



Panda Boosted Brand Awareness and Enabled Sales to Break into New Accounts Using Priority Engine and Content Syndication

Increase Brand Awareness in the Market

“TechTarget has some of the largest IT properties in the industry and is a go to site for IT professionals so I know that when we run programs that its not only going to provide us with leads, but a good amount of brand awareness as well due to the site traffic they receive.

Better Sales Intelligence to Open More Doors

“Priority Engine allows the sales team to not only source leads directly from the platform, but find additional account information for leads we generate on other sites. Our reps have told me that Priority Engine is the best platform for contact and company information compared to other vendors we’ve used.”

Smarter Marketing and Sales Fueled by Intent Data

“Intent data is the hot thing in Marketing right now, and Priority Engine allows us to take a smarter approach to marketing by targeting people who are actively searching - even if they haven’t engaged with our brand directly”



Jennifer Reid
Director of
Marketing, NA

Jen is an experienced strategic marketer with experience in both end user demand generation and partner/reseller channel marketing.

Panda Security is one of the foremost companies in advanced cybersecurity solutions and services, as well as management and monitoring tools.