Case Study

How Ping Identity Leveraged Informa TechTarget Insights to Strengthen ABM and Drive Value in a Competitive Marketplace

An interview with tech marketing innovator, Naiha Mir, Head of Digital Marketing and Campaigns, APJ at Ping Identity

Naiha Mir is the Head of Digital Marketing and Campaigns in APJ for Ping Identity. She oversees end-to-end digital marketing for the region, with a focus on ABM.

Tell us about your Marketing and ABM strategy.

Our ABM-centric strategy focuses on delivering value through personalized content and ensuring prospects have a seamless experience. Using data from tools like Informa TechTarget, we create content that addresses specific account concerns and guides prospects through their journey. This approach helps us educate prospects, position Ping Identity as a thought leader, and build meaningful relationships with potential customers.

Equally important to our ABM success is strong collaboration between sales and marketing. Sales provides critical field insights that refine our strategy, ensuring alignment and effective engagement with prospects. This ongoing collaboration is key to solving customer problems and driving impactful results.

Challenge

Ping Identity needed a solution to deliver actionable insights that would help them strengthen their ABM strategy, engage buying groups, and drive value in a competitive marketplace.

Solution

Using Informa TechTarget's Portal and Market Monitor, Ping Identity leveraged intent data and industry insights to refine messaging, optimize campaigns, and engage target accounts effectively.

Results

Ping Identity improved campaign efficacy, reduced lead time, and enhanced pipeline progression, achieving deeper account engagement and measurable success across sales and marketing.

How do Informa TechTarget's tools support your strategy?

Informa TechTarget's tools, including Market Monitor and Portal, are integral to our strategy, helping us align our messaging with prospects' challenges and industry trends. Market Monitor provides industry-level insights, such as cybersecurity trends broken down by country, helping us refine messaging and create targeted campaigns. Portal complements this by offering person-level and account-level data, including recent activity and content consumption, giving us a clear view of what's happening within specific accounts. By combining these insights, we ensure our messaging is relevant, valuable, and tailored to prospects' needs, creating a seamless experience and driving meaningful engagement.

Staying relevant is always our priority. In a crowded marketplace, tools like Informa TechTarget help us cut through the noise by understanding what prospects are searching for, the content they're consuming, and which personas are engaging with specific topics. These insights allow us to deliver exactly what prospects are looking for, ensuring a positive and personalized experience.

How do you surface and act on data insights?

We use integrated dashboards to consolidate data from tools like Informa TechTarget and 6sense, providing actionable insights for both marketing and sales teams. By sourcing data from multiple networks, this integration increases confidence in the insights and ensures alignment across teams.

Our dynamic dashboard is customized for different users. For example, marketers focus on intent data to refine campaigns, while SDRs use content consumption data to understand what prospects are engaging with. The dashboard's filtering capabilities allow us to categorize and prioritize insights by account or vertical, helping us align efforts and focus on high-value opportunities. This alignment ensures that both sales and marketing have the information they need to engage effectively with prospects and drive results.

> " Portal also provides visibility into activity beyond Ping Identity's ecosystem, such as engagement with competitors or partners, enabling sellers to drive meaningful conversations and build stronger connections.

—Naiha Mir, Head of Digital Marketing and Campaigns, APJ, Ping Identity

How does your sales team use the Informa TechTarget Portal to support their prospecting efforts?

The Informa TechTarget Portal equips our sales team with dynamic, unbiased data to enhance their prospecting efforts. Sellers gain detailed insights into target accounts, including recent activity within the last 90 days, topics prospects are researching, and the content they're consuming. These insights help them identify high-priority prospects, refine messaging, and tailor their outreach effectively. Portal also provides visibility into activity beyond Ping Identity's ecosystem, such as engagement with competitors or partners, enabling sellers to drive meaningful conversations and build stronger connections.

A huge shoutout to the Informa TechTarget Customer Success team for their exceptional support and training. Their guidance was instrumental in helping our sales team understand the value of Portal and driving adoption of the tool!

You've shifted focus from Marketing Qualified Leads (MQLs) to Marketing Qualified Accounts (MQAs) and buying groups. Can you share how that transition has impacted your strategy?

Shifting focus to buying groups has transformed our strategy, enabling us to engage more personas

within accounts and significantly reduce funnel time. Initially, we were very MQL-focused, but we noticed interest from personas outside our traditional targets, such as legal operations and engineering. Tools like the Informa TechTarget Portal helped us identify these additional personas within buying groups, revealing untapped opportunities to expand our outreach and engage the entire buying group.

This transition has been a game-changer for both sales and marketing. By focusing on buying groups, we've deepened our engagement with accounts, streamlined lead and funnel times, and enhanced overall account-level engagement, driving more impactful results.

How are you using Informa TechTarget's Market Monitor, and what value does it bring to your strategy?

Market Monitor is my go-to tool for understanding content consumption trends and preparing targeted campaigns. It provides industry-level data with niche categorization and filtration, such as breaking down cybersecurity trends by country and identifying differences in keywords and content preferences. These insights enable us to refine messaging, create tailored content, and plan campaigns that resonate with specific industries and regions.

Beyond marketing, Market Monitor adds value across teams. Field marketers use its insights to align with industry trends, while sales teams leverage the data to gain a deeper understanding of industry nuances, enhancing their prospecting and outreach efforts. By delivering actionable insights, Market Monitor empowers us to drive more impactful engagement across the organization.

What results have you seen since partnering with Informa TechTarget?

Partnering with Informa TechTarget has delivered measurable results across campaign efficacy, pipeline progression, and lead time reduction. Their tools provide actionable insights that help us move prospects through the funnel more quickly and efficiently, driving meaningful engagement and tangible outcomes. The overall influence has been very positive.

What truly sets this partnership apart, however, is the exceptional level of support we receive. The Informa TechTarget team doesn't just provide tools – they offer ideas, enablement sessions, and tailored strategies that empower us to adapt, experiment, and optimize our campaigns. It feels like we've outsourced an arm of our team, which has taken a significant load off my plate and made it easier to achieve success. This combination of cutting-edge tools and hands-on collaboration has been a game-changer for our strategy and results.

Thank you to Naiha for sharing their success story with us. We look forward to their continued success with Informa TechTarget!

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