



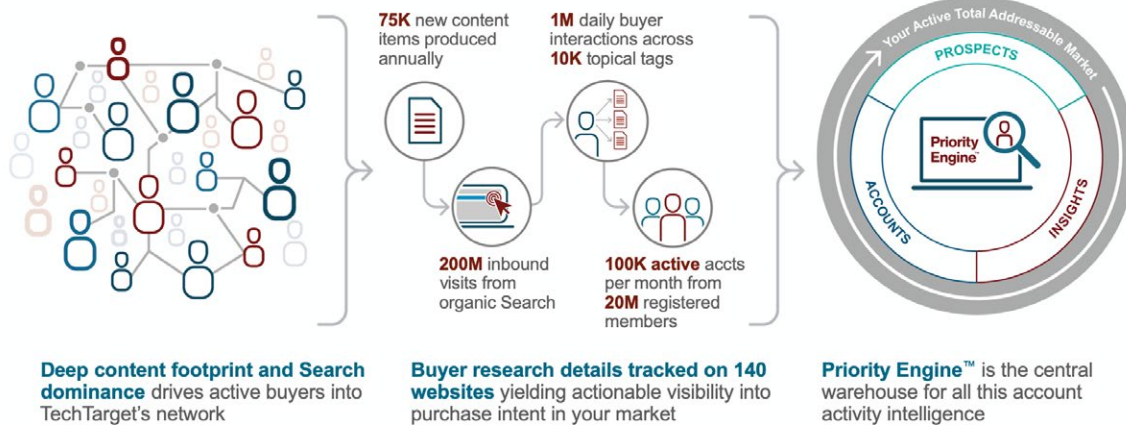
Case Study

Intent-Fueled Account-Based Everything

How to build, operate and run your stack to win in your industry

By Ken Evans, Emily Ketchum and John Steinert

A giant demand radar, a behavioral data factory, a marketing and sales services provider to 1,300 clients



B2B MARKETING EXCHANGE

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TechTarget is a major-league content producer for B2B tech, and that allows TechTarget's network of decision-support content—200 editors and more than a 1,000 writers—attracts researchers interested in understanding solutions to help them change and improve their companies.

All of that behavioral data based on observed research flows into our SaaS platform Priority Engine in the form of real purchase intent data, which is available to TechTarget clients.

A Leading B2B Data Provider

Top rank in Data Acquisition & Processing

Highest score possible in Data Coverage

Highest score possible in Go-to-Market Strategy

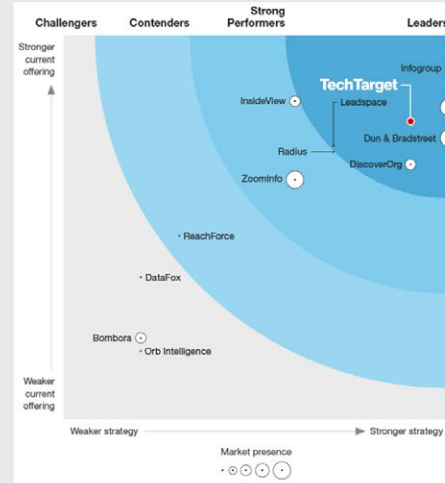
Highest score possible in Data Security & Privacy

600+ B2B direct data customers – best in class

“[TechTarget’s] opt-in model for data sourcing is a strong differentiator... especially in the current climate of increasing data privacy requirements.”

FORRESTER

The Forrester Wave™ B2B Marketing Data Providers, Q3 2018



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TechTarget was rated a leader in the Forrester Wave report for B2B Marketing Data.

The actual Forrester Wave graphic compares providers along two dimensions: “strategy” (X-axis) and “current offering” (Y-axis).

In the “current offering” dimension, TechTarget scored full marks in four key criteria: **data coverage, data acquisition and processing, and data security and privacy**. In the second criteria, data acquisition and processing, TechTarget was the only provider to score full marks. TechTarget scored full marks in **go-to-market**—which was given a 75% weighting in the “strategy” dimension by Forrester.

Enterprise tech vendors get ...

Conversion increases of 2-3x on their marketing campaigns

More meetings with key accounts

More engagement from in-market prospects on **named account lists – ABM**

Real pipeline impact at lower effective cost

Because *real* purchase intent provides ...

- ✓ **Access:** to truly active buyers you miss
- ✓ **Timeliness:** when it's most useful
- ✓ **Relevance:** project insights that are more effective
- ✓ **Integration:** Delivered so it's easy to use, activate & engage

With TechTarget data, you get **access** to more demand in your marketplace.


You get **timeliness**, seeing who is actually in a buyer's journey.

You get **relevance** around their interests in that buyer's journey.

And you get that **integrated** into your marketing automation platform and your CRM.

This insight allows **more engagement** with your target audience, resulting in **better conversion rates** and **more meetings**, resulting in **more real pipeline** from demand that you couldn't otherwise access.

Fuze! [Client since 2015]

- **#290 on Deloitte Fast 500:**  **281% growth**
- **UCaaS and Collaboration Visionary, recognized for:**
 - Pace of innovation
 - Modern, differentiated, and intuitive user experience across devices
 - Ability to serve large, global customers
- **Pros focused on winning at scale through exceptional execution**

Gartner Magic Quadrant UCaaS, Worldwide (October 2018)



Fuze—a major player in the unified communications and enterprise collaboration space—saw 281% percent growth in 2018 and that put it on the Deloitte Fast 500 list. Fuze is recognized by Gartner for its pace of innovation, its modern and differentiated interface, and its ability to serve large, global companies.

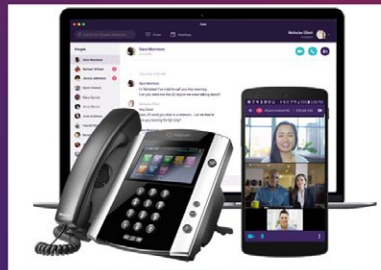
About Fuze

Seamless Calling, Meeting, Chatting, and Content Sharing

Average Deal Size \$250k

1,800 Global Customers

700 Global Employees



Fuze delivers a modern enterprise communications experience for global enterprises with an average deal size of \$250,000. Fuze has 1,800 global customers and 700 employees around the globe. The marketing team has 22 members.

The Fuze Approach

- Alignment
- Design
- Process / Execution
- Always-on Enablement
- So Far, So Good [enough]

Fuze's journey with ABM – or “target account strategy” – started in December of 2015. Since 2017, it has been growing and modifying its target account strategy while measuring success using intent-based tactics.

The Fuze approach to ABM includes marketing and sales **alignment**, the **design** of the shared toolset and **processes**, how it actually **executes, always-on enablement**, and how it **measures success** using intent-based tactics.



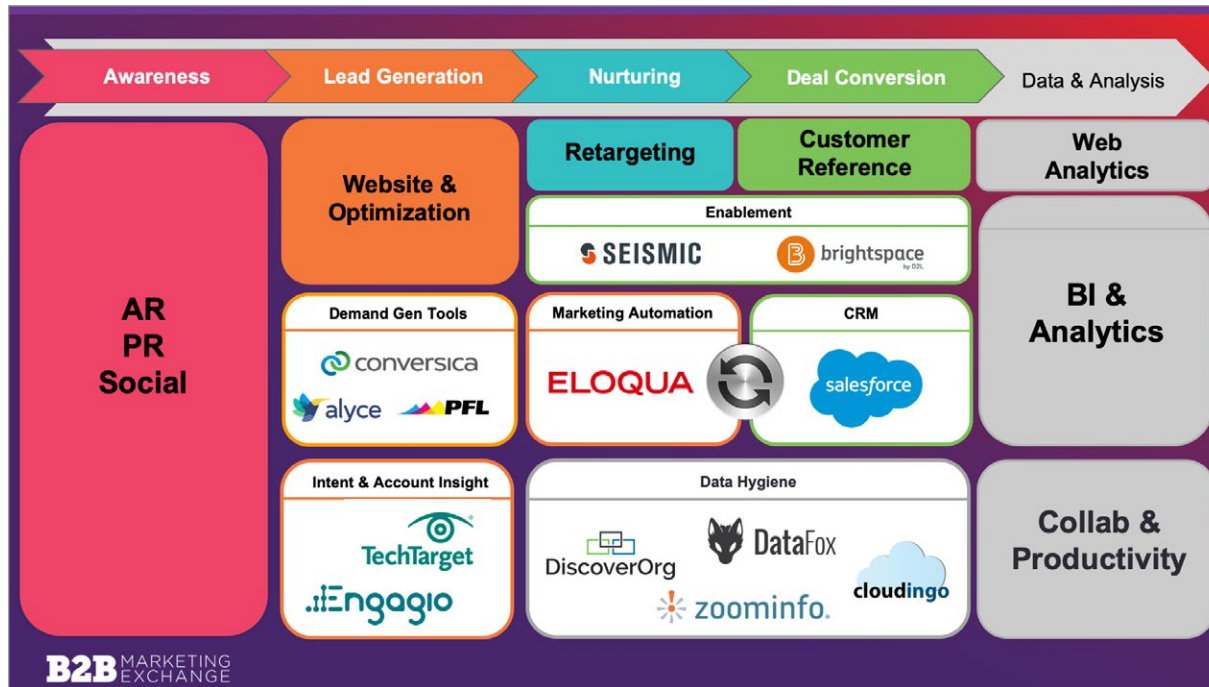
There are four major pillars of alignment: **vision, goals, people, and tools.**

Vision consists of sales and marketing adoption of the ABM strategy, marketing's execution plan and how sales organizes, enables, and hires its team (how many reps to hire and where those reps are added).

Goals need to be aligned across marketing and sales. This includes measuring the sourcing/influencing of new opportunities and closed-won deals. Other KPIs, like certain activities that are leading indicators of pipeline growth, are also monitored carefully.

To align **people**, Fuze pairs up marketing professionals with their sales counterparts. Sales execs are tied to demand gen execs, sales opps with marketing opps, regional sales leaders with regional marketing leaders, and inside sales leaders with marketing campaign leaders.

Fuze chooses **tools**—such as Priority Engine—that directly contribute to its account-based strategy and benefit both sales and marketing.



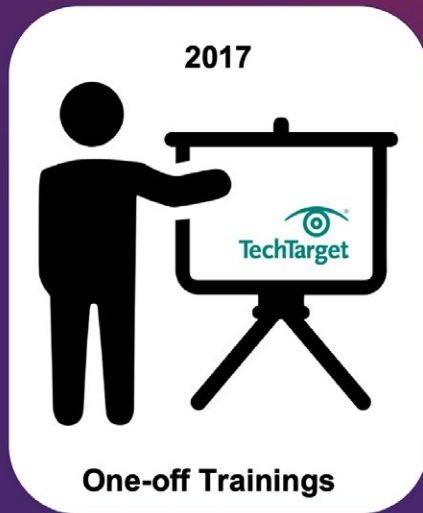
Fuze's tech-stack philosophy has been about getting as much value as possible – for marketing and sales – out of an optimum number of tools.

TechTarget's Priority Engine provides the intent signals and account-level insights that act as a fuel for Fuze's tech stack, driving enhanced sales and marketing performance.

Beyond their contact data sources, real purchase intent helps Fuze focus on where sales should prioritize while providing them with the insights necessary to inform sales outreach in a highly relevant way.

Fuze uses Engagio to monitor 1st-party behavior and enriches it with additional 3rd-party information from TechTarget.

Driving Sales Adoption...Lessons Learned



As Fuze was building out its tech stack, it trained sales on each tool individually. But reps struggled to link the tools together and incorporate them into their workflow. So Fuze worked to show users how these tools can help users achieve their goals.

Through storytelling – more specifically “2-minute stories” – Fuze communicates to reps how they can get more value out of their target accounts and build pipeline using the data and insights provided by these technologies.

What did I learn about a Pennsylvania law firm in 2 minutes using SFDC?

Michael
CIO

Cori
Director, IT Operations

Andrew
Regional IT Director

Eric
Manager, IT

Topic Interests

- Governance
- High availability
- Instant messaging
- Unified communications
- Video conferencing
- Atlassian
- Atlassian Confluence
- Skype for Business

Contacts

Action	Contact Name
Edit Del	Sites, Gohli
Edit Del	Mark, Kotsuki
Edit Del	Anthony, Lisata
Edit Del	Carl, Wiesler
Edit Del	Michael, Shea
Edit Del	Mona, Zebner
Edit Del	Bruce, Kiro
Edit Del	Charles, McCrene
Edit Del	Doreen, Carosols
Edit Del	Eric, Carlson

How Interested is this Account?

Evaluating Vendors
Ramping Up
Not Active

fuze

servicenow **salesforce**

workday

AVAYA **skype** **VoIP**

Webex **CISCO**

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Here is an example of a 2-minute story designed to communicate the value of the technology.

This story features a Pennsylvania law firm as the target account. The account is engaging with Fuze and researching the space. From SFDC, it was learned that the CIO Michael, director of IT operations Cori, and regional IT director Andrew all downloaded Fuze's *Company-Wide Adoption* e-book. IT manager Eric clicked through one of Fuze's nurture emails to download a security e-book. While Cori reports directly to the CIO, Andrew and Eric, while doing specific technology research, appear to be influencers lower in the org structure.

The target account appears to use several communications tools—relevant because one of Fuze's value propositions is simplifying the communications landscape by consolidating all communications under one application.

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Contacts

Action	Contact Name
Edit Del	Silas Goff
Edit Del	Mark Kobayashi
Edit Del	Anthony Lisata
Edit Del	Carl Webster
Edit Del	Michael Shea
Edit Del	Mona Zebardo
Edit Del	Bruce Kiro
Edit Del	Chad McCrete
Edit Del	Dorellas Carobas
Edit Del	Eric Carlson

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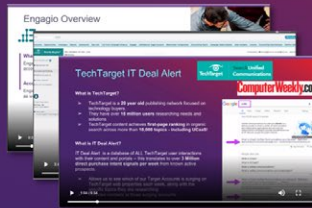
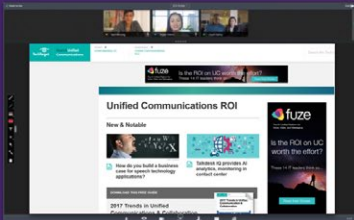
The account is actively researching unified communications, instant messaging, video conferencing, and Skype for Business—one of Fuze’s competitors.

This 2-minute story creates a clear picture of the account and the demand, arousing sales’ interest and curiosity. Once hooked with the story, Fuze teaches reps the specifics of how each tool can help them uncover all this account-level insight.

The moral of the story is that in an ABM world, the role of marketing—from a sales perspective—has evolved from “give me more leads” to “help me understand my accounts.”

Marketing driving Sales Enablement

- “2 minute story” and intro to tools during sales bootcamp
- Required completion of training videos through LMS
- 1:1 deep dive training with reps
- Refresher training during regional QBRs
- Hand-feed key surging accounts during a rep’s 1st month – show them what good looks like!
- Participation in annual Sales Kick-Off skills labs and solution showcase event
- Promotion of “Sales Power User” videos
- Leverage vendor resources & CSM teams!



Embrace “always-on” enablement...be aware, willing, and available!

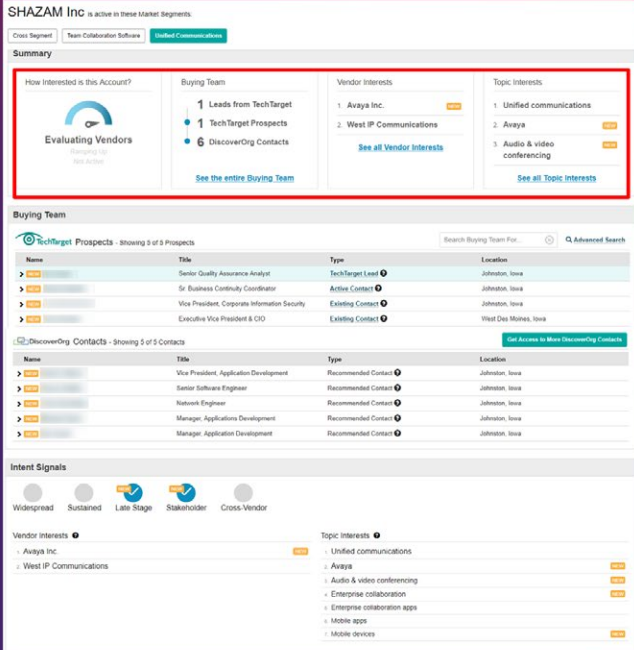
Aside from the 2-minute story—which hooks reps’ attention and piques their interest in the tools—Fuze employs a variety of traditional sales enablement tactics to dive into the specifics of the various tools. The overarching takeaway is that enablement is not a one-and-done training session. It’s about ongoing communication, understanding your audience, and driving value. It needs to be relevant for the specific individual or team.

Evolving into an ABM-focused Marketing organization

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ABM marketing is complicated. Although tools can help, it's necessary to make sure that you get as much value out of them as possible through integrations. If you do that, you will see higher conversion rates, greater impact on sales pipeline, and better ROI. In short, you'll be able to spend your money more wisely. But it doesn't happen overnight. It's an evolution.



SHAZAM Inc is active in these Market Segments

Class Segment Team Collaborator Software Unified Communications

Summary

How Interested in this Account? **Evaluating Vendors**

Buying Team

- 1 Leads from TechTarget
- 1 TechTarget Prospects
- 6 DiscoverOrg Contacts

Vendor Interests

- Avaya Inc.
- West IP Communications

Topic Interests

- Unified communications
- Avaya
- Audio & video conferencing

Buying Team

TechTarget Prospects - Showing 3 of 3 Prospects

Name	Title	Type	Location
[Redacted]	Senior Quality Assurance Analyst	TechTarget Lead	Johnston, Iowa
[Redacted]	Sr Business Continuity Coordinator	Active Contact	Johnston, Iowa
[Redacted]	Vice President, Corporate Information Security	Existing Contact	Johnston, Iowa
[Redacted]	Executive Vice President & COO	Existing Contact	West Des Moines, Iowa

DiscoverOrg Contacts - Showing 5 of 5 Contacts

Name	Title	Type	Location
[Redacted]	Vice President, Application Development	Recommended Contact	Johnston, Iowa
[Redacted]	Senior Software Engineer	Recommended Contact	Johnston, Iowa
[Redacted]	Network Engineer	Recommended Contact	Johnston, Iowa
[Redacted]	Manager, Applications Development	Recommended Contact	Johnston, Iowa
[Redacted]	Manager, Application Development	Recommended Contact	Johnston, Iowa

Intent Signals

Wide-spread Sustained Late Stage Stakeholder Cross-Vendor

Vendor Interests

- Avaya Inc.
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Topic Interests

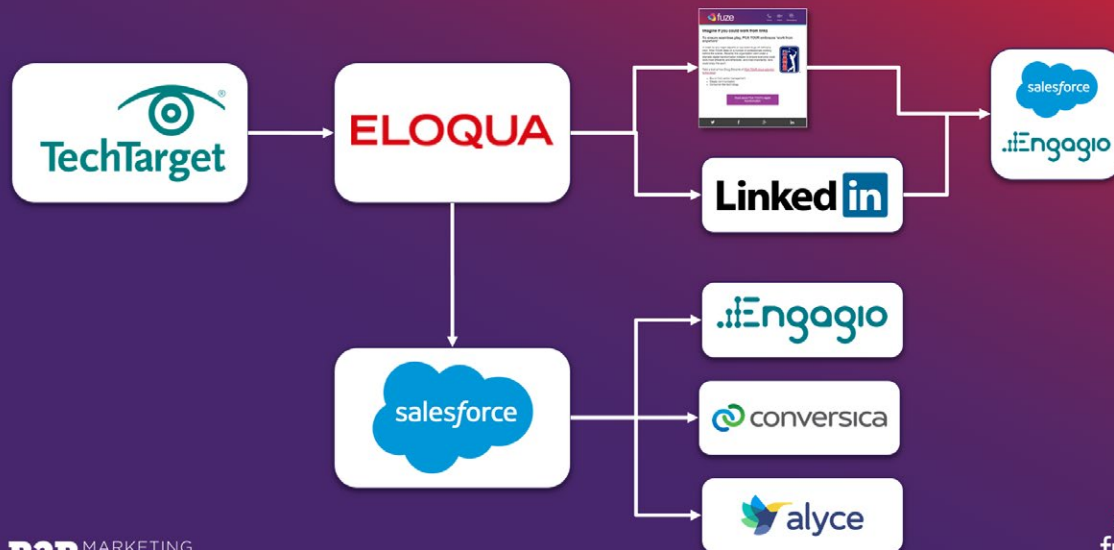
- Unified communications
- Avaya
- Audio & video conferencing
- Enterprise collaboration
- Enterprise collaboration Apps
- Mobile apps
- Mobile devices

A great example of Fuze’s evolution with these technologies is with Priority Engine.

When you click into an account—in this case SHAZAM Inc.— you see details highlighted across four widgets [in the red box]. The speedometer shows where an account is in its buyer’s journey—in this case, late stage. To the right, you see the top-line of what Priority Engine knows about the actual members of the active buying team. Move right again and you see top lines on the vendors being considered and on the far right, you see the topics that matter most. These four widgets can appear exactly like this in Salesforce, so users can stay with the interface that’s part of their regular workflow.

When Fuze began its partnership with TechTarget in 2017, it had a sales-first approach. Fuze gave sales access to Priority Engine’s valuable insight—named prospects, their research and vendor interests, the technologies installed—and started training them on how to leverage the data. It worked. Sales loved it. However, Fuze was not taking full advantage of the data from a marketing perspective. It wasn’t *helping* salespeople to be successful with it. This leads to the importance of integration. By simply connecting Priority Engine with its marketing automation platform, Fuze was able to open up a world of possibilities.

Taking an Integration-Always Approach



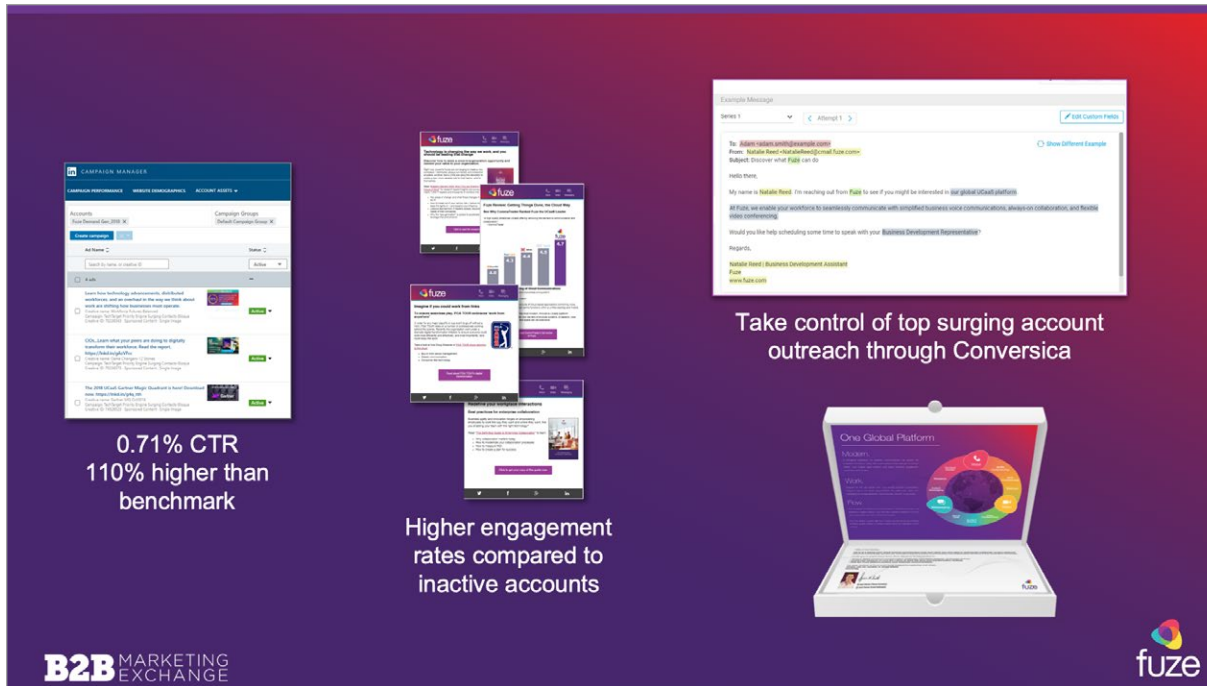
Every week, Fuze pushes contacts from active accounts provided by Priority Engine into Eloqua. From there, contacts are dropped into nurture and automatically fed into campaigns in LinkedIn, where contacts are served later-stage ads at the time that they're performing research.

All of that information from email and ads is fed back into Salesforce and Engagio. If somebody clicks through and fills out a form to download an offer, that shows up in Salesforce as a lead. If they're not completing the form but they're hitting the website, reps are seeing that engagement through Engagio.

With Priority Engine's integration with Eloqua, Fuze is able to push the data to Salesforce. Even before prospects interact with any of its marketing programs, Fuze's salespeople can see – through Salesforce, Engagio and directly within the Priority Engine application – which contacts are active.

Having this information in Salesforce enables Fuze's marketing team to be more proactive with timely outreach via Conversica to contacts that are active on key topics.

Fuze's sales team – because they can see the records in Salesforce – can do customized gifting to active contacts via the Alyce platform.



0.71% CTR
110% higher than benchmark

Higher engagement rates compared to inactive accounts

Take control of top surging account outreach through Conversica

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fuze

By feeding campaigns with active accounts and contacts, Fuze sales and marketing teams are seeing great results.

- 0.71% CTR (110% higher than benchmark)
- Higher engagement rates compared to inactive accounts

Using behavioral data to drive event selection & follow up

Event Selection

- Target Account match rate
- Level of Fuze engagement & awareness
- 3rd party intent signals
- Identify richest cities for proprietary events

Event Promotion

- Let the data tell you who to invite
- Encourage sales to put extra effort into driving attendance at surging accounts

Event Follow Up

- Lead scoring isn't enough!
- Layer on intent and engagement data to help sales prioritize follow up

Fuze has become more strategic in how it selects, promotes and follows up on field events.

Event selection

Before agreeing to an event, Fuze takes the registration list from the show organizers and matches it against its target accounts to see if there is good coverage, and then digs even deeper into the targets that will be in attendance to see which ones have recently engaged with Fuze and which ones are showing intent signals. Using intent data in this way allows Fuze to evaluate events objectively, resulting in better ROI.

The same approach can be used to identify the best locations for your own hosted events.

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Event promotion

Fuze also uses intent data for event promotion. In theory, as many as 20,000 people could be invited to a seminar in a city like Chicago. With intent signals, Fuze is able to invite prospects from active accounts more likely to convert, and use those signals to customize outreach.

Event follow-up

With account-based approaches, lead scoring is not enough to establish demand. The whole account needs to be considered, not just one person or two actions that they took. With intent data, sales can prioritize their follow up so they can hit the most active prospects that are most likely to engage.

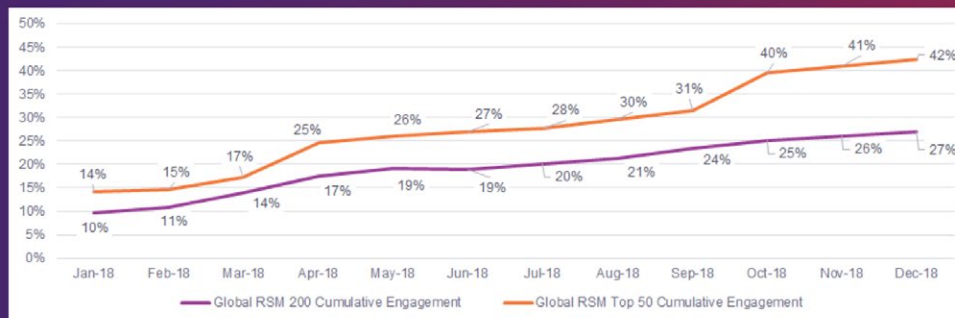
Measurement

Target Accounts = 35% ↑ MRR & 25% ↑ velocity

Sales = more efficient & effective

Target Accounts + Intent = increase engagement

Prospect = message relevancy & timing



The benefit of alignment across **vision, goals, people, and tools** is operational efficiency which drives real business impact.

Target accounts are getting a 35% higher MRR—monthly recurring revenue—and they’re moving from new qualified opportunity to closed-won deal about 25% faster—even faster in some territories.

The key to a successful tool strategy is making sure that tools integrate with the rest of the stack, and making sure that operations are proactive with always-on enablement, focusing on what’s important to the user.

Next Steps...

- Action on whitespace
- Evolve deeper use of AI tools
- Apply tactics to customer marketing
- Sales Training 7.0

As part of its strategy going forward, Fuze plans to use intent data to identify and take action on white space—in other words, to find out who's not engaging, and why.

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

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