



Fastest Route to Market

Achieving economic success and industry leadership
in the battle for market share

**Real world examples of three companies that
rose from start-up to market leadership while
partnering with TechTarget.**





Technology marketers with high growth companies require an especially intelligent approach – fueled by real content expertise and new tools that take advantage of buyer behavior.

For most companies in the technology industry, the “race to the top” defines strategies, tactics and resource allocation. Whatever their endgame may be – achieving and accelerating revenue growth, going public, being acquired, expanding into new markets and geographies – gaining market share is essential.

High-tech marketing consultant and author Geoffrey Moore, writing in his book “Escape Velocity,” talks about an essential competitive framework called Market Power, which requires companies to target their most strategic customer segments and target their offers to ensure winning dominant shares in each of those segments.

“Whatever the specifics of their plans, they must develop significant momentum in the marketplace and the ability to accelerate past their competition.”

In order to reach Moore’s “market power” status, many companies have built successful marketing strategies upon strategic media and marketing partnerships. Ones that specifically leverage expert content in a variety of formats and programs. Over the past decade, more and more companies have centered their marketing initiatives upon the many opportunities presented by TechTarget.

By partnering with TechTarget, companies attain their objectives faster

To have a chance at reaching aggressive goals, marketers at emerging tech companies must plot bold strategies that commit significant resources. Whatever the specifics of their plans, they must develop significant momentum in the marketplace and the ability to accelerate past their competition.

By partnering strategically with TechTarget, innovative marketers are achieving these objectives quickly by leveraging three essential capabilities necessary for success: Superior access to target audiences across TechTarget’s network of over 140 websites, full support for integrated marketing, and everything powered by the actionable insight – data and analytics – necessary to optimize and dynamically tune marketing and sales strategies as they roll out.

Companies such as Data Domain, SolidFire and Turbonomic all had built fast-growing, successful companies in their respective segments of the industry using a combination of excellent technology, smart positioning and highly focused marketing campaigns leveraging TechTarget. In each case, those (and many other) companies placed a very high value on working with a partner whose communities helped

highly engaged technology buyers make smarter decisions when they were ready to buy. Not only that, they were looking for a strategic marketing partner that could provide detailed analysis of how well the programs were driving highly qualified results to fuel their respective pipelines.



Case Study: SolidFire (now part of NetApp)

From Upstart to \$870M Acquisition

Challenge

SolidFire, a disruptive data storage company in rapid high-growth mode, needed to ramp in their core markets and establish themselves in an adjacent space where they were largely absent. They needed to find discerning, aspirational prospect accounts looking to build next-generation enterprise data centers.

To compete effectively, SolidFire needed to get in front of the right prospects in the right ways – quickly and aggressively – then scale and optimize as they built out their winning plays. To drive their required revenue growth momentum, they plotted a comprehensive go-to-market strategy to operationalize against. They required a partner who could bring clear competitive strength in each of the fundamental areas necessary to achieve success and chose TechTarget.

“TechTarget has the breadth of services and the B2B audience we needed, and their business was completely aligned with ours. Their foundation is built on data, and everything they do is digital and better than any other provider.”

– Tracy Earles, Senior Demand Manager, **SolidFire (now part of NetApp)**

As a pure play provider in their industry, SolidFire couldn't rely on general media outlets to be effective – they needed deep penetration into very specific audience profiles. To coordinate and tune their actions on the fly, they needed rich behavioral insight leverageable by both marketing and sales. And to help them coordinate and run this dynamic process – to be able to test, learn and optimize on the fly – they needed full-service support across a wide range of tactics and processes.



\$3.2M
in pipeline from
TechTarget
programs

\$870
million acquisition



As a niche player striving to outperform large incumbent brands, SolidFire's bold strategy enabled them to spend aggressively but logically. They knew they had the product to win with. They succeeded in realizing the business opportunity by focusing on where they could out-perform and by pulling all the necessary levers to do so.

“There’s a confidence of knowledge you get from TechTarget that you just don’t get from other providers.”

– Tracy Earles, Senior Demand Manager,
SolidFire (now part of NetApp)

Solution

SolidFire partnered with TechTarget for its global digital marketing capabilities, deep expertise in content marketing and advanced behavioral analytics capabilities. They leveraged TechTarget as a trusted third party source for its unmatched combination of the three fundamentals necessary for business impact: real buyer audiences built with superior content, full-funnel actionable insight from relevant content consumption behavior, and marketing services across the buyer's journey globally. TechTarget was able to expose SolidFire to the audiences they needed at the right time. TechTarget provided the insight and support necessary for SolidFire to optimize its investments and actions continuously as they achieved dramatic pipeline impact and sustained their trajectory over time. By deploying a broad range

of TechTarget offerings, including Priority Engine™, content syndication, and custom events, SolidFire implemented a comprehensive program that integrated directly with their existing workflows, their SalesForce.com CRM, and their overall go-to-market. Their approach succeeded in delivering the business velocity they sought by providing the prospects and opportunities they needed to prove their point.

Result

SolidFire's partnership with TechTarget helped them navigate new markets and reach in-market prospects they couldn't have sourced on their own. TechTarget's purchase intent insights enabled the team to rapidly identify and engage with exactly the accounts and individual buyers they needed to impact. From an initial year's investment that contributed \$3.2 million in pipeline, they built a sustainable upward trajectory. Using a comprehensive, integrated approach, SolidFire's in-market activation provided remarkable solution consideration momentum and dramatic improvement in branded visibility, culminating in their successful acquisition by NetApp for \$870 million.



Case Study: Turbonomic (formerly VMTurbo)

Delivering on a Full Funnel Strategy for High-Velocity Sales and Marketing

Challenge

Turbonomic, the autonomic performance platform for the hybrid cloud, needed to stay exceptionally visible to their critical audiences, support high-growth targets and optimize their funnel performance at multiple points, all while executing a major rebranding initiative to position them correctly for continued success. They required a trusted adviser who could support them in all these areas simultaneously – one who provided integrated marketing and sales solutions, audiences of the appropriate, active buyers, and the insight necessary to optimize performance – to help Turbonomic maximize both brand consideration and contribution to sales pipeline.

“TechTarget is one of the few high-traffic volume sites in our space that provides the right mix of audience, content, and data for the companies and executives we need to reach.”

– Geeta Sachdev, CMO, **Turbonomic (formerly VMTurbo)**

Solution

Turbonomic’s aggressive combination of demand and brand generation objectives necessitates a continuous always-on approach. Partnering with TechTarget, they gain the ability to execute the fully integrated programs required to support their high growth, high-velocity business model. Their winning formula combines TargetROI™ – TechTarget’s turnkey, annual full-funnel integrated marketing program; event and site sponsorships; content syndication; and display advertising to drive the awareness and demand at scale they seek. TechTarget helps Turbonomic reach and activate the in-market buyers at the volumes they require to fuel the Turbonomic growth engine. By partnering with



20%
of prospects engaged multiple times

10X
the industry average in brand performance

13K
active prospects generated across their programs



TechTarget, Turbonomic gains the precision targeting and integrated delivery they require to build their brand and capture demand at levels their ambitious vision depends upon.

“Working with Tech Target we’ve found a sweet spot helping customers bridge the divide between various IT silos, and such a challenge needs a partner that can identify early adopters with projects. TechTarget has been key in enabling us to do that, and has contributed to our success thus far.”

– Geeta Sachdev, CMO, **Turbonomic (formerly VMTurbo)**

Result

Since deploying TechTarget solutions, Turbonomic’s brand performance has been 10x the industry average. When it comes to their content marketing efforts with TechTarget, they achieved 20% multi-touch engagement with prospects by aligning their content with highly targeted audiences. In total, Turbonomic has generated 13,000 active prospects across their programs and are using purchase intent insight from TechTarget’s Priority Engine platform to build more effective nurturing strategies. Their combination of brand and demand impact is delivering more real opportunities to their sales teams and enabling them to have richer, deeper conversations with a range of net-new prospect relationships.



Case Study: Data Domain (Acquired by EMC)

Leveraging Market Momentum with Effective Integrated Marketing That's Always On

Challenge

A pioneer in the disk backup technology now known as data deduplication, Data Domain experienced strong demand for its solutions from its founding in 2001 to make a successful public stock offering in 2007, raising \$111 million. Annual revenues then were \$46 million, and it decided to use some of its new funding to dramatically step up its marketing efforts so it could outgrow its smaller competitors and better prepare itself for the expected fight against the giant incumbents.

“TechTarget was a true metrics-driven marketing partner. If our data showed high program performance, we drove it harder, invested more.”

– Beth White, former Marketing Vice-President, **Data Domain**

Solution

Among the company's most important decisions was its commitment to a wide-ranging, integrated content marketing program with TechTarget. Data Domain saw that TechTarget's Storage Media Group was, itself, in the midst of a hyper-growth period, with its site membership growing at a 33 percent compound annual growth rate over a 5-year period. “We knew that TechTarget's storage sites attracted the right-caliber respondents we were looking for because we had spent several quarters tracking lead performance. We also knew if the TechTarget database was growing, our database would grow. When relevant



11K
leads delivered

10X
revenue growth

18
programs
across 8 sites



content is served up to real buyers, good things happen,” said Beth White, who served as Data Domain’s Vice President of Marketing at that time.

Data Domain took advantage of the significant growth in TechTarget’s storage decision-maker audience and embarked upon a program that spanned numerous domestic and international media platforms, including content syndication, white paper dedicated email programs, virtual trade show and live event sponsorships, on-demand mediacasts and list rental campaigns.

Result

During the six-month period of Data Domain’s highest growth – the company’s revenues grew from \$46 million in 2006 to more than \$480 million in 2009 – the company posted more than three times the number of offers as its competitors, and dramatically expanded its variety of product types promoted in those offers.

Another key to Data Domain’s successful program with TechTarget was its willingness to step up the velocity and variety of its programs in the 12-month period before it was eventually acquired. The company ran 18 different programs across eight TechTarget Web sites, generating more than 11,400 leads during that time. “The longer we ran the campaign, the more we learned. TechTarget was a true metrics-driven marketing partner. If our data showed high program performance we drove it harder, invested more. If our data revealed a low yield rate, TechTarget product managers jumped all over the results to learn more, adjust and deliver above target,” said White.

In the period TechTarget was its principal media outlet to reach storage decision-makers, Data Domain’s sales skyrocketed. When Data Domain was bought by EMC for \$2.4 billion in 2009, the company formed a large share of a new EMC \$1 billion division.

Accelerate your move to market leadership

To reach “market power” status, these companies (and many others) placed a very high value on working with a strategic marketing partner over the long term whose content helped highly engaged technology buyers to make smarter decisions when they were ready to buy. Not only that, they were looking for a partner with real purchase intent insights to better understand their customers’ buying research behavior. A partner who could provide full support for integrated marketing and detailed analysis of how well programs were in driving highly qualified leads that could be quickly converted into their sales pipelines. Over the past decade, more and more of those companies have entrusted their marketing initiatives to the many opportunities presented by TechTarget.

To learn more about how we can help your company accelerate growth in your market, visit techtarget.com today.

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies’ information technology needs. By understanding these buyers’ content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit techtarget.com and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).



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