"Phoenix Rising"– Druva Builds Fully Integrated Demand Generation Engine for Increased Revenue and Consideration

Druva is a well-funded pre-IPO company whose cloud platform helps companies protect, recover, and better understand their data assets. They have been named a leading cloud data protection vendor by Gartner three years in a row and recently announced an amazing 500% growth in annual recurring revenue. They protect over 100PB of data for more than 4,000 customers.

Druva originally entered the data protection market with endpoint solution Druva inSync—a successful cloud-based data protection concept (built on AWS) that gave them a competitive advantage. This success was the catalyst for Druva Phoenix—a cloud-native backup solution for virtual machines and physical servers.

They saw a clear opportunity because public cloud adoption was skyrocketing, they were well-funded, and they had the only cloud-native product in the market.

Challenge

Druva launched Druva Phoenix in an established market that was already large and super-competitive with companies like Dell EMC, Commvault,

Challenge

Druva was launching Druva Phoenix in an established, super-competitive market. At launch, they:

- Lacked set-up, processes, and systems needed to realize the opportunity for Druva Phoenix
- Had extremely low brand and product awareness within their target audience

Solution

- Established new dedicated end-to-end resources and processes for Druva Phoenix
- Launched integrated program with TechTarget including content marketing, demand generation, digital advertising and real purchase intent insight from Priority Engine™ to amplify visibility and accelerate results

Results

- Increased shortlist consideration 30%
- Grew revenue more than 350%
- Produced **120 influenced or direct pipeline opportunities**
- Achieved **33x more productive** cost per opportunity versus comparable programs with other vendors

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>
> — Ryan McCurdy,
> Director of Demand Generation, Druva

Veritas, and Veeam. In order to be successful and meet the challenges of a growing company, they needed to evolve their processes and systems as well as grow their team. These challenges included:

- Limited PMM & DG resources for Druva Phoenix

- Education and ramp time to sell a new product

- Lead tracking only to MQL level

- No formal follow up "SLAs" and feedback processes

And finally, in the space they wanted to attack, they had low brand and product awareness with their target audience. TechTarget's initial analysis across its network showed that:

- Druva wasn't being considered in 99% of deals for their new product

- Despite good play in editorial, competitors were receiving 3-6x more organic traffic than Druva

- Fortunately, when TechTarget promoted their content, it performed 60% better than the competitive average

Even though they could see the demand, Druva needed a major consideration catalyst. **They needed to prime the pump for their demand engine and to level the playing field, and they needed to amplify their visibility in the**

market. Druva turned to TechTarget to accomplish this.

"We are working with partners like TechTarget to execute an integrated approach and influence prospects and buyers across the buying cycle in ecosystems outside of our own," said McCurdy.

Solution: Phoenix Rises

In mythology, the Phoenix represents transformation. The name "Phoenix" is therefore apt because Druva understood that to take advantage of the opportunity in the market, they needed a real transformation of their demand generation. The story of Phoenix is a success story about enterprise activation.

Ryan McCurdy, Director of Demand Generation, and his team spearheaded the change. But he couldn't do it on his own. He needed both top-down support and sales and marketing alignment. Druva established dedicated end-to-end resources and processes for Druva Phoenix including established SLAs and feedback loops to regularly update their lead scoring with every member of the extended team, and agreed-upon plays to pursue specific situations with focused energy. Now they just needed to find the active buyers and get access to deals in their market.

Integrated approach with TechTarget took demand gen to new levels

Historically, Druva's relationship with TechTarget was mostly focused on standard demand gen tactics. They hadn't leveraged brand vehicles to influence buyers more upstream when they were researching on the TechTarget sites. Additionally,

activity was focused on one-off programs, leading to inconsistency that hurt brand and demand.

McCurdy partnered with his corporate marketing colleagues and aligned their teams to invest in a

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fully integrated program with TechTarget which included content syndication, pervasive digital branding with re-targeting of individuals influenced by their messaging, as well as access to thousands of in-market accounts and prospects through Priority Engine™, TechTarget's SaaS-based purchase intent insight platform. Additionally, they were receiving reports on verified deals in progress through TechTarget's Qualified Sales Opportunities™ service. **Druva was able to achieve accelerated results by leveraging the above tactics together.**

"Historically we never had brand campaigns that supported the demand funnel. The integration we built was instrumental in our success and the speed in which we were able to see results because we were influencing prospects when they were doing research, serving our content to them and then taking action on the data from Priority Engine.”

Full-funnel view of marketing and sales opportunities accelerates results

Druva has built out a "full-funnel view" of marketing and sales activities centered on the SiriusDecisions Demand Waterfall framework and tracking through Salesforce and Marketo. Using real purchase intent insight from Priority Engine, they are able to create a "single source of truth" through data that allows their demand generation and sales teams to tightly align and collaborate around opportunities progressing through the buying cycle. With a comprehensive set of analytics, they're tracking, measuring, and tuning ten specific stages of the funnel.

They've trained both marketing and sales teams on TechTarget Priority Engine, so that when real positives become visible, they can be scored appropriately and fast-tracked for SDR coverage.

"Sales trusts that marketing will drive the right opportunities for them and both teams are on the same page when it comes to opportunity creation,” said McCurdy.

Results

Supported by TechTarget's award-winning Client Consulting team, Druva's program has paid immediate dividends for Druva Phoenix. Within the first quarter of the program:

- Shortlist consideration rose 30%

- Revenue was up 350%

- TechTarget produced **120 influenced or direct pipeline opportunities** for Druva, which is **33x more productive** cost per opportunity versus comparable programs with other vendors

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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