



AppNeta has seen a 50% growth in MQLs every month since launching Priority Engine

Creating Consistent & Repeatable Lead Generation

“We didn’t have the repeatable lead generation that we wanted. So what we’ve done in the past few months is re-envision our demand gen strategy, and Priority Engine is a big component of that.”

Engaging Nurture Streams Aligned to Buyer Interests

“We segment our Priority Engine lists based on 5 themes, take people from those lists, and put them into a nurture specific to each theme. So if somebody is researching cloud and SaaS apps we make sure they get content from us about that.”

Generating More Marketing Qualified Leads

“Each month since we launched this new strategy with Priority Engine we’ve seen a 50% increase in MQLs month-over-month, every month. Priority Engine has been a really great source of these new leads for us”



Amanda Bohne

Vice President of Marketing

Amanda is an experienced marketing leader currently leading AppNeta’s marketing strategy, and previously leading marketing teams at iboss and Databox.

Results

50%

month-over-month growth in MQLs every month since leveraging Priority Engine

16,400

accounts influenced by lead generation and content syndication programs

AppNeta is a network performance monitoring solution that delivers deep, actionable, end-to-end network performance data from the end-user perspective.