

IT Deal Alert™ Priority Engine™ Client Use Cases

See how businesses just like yours are using a truly unique tool to find more prospects, segment and target active accounts, and optimize outreach to drive measurable marketing and sales success



Flash storage provider revives 20% of dormant accounts

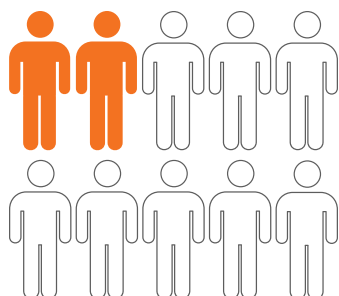
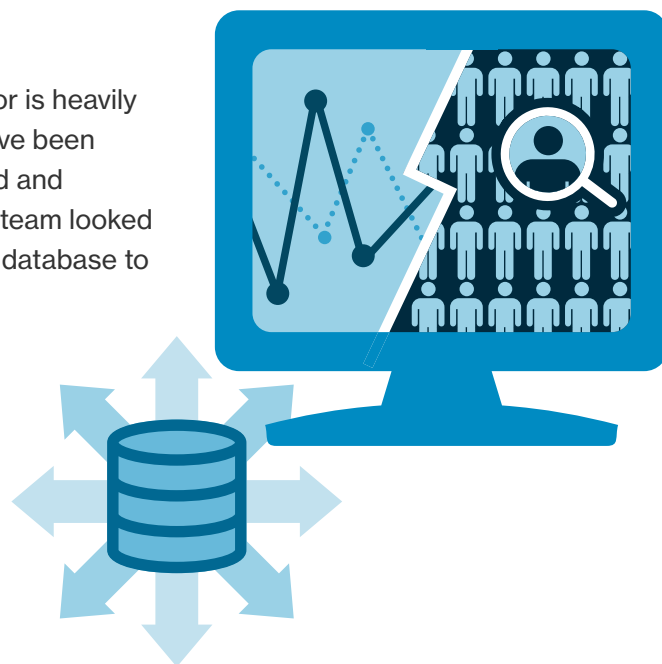
Challenge

As a smaller player in the noisy flash market, this vendor is heavily focused on maximizing the value of the database they've been aggressively building. With responsibility for both brand and demand generation activities, the marketing programs team looked to hone in on the most active accounts already in their database to determine where to focus their marketing efforts.

Use case

Through the use of the Prioritize tab, marketing sorted existing customers, named accounts and territory-specific accounts based on their overall activity each week, adding new prospects to nurture campaigns.

In addition to the Prioritize tab, the marketing team leveraged the Identify and Prospect tabs to uncover net new prospects at preexisting accounts and distribute them to sales reps for the purpose of setting up meetings.



Results

Priority Engine has become a proven resource, uncovering opportunities and reviving 20% of previously dormant accounts.

Cloud storage company finds #2 driver for scheduling sales meetings

Challenge

With best-of-breed point solutions operating in a space where larger organizations are beginning to think in terms of hyper-converged infrastructures, this vendor is trying to turn attention to creating strong relationships with high-growth organizations as a means of future-proofing their tech stack. They were challenged with balancing the sales team's time and efforts with these net new converged infrastructure initiatives while meeting the needs of current customers.

Use case

Lead Development Reps used the Prioritize tab to sort their Account Views based on accounts showing the greatest activity week over week. Using the Call List feature, LDRs reached out to both existing contacts and new contacts uncovered through Priority Engine, importing new contacts through the Import Tool.

Marketing and sales management leverage Priority Engine's Identify and Prospect tabs to find net new accounts and additional prospects that aren't assigned to an LDR's territory, assigning any new prospects by geographic region. Those net-new, unassigned prospects are also added to a nurture campaign, focused on building brand awareness prior-to and during sales outreach.



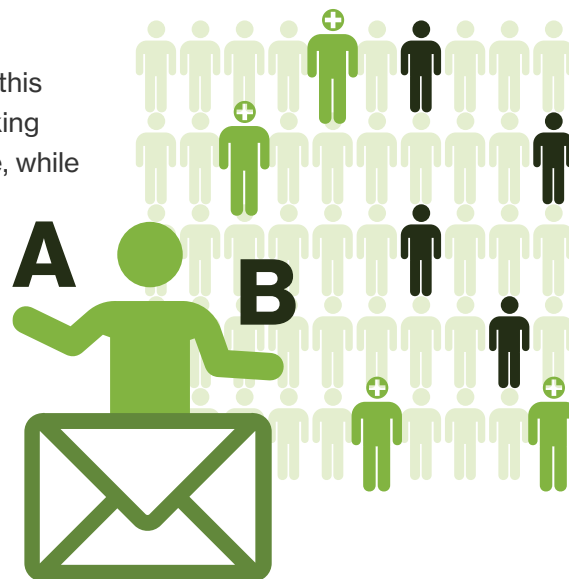
Results

In just 4 months, this multifaceted approach has elevated Priority Engine to one of the top 2 drivers for scheduling meetings for the client.

Challenger in the convergence market increases response rates by 100%

Challenge

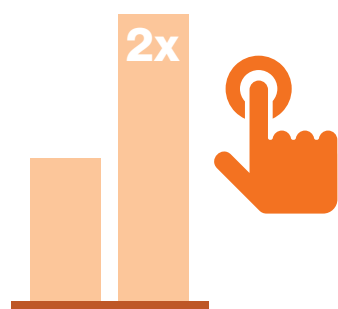
As a relatively new company in the hyper-convergence market, this organization was looking to drive some quick sales wins by making faster progress with accounts already existing in their database, while simultaneously depositioning the competition with accounts currently in-market for solutions. As an emerging player, every dollar counts so the team was acutely focused on surrounding the most active accounts with simultaneous sales outreach and branding to create a big presence, depositioning the competition, with only the companies that matter to deliver strong marketing and sales efficiency.



Use case

Marketing utilized the Prioritize tab to sort accounts based on existing Account Views. Based on topical interest and account rank within the segment, marketing reached out via email.

Marketing also leveraged the Identify and Prospect tabs to uncover and import net new prospects from both new and pre-existing accounts.



Results

Priority Engine has become a trusted resource, providing a 100% increase in response rates from prospects.



Cloud Storage provider opens 9 sales ready opportunities in 8 weeks, more than any other outlet

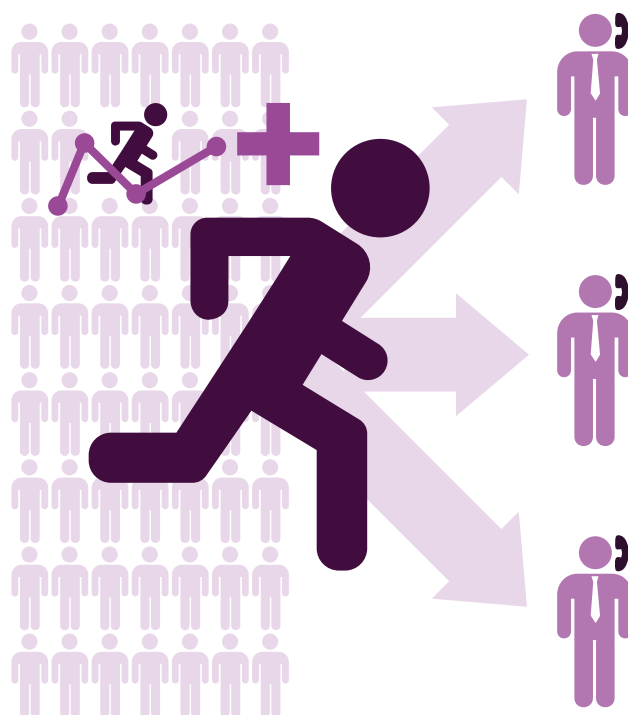
Challenge

This cloud storage provider determined that an easier point-of-entry for their solution exists when a company is pursuing a disaster recovery (DR) and/or business continuity (BC) project. In understanding that, the marketing team focused on finding and importing the most active DR and BC accounts to the database.

Use case

The organization leveraged TechTarget's raw Deal Data™ (the purchase intent data powering Priority Engine) to augment their existing database.

Each week, all contacts associated with the top 200 most active disaster recovery and business continuity accounts in the segment were imported into the database. Marketing surfaced opportunities were distributed to sales reps for outreach.



Results

In only 2 months of using Priority Engine, marketing has already been able to surface 9 sales-ready opportunities.



Get started

To learn more visit techtarget.com/PriorityEngine or contact Brian McGovern at BMcGovern@techtarget.com / 617-431-9308

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