

Case Study: TechTarget



The Challenge

TechTarget sees itself as a consultative publisher, that is, they provide more than just content for users and leads for clients. To stay ahead in the competitive publishing market, TechTarget needed to deliver new products and services to their clients. TechTarget saw a gap between leads being delivered to their clients and the clients' ability to effectively nurture those leads. They also noticed that because clients weren't able to nurture leads, the leads weren't having their needs met and weren't receiving product information quickly, even when they indicated that they wanted to.

TechTarget had the idea of scoring leads, tracking their activity, and delivering this information to their clients. Instead of providing leads that had downloaded a single whitepaper, they could show that the leads were interested in specific topics and provide the "vapor trail" of previous activity, prior to downloading that whitepaper.

Jeff Ramming, Senior Vice President, Products, at TechTarget points out that publishing "has gone from a place where you have to convince people to do demand gen online, to being about quantity, not quality, and now focuses on quality—in the last 2-3 years that's changed a lot." Jeff's goal was to ensure that leads are nurtured so that sales teams can see their value, and also prioritized so that a truly interested user is never neglected.

The Solution

TechTarget wanted to find the most effective way to score leads coming into their system, and use the score to establish a value for the lead – that is, a rating of how engaged that lead was and how interested that user was in finding a solution for their business problem.

To solve these challenges, TechTarget was determined to provide a new service: the ability to track leads' activity across all their sites and detect the "vapor trail" of activity, even before the lead indicates interest in a product—this is the "Activity Intelligence" about a lead.

TechTarget incorporates Activity Intelligence in a sophisticated custom lead nurturing workflow for clients. This enables clients to provide a rapid response to engaged leads, identifying those

"The premise is that demand gen begins and ends with that lead drop – they downloaded that white paper or whatever. But, in truth, there's a lot that person has done before they get to your content. There's a direct correlation between activity and whether that person has an active project they're doing research for. We are trying to expose that vapor trail before the downloaded whitepaper or other content asset."

- Jeff Ramming, Senior Vice President, Products, TechTarget



who are furthest along in the purchase process, and notifying clients accordingly. They can also match the information they send to users to the users' interests based on their prior activity throughout TechTarget's network. This ensures that they're delivering content that each user is interested in and the users are more engaged with TechTarget and with their clients' content.

The Results

By working with The Pedowitz Group, TechTarget was able to collaborate with a partner that already knew lead scoring best practices, had experience with the publishing industry, and were able to guide both the strategy and the tactical build out of scoring and nurturing campaigns.

The Pedowitz Group worked with TechTarget to implement the system, train the TechTarget team, and transfer knowledge about best practices. By working first on a strategy and defined goals, TechTarget and the Pedowitz Group were able to focus on the projects that would drive real business change and revenue results.

The high value this delivers to both groups is clear: users get a timely and informative response when they're looking for it, and clients know which leads are most interested in and prime to purchase their products and who to reach first. This guarantees

that the leads that clients receive are fresh, not those who expressed interest months ago, and ensures that users quickly get the information they want about the products they're researching.

Without this real time lead tracking, by the time leads contact vendors they've already read information on several topics, looked at information from the vendor available outside of that vendor's website, and narrowed down the products they're considering. TechTarget tracks each lead's research activity across its 100 sites and, when the lead starts exhibiting buying behavior on a specific topic, delivers that lead to the client. Because lead scoring and tracking is done in real time, TechTarget can deliver the lead to the client when the lead is ready for that engagement, but before they've contacted the vendor. TechTarget is also able to communicate that information to their clients immediately, using an integration. The result is a client that receives a lead that is far further down the buying funnel as soon as that lead is ready, and the lead receives timely, useful, relevant information about a topic they're already researching.

"The use of a marketing automation platform is a key aspect of being able to improve delivery of our end product to customers, but also key to creating the most complete content experience for the user. As an IT professional if you have a real interest and there's no follow up, that creates a lasting negative impression for the vendor. Our goal is to create the best possible content experience for the user, while offering the highest quality lead to the vendor."

– Jeff Rammingner



Key Benefits

- Both clients and users receive the information they need when they need it based on the leads' interests and activities
- TechTarget is providing cutting-edge services in the increasingly competitive publishing industry
- **45-60% of users are taking the next step and asking for more information**

Before marketing automation, TechTarget could only provide their clients with leads that had done one thing: downloaded a whitepaper, watched a webinar or requested a trial. Now they are able to provide leads whose level of interest in the solutions are known. TechTarget's novel nurturing model provides the best to all parties: users get the information they want, clients get highly motivated leads that are further down the buy cycle, and TechTarget continues to provide its readers with the information they need, clients with the leads they want, and an ROI for customers that competitors can't match.

Lessons Learned

- The scoring and nurturing isn't a threat to the client's marketing automation-driven solutions, it's meant to complement the work that the client's marketing team does
- It's imperative to target nurturing based on both the topic and the lead cycle. All content needs to support the move from the stage the lead is in to the next stage.
- Be careful not to over-communicate! Make sure your marketing automation solution stops when a lead is actively in a conversation with sales, unless that communication is salesperson-initiated and supports the sales process.
- **Focus on results: the goal is to feed the pipeline.**

About TechTarget

TechTarget (NASDAQ: TTGT) publishes integrated media that enable technology providers to reach targeted communities of technology professionals and executives in all phases of their decision-making and purchase process. Through its industry-leading websites, conferences and ROI-focused lead management services, TechTarget delivers measurable results that help marketers generate qualified leads, shorten sales cycles and grow revenues.



TechTarget became a public company in May of 2007 with a \$100 million IPO. The company has won dozens of awards for its media innovation and industry leadership, including more than 100 awards for editorial excellence. TechTarget's advertisers include the top technology companies in the world, among them, Cisco, Dell, EMC, HP, IBM, Intel, Microsoft, SAP and Symantec.

About The Pedowitz Group – Connecting Marketing to Revenue™

The Pedowitz Group (TPG) is the world's largest full-service revenue marketing agency and recently earned the #12 spot on the Atlanta Business Chronicle's Top 50 List of Fastest Growing Private Companies. Through a focus on marketing and sales automation solutions, TPG helps global clients execute demand generation strategies that generate repeatable, predictable and sustainable top-line revenue results. Services include strategy, system selection, implementation, creative and outsourced demand generation for such industry leaders as Comcast, Deutsche Bank and Palace Sports and Entertainment. For more information on how TPG helps clients become successful Revenue Marketers®, visit www.pedowitzgroup.com or revenuemarketer.com.