

## **Managing Sales Leads: TechTarget Touts Turnkey Plan's ROI Aspects As A Better b2b Mousetrap**

If the next frontier for b2b publishers is generating and managing (and even following up on) high-quality sales leads, then what their customers currently experience is pretty much b2b's version of no-man's land. According to **Yankee Group**, up to 80% of all sales leads generated fizzle without follow-up, a staggering statistic given that marketers today identify "acquiring customers" and "driving sales" as top priorities.

IT media company **TechTarget's** June launch of LeadPRISM Lead Center aims to overcome this challenge of converting leads into lucrative sales for media campaigns. While the service is still in its embryonic stage—additional features will be phased in during the coming months—the TechTarget program differentiates itself from competitors by maximizing each lead's potential return on investment (ROI) without allowing any to go untapped.

"Generating leads just isn't enough anymore," says Greg Strakosch, co-founder/CEO of TechTarget. "You really have to take it to the next level and probe the ROI. This is turnkey. 100% of leads will get a follow-up. In the real world, that doesn't happen now."

Following up on 100% of leads first means prioritizing each subject's readiness to purchase an advertiser's product line. To accomplish this, TechTarget created LeadPRISM as a lead-delivering and -profiling portal that allows clients real-time, around-the-clock access to names generated by their TechTarget media campaigns. Once the entire suite is rolled out, Strakosch tells us, IT marketers running in TechTarget properties will be able to capture lead information that more reliably converts to sales based on TechTarget's system of prioritization; to gain info from downstream readers of vendor-sponsored documents; and to identify leads that need immediate follow-up attention versus those that may have more realistic sales potential three months down the road (but also offering the client ample opportunity to prime the prospect beforehand).

While it's too early to quantitatively assess the science behind LeadPRISM, the service strives to improve the quality of each lead and, thus, steer b2b marketers away from lead management purgatory. The only sure thing is the presence of an audience eager for a better mousetrap. "The customers are really struggling with this issue of lead management," Strakosch says. "They're very hungry for a solution."



**TechTarget's  
Strakosch**