



CUSTOMER SUCCESS

Accelerating Time-to-Value: Fast-Growing Reduxio Implements Priority Engine™ to Power Pipeline Contribution

Priority Engine is identifying prospect purchases consistently, quickly and at scale.

Reduxio is redefining data storage, management and protection for their clients by delivering breakthrough storage efficiency, data recovery and performance. They've done this by being the first vendor to unify primary and secondary data storage with data security and protection. Leading industry analysts Forrester Research, IDC, 451 Research and Frost and Sullivan have all described Reduxio as offering a highly disruptive approach. Collectively, they report that Reduxio has built a "time machine" because of the incredible architectural improvements they offer clients by eliminating the need for time-consuming and inefficient snapshots and data backups.

Because of Reduxio's intimate understanding of data's role in business success, naturally they were intent on sourcing and using data for the success of their marketing team. As a fast-growing start-up, the faster they can achieve their growth milestones, the better, and they believed the right data could prove key to making marketing a time machine capable of accelerating their business growth.

Challenge

Dramatically improve marketing qualified lead conversion to sales opportunity

Solution

Priority Engine™ insights into active buyers and their interests

Results

Nearly **100%** of those companies identified by Priority Engine resulted in a meeting



Finding a Partner

Reduxio Chief Marketing and Strategy Officer Mike Grandinetti, also Professor of Innovation and Digital Marketing at Hult International Business School, explains how challenging it can be to find a partner who can keep up with the level of sophistication and urgency on his team: “We have a very aggressive approach to digital marketing and a mature social strategy, but it was challenging to find partners that were able to identify prospects with a high propensity to purchase consistently, quickly and at scale. TechTarget provided the missing piece by injecting high-octane fuel into the marketing machine we had built.”

Making a Difference

Reduxio was already enthusiastic about the targeting capabilities TechTarget could provide, but demanded rigorous proof that they could operationalize quickly and that the data would make a measurable difference to their business. The team designed and conducted a pilot comparing lead-to-opportunity conversion from their baseline program efforts against those generated using TechTarget’s Priority Engine.

“Leads from TechTarget are more likely to have remembered Reduxio’s value proposition. They are more targeted, more actionable and contacts are far more likely to take a meeting with us.”

—Mike Grandinetti
Chief Marketing and Strategy Officer, Reduxio

The results were clear: TechTarget delivered much better back-end—more opportunities—instead of just higher lead volumes. Grandinetti shares, “We were really impressed with the results of the pilot program. TechTarget delivered materially more sales opportunities. It was an easy decision to roll out the program at greater scale once we saw the pilot results.”

TechTarget provides the ultimate in precise targeting. The robust subscription base combined industry, geographic and function focus to identify just the right account targets. But the magic really materialized when its profile information was augmented with its insights from content consumption patterns.

“Priority Engine understands not only who a genuine prospect is, but what specific content they have consumed. The combination provides a level of precision we couldn’t get any other way. Best of all, leads from TechTarget are more likely to have remembered Reduxio’s value proposition, relative to other program outreach we were running. In the end, the leads are more targeted, more actionable and contacts are far more likely to take a meeting with us,” explains Grandinetti.

Building a Time Machine

Not only has TechTarget’s Priority Engine delivered consistent quality, the team leading the partnership has become like an extension of Grandinetti’s staff. Grandinetti reveals, “Our account team’s can-do attitude, incredible responsiveness and flexibility are an important part of our partnership. We consider TechTarget staff to be an extension of our team, and a critically important part of our success. Much

like Reduxio is proving to be a time machine for our customers and their critical data, in our incredibly competitive market, our partnership with TechTarget is truly helping make marketing a time machine for our business.”

About Reduxio

Reduxio is redefining data management and protection with the world's first converged primary and secondary storage management platform. Based on the patented **TimeOS™** storage operating system, Reduxio provides breakthrough storage efficiency and performance, and the unique ability to recover data to any second, far exceeding anything available on the market today. Reduxio's unified storage platform is designed to deliver near-zero RPO and RTO as a feature of its storage system, while significantly simplifying the data protection process and providing built-in data replication for disaster recovery. Reduxio is backed by C5 Capital Cloud Partners, Jerusalem Venture Partners (JVP), Carmel Ventures, Intel (Nasdaq: INTC) and Seagate Technology PLC (Nasdaq: STX). Learn more at www.reduxio.com and follow us on [Twitter](#) and [LinkedIn](#).

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 and follow us on Twitter [@TechTarget](#).



 **275 Grove Street, Newton, MA 02466**

 **888.274.4111**

 **www.techtarget.com**