Case Study

Turning Intent Data into Pipeline: How Digital.ai Optimized Target Account Engagement with Informa TechTarget

An interview with tech marketing innovator, Sarah Richards, Senior Director of EMEA and APAC Marketing at Digital.ai

Digital.ai enables enterprises to accelerate digital transformation while embracing AI responsibly with an AI-powered DevSecOps Platform designed to automate software releases, improve mobile application testing and security, and provide insights across the software lifecycle. As the Senior Director of EMEA and APAC Marketing, Sarah works closely with the sales team and is responsible for driving pipeline via demand generation programs, events, digital marketing, ad campaigns and more.

What challenges were you facing in your organization that led you to Informa TechTarget?

Digital.ai was first established by bringing together five different organizations, and each of those organizations already had an established customer base. One of our challenges was determining how to upsell each of those existing customer bases by introducing them to the expanded Digital.ai solution portfolio. Additionally, we needed to expand the customer base further by identifying net-new organizations to reach out to.

Challenge
Digital.ai needed to uncover new buying team members and prospect-level intent within their target accounts to fuel personalized marketing content and enhance engagement strategies.

Solution
Digital.ai leverages Informa TechTarget's Priority Engine along with BrightTALK and Informa TechTarget content syndication to identify and engage active buying team members at target accounts through highly personalized marketing content and sales outreach.

Results
Digital.ai's Informa TechTarget programs have empowered them to optimize engagement with target accounts, resulting in significant contributions to their global pipeline.

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—Sarah Richards
Senior Director of EMEA and APAC Marketing

To overcome these challenges, we needed a solution that would help us identify active buying team members at our target accounts and provide additional insights we could use to meaningfully engage those buying teams.

How is Informa TechTarget helping you overcome these challenges? What products are you using?

We're leveraging [Informa] TechTarget's Priority Engine, BrightTALK webinars, and content syndication to help us engage target accounts with personalized marketing and sales outreach.

The account executives on our sales team use Priority Engine to identify new contacts at their target accounts to reach out to and prospect-level insights they can use to personalize their outreach. The account executives particularly love the IntentMail AI messaging feature in Priority Engine that leverages AI to create email copy based on prospects' interests and company information. With IntentMail AI, they can quickly generate messaging at-scale and simply copy and paste the content into an email. Some account executives have shared that they're seeing almost

instant results setting up meetings with that feature, so that's been great to see.

We also use the prospect-level intent from Priority Engine to inform our marketing email nurture. In Priority Engine, we're able to see if prospects have interacted with our BrightTALK webinars or are actively researching the types of solutions that we can provide. We then enroll those prospects into marketing nurture based on their interests and target relevant and meaningful content towards them. With this strategy, when Sales eventually contacts those prospects after they reach MQL status, they are already warmed up to who Digital.ai is and what we can help them with.

For content syndication, we've run campaigns targeting a list of ideal job functions within the accounts we're prioritizing, which has allowed us to target them with specific content pertaining to their role. We've seen really great results from these targeted content syndication efforts so far.

You're leveraging the Priority Engine Salesforce integration. What benefits have you seen from this integration?

We've configured Priority Engine so that each account executive has their territory reflected in the tool. When they log into Priority Engine, they immediately see a list of their target accounts, pulled directly from Salesforce. If their target accounts change in Salesforce, their view in Priority Engine is automatically updated to reflect those changes as well.

With the Priority Engine Salesforce integration, our account executives can go into Priority Engine and quickly see if a contact is also in our Salesforce instance. If not, they can add them to our CRM with one click, allowing them to easily access that contact and their information in Salesforce.

The Priority Engine Salesforce integration has made our account executives' lives much easier by creating a single source of truth that they can view the data from rather than having to go back and forth between the different tools.

What results are you seeing so far from your Informa TechTarget programs?

Our [Informa] TechTarget programs have sourced substantial contributions to our global pipeline. As a company that provides a broad range of solutions, Priority Engine has been essential to uncovering prospect intent that we can use to align marketing and sales messaging related to our diverse solutions to each prospect's interests. This strategy has produced great results, helping us generate many new opportunities and MQLs.

With Priority Engine, our account executives can identify and engage active buying team members more efficiently, enabling them to break into target accounts and upsell existing customers.

Our [Informa] TechTarget content syndication program has also been really successful, helping us optimize our engagement with contacts at our target accounts who have a known interest in the types of solutions that Digital.ai can offer.

Tell us about your experience working with Informa TechTarget.

Working with [Informa] TechTarget has been really great. Honestly, I'd say [Informa] TechTarget has one of the best customer success programs that I've worked with over the years. Your hands-on approach with regular check-ins and your willingness to jump in to train our account executives has really instilled in Digital.ai the importance of regular use of Priority Engine. The [Informa] TechTarget customer success team's support has been a major contribution to the overall success of our [Informa] TechTarget program.

A big thank you to Sarah Richards for sharing this success story with us. We look forward to hearing about more of her wins using Informa TechTarget products in the future!

Sarah Richards
Senior Director of EMEA and APAC Marketing
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