Case Study

Priority Engine™ enabled inside sales to take a more personalized approach that generated 40 meetings in 3 months

Improved Conversions from Meetings to Opportunities

> "The conversion rate we're seeing from Priority Engine is the highest of any source we've ever seen. That's because of the quality of the conversations we're having with prospects."

Leveraging Intent Insights to Personalize the Pitch

> "If we just gave prospects a generic overview of what we do, without too much context, it would be harder to book a meeting. But when we're able to say 'this is the way we can detect faster, specific to your infrastructure ,' that piques a lot of interest. And we wouldn't have that if it weren't for Priority Engine."

Engaging C-level Prospects with Targeted Messaging

> "We can now tailor our pitch using the topic and vendor interests in Priority Engine and speak specifically to their business needs."

Phil McKinley
Account Manager

Phil is part of a team of inside sales reps who are working to set qualified meetings and generate pipeline for memoryBlue customers.

Generating Qualified Meetings

Results

40
meetings sourced from Priority Engine in just 3 months

55%
conversion rate of Priority Engine sourced meetings to opportunity

4x
conversion rate lift from Priority Engine sourced meetings compared to other lead sources

memoryBlue works in partnership with technology companies throughout North America and Europe to increase sales & turnover with tried and tested lead generation and sales acceleration methodology

About Informa TechTarget

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