TechTarget | 128 TECHNOLOGY

# 128 Technology increases lead generation by 20x with Priority Engine

## Tailor Your Pitch with Intent Insights

"When I'm prospecting, I lean on Priority Engine data to highlight specific topics that are relevant to the person's interests. I'm always shaping my pitch to hit on what they care about."

## Prioritize Prospects Based on Website Visits

"We're sharing information from Inbound Converter with our sales team to give them more data on where they should be spending their time and who to spend it with."

## Grow Faster with More Qualified Prospects

"The first impact that we saw from our relationship with TechTarget was an influx of leads into our database – 20x lead growth month over month. We're sparking better conversations, increasing webinar attendance and setting more meetings."

**Kenny Dellovo**
Lead Development Manager

*Kenny is an experienced demand gen marketer and lead development rep with over 10 years of experience in B2B technology.*

## Results

**20x**

month-over-month lead growth since investing in Priority Engine

**820+**

new prospects added to database each week with Priority Engine

**128 Technology**'s innovative networking solution enables enterprises and service providers to build service-centric fabrics that deliver breakthroughs in simplicity, security, performance, and savings.