



CUSTOMER SUCCESS

Cisco Breaks the Mold for Channel Marketing Programs with Data-Driven Marketing Services from TechTarget

Purchase intent insight tops all other programs for delivering sales qualified leads

While the channel is increasingly important to enterprise tech companies, partner marketing programs haven't changed much over the years. Joint Marketing Funds (JMFs) are often used for the same cut-and-paste customer events, golf outings, email or tele-marketing and list buys. It's typically difficult to measure ROI for JMFs. With 90 percent of its business driven through the channel, marketers at Cisco need to stand out as a partner-centric organization. They built the Partner Marketing Central portal to move beyond the status quo and enable partners with digital programs that drive revenue and demonstrate significant, measurable ROI.

It's a big job to enable the entire Cisco partner community. With a focus on revenue and partner satisfaction, the Cisco partner marketing team shifted from more traditional programs to supporting a "digital buyer's journey" and leveraging real purchase intent insight. They now deliver cohesive programming and affordability for partners of all sizes.

Having successfully leveraged TechTarget's Priority Engine™ platform and purchase intent insight for its direct marketing, the partner marketing team was eager to offer this type of data to its partners. Nine months ago, the

Challenge

To stand out as a partner-centric organization, Cisco sought to rejuvenate its Partner Marketing programs with cost-effective, easy-to-implement, revenue-driving programs.

Solution

TechTarget's Priority Engine Active Prospects solution provides real insight at both the account and contact level – giving sales the confidence to prioritize the right opportunities. This actionable data has become the go-to, trusted source for partner sales teams.

Results

Since launch, TechTarget has become Cisco's **No. 1 provider** of sales-accepted leads, generating more than half of all sales-accepted leads from Partner Marketing Central – and more than **\$25M** in pipeline value.



team implemented its first pilot program to prove the value of the data-driven model to its partners.

Value in the Data

TechTarget's extensive network of more than 140 technology-specific web sites make it possible to understand behavior and audience activity in ways that are not available with other methods. Because of its 500,000 content pages covering 10,000+ targeted technology topics across its network, TechTarget is at the top of search results in virtually every major technology market. So, when enterprise technology buyers have a need, they find TechTarget first – and their intent behaviors then become visible across their entire buyer's journey, providing essential input for marketing activation and pipeline development.

In support of Cisco's partner marketing program, TechTarget's Priority Engine Active Prospects delivers different cuts of purchase intent data for partners based on specific criteria; the process is seamless for Cisco and its partners. Once delivered, the data becomes the go-to, trusted source for sales.

“ Since introducing TechTarget's purchase intent insight to our partners, the program has delivered more than half of all SQLs delivered through the Partner Marketing Central portal. We're delivering a new level of value to our partners with insights into leads and accounts they never had before.”

Unlike leads that come from a registration list or a response to a campaign, TechTarget's Priority Engine Active Prospects data provides real insight at both the account and contact level (at least one active prospect per account): How active is the account in researching solutions? What vendors are they evaluating? The contact provided always includes someone with enough activity to demonstrate real purchase intent. Given this information, partner sales people easily understand the urgency of prioritizing these accounts and how to proceed.

“Since introducing TechTarget's purchase intent insight to our partners, the program has delivered more than half of all SQLs delivered through the Partner Marketing Central portal,” noted Tina Bunch, Marketing Program Manager – Partner Marketing Central Execution and Lead Management, Cisco. “We're delivering a new level of value to our partners with insights into leads and accounts they never had before. It's very easy for our partners to understand the data and follow-up to convert those leads.”

Seamless, Effective Implementation

TechTarget provides more than the rich insight that drives effective campaigns for Cisco and its partners. It takes a very hands-on approach to supporting the programs and enabling the partners. TechTarget delivers the active prospects and works with the partner to understand the insights so they can use them to effectively target and convert. Once an order comes in through Cisco, the TechTarget team works with the partner based on their unique needs (i.e. segmenting by product, geography, etc.).

“We place a high value on our relationships with marketing vendors within Partner Marketing Central because we’re entrusting them with our partners,” added Bunch. “Our TechTarget team has worked very hard at earning our trust and jumping through our strict quality controls, all while delivering extremely valuable results.”

Fund It Because It Works

Cisco measures the performance of its JMF programs by the results that are delivered, the effective use of marketing development dollars and the satisfaction levels of its partners.

Since its implementation less than a year ago, TechTarget has become Cisco’s No. 1 provider of sales-accepted leads, generating more than half of all sales-accepted leads from Partner Marketing Central.

In less than a year post-pilot, TechTarget’s Priority Engine Active Prospects have driven:

- **More than \$25M in SQL pipeline value**
- **From 725 active prospect deals**
- **For 14 Cisco partners**

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).



 275 Grove Street, Newton, MA 02466

 888.274.4111

 Intent@techtarget.com

 www.techtarget.com