



Case Study

How ServiceNow Drives Customer Expansion at Scale Through Partners

Teaming with Informa TechTarget to target accounts, generate leads and create pipeline

Fortune 500 company **ServiceNow** helps its customers digitize and automate siloed processes to make work intuitive, accelerate innovation and create new value. In 2019, ServiceNow was early on in its partner marketing journey when their leadership team saw an opportunity to drive customer success and expansion through its partner ecosystem. ServiceNow's top priority was enabling its consulting, solution and implementation partners to help their customers realize more value from their existing investments in ServiceNow and solve new problems with ServiceNow's solutions.

Building the plane while flying it

To capitalize on this opportunity, ServiceNow hired Ashley Eikenberry, an expert at helping companies grow revenue through partners, as their Director,

“At ServiceNow, we consistently come back to creating the next conversation. Our focus is on preparing our partners to position the next chapter in our joint customer's transformation journey and to get customers excited about expanding their use of ServiceNow's solutions. Partnering with [Informa] TechTarget helps us reach buyers where they are at, understand what they care about and create a relevant dialog with them.”

—Ashley Eikenberry
Director, Partner Marketing, Global Partners & Channels

Challenge

To drive customer expansion, ServiceNow needed to provide its services partners with proven programs that were repeatable, easy to execute and delivered outstanding results.

Solution

ServiceNow's Partner Marketing team works with Informa TechTarget to:

- Identify the biggest opportunities for expansion within their current customer base.
- Engage the buying committee at target accounts and generate top-of-funnel leads.
- Arm their partners with insights to help them have a relevant dialog about what's next.

Results

- Scaled campaign capacity by **300%** from 1-2/quarter to 25+/year
- Delivered **3000+** leads annually across **25+** partners
- Impacted pipeline growth rate of **30%+**



Partner Marketing, Global Partners & Channels. Starting out as a team of one, Ashley was faced with limited budget and resources, plus several other obstacles:

- The ecosystem was growing increasingly crowded, and ServiceNow needed to win partner mindshare and stand out from the competition.
- Many of ServiceNow's smaller partners lacked the resources and expertise to execute successful installed-base marketing campaigns.
- The digital buyer's journey had become non-linear, with customers and prospects doing research on multiple websites and seeking out information from multiple sources.

To overcome these challenges, ServiceNow's Partner Marketing team focused on developing holistic, "white box" marketing programs that were easy for partners to execute and consistently delivered stellar results. This approach set the stage for driving results quickly and in a repeatable way that would scale.

Identifying and empowering the next conversation

ServiceNow didn't want to just generate names – they wanted to help close that business as well. In turn, they set a goal of creating 2-3 incremental opportunities with current customers from each partner campaign. To effectively drive customer expansion and upsell, the team set their sights on helping their partners identify and pursue the biggest opportunities for expansion within their current customer base. A critical element of this approach was

“We're finding that this piece of our marketing mix is doing really well for us. When our partners run a joint [Informa] TechTarget campaign with ServiceNow, they get more than just leads and downloads – they get valuable insights into who is actively researching relevant solutions. If our partners have space to do one more thing in the quarter, they are seeking us out because they want to run this program.”

—Ashley Eikenberry

Director, Partner Marketing, Global Partners & Channels

pinpointing which customers were ready to explore the next chapter in their transformation journey and helping their partners position the most appropriate potential engagement to these accounts.

Engaging a trusted lead generation partner

ServiceNow knew that finding the right vendor would be crucial to the success of its Partner Marketing initiatives. Many of ServiceNow's partners had a global presence and needed to easily execute campaigns in multiple geographies. It was also important that their partners trusted the quality of

the leads and felt confident that their co-marketing funds would yield tangible results.

Based on these criteria, ServiceNow partnered with Informa TechTarget for two key reasons:

- **Market Reputation:** Many of ServiceNow's partners were doing business with Informa TechTarget in other areas of their business. This familiarity created confidence and trust.
- **Global Reach:** Informa TechTarget's network of 50M+ permissioned B2B members worldwide enabled ServiceNow's partners to easily rinse and repeat programs in all of their geographic regions.

The ServiceNow team works with Informa TechTarget to support three key initiatives:

- **Account Targeting:** Informa TechTarget's account- and prospect-level intent data helps ServiceNow pinpoint which accounts are ready for the next chapter in their transformation journey.
- **Lead Generation:** Informa TechTarget's content syndication programs enable ServiceNow and their partners to engage the buying committee at these best-fit accounts.
- **Buyer Insights:** Informa TechTarget surfaces valuable insights that empower ServiceNow's partners to have the right next conversation with their customers.

By working with Informa TechTarget, ServiceNow has found that they are attracting more partners who want to run joint campaigns, scaling the team's capacity to support them across the globe, and driving tangible results to the business.

Learn more about Informa TechTarget partner marketing services

Our dedicated Partner Marketing Services team can help refine your joint messaging, deliver compelling content to fuel the buyer's journey and generate better leads that convert into partner pipeline. Learn more about our **solutions for Strategy, Content and Demand** or **connect with us** to explore how we can help.



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](#). Revised 1/26.

