



CUSTOMER SUCCESS

High-Growth Demand Acceleration

Instaclustr triples marketable database with real purchase intent from TechTarget

Instaclustr is a fast-growing company that provides managed solutions, support and consulting services for open source big data technologies for clients that range from startups to enterprises. The company's revenues have grown 300% in the past 24 months and are expected to continue increasing at a rapid pace.

Typical for a high-growth start-up serving a wide range of customers, Instaclustr needed a partner that could quickly help them drive awareness, build their marketing database and accelerate demand generation.

“ TechTarget delivered exactly the data we were seeking.”

– Gina Massetani
Marketing Director

Marketing Director Gina Massetani had worked successfully with TechTarget in previous companies and went about securing buy-in from her executive team. After reviewing TechTarget's audience and rich purchase intent insight,

the entire team was confident that TechTarget was uniquely positioned to help Instaclustr solve their challenges. Massetani recalls, “TechTarget delivered exactly the data that we were seeking. With that insight,

Challenge

- Dramatically grow marketing database and produce in-market leads for fast-growing tech startup

Solution

- Priority Engine™ purchase intent insight to identify active accounts and prospects to fuel database growth and access high-potential demand
- Content syndication to build awareness and supply sales with engaged leads ready for outreach

Results

- Marketable database grew 3x
- 42% SQL to opportunity conversion



our team became as confident as I was that TechTarget would contribute everything we needed to sustain and accelerate our growth.”

Two powerful solutions combine to help Instaclustr accelerate demand in their market

Instaclustr needed a way to quickly find and engage active, in-market buyers for their products and services. To accomplish this, they leveraged the powerful combination of Priority Engine™,

“The quality of leads we have received is very strong. Regardless of the industry, TechTarget delivers good success.”

– Gina Massetani
Marketing Director

TechTarget’s SaaS-based purchase intent insight platform, and content syndication across TechTarget’s extensive network of enterprise technology-specific sites.

Priority Engine provided Instaclustr direct access to accounts and named contacts actively re-searching solutions in their topic area across the TechTarget network. With data refreshed weekly, they were able to continually build their marketing database with net-new high-potential prospects, as well as find new contacts in hard-to-penetrate accounts.

TechTarget’s content syndication program allowed Instaclustr to build brand awareness within their market by exposing their content and messaging to

a highly targeted audience and also supplied sales with engaged leads ready for outreach.

TechTarget purchase intent insight and high-quality leads fuel remarkable database growth and conversions

Massetani uses TechTarget’s Priority Engine to identify prospects from active accounts for specific campaigns and events. “I pull contacts from active accounts and enter them into a multi-touch nurture stream to help them get educated on Instaclustr. Once they run through that campaign, a salesperson will follow up,” she explains. “I also use the tool when we’re going to events in a certain geography. I create profiles in order to find contacts that are truly specific to the campaign we’re doing at that point in time, which gives us really strong conversion rates.”

In addition to leveraging Priority Engine for marketing, Instaclustr sales teams are using the platform to accelerate opportunity creation. “Our sales team looks at the accounts in Priority Engine to reach out to as many targets as possible when they have an MQL or SQL that they’re trying to advance within the sales cycle,” says Massetani.

Massetani is equally impressed with the sales-ready leads she is getting from TechTarget’s content syndication. To date, the team has received well over 500 leads and counting. “The quality of leads we have received is very strong. As a TechTarget customer previously in another industry, it’s nice to see that, regardless of the industry, TechTarget delivers good success.” Opportunities they are getting with net new and existing enterprises will result in deal sizes that will more than pay for their TechTarget investment.

The results have been undeniable. Instaclustr's marketable database has grown threefold and TechTarget programs are providing "true in-market leads" that are contributing significant pipeline. A remarkable 42% of sales qualified leads (SQLs) have turned into opportunities.

Strategic support for continued growth and expansion

Not only have the TechTarget programs delivered strong results, the TechTarget team has provided ongoing strategic support and services to help Instaclustr get the most of the partnership—support that will be critical as Instaclustr expands its efforts in EMEA and APAC. "Our account team has been instrumental in helping me get more out of the programs than I would be able to on my own. It's not easy to find a partner that's truly there for you," says Massetani. "For example, the team has been really helpful in helping us know what content would resonate with our intended audience and providing advice to help us tailor new content for maximum effectiveness."



 275 Grove Street, Newton, MA 02466

 888.274.4111

 www.techtarget.com

About Instaclustr

Instaclustr is the Open Source-as-a-Service company, delivering reliability at scale. They operate an automated, proven and trusted managed environment, providing database, analytics, search, and messaging. They enable companies to focus internal development and operational resources on building cutting-edge customer-facing applications.

For more information, visit Instaclustr.com and follow on Twitter [@Instaclustr](https://twitter.com/Instaclustr).

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](https://twitter.com/TechTarget).