Distil Networks Leverages Integrated TargetROI for Full-funnel Marketing

Company Overview

Distil Networks the global leader in bot detection and mitigation. It is the only easy and accurate way to protect web applications from bad bots, API abuse, and fraud. Distil protects against web scraping, brute force attacks, competitive data mining, online fraud, account hijacking, unauthorized vulnerability scans, spam, man-in-the-middle attacks, digital ad fraud and downtime.

Challenges

TechTarget: What were some of your marketing challenges before implementing TargetROI™?

Nichole Markisohn: A big challenge for us was building a fullfunnel of leads to support our fast growth and expanding sales force. We needed a continuous flow of qualified leads from the right companies who were the right fit for our products. Since the bot market is still relatively new, our sales team was spending a lot of their cycles prospecting, qualifying and educating the marketplace on the bot problem. We wanted to shift that effort so the marketing team concentrated on upfront education, engaging and qualifying leads and sales could spend more time selling Distil Networks solutions.

Challenge

Distil Networks needed to build a full funnel of leads to do more targeted marketing to support their fast growing sales force. They needed continuous flow of qualified leads from the right companies, who were a fit for their solutions.

Solution

Invest in TechTarget's TargetROI solutions to do more targeted marketing and surround buying teams in their market space. Leverage actionable data insight from these solutions to focus their messaging and content more effectively in nurturing and prospecting programs.

Results

With TargetROI, there has been a significant rise in open and click-through rates. Engagement levels are higher and creative brand units are achieving click-through-rates **2x higher** than industry benchmarks.

TTGT: How have you been measuring marketing success and has that changed since using TargetROI?

NM: We look at lead volume, lead quality, pipeline and closed-won deals attributed to marketing activity. We use a lead scoring system to evaluate lead quality which tracks a number of demographic and firmographic factors such as job title, company size and revenue. We also look at behavioral activities to determine levels of engagement, including email click-through rate, the number of visits to our website, and content downloads. We track lead volume, lead score, marketing-driven pipeline and closed/won deals to help measure ROI on our investments. Since using integrated solutions, our ability to understand and track the marketing influence in these areas has greatly improved.

Solution

TTGT: How is TargetROI helping you meet your goals?

NM: We invested in TechTarget's TargetROI to support our overall marketing strategy. It is an integrated suite of solutions that gives us access to TechTarget's database to help us surround buying teams in our market. TargetROI leverages Priority Engine™, a real-time demand generation tool that gives us a view of prospects, insights into target accounts and weekly insights into prospect buying and research behavior prioritized by activity. It also includes coordinated content targeting so we know which of our content is resonating with our audience and can apply that intelligence in our nurture campaigns. The brand units that are part of TargetROI help us increase mindshare in the bot landscape and are useful for our nurturing and in re-targeting buyers researching related topics.

> **66 The data insight we get from these integrated solutions helps us understand pain points better and enables us to focus our messaging and content more effectively."**

One of the ways we leverage TargetROI is in our event marketing. It allows us to target prospects geographically or by vertical to do advanced prospect nurturing. The data insight we get from these integrated

Nicole Markisohn was the Marketing Automation Manager at Distil Networks. She was responsible for lead nurturing programs including inbound and outbound campaigns. Her team actively supported North America and EMEA and was expanding its marketing into other global regions.

solutions helps us understand pain points better and enables us to focus our messaging and content more effectively. It's also helping us inject ourselves earlier into conversations with prospects active in the web application security space but who may not yet be familiar with Distil Networks solutions.

One of the biggest benefits from TargetROI solutions from my perspective is the level of insight we have into leads. We know, for instance, who is interested in our space, what their pain points are, what topics they're researching and which vendors they're considering. That type of actionable insight enables us to be much more targeted in our marketing. Whether that means we pass a lead to sales for immediate follow-up, or enroll it into a targeted nurture track until it becomes more qualified.

TTGT: Since using TargetROI, how do you think marketing has impacted sales?

NM: We're able to offer much more intelligence and insight to sales than ever before. For example, if a sales rep is actively trying to break into an account, having all this information at their fingertips on what the prospect is looking at, what their top three problems are and which other vendors they're considering makes a huge difference. That type of intelligence and insight we get from TechTarget's TargetROI is not available anywhere else. While our sales team is still ramping up, they have been really excited about what we're sharing and having more meaningful, higher quality conversations.

TTGT: What was your experience working with your TechTarget team?

NM: From the start, the TechTarget team has been invested in our success. They are continuously in touch to make sure we make the most of TargetROI capabilities, check in on results and provide valuable advice to ensure we are maximizing our investment.

TTGT: How does Target ROI fit in with your marketing technology stack?

NM: Since Priority Engine integrates directly into Salesforce.com, at the push of a button we can pass all this valuable information to our sales team. In cases where we want to nurture prospects further before assigning to sales, we can also export them from Priority Engine directly into our marketing automation system. The whole solution works together and fits within our MarTech stack and workflow. From the start, it has been an extremely seamless implementation.

Results

TTGT: How has using TargetROI improved your marketing and can you share specific ROI?

NM: Leads that we acquire through the TargetROI program generally convert much faster than leads we acquire through other external sources. It's made a big difference in our ability to understand pain points for each lead. The level of insight we get from TargetROI goes way beyond what other solution providers offer. We are in a better position than ever before to address the specific issues and pain points that prospects care about since we understand more about them.

> ❝ **TargetROI makes our market prospecting programs more effective and has improved our overall lead quality.**"

TargetROI makes our market prospecting programs more effective and has improved our overall lead quality. In a recent webinar we ran that included leads from Priority Engine and other third party sources, Priority Engine leads had a 4% performance lift in open and click-through rates. The leads from the content syndication program convert at higher rates than the rest of our programs. Across the board, we get higher levels of engagement since using TargetROI solutions, and our creative brand units are achieving click-through-rates 2x higher than industry benchmarks.

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.

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