Case Study

How Shure Leverages an Integrated Informa TechTarget Program to Fuel Pipeline and Increase Deal Value by 240%

An interview with tech marketing innovator, Amy Donahue-Kelley, B2B Performance Marketing Lead at Shure

Shure is a leading global provider of audio equipment and software. Shure's B2B solutions are used by the world's leading enterprises, governments and universities to enhance their meetings and online collaboration. Amy is responsible for B2B performance marketing programs at Shure, overseeing intent data strategy, lead management, advertising and customer journey optimization.

What challenges were you facing that led you to Informa TechTarget?

Shure is well known in the professional AV industry, but we wanted to accelerate our expansion into the business market. To achieve this expansion, we needed to increase end user awareness of the B2B applications for Shure products and build a database of IT decision-makers we could engage to drive opportunities and build pipeline. We were looking for a great partner to help us continue to build this strategy and expand our database, which lead us to [Informa] TechTarget.

2.4x
higher contract values

44%
larger database of B2B prospects

30%
reengagement rate with Informa TechTarget prospects

Challenge
Shure needed a way to increase brand awareness and generate qualified leads to build pipeline and expand their B2B business.

Solution
Shure used Informa TechTarget's Brand Advertising, Content Syndication and Priority Engine together to increase B2B brand awareness, fill their database with active buyers and leverage real insights to fuel their nurture faster.

Results
With their integrated Informa TechTarget program, Shure filled their pipeline with highly engaged, active prospects, increasing their database by 44%, and generated opportunities valued 2.4x higher than average.

What Informa TechTarget solutions are you using to address this challenge?

We've established a fully integrated [Informa] TechTarget program, which has been an extremely successful approach for us. We use brand advertising and content syndication across the [Informa] TechTarget network to drive brand awareness and thought leadership with relevant prospects and fill the top of our funnel. We use Priority Engine™ to further fill our database with prospects we can nurture who are actively researching solutions that we offer. We also use the insights from Priority Engine to inform our email nurture and lead scoring strategies for maximum effectiveness.

How do you use Priority Engine to fuel your Lead Nurture strategy?

Our goal is to nurture end users over a longer time period so we can truly understand their needs and educate them on the best Shure solutions for their challenges. With Priority Engine, we can build, segment and target our email nurturing faster and more effectively using insights such as content preferences, research topics of interest, location/region, tech stack and firmographic details. In addition to prospect-level intent, Priority Engine delivers invaluable account-level intelligence that we can't get anywhere else. This data helps us determine an account's pain points and the best-fit solution to solve those pain points, which further informs the best nurture track for the prospects at those accounts.

How have your Informa TechTarget Brand advertising programs contributed to your success?

We're running display advertising across the [Informa] TechTarget network, where we can ensure we are engaging in-market technology

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B2B Performance Marketing Lead

buyers. [Informa] TechTarget delivers a lot of value with their sophisticated audience targeting strategies, such as being able to take an ABM approach to engage our target accounts. In comparison with other advertising channels we're using, such as LinkedIn, the CPMs and CTRs from our [Informa] TechTarget display advertising campaigns are always above and beyond. I'm thrilled with the success of our advertising program with [Informa] TechTarget.

You also use Lead Generation as part of your [Informa] TechTarget integrated program. How has this content syndication solution contributed to your success?

Our content performs incredibly well on the [Informa] TechTarget network. Our team creates great content about the future of conference rooms and other relevant topics and addresses challenges that anyone in a business context can relate to. Sharing our content on the [Informa] TechTarget network allows us to cut through the noise, put our brand at the forefront with buyers, and generate

relevant, active leads. We're running content syndication programs in many regions, and we're very happy with the way that the content has been performing. Our engagement and reengagement rates are reaching double digits!

What results have you seen from your Informa TechTarget integrated program?

With [Informa] TechTarget, we have been able to significantly grow our database of B2B prospects. We increased the size of our B2B database by 44% in the last year alone, which has been astounding to track. We even have people subscribing just to continue receiving our expert content, which I see as a success.

Additionally, we've seen great engagement from our [Informa] TechTarget leads. With [Informa] TechTarget, we see higher average lead scores than any other campaign that we're running around the world. We've even seen a 30% reengagement rate from [Informa] TechTarget prospects, which is higher than a lot of other lead sources. So not only were we able to grow our B2B database by 44% with [Informa] TechTarget, but they delivered high-quality, actively engaged leads, which has been a huge win for us.

In terms of ROI, our opportunities from [Informa] TechTarget have a 2.4x larger average deal size than opportunities we've acquired from other sources. I'm thrilled with the success of our integrated [Informa] TechTarget program.

Tell us about your experience working with Informa TechTarget.

The [Informa] TechTarget team's guidance was significant in helping us achieve this level of success. They offer an incredible amount of feedback to strengthen our programs, such as suggestions to better inform our data interpretation, content recommendations and best practices for email nurturing. The account intelligence that we get from [Informa] TechTarget has helped the business grow leaps and bounds, and we are excited to continue working with them to evolve and elevate our marketing programs.

A big thank you to Amy for sharing this success story with us. We look forward to hearing about more of her wins using Informa TechTarget products in the future!

Amy Donahue-Kelley
B2B Performance
Marketing Lead

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