



CUSTOMER SUCCESS PRIORITY ENGINE™

Mitel Boosts SQLs with TechTarget's Priority Engine and TargetROI Solutions

Integrated marketing programs match Mitel's commitment to high performance and innovation

In a recent report, Global Market Insight, Inc. forecasts that the unified communications market will hit \$96 billion by 2023¹. In markets growing this fast, to stay ahead of competition you must keep delivering more leads and provide the insight necessary to help them close. That was exactly what Derek Gunn, Global Marketing Automation Specialist at Mitel, set out to do.

Gunn's team at **Mitel**, a global leader in business communications that powers more than two billion daily business connections, is responsible for distributing thought leadership content to potential customers and generating new leads for sales. While already running multiple outbound campaigns, Mitel wanted a partner who could further expand their reach. Furthermore, they needed actionable insight to improve their nurture streams and more effectively qualify leads before passing them to sales.

Detailed intelligence and a high volume of active prospects to fuel nurture streams

After evaluating provider lead quality and breadth of service offerings, Gunn chose to work more energetically with TechTarget. Mitel's

Challenge

Mitel was looking to expand its reach to a larger more targeted audience. In addition they were looking for actionable insight to help make their nurture streams more effective

Solution

Because of its breadth of service, they invested in TechTarget's Target ROI solution for a comprehensive, integrated marketing program which included Priority Engine

Results

With the names they were able to source from Priority Engine™, the Mitel team increased the click-through rates on their nurture stream by as much as **20%**

¹"Unified Communications Market size worth \$96bn by 2023," Global Market Insights, Inc., January 2, 2017



commitment to high performance and innovation required a program capable of serving both strategic and tactical needs. So Gunn was drawn to TechTarget's TargetROI™ solution, an integrated always-on offering combining data-fueled display advertising, targeted demand generation and nurturing, all reaching exactly the right accounts and individuals. He was especially impressed with Priority Engine, TechTarget's data and analytics platform, because of its ability to supplement Mitel's inbound efforts with a high volume of prospects actively researching Unified Communications solutions. Gunn saw accessible value in the detailed prospect and account intelligence Priority Engine provides. This has complemented his nurture efforts and specific-account targeting – names sourced through the tool have increased nurture stream click-through rates by as much as 20%.

Mitel values Priority Engine because of the richness of the available information. With Priority Engine, Gunn's team can better identify where their potential customers are in the buying cycle and which specific Mitel solution they may be interested in. These insights and more support more accurate topic/solution nurture streams, which in turn increase and accelerate SQL volumes. By targeting the right companies and individuals with better-informed content, Mitel achieves the conversion rates it requires. And while Gunn's team has always had a close relationship with sales, their increased ability to deliver prospects with high levels of interest has further strengthened the connection. What's more, with Priority Engine, Gunn no longer needs to source additional lists to support his activities, further reducing his TCO and process complexity. And

beyond his team, other Mitel departments are also able to leverage the same exact Priority Engine subscription for their own marketing purposes, for use in direct mail campaigns and a host of other tactical purposes. Excited to begin realizing similar success in their own regions, Mitel's EMEA and ANZ offices have also recently adopted the solution.

“We've seen it in the numbers; there have been some really good wins, from a pipeline standpoint...the TechTarget team has been fantastic to work with. It has been a very beneficial relationship.”

Qualified leads with significant contribution to pipeline and revenue

Beyond the core benefits of Priority Engine, Gunn appreciates the targeted reach TechTarget delivers for him via its content marketing services. Providing valuable content tailored to unique target company needs, the combination has contributed well to greater inbound volumes of higher lead quality.

“We've seen it in the numbers – there have been some really good wins from a pipeline standpoint,” says Gunn. Since the program launched in February 2017, 80% of the net new active prospects he's been able to access have become qualified leads.

Essential support and guidance to refine strategy and increase ROI

Additionally, he feels that the support he's received from TechTarget has been extremely beneficial – beyond how to use technical features, ongoing consultative input includes guidance on how to best mobilize against the data, apply tactics and strategies that will ensure the highest return, content advice and more. Continual proactive communication has helped him in refining his strategy and programs to ensure he's getting the most from each element of the integrated package. Throughout the implementation and training process, TechTarget has worked to ensure that any challenges were handled quickly and with minimal disruption to Mitel's business activity.

"The TechTarget team has been fantastic to work with," Gunn says. "It has been a very beneficial relationship."

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