a demo. Book a 20-minute walkthrough on your content.

[tidalrevops.com/wave#content](https://tidalrevops.com/wave#content)