

Establishing Brand Presence

PolyServe, Inc. is a leading provider of software to enable utility computing in enterprise data centers. Its products consolidate Linux and Microsoft Windows servers and storage into manageable, available, scalable utilities for databases and file serving to overcome server virtualization limits. PolyServe teamed with TechTarget to establish brand presence in the Microsoft SQL Server category and develop awareness of its scalable file serving technology, while generating qualified sales leads from the category.

“TechTarget developed a customized sponsorship marketing program with content assets designed to expand brand presence and establish a thought

leadership role for PolyServe in a category populated with numerous, larger vendors with established brands and solution sets,” according to Jeff Day, Director of Marketing Programs, PolyServe.

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conversion rates, excellent
working relationship.**

**That’s how I measure value
and ROI.”**

expert- and vendor-developed content. Content was integrated into print and online media, and offered through conferences and seminars. While messaging remained supportive of the product set, frequent updates were made to reflect industry trends while directly addressing the particular concerns of individuals involved in different roles and stages of the IT solution evaluation and purchase process.

“The TechTarget account team, particularly my Online ROI Consultant, really delivered with a constant flow of new content assets and recommended messaging updates and variations. While my internal team focused on Webcast and white paper content, TechTarget took the lead developing Podcast content and eGuides, and engaged with our creative team to develop online branding,” continues Day. “We also varied the media carrying the messages, and tried new things to continuously improve the quality and volume of results generated.”

(Continued)

Case Study Highlights

Sponsor: Polyserve, Inc.,
Beaverton, OR

Marketing Enterprise: Data Center

Objectives:

- Make brand known in expanded marketplace
- Compete against vendors with established brands, solution sets
- Present unique selling proposition to right audience
- Generate qualified leads
- ROI Challenge: Optimizing ROI, while building awareness

Solution:

- Integrated, consistent marketing programs
- 20 large scale programs over three-year period
- Podcasts, Webcasts, custom eBooks, white papers, IT Briefings, eGuides, demos

ROI:

- Program providing continuous market presence utilizing multiple media vehicles featuring both expert- and vendor-developed content, integrated into print and online media, and offered through conferences and seminars



(Continued) Content assets were featured on SearchSQLServer.com, SearchServerVirtualization.com, SearchCIO.com and SearchWinIT.com. Assets included a custom eBook created by the TechTarget editorial team on the topic of SQL consolidation; a four-part Podcast series on SQL Consolidation led by expert Paul Gillin, including a topic overview, case study interview, solution and product overviews; and an eGuide featuring white papers developed from TechTarget-generated articles.

A dozen vendor-generated content assets were created for the program, covering a range of topics including: Avoiding SQL Server Sprawl with the PolyServe Database Utility; Better Management Techniques for SQL Server Environments; Virtualization for Mission-Critical SQL Server Infrastructure; and Unlocking SQL Server Infrastructure Consolidation.

“TechTarget consistently delivers very strong conversion rates.”

Five primary topic-expert content assets were utilized. Titles included: Weighing your SQL Server 2005 migration options; and SQL Server Performance and Consolidation; as well as three different eBook chapters addressing availability, scalability and cost issues.

ROI Delivered

As a result of its branding, lead generation, and thought leadership development activities, PolyServe’s lead generation goals were exceeded; inquiry-to-pipeline conversion rates were 18% to 24% above those from leads generated by other vendors; aided brand awareness is up 155%; purchase consideration is up 55%; message association is up 144%; and unaided awareness of the PolyServe brand in the SQL Server category rose from 0 to 8 over its four leading competitors.

“I continue to return to TechTarget as the foundation of my online lead generation programs because of the high value of leads delivered at a comparable price point and focused on very targeted audience segments. TechTarget consistently delivers very strong conversion rates, and its back-end operations and reporting methods are industry leading, so I continuously grow my involvement with TechTarget. Quality leads, high conversion rates, excellent working relationship. That’s how I measure value and ROI,” concludes Day.

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Program Results

Sponsor: Polyserve, Inc.

Program Elements:

- Resource Center
- Utilized SearchSQLServer.com, SearchServerVirtualization.com, SearchCIO.com, SearchWinIT.com
- eBooks, eGuide
- Podcast series
- Editorial content delivered in white paper format

ROI:

- Lead generation goals exceeded
- Inquiry-to-sale conversion rates 18% to 24% above leads from other vendors
- Aided brand awareness up 155%
- Purchase consideration up 55%
- Message association up 144%
- Unaided brand awareness rose from 0 to 8 over four leading competitors

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