



Case Study

2X Higher Lead-to-Order Conversion, 3X Higher ROAS

The full-funnel strategy that outperformed traditional tactics

An interview with Nadzeya Klimentsyeva, Global Integrated Programs Lead, Dell Technologies

Nadzeya Klimentsyeva is the Global Integrated Programs Lead at Dell Technologies, overseeing strategic marketing initiatives that drive growth across SMB and enterprise segments worldwide.

Tell us more about your global program.

We're running our global program for SMB accounts. The main goal is to reach prospects who are actively researching or buying from our competitors and help them understand Dell Technologies' unique value and differentiation.

What really made this program stand out was our full-funnel approach. We know that most of our customers are not immediately ready to buy – they're out of market. So instead of focusing only on bottom-funnel leads, we wanted to influence our customers earlier in their buying journey and stay with them throughout.

To do that, we combined Dell's in-house AI and machine learning capabilities with Informa TechTarget's intent data, which allowed us to identify accounts most likely to buy, whether they were already engaging with competitors or showing early signals of interest.

Challenge

Dell Technologies needed to reach and engage with prospects earlier in their buying journey to build buyer preference and influence purchase decisions, while demonstrating unique value and differentiation in a competitive marketplace.

Solution

Dell implemented a full-funnel approach combining Dell's in-house AI and machine learning with Informa TechTarget's solutions, creating a threefold strategy: thought leadership content through Omdia analysts, competitive conquest campaigns, and bottom-funnel targeting with Highly Qualified Leads.

Results

The program achieved **2X higher** lead-to-order conversion rates and **3X higher ROAS** compared to traditional bottom-funnel campaigns, successfully expanding from the U.S. to six additional countries.

How did you structure the program with Informa TechTarget?

The program we built was threefold. First, we focused on building more awareness and credibility by creating thought leadership content through analysts at Enterprise Strategy Group, now part of Omdia. That helped us in the upper-funnel space. Then, we focused on competitive conquest through creative and informative content on Informa TechTarget custom sites to drive more engagement. Finally, we used Informa TechTarget's [Highly Qualified Leads](#) solution to generate more bottom-of-the funnel leads.

The impact has been very positive. **We've seen two times higher lead-to-order conversion rates and three times higher ROAS** compared to more traditional bottom-funnel campaigns. It really shows the value of combining strong data, having this full-funnel approach, and the right partnership. This program launched in the U.S., but after seeing the success, we expanded it to six additional countries globally.

What were the key factors driving this success?

It's important to have a clear strategy – to know who you want to target and why, and to have the approach you are going to take. On top of it, we also had a good data approach. For us, it was very important that Informa TechTarget has direct relationship with the audience and owns the data. We combined our own intelligence and insights with Informa TechTarget's first-party signals.

It's also about collaboration – with you at Informa TechTarget, but also with WPP Media, our media agency. We were all aligned in what we wanted to achieve and collaborated on improving and optimizing.

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—Nadzeya Klimentsyeva, Global Integrated Programs Lead, Dell Technologies

How did the alignment between Dell Technologies, Informa TechTarget and WPP Media contribute to success?

Dell Technologies, WPP Media and Informa TechTarget aligned on goals, priorities and how we measure success. We track the performance across the full journey campaign.

Starting with WPP Media, they played a key role in helping us shape the strategy and identify the right partner for this campaign. What was instrumental in selecting the partners was the ability to deliver in all areas that were of interest: thought leadership, engagement and lead generation. Informa TechTarget really stood out because there are not so many publishers who can deliver all three, and especially not globally.

What also played a role here is our strong relationship over time with Informa TechTarget – we've been working together for many years, and your global reach allows us to easily scale this program across many markets. I'm grateful for this collaboration and for having the strong alignment and trusted partnership with all the players here.

What's next for Dell Technologies? How are you building on this success?

We are building on this momentum. We've already launched two new programs with a similar approach. One of them is running globally with Informa TechTarget, and we also expanded our reach there. So instead of seven countries, we now have nine countries, including Japan, which is a very specific market.

And then also our focus for this year is going beyond the SMB segment. We've expanded into the enterprise segment, and we've already been seeing very encouraging results after the first few months of this program.

Going forward, we'll focus on scaling what works, expanding into new audiences, going a bit beyond ABM – relying on Informa TechTarget's trusted data as we continue to refine our data-driven approach.

“Informa TechTarget really stood out because there are not so many publishers who can deliver thought leadership, engagement, and lead generation – all three – at a high level, and especially not globally.”

—**Nadzeya Klimentsyeva**, Global Integrated Programs Lead, Dell Technologies

Thank you to Nadzeya for sharing their success story with us. We look forward to their continued success with 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.

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