CUSTOMER SUCCESS

Mitel Leverages TechTarget's Priority Engine Purchase Intent Insight to Build Significant Pipeline in EMEA

Filling the Funnel to Accelerate Conversion to Sales

As Global Campaigns Manager, Colin Mann oversees demand generation for the EMEA regions, primarily the U.K., France and Germany for Mitel. His team is responsible for building campaigns and marketing programs that deliver top of funnel leads. Because his team is accountable for supplying leads to contracted telemarketing agents across dispersed geographies and reaching a tightly defined target audience, generating a constant flow of qualified leads that both kept the agents busy but yet delivered the right level of quality was essential.

Precise Targeting for Better Lead Quality

Prior to his current role, Colin was the Enterprise Demand Generation Manager where he was focused globally on midmarket and enterprise segments. It was in that role that he originally engaged with TechTarget. When evaluating vendors for his new role, it was important for him to work with a provider who understood the EMEA market and had a footprint

Challenge
Marketing needed to supply leads to a dispersed sales geography with a tightly defined target audience so generating a constant flow of qualified leads that delivered both the right quantity and quality was a key focus.

Solution
Leveraging Priority Engine provided a consistent flow of qualified leads to help boost telemarketing and email results.

Results
- $2M US added to the pipeline in 2 quarters.
- Email open and click-through rates have doubled.

in the local regions. The combination of having a global presence with local offices was a key differentiator for TechTarget. In addition, he was specifically looking for a partner that could reach UCaaS decision-makers in-region. TechTarget's high quality, problem-solving content across its network of over 140 technology-specific websites enables it to attract precisely the target audience Mitel EMEA needs.

Colin said, "My opinion of TechTarget has always been that their data quality is very good. Combined with their large footprint and target audience profile, it was an easy choice for me."

Propelling Tele-qualification and Boosting Pipeline

Using Priority Engine, TechTarget's purchase intent insight platform that provides real-time access to ranked accounts and named prospects in specific markets, Colin has been able to better refine his nurture streams and improved results considerably. Specifically, he has built out 25 different profiles within the platform based on his identified audience segments. Active prospects that match Mitel's profile (s) are pulled from Priority Engine and put directly into their best-fit nurture streams. Because the names Colin gets from Priority Engine are active prospects (people who are actively researching a solution that Mitel provides), they are further along the buyers journey. As a result he's seen sales add almost $2M USD to the pipeline.

In addition, Colin has used Priority Engine to help propel his tele-qualification efforts. For select accounts, the information he accesses from the tool gets passed to his agencies to call directly, which has been extremely successful. With the data they've downloaded, outbound telemarketing

for the U.K., Germany, and France, has generated a total of just under $1.9M USD for sales pipeline. "That's based on about two and a half quarters worth of activity. That's a very, very healthy return on investment," said Colin.

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Additional Business Benefits

Colin also attributes much of the programs' success to his account team at TechTarget and the guidance he's received from them. TechTarget's pro-active outreach was not only impressive but ensured his team was comfortable with the tools and the campaigns. The feedback he's received has helped to shape emails, content and re-structure nurture tracks and as a result, his email open rates and click thru rates doubled. Colin said, "I can hire a consultant or an agency and they would give us that kind of guidance. But to go to a vendor like TechTarget and get that kind of advice and change our behavior because of it, that's much more unusual. And it is an added value that I really appreciate."

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 Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit techtarget.com and follow us on Twitter @TechTarget.

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