**CASE STUDY**

# How Service Express built out its demand engine and kept running fast the whole time

## Leveraging the TechTarget portfolio to move forward faster

To accelerate towards stair-step growth, Service Express, a now-global provider of flexible, award-winning data center maintenance solutions, knew they had to build a modern demand generation capability. At the same time, they were savvy enough to realize that their program's long-term success relied a great deal on proving impact early and often. To rev things up quickly, they did their homework and landed on TechTarget because of its alignment to their markets and both the depth and breadth of capabilities available. By quickly implementing a combination of TechTarget's Priority Engine™ intent data platform and content syndication solutions, positive, actionable results started flowing practically right out of the gate.

> " It [Priority Engine] generates the most qualified leads of any channel. An added benefit is that individuals are double opt-in, so you can [immediately] utilize your marketing automation platforms [for nurture]."
>
> **—Nate Spurgess**
> Demand Marketing Manager, Service Express

### Challenge

As a data center maintenance services company, Service Express has very long sales and contract cycles. If they miss seeing an opportunity developing in a target account, they typically have to wait for more than three years. To grow faster, they needed to make sure they caught a much larger share of the opportunities arising in their markets.

### Solution

Service Express partners with TechTarget in three critical demand-driving areas:

**Buyer's Journey Visibility:**
Priority Engine provides access to real opt-in buyers at scale for pursuit by both marketing and sales.

**Relevant Awareness:**
This same intent data powers much more targeted advertising and relevant messaging, needed to cover a rapidly expanding market space.

**Account Engagement:**
AI-optimized content syndication delivers strong engagement with the right audiences at scale, for dependable, highly convertible funnel volumes.

### Results

For Service Express, TechTarget has been the most reliable, scalable source of qualified leads, with the quickest pipeline velocity and largest average deal size among their portfolio of suppliers.

## Building and running at the same time

Service Express had been operating as many successful smaller companies still do. But now they wanted to grow substantially faster than their peers. This services industry's long sales and contract cycles mean that if they miss an "at bat" with an in-market account they won't get another chance there for three years or more. Thus, better visibility into market demand is an absolute game changer. With Priority Engine, Service Express could now see which accounts it needed to prioritize because they were looking for a new provider. They could see the actual members of a buying committee as the buyer's journey was taking shape. Furthermore, they could understand each member's particular interests, which enabled Service Express callers and sellers to be much more relevant and helpful than they'd been able to just a few quarters before.

## Service Express's core intent-driven programs

Beginning with display advertising for efficient coverage of their large but quite specialized TAM, Service Express has been working with TechTarget since 2018. As the need for a modern demand gen engine gained urgency, success with advertising outcomes suggested that demand gen with TechTarget's proprietary audiences could similarly make real impact. Now, at Service Express:

- **Priority Engine** provides direct access to more of the active buyers Service Express needs to convert to meet its aggressive growth aspirations.

- **Intent data** informs everything about Service Express programs, from persona understanding, to messaging strategies, to targeting, to the supply of entrants into a sophisticated ABM opportunity handling process.

- Intent-powered **content syndication** continues to be a highly efficient way to find in-market accounts and, combined with additional intent signals, pursue them in optimal fashion.

## Connecting demand gen directly to sales

Likely because the players involved came to marketing with a strong background in sales, Service Express's demand gen team made sure very early that they were laser focused on aligning to Sales' needs. They wanted to make very certain that any benefits they were seeing translated all the way through to better sales results. From the start, they worked arm-in-arm with Sales Development and the TechTarget Customer Success team to make sure that the intent data insights were quickly adopted to personalize SDR outreach. For example, since intent data changes at the speed of the market, it can differ from an organization's historical experience. A sales team that is not fully trained up could easily reject critical information about who the players on a buying team actually are. To maximize their success as quickly as possible, Service Express's teams needed to learn to listen more closely to the realities of the market and act based on what the intent data was telling them (instead, sometimes, on what their previous training or learning had been).

Next, Priority Engine was opened up to the entire sales organization, so everyone could utilize the data for both prospecting and for acceleration once opportunities entered the pipeline. Simply put, Priority Engine helps account executives better prioritize accounts within their territories based on improved visibility into buying centers and their pre-purchase research activity.

## Data that connects the demand funnel into an ABM motion

Unlike more generic account surge data, TechTarget's Priority Engine surfaces the actual individuals and what each one cares about most. This has proven to be especially useful in enabling Service Express's innovative demand gen-into-ABM connected funnel nurturing process.

- Priority Engine shows what topics and themes in-market buyers are actively responding to, which is useful for both one-to-many marketing plays and more highly personalized ABM nurturing. Service Express uses those insights to know what specific topics are being researched and then adapts their marketing messaging to fill in any gaps or to highlight their key differentiators.

- Having started their new efforts with one set of KPIs, the Service Express team's measures have since gone through a number of evolutions. They are constantly monitoring and refining how they understand the data and can better take advantage of the buying behavior they can see. When a demand gen-engaged account fits their priority ICPs, the ABM team takes over to capitalize on the opportunity identification possibilities.

- As their growth has taken off both organically and through acquisition, the team is expanding its programs to capitalize on new geographical and tech solution markets.

> "We have our top funnel, [where] we're targeting our ICP and TAM, and then when we have intent validation through Priority Engine. So, whether that's intent happening, a Confirmed Project, or someone engaging with our content syndication, that accelerates leads from our demand gen funnel into an ABM vertical."

**—Reyni Warsen**
ABM Field Specialist, Service Express



**Intent** BrightTALK

**Building Demand Gen is Still a People Business**

To hear more about Service Express's demand gen engine, **watch this webinar.**

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