Case Study

How Insight Accelerates Campaigns with Intent Data from Informa TechTarget's Market Monitor

An interview with tech marketing innovator Amy Szymanski, Marketing Manager, Strategy & Execution, at Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator helping organizations accelerate their digital journey to modernize their business and maximize the value of technology.

Amy, please tell us about your role and what your team is responsible for.

I work on the Insight campaign team in a strategy and execution role, focusing on strengthening vendor relationships and partnerships, leveraging our modern technology stack, and embedding AI into our marketing efforts. We run programmatic campaigns to drive demand, align with business objectives, and support partner goals while ensuring alignment with our brand's value. In my role, I've pioneered new strategies by harnessing the power of intent data and generative AI.

What led you to try Informa TechTarget's Market Monitor? What challenges does it help you address?

I was responsible for piloting our intent data program with Informa TechTarget. When I first discovered Market Monitor, I was excited to experiment with it and find ways to utilize the market intent data more deeply to support our campaigns.

Challenge

Insight needed a solution to help them source and action on intent data and stay ahead of fast-changing technology trends to support demand generation campaigns effectively.

Solution

Insight uses market intent data from Informa TechTarget's Market Monitor in combination with generative AI to refine audience segmentation, uncover emerging trends and transform intent data into actionable strategies and campaigns.

Results

Market Monitor helps Insight accelerate planning, align stakeholders and create tailored go-to-market plans, driving impactful campaigns and uncovering new opportunities in fast-evolving technology sectors.

One of the biggest challenges Market Monitor helps me address is navigating the vast amount of data available and synthesizing it into actionable insights. It also simplifies audience segmentation and helps me stay ahead of fast-changing technology trends.

Walk us through how you use Market Monitor to fuel a partner marketing campaign.

My process begins by focusing on three key reports in Market Monitor:

- **Executive Summary:** A high-level snapshot of market activity and trajectory.

- **Content:** The most popular intent-driven content resonating with buyers.

- **Vendors Influencing:** Trending technology vendors who buyers are engaging with.

Here's an example of my approach:

1. Adjust Filters and Views In-Tool to Focus on Target Audience:

I choose the market categories that align with my campaigns, target mid-to-upper-tier organizations in North America, and select the most relevant industries. I use the 90-day timeframe to capture meaningful activity while staying current with fast-moving trends.

2. Analyze and Refine the Data In-Tool:

I review the filtered data to identify key insights. I further refine the submarket and industry views to align with my campaigns, then analyze vendor trends and content engagement to understand what is resonating with the audience.

3. Download Reports from Market Monitor:

I download the filtered Executive Summary, Content, and Vendors Influencing PDF reports.

4. Use Generative AI to Formulate Actionable Strategies:

I upload the reports into a generative AI tool and use detailed prompts to synthesize the data into

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—**Amy Szymanski,** Marketing Manager, Strategy & Execution, Insight

actionable strategies and uncover additional insights that inform our campaigns. For example, here are some prompts I've used with the Market Monitor reports:

- "Act as a go-to-market research analyst to summarize the key findings from the attached reports. Outline core themes and the top 10 topics in simple language a beginner can understand."

- "Suggest webinar and in-person event themes for all phases of event progression, including awareness, engagement, and conversion. Focus on using the attached market intent reports while considering our solution and partners."

I then package up these responses and plans and share them with our partner marketing and campaign teams to action on.

What results have you seen since you started using Market Monitor?

Market Monitor has transformed our process by helping us precisely target our audiences, accelerate planning, and align stakeholders. Using its market intent data with generative AI, I've developed detailed go-to-market plans tailored to our partners' solutions and KPIs. Packaging this information into a

programmatic "playbook" has been a game-changer. The actionable insights from Market Monitor not only support our campaigns but also validate and accelerate our planning process, helping us move from ideas to execution much faster.

How has leveraging Informa TechTarget's intent data impacted your marketing strategies and campaign outcomes?

Informa TechTarget's intent data has transformed our strategies, enabling better segmentation and deeper understanding of buying signals. Recognizing spikes in signals helps us reach clients at the right time, often uncovering underlying problems they're trying to solve that we may have otherwise missed.

By connecting intent data with client needs – and using generative AI to uncover deeper insights – we've tailored our approach more effectively, driving better outcomes.

What advice would you give to other marketers with access to Market Monitor?

Market Monitor has endless use cases, and its ability to uncover actionable insights can transform your campaigns. Don't hesitate to experiment with its features and combine it with AI tools to unlock its full potential.

Thank you to Amy for sharing her success story with us. We look forward to her continued success with Informa TechTarget and beyond!

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