



CUSTOMER SUCCESS PRIORITY ENGINE™

# Focus Technology Leverages Intent Data to Improve Sales Alignment and Accelerate Pipeline

## Company Overview

Founded in 1997, **Focus Technology Solutions** is a VAR (value-added reseller) providing enterprise-level technology solutions and managed services to address today's most demanding business challenges. They have won CRN's Triple Crown Award multiple times and were recently named to the 2017 Solution Provider 500 list.

As a high-growth channel partner, Focus Technology has to balance time and resource between finding customers and helping businesses navigate today's complex IT environment. Their marketing team has to be nimble and aggressive, executing programs from customer appreciation to brand development to demand generation.

## The Need: Accelerate the Sales Cycle While Expanding the Business

Because the company recently expanded their technology practices adding subject matter experts in areas such as cyber security, cloud strategies and converged infrastructure, Doug Alexander, Focus Technology's CEO, was also looking to improve the acquisition of net-new customers and

### Challenge

Focus Technology needed to get in front of the right decision makers at the right time in the buying cycle to keep the sales team's pipeline full.

### Solution

They began using Priority Engine™ which provides access to active prospects and specific information around their solution needs.

### Results

- Better data helped Focus improve the pipeline impact of their marketing campaigns
- Helped them secure additional MDF funding
- Added **\$1.2 million** to pipeline in 5 months



accelerate the overall sales cycle. His strategy included ensuring that the sales team was getting in front of the real decision-makers at the right time in the buying cycle. To help drive the strategy, Focus Technology's marketing team, led by Sara Lehmer, began looking for buyer-intent data to fuel new, high-impact demand generation programs.

**“Our sales teams are thanking us for making the investment in Priority Engine. This tool has vastly improved their effectiveness.”**

### **Investing in TechTarget's Priority Engine**

Focus Technology has been a TechTarget customer since 2015. When the two companies first started working together, they were using events to help generate leads. But to really grow the business, the team found that they needed to keep the sales team's pipeline full on a more consistent basis. Specifically, they were looking to access more prospects in their targeted technology segments that were ready to buy. To meet this challenge, they chose Priority Engine, TechTarget's SaaS-based data and marketing analytics tool that provides direct, real-time access to ranked accounts and named prospects actively researching technology purchases in specific markets. Through the solution's ability to consolidate intent signals, account rankings and named active prospects in one place, Focus Technology's marketing team would be able to quickly and easily concentrate on their target segments rather than struggle to aggregate point solutions.

### **Data-driven Marketing Campaigns that Accelerate the Sales Cycle**

Since Priority Engine also provides topical interests, content recently downloaded, search history, etc., the company's marketing department has been able to execute comprehensive, highly-targeted telemarketing, direct mail and email campaigns with greater success. According to Doug Alexander, “We are having real, meaningful sales conversations, much faster which has significantly helped to accelerate our sales growth.”

### **Leveraging Buyer-Intent Data to Simplify the MDF Process**

Priority Engine has also helped ease the sometimes complex process of applying for partner MDF. With the data from Priority Engine, Focus Technology's MDF requests are much more precise and they've been able to correlate the investment with the results. “We're finding that because we have TechTarget behind us, the proposals we can put together are much stronger and measurable, which has definitely facilitated the MDF process,” stated Sara.

### **Creating Tighter Alignment between Sales and Marketing**

Beyond marketing's activities, Priority Engine has directly enhanced the sales team's outreach efforts. By leveraging in-depth prospect activity data the sales team has become much more efficient in adding real, qualified opportunities into the pipeline forecast on a weekly basis. As a result, they have shortened the time-to-opportunity cycle and added \$1.2 million dollars to pipeline after onboarding with Priority Engine just a few months ago.

Going forward, Priority Engine continues to help improve sales and marketing alignment. Weekly lead review calls with the sales team are significantly more productive because the sales team is genuinely excited to be part of them. According to Doug, “Overall, our sales teams are thanking us for making the investment in Priority Engine. This tool has vastly improved their effectiveness.”

### Full-range Support for Sustained Success

In addition to the benefits of Priority Engine, Focus Technology considers the TechTarget relationship especially successful because of the level of service and expertise provided by the account team. Doug stated, “We are proud to work with the TechTarget team and believe in the programs they offer. Throughout our partnership, they have provided exceptional service and support to our sales and marketing team. From personalized on-site trainings, outreach, best practices, and ongoing optimization cadences, the TechTarget team has created a great experience for us. The relationship has been fantastic.”

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



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