

Account Based Marketing with Priority Engine

Using Priority Engine to fuel your ABM strategy



What's Inside

79% of Priority Engine customers use its data to fuel Account Based Marketing (ABM) tactics. Priority Engine users load more than 2,500 named account lists into the tool every year.

Customers have seen Priority Engine accelerate the success of their ABM program by helping them generate more qualified leads and pipelined opportunities from their target accounts.

To better understand how customers are using Priority Engine for their specific ABM initiatives we conducted a series of customer calls, onsite meetings, and Priority Engine User Group events to find out what worked best.



Where Priority Engine produces results for ABM execution:

Account Selection

Account Prioritization

Contact Volume and Insights

Marketing Execution

Sales Enablement

How Priority Engine Helps

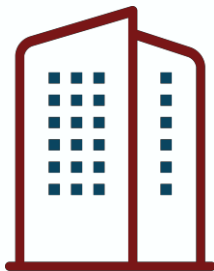
Account Selection

Starting off in the wrong place

Most ABM list creation processes start with the sales team coming up with “companies they want to target,” or suggesting an “ideal customer type” generally off of a rough industry or company size wish list.

Unfortunately, this approach can often generate lists that are too small and hinder the effectiveness of your ABM effort because:

1. Individual reps rarely understand the universe of accounts that would fit any description (e.g. does any individual know all the financial services companies of >1000 employees?)
2. Marketing efforts struggle to show scalable results against account pools that are too small
3. This approach doesn't include the criteria of “customers researching the problem that leads to our solution.”



Priority Engine's purchase intent data helps sales and marketing teams build account lists that accurately cover your target account pool:

- Priority Engine Account List filters allow you to focus on accounts that fit a firmographic or technographic description of your ideal prospect based on data rather than guesswork. For example, some teams that start with vague target account descriptions like “large banking and insurance companies” or “customers of other NGFW products” use Priority Engine to add (and keep adding) to the list of accounts that fit the target account description that they may not be aware of.
- Priority Engine also enables customers to identify and prioritize accounts most likely to buy a solution right now (the original point of an ABM list). Priority Engine customers can create account profiles that identify accounts researching the technology topics that make them a fit for their ideal customer profile.
- For example, Priority Engine enables marketers to add accounts whom are obviously great down-funnel ABM targets for a sales team, such as:
 - Accounts who have visited your website AND engaged with content on TechTarget sites
 - Recent downloaders of competitors' content
 - Accounts with multiple stakeholders researching the same technology painpoint.

Account Selection

Step-by-Step - How To Use Priority Engine :

1. To influence your list of target accounts using Priority Engine, create an Account List to rank the top accounts in your market segment. This list of accounts can be the foundation for ABM programs.
2. Update the list with the firmographic and technographic (i.e. installed technologies) qualities that fit your target customer profile. As a baseline, this will provide a list of accounts who are active in your market area AND fit your criteria pre-defined.
3. To further hone their account lists many customers add behavioral attributes that they've seen to be characteristics of a good prospect (e.g. researching a particular issue, looking at late stage content, have in a particular vendor installed).

With this approach, Priority Engine offers marketers and sales teams the ability to filter their Account Lists to include Accounts that have their ideal characteristics and are therefore more likely to engage and buy.



CUSTOMER SPOTLIGHT

An Enterprise Cloud Storage vendor completed an exercise internally to determine the attributes of recent accounts where they had closed deals. The vendor analyzed closed/won deals and looked for commonalities between accounts. They looked at revenue, geography, number of locations, company size, industry, etc., and then used Priority Engine to create targeted Account Lists that mimicked where they win most.

Priority Engine added many additional accounts to their target account list that fit this new customer profile and also had recent research activity in their technology market. Best of all, many of these accounts the sales team was not even aware of. They are now using this approach as the foundation of their named account strategy.

A screenshot of the Priority Engine account selection interface. It shows four main filter categories: "Custom Account Lists", "Research Location", "Employees", and "Industry".

- Custom Account Lists:** A dropdown menu set to "Includes Any" and a text input field containing "Please Select...".
- Research Location:** A dropdown menu set to "Exclude" and a text input field containing "Please Select...".
- Employees:** A "Min" field with the value "500" and a "Max" field with the value "No Maximum".
- Industry:** A dropdown menu set to "Includes Any" and a list of selected industries: "(MSP) Managed Service Provider and/or (CSP) Cloud Service Provider x", "Accounting x", "Airlines/Aviation x", and "Architecture & Planning x". Below the list is a link that says "... and 56 more".

Account Prioritization

Ranking accounts is crucial to cost management, success metrics and keeping reps engaged:

- Sales rep time is valuable. If they feel like their time is being wasted by marketing, trust and alignment between the teams will suffer.
- If you are undertaking any hard-cost marketing effort (e.g. events, direct mail, outsourced tele-marketing) you want to limit that to a set of accounts with a stronger likelihood of responding.
- If a marketer is expected to help with copy or offers at an individual account level, you should prioritize their time on the accounts that are most likely to respond.

Focusing on accounts that are the most engaged in your technology area will yield the best results. Customers use PriorityEngine to prioritize ABM lists to focus on the accounts that are most likely to respond right now.





Customers upload their ABM list in Priority Engine, which returns a sub-list of accounts who have been researching relevant technology topics in your market segment in the last 90 days, then ranks accounts based on the relevance and volume of that activity.



CUSTOMER SPOTLIGHT

An Integration and Analytics vendor begins their ABM prioritization effort with input from sales reps and their own propensity dashboard. That list of accounts is uploaded to PriorityEngine to determine which accounts are actively researching relevant content right now. When this Priority Engine customer looked at marketing performance, they found contacts from accounts ranking highly in Priority Engine were performing better down-funnel than any other type of accounts and contacts.

A vulnerability management software company created ABM lists for multiple regions in Priority Engine. Each week they run reports to identify and prioritize the accounts with new contacts active on their key topic. This list of net-new-contacts is the basis for a weekly calling campaign that the sales team finds to be very effective in terms of engagement rates.

Active Accounts		Qualifications	Engagements with you
Account Summary			
 Bank of America Corporation ★★★★★ 23 Active Prospects New Activity	✓ Ideal Customer Profile ✓ Evaluating Vendors	✓ Visited your website This Month	
 The Bank of Nova Scotia ★★★★★ 9 Active Prospects New Activity	✓ Ideal Customer Profile ✓ Evaluating Vendors	✓ Visited your website This Month	
 The Boeing Company ★★★★★ 2 Active Prospects New Activity	✓ Evaluating Vendors	✓ Visited your website This Week	
 United Parcel Service Inc. ★★★★★ 25 Active Prospects New Activity	✓ Evaluating Vendors	✓ Visited your website This Week	

Contact Volume and Insights: Scale Contacts to the Tactic

When you get down to the account level, you need scale and a great angle to get good results:

- When great email response rates are 1%, you need a critical mass of contacts to achieve any worthwhile results (e.g. 1% CTR on a 1000 contact email only yields 10 clicks).
- To achieve above average engagement rates, marketers and reps need a pitch that isn't just about the solution, it must address the actual interests and pain of the buyer.

Critical mass of relevant contacts at the account

- **When you are targeting a single account you must surround the buying team, not focus on a single title:**
IT buying is a team sport; according to TechTarget's 2018 Media Consumption Study, **7+** people typically contribute to a purchase decision in North American IT buys. Each is a potential route into the deal for you (or a competitor).
- **Making sure contacts are relevant and the volume is manageable to take good advantage of a rep's time:**
It is a fine line between volume and quality. Large companies can have thousands of technology buyers. Even if you narrow your focus to prospects with specific titles it can still be a challenge for reps to properly engage with everyone, let alone know where to focus. Priority Engine narrows the list to contacts that are active on your buying topic or have a clear relationship to it. Then Priority Engine classifies contact types to help reps prioritize and decide how widely or narrowly to cast the net depending on their outreach strategy.



Contact Type	Definition
Project Insider	Opt-in TechTarget member who has confirmed that there is an active project currently in motion at their company.
TechTarget Lead	Opt-in TechTarget member who has directly downloaded sponsored content from your TechTarget lead generation campaign.
Active Prospect	Opt-in TechTarget members who have conducted topically relevant research on the TechTarget network.
Suspect	Opt-in TechTarget members who have conducted relevant research across the TechTarget network. While their research is not directly within the core tech topic, they have shown interest and activity across related topics.
DiscoverOrg Contact	Account contacts selected based on criteria including job role, function and title.

Contact Volume and Insights: Making a Better Pitch


Account-level insights that lift engagement rates

From TechTarget's email marketing experience, we've seen tuning a message to the topics of an account's interest and within a close time frame to their research is up to **16X** more productive than non-timely, non-purchase intent-based messaging.

Because of this, Priority Engine provides account insights based on prospect's research behavior. By looking at the technology topics an account is researching and the technologies they have installed, marketers and sales people can make a targeted pitch that sees significantly higher engagement rates.

CUSTOMER SPOTLIGHT

A field marketer in EMEA at a top 10 tech firm built out a Priority Engine Account list for a sales rep taking over a brand new territory. The marketer filtered the list to accounts that were particularly interested in a new storage technology of the time. The list yielded only 40 accounts, but the marketer gathered 3 tightly topic tuned marketing offers (an event, a webinar and a consultative appointment) for the new rep's accounts that were interested in the topic. The first week results were 3 appointments and multiple sign-ups for the downstream webinars and events.



Wells Fargo & Company ⓘ

Cross Segment | AI/Machine Learning | Big Data | DevOps | Internet of Things | SIEM and Security Analytics

Summary

★★★★★ **New Activity** | Revenue: **\$87.7B** | Employees: **100,000+**

Qualifications	Engagements
<ul style="list-style-type: none">✓ Evaluating Vendors✓ Ideal Customer Profile✓ Confirmed Project This Month	<ul style="list-style-type: none">✓ Clicked your banner This Week✓ Visited your website✓ Downloaded your content This Month

Buying Team	Vendor Interests	Topic Interests
4 Leads from TechTarget	1. Tamr	1. Artificial intelligence
50 TechTarget Prospects	2. IBM	2. DevOps
10 DiscoverOrg Contacts	3. ServiceNow	3. Machine learning

Marketing Execution: Email Nurture

Account-level insights that lift engagement rates

With the right accounts, contacts and an understanding of what they care about, effective marketers try to surround the account with their brand, content, and sales efforts. To do this, Priority Engine customers use TechTarget's broader capabilities to deploy multiple tactics that influence all stages of the buy cycle.

Email Nurture

One of the most successful engagement tactics Priority Engine customers use is running thematic email nurture campaigns. Customers use Priority Engine to identify which accounts are the "same" and target them with campaigns that fit that commonality tightly.



CUSTOMER SPOTLIGHT

Topical interest emails: A Data Backup and Protection vendor creates Account Lists in Priority Engine based on sub-topic interests to ensure each account receives the most relevant email content. So accounts researching ransomware receive content on that topic, while accounts researching GDPR receive different, tuned content.

Technographic targeted: An IT Management vendor uses Priority Engine to create segmented views of ABM accounts who have a particular competitor's technology installed. The customer has earned well above average email response rates by using copy that references the prospect's use of that technology.

Firmographic: Another vendor loads their ABM list into Priority Engine and then uses Priority Engine to sort them into industry-specific lists to find contacts at those accounts. Then they follow up with vertical-market email messaging, which works very well for technologies that have a strong industry angle.

Marketing Execution: Partner to surround your ABM targets

Content promotion to soften the ground and quickly identify most interested contacts

Most Priority Engine customers leverage TechTarget's content marketing engine and brand to deepen their target accounts awareness of their brand.

- TechTarget's Media Consumption research showed that **70%** of IT buyers find independent publisher websites very useful when conducting research for IT projects. TechTarget's content marketing efforts on your behalf, from our trusted sites, helps technology companies influence buyers throughout their journey.
- TechTarget's content marketing engine sends tens of thousands of emails to prospects the moment they become interested in your technology area. This quick response coupled with diligent repetition and volume makes prospects even more aware of your solutions and more likely to respond to other approaches by your team.

Event Marketing

Event marketing is one of Priority Engine's top use cases, and a favored tactic of ABM campaigns. By using Priority Engine's ability to identify active accounts by country or state, customers get a very active list to market their events to. Customers quote **75%** increases in registrations and more than **25%** increases in attendance rates with Priority Engine contacts. View our Event Marketing with Priority Engine guide [here](#).



Online Advertising

Another widely-used channel for ABM campaigns is banner advertising. Boosting awareness with target accounts is a key element to ABM, especially for less-widely known companies. Banner ads also provide an additional performance lift to your other marketing channels when deployed to the same audience. TechTarget sees a 22% increase in e-mail CTR when we coordinate e-mail and banner delivery to the same prospects.

To make this easy, TechTarget regularly promotes banner advertisements to contacts in your Priority Engine subscription on and off of the TechTarget network and can report on the level of influence across all active accounts in the ROI Dashboard.

CUSTOMER SPOTLIGHT

A data management company uses Priority Engine to build smarter, multi-channel ABM programs. With their target account list loaded into Priority Engine, they prioritize accounts based on intent data to deploy banner campaigns. The messaging is customized using Priority Engine's intent data signals, making the programs more effective. For example, if an account is searching competitors, competitive displacement ads and email messaging is delivered.

Sales Enablement: Crafted Approach

The success of your sales enablement strategy generally determines the level of your ABM success. Priority Engine customers use the contacts and the account data to give sales the tools they need. But this partnership takes work.

- **Right type of quality contacts from active accounts:** Marketers must balance a fine line with reps. If reps are tied to a small number of target accounts, they need every possible contact to get in, but if the contacts have bad data or too many irrelevant contacts, their declining enthusiasm for the ABM effort can sink the entire campaign. Priority Engine provides multiple relevant contact types at each active account so reps can do phone and email outreach with the knowledge and confidence that the account has actually shown purchase intent around a relevant technology topic and they can use only the most qualified contacts or broaden their approach.
- **Account-based context:** Our most successful ABM customers give reps access to Priority Engine Account Views to use when reaching out to their named accounts. They find that a crafted approach based on the data in Priority Engine leaves the prospect feeling “like they read my mind” and was useful and timely.
- **Personalized approach:** When your ABM list is only a few hundred accounts, or sales reps have a small territory, a personalized pitch based on account-specific purchase intent produces the best results. With this method, reps can view an account page in Priority Engine to create targeted emails and call scripts based on the firmographic, technographic and intent revealed at the account.



CUSTOMER SPOTLIGHT

A Unified Communications company installed the Priority Engine widget in their Salesforce instance to let reps see purchase intent insight in their everyday workflow. It regularly results in high profile appointments with accounts they have been trying to break into for a long time. With the widget, sales reps see the topics an account is interested in, whether the account is engaging with their own content (or competitors), and the prospects' full contact information. Sales accesses these account insights and use them in most of their outreach, all within the tool they're mandated to work in (Salesforce).

The screenshot shows a laptop displaying a Priority Engine account view. On the left, a list of "Topic Interests" is shown, with "Cloud security", "Cloud backup & recovery", and "Data security" highlighted in red boxes. On the right, an email draft is visible, titled "Day 2:" with an email icon. The subject line is "Subject: Cloud based storage, backup & recovery explained". The body of the email starts with "Hi AI," and discusses cloud storage solutions. It includes a placeholder for an asset title and hyperlink, and ends with a call to action for a 15-minute meeting and a signature line.

Day 2:
✉ **Email**

Subject: **Cloud based storage, backup & recovery** explained

Hi **AI**,
Many companies are looking at **cloud storage** solutions to streamline **cloud backup & recovery** efforts.

I thought this white paper may be of interest, **ASSET TITLE & HYPERLINK** as it reveals tips for **securing your data** in the **cloud backup and recovery process**.

Would love to share how we helped **CLIENT 1** achieve **CLIENT BENEFIT**. What's the best way to get 15 minutes on your calendar?

Enjoy,
YOUR SIGNATURE

Sales Enablement: Campaigns to direct reps, efficiently

Campaign approach: Scaling to a large number of accounts

When successful customers' ABM lists have thousands of accounts, we've seen them use "campaign" approaches effectively. Similar to creating an Account List for email nurture based on specific criteria, our most successful Priority Engine customers create calling campaign lists for reps based on a theme/pitch they can execute over and over again.

Marketers or sales leaders create a Priority Engine Account List based on common topic researched or vendor installed and crossed with an ABM list. This creates a list of contacts that they can pair with email copy and phone scripts that use that common factor and gives reps an activity that they can efficiently make hundreds of calls and emails on in a short period of time.

For example, many vendors create Account Lists for accounts that have a partner's technology installed. That enables reps to deploy a single email like the one at the right to hundreds of contacts and make calls to them much more effectively.

✉ **Email**

Subject: **Your Solution** and **Amazon AWS** reach new heights

Hi **AI**,

Do you use **Amazon AWS**? I've been speaking with companies similar to **FAA** about how **YOUR SOLUTION** complements **Amazon AWS and S3**. With that, I thought you might find this white paper insightful, **ASSET TITLE & HYPERLINK**, as it explains how companies successfully leverage these solutions together to address **cloud migration** and **cloud based storage, backup and recovery**.

Hope it helps – do you have 15 minutes to discuss? Pick one of these three times this week when you are free and I will give you a call: **time option 1, time option 2, time option 3**.

Thanks,

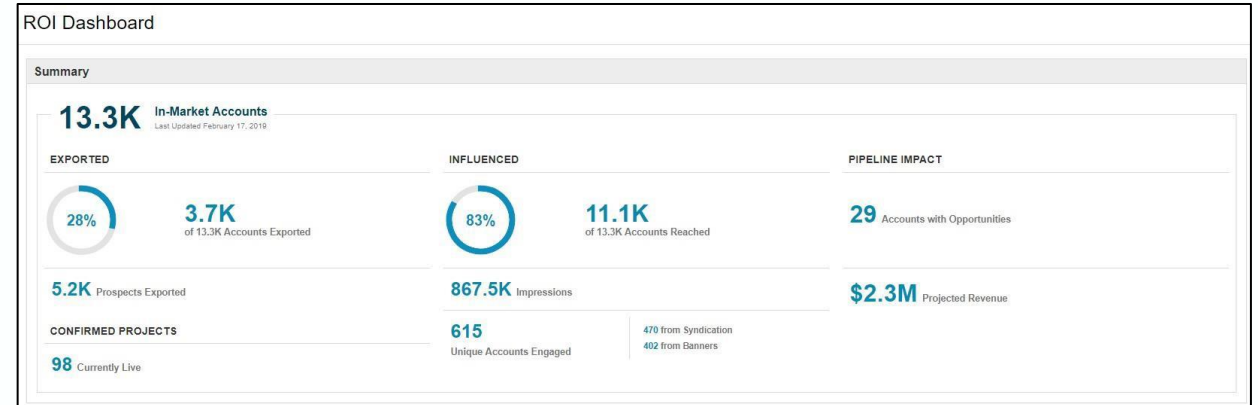
YOUR SIGNATURE

Measuring how Priority Engine Helps ABM

Metrics to judge the success of an ABM program are emerging and elusive. Priority Engine customers use its dashboard to quantify contributions to ABM

Priority Engine customers quantify results in the following way:

- Net new contacts added to ABM lists (one Priority Engine customer reported **80%** of Priority Engine prospects delivered were net-new to their database)
- Resurrecting accounts and contacts once thought “dead”
- Contact rates (email or phone) on PriorityEngine contacts
- Engagement rates (email and phone) once the prospect has engaged
- Appointments set/pipeline created
- Acceleration in ABM pipeline progress
- Pipeline attribution (one customer reported \$7.5M in attributed ROI for their ABM effort, another attributed more than \$47M in pipeline to Priority Engine for their ABM effort)



Pipeline Impact by Stage			
Stage	Close Probability	# of PE Influenced Opportunities	Projected Revenue
► Discovery	1%	14	\$13,640
► Investigating	10%	8	\$87,000
► Determining Business Alignment	20%	5	\$123,000
► Validating Technology Fit	40%	4	\$193,600
► ROI Justification	60%	5	\$361,200
► In Procurement	80%	3	\$294,400
► Closed Won	100%	10	\$1,217,000
Total Pipeline		49	\$2,289,840

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology

companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

For more information, visit [techtarget.com](https://www.techtarget.com) and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).



275 Grove Street, Newton, MA 02466

888.274.4111

www.techtarget.com

©2018 TechTarget. All rights reserved. The TechTarget logo is a registered trademark of TechTarget. All other logos are trademarks of their respective owners. TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice. The reader should in all cases consult TechTarget to determine whether any such changes have been made.