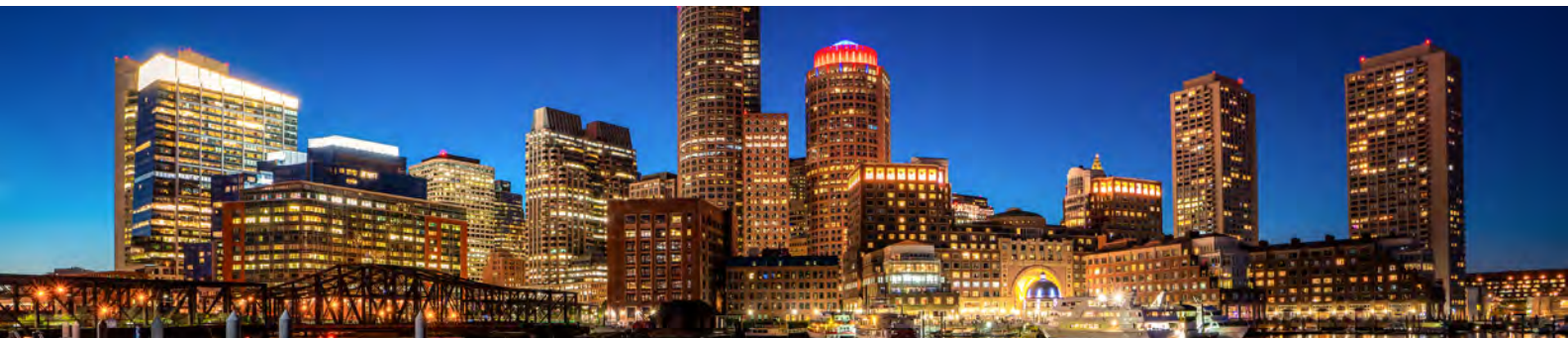




Case Study

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

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

Leading Boston-based marketing agency **Marketbridge** has established an intent-driven approach to accelerate client success by leveraging prospect intent data from Informa TechTarget. 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

Marketbridge'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.

Informa TechTarget Intent Data + Marketbridge framework

Marketbridge determined prospect intent data from Informa TechTarget would be the ideal solution for their client to help identify the right people and better

253%

Increase in MQLs

27%

Decrease in unqualified leads

Challenge

Marketbridge 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

Marketbridge uses prospect intent data from Informa TechTarget 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 prospect intent data from Informa TechTarget, Marketbridge has increased their client's MQLs by 253%, decreased unqualified lead rate by 27%, and generated 6 pipeline deals directly sourced from Informa TechTarget's intent data.

engage them. They applied the following framework to best leverage this data:

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

Marketbridge used the Informa TechTarget Portal to access and action on the prospect intent data. They started by building multiple accounts lists in the Portal 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 with Informa TechTarget, 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 from Informa TechTarget into specific nurture streams in HubSpot weekly. Each nurture stream used Informa TechTarget Entry Points to address how the client's solution enhances the technology they already had installed.

At the same time, Marketbridge provided the sellers with Informa TechTarget's prioritized prospects from the installed technology account lists each week. Using Entry Points on topics of interest, they further

“Informa TechTarget Intent Data 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, Marketbridge

prioritized and crafted personalized messaging templates for the sellers to use when reaching out to prospects via phone and email.

Informa TechTarget Intent Data + Marketbridge see success

Marketbridge's client adopting the framework built around Informa TechTarget's prospect intent data has created more quality leads by allowing them to focus on the right people with the right insights to better engage. Since partnering with Marketbridge and leveraging Informa TechTarget's prospect intent data, 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 Informa TechTarget.



About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on [LinkedIn](#).

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