

**Case Study**

Informa TechTarget and Dentsu B2B: Partnering to Drive Full Funnel Success and Quality Pipeline

An interview with B2B marketing leaders Rowdy Fabon, Global Client Director, and Dominic Milan, B2B Strategy Partner at Dentsu B2B

Rowdy Fabon leads the Client Services and Commercial Planning team at Dentsu B2B, translating client objectives into end-to-end campaign delivery focused on measurable business impact. Dominic Milan serves as B2B Strategy Partner, creating strategies at the intersection of insight and activation.

Tell us about your Marketing and ABM strategy

Rowdy Fabon: The biggest challenge was connecting brand to demand. This is becoming increasingly challenging for B2B tech brands - ensuring that brand investment contributes not just to awareness, but also amplifies demand generation efforts. The objective was creating a full program that drives awareness and educates target audiences while simultaneously generating significantly improved quality leads to enhance the sales pipeline.

Challenge

A leading tech vendor needed a solution to stand out in an increasingly crowded marketplace, connect brand investment to demand generation outcomes, and generate high-quality leads ready for sales conversations.

Solution

Informa TechTarget and Dentsu B2B partnered to deliver a full-funnel unified demand campaign for the tech vendor that combined Dentsu's proprietary Superpowers data and strategic campaign expertise with Informa TechTarget's audience access and full-funnel capabilities to drive brand awareness, establish thought leadership, and generate high-intent leads.

Results

- **5%** increase in early-stage brand awareness, progressing to 15% uplift at the consideration stage
- **1,000 high-quality leads** in 3 months across healthcare, finance, and education sectors
- Direct opportunities with target accounts, **including a converted opportunity with a UK university**

Dominic Milan: Any tech brand at the moment faces this challenge of standing out. Our [Superpowers Index](#) shows that the gap between winning and losing brands is now at 54%, making it harder for losing brands to catch up. The number of brands considered and shortlisted by B2B buyers has increased by 13%, so brands need to stand out against more competitors than ever before.

How did we work together to design a solution?

Rowdy Fabon: For any full-funnel branded demand journey, the most important element is the audience. Understanding who they are and unlocking insights to inform the campaign structure is critical, which is where we leveraged Informa TechTarget's rich audience insights.

The funnel design started with awareness - showing up where prospects are researching and educating themselves. In the middle of the funnel, we focused on thought leadership through articles, videos, and webinars to provide additional education on how our client could solve their challenges. At the bottom of the funnel, the focus wasn't just generating leads, but high-quality leads - people ready to have conversations with the sales team who are actively raising their hands to learn more.

Dominic Milan: When evaluating partners, we look at the quality of data they provide and their ability to operate across the entire journey from brand to demand. Quality content is crucial because we want meaningful experiences with sticky content that people will read and engage with. We know that delivering better, more meaningful connections can shorten deal cycles by 31%. It's about more than generating leads; it's about instigating buyer confidence and making it easy for B2B buyers to say yes.

“Over six months, Informa TechTarget identified 13 active prospects from a UK university researching solutions. Through the always-on campaign, all 13 prospects were influenced through display advertising and content engagement.”

—**Rowdy Fabon**, Global Client Director,
Dentsu B2B

How did Dentsu B2B and Informa TechTarget complement each other?

Rowdy Fabon: Our skill sets complemented each other well. Dentsu B2B used our B2B Superpowers Index and client knowledge to create the program structure, then leveraged Informa TechTarget's capabilities across the funnel to bring it to life. There was strong collaboration - we listened to how they could support our mutual client's objectives, and they listened to how we could work with their audience insights. The partnership allowed us to capitalize on insights and learnings from other accounts as well.

Dominic Milan: Working closely together to develop a clear understanding of objectives and what good looks like is essential. Building a scorecard to evaluate data quality, editorial context, and dwell time is important. The ability to track decision makers across the journey enables us to show clients their investment is working and demonstrate business outcomes.

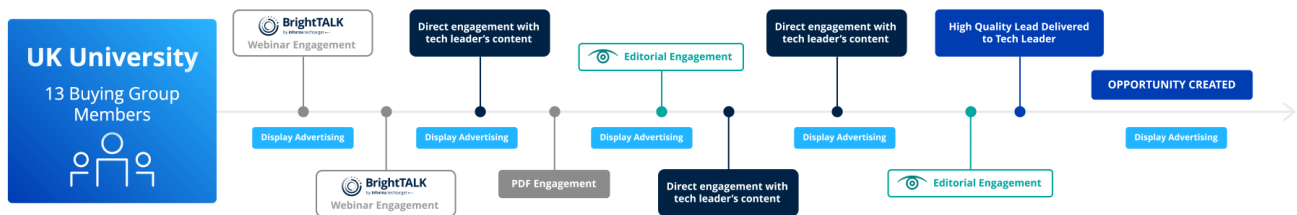
What results did you see from this partnership?

Rowdy Fabon: We saw improvements across all metrics. From an awareness standpoint, we achieved a **3-5% increase in brand awareness**, which is significant compared to standard paid media channels. At the middle of the funnel, we saw a **10-15% uplift in engagement**, which is valuable as a critical point before converting individuals into prospects.

At the bottom of the funnel, **we generated around 1,000 high-quality leads** in just three months across three key markets. This allowed us to tap into very specific verticals and accounts

that mattered most to the client: healthcare, finance, and education.

A standout example from the education vertical demonstrates the power of this full-funnel approach. Over six months, Informa TechTarget identified **13 active prospects** from a UK university researching solutions. Through the always-on campaign, all 13 prospects were influenced through **display advertising and content engagement**. Multiple personas within the buying group directly engaged with content assets, including influencers beyond the traditional CIO target. This resulted in one high-quality lead converting and generating an open opportunity directly with the CIO.



Thank you to Rowdy and Dominic for sharing their success story with us. We look forward to their continued partnership 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.

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 6/26.

