



CASE STUDY

High-growth security startup accelerates demand in a highly competitive market

Leveraging real intent data and strategic marketing services, CommCreative increases MQLs 253%

Leading Boston-based marketing agency [CommCreative](#) has established an intent-driven approach to accelerate client success by leveraging TechTarget's Priority Engine™. They are applying more thoughtful strategies and tactics fueled by better data to deliver breakthrough outcomes for their clients—including many in the networking and security space.

Challenges at a high-growth startup

CommCreative's client came to them in their infancy looking to enter the crowded space of security. As a small startup, they needed a way to hit the ground running to quickly and efficiently build their database and ensure they were targeting the right customers in-market for their solution. The client was working on building lists from other sources but still didn't have a large enough database of prospects from which to build substantial demand. They also wanted to ensure they were building their database with in-market, GDPR compliant contacts to fuel their go-to-market outbound targeting and nurture strategy.

253%
Increase in MQLs

27%
Decrease in unqualified leads

Challenge

CommCreative needed a way to build up a database of in-market prospects for their high-growth client—They needed to ensure they were finding the right prospects at in-market accounts.

Solution

CommCreative uses Priority Engine to identify the right people to target—supporting their client's advertising strategy, nurture and sales outreach providing prospects and insights to personalize outreach and better engage.

Results

Since leveraging Priority Engine, CommCreative has increased their client's MQLs by 253%, decreased unqualified lead rate by 27%, and generated 6 pipeline deals directly sourced from Priority Engine.

Priority Engine Purchase Intent Data + CommCreative framework

CommCreative determined Priority Engine would be the ideal solution for their client to help identify the right people and better engage them. They applied the following framework to best leverage Priority Engine data:

- Warm Priority Engine prospects by serving personalized ads
- Nurture Priority Engine's in-market, GRPR compliant contacts with tailored messaging
- Enable sellers with Priority Engine prioritized prospecting lists and personalized copy and talk-tracks

CommCreative started by building multiple account lists in Priority Engine based on specific technographic data complementary to the client's solution. The installed technology lists allowed them to quickly and easily identify companies that

were the correct fit for the client's solution. They were also able to identify prospects researching specific security measures to help them create more relevant messaging.

First, they targeted the prospects in real-time when there was activity in Priority Engine, using topical interest Entry Points to personalize the message. They served multichannel ads on LinkedIn, Facebook and Instagram, in addition to following the individuals digitally with ads based on the websites they were visiting. It was imperative to put this new brand in front of prospects to provide awareness support and warm them for email and sales rep outreach.

They also directly fed install-based lists of new prospects into specific nurture streams in HubSpot weekly. Each nurture stream used Priority Engine Entry Points to address how the client's solution enhances the technology they already had installed.

At the same time, CommCreative provided the sellers with Priority Engine's prioritized prospects for the installed technology lists each week. Using Priority Engine's Entry Points on topics of interest, they further prioritized and crafted personalized messaging templates for the sellers to use when reaching out to prospects via phone and email.

Priority Engine + CommCreative see success

CommCreative's client adopting their Priority Engine framework has created more quality leads by allowing them to focus on the right people with the right insights to better engage. Since partnering with CommCreative and leveraging Priority Engine, the client has increased MQLs by 253%, from 34 MQLs to 159 MQLs monthly. The client's unqualified lead rate has also decreased by 27%, from 41% to 22% unqualified MQLs monthly. They have also seen six pipeline deals created that were directly sourced from Priority Engine.

“Priority Engine is a foundational element for our clients. It helps to power their go-to-market strategies by being able to target the right prospects with the right message at the right time in their buying journey.”

– Amy Grucela, SVP of Strategy, CommCreative



About TechTarget

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