



## Priority Engine Helps Fuze Power a Highly Sophisticated ABM Program Using Intent

### Focusing on the Right Accounts

“We were trying to narrow down our universe of target accounts using company size and industry. Once we did that, the list was still very large. Priority Engine has really helped us further focus on the accounts that are in market for our solutions and prioritize our efforts based on that activity.”

### Engaging at the Right Time

“Companies usually stick with their phone system for years, so as a sales rep you have to work an account hard over a long period of time to win. Any signal we can give sales to help understand the right time to strike is extremely important.”

### Helping Sales Reps Generate Real Pipeline

“We had a rep stand up at our sales kickoff and say... ‘If you’re not using Priority Engine, you’re missing a huge opportunity. I have four deals in my pipeline right now because of Priority Engine.’”



**Emily Ketchum**

Sr. Manager, Global Marketing Operations

*Emily has several years of experiences leading demand generation and marketing operations initiatives at leading B2B tech companies.*

## Results

**18x**

growth in prospect database in just 6 months

**1 in 4**

opportunities influenced by TechTarget

**56%**

of Fuze’s active market influenced by banner advertising

**Fuze** is a global cloud communications and collaboration software platform for the enterprise. Through an innovative and consumer-inspired unified experience, Fuze enables seamless transition between voice, video, messaging, and content sharing.