



CUSTOMER SUCCESS PRIORITY ENGINE™

From Upstart to \$870 Million Acquisition

Challenges

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.

“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)**

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.

\$3.2M

in pipeline from
TechTarget programs

\$870

million acquisition



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.

“ 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)

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.

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.

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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