

CASE STUDY

TechTarget Increases Conversions 3X and Recaptures Hard-to-Reach Accounts with Personalized Buyer Experiences

Customer: TechTarget
Industry: Marketing
Founded: 1999

BACKGROUND

TechTarget is the global leader in purchase intent-driven marketing-and-sales services that deliver business impact for enterprise technology companies. Headquartered in Newton, Massachusetts, with offices across the globe, the award-winning company provides best-in-class B2B customer behavioral data that maximizes sales opportunities within the rapidly expanding enterprise tech sector.

CHALLENGE

In B2B marketing, content is critical for attracting and engaging buyers, but at the end of the day, experience drives everything from engagement to conversions.

TechTarget provides actionable insights and easy-to-use services for technology companies. Utilizing purchase intent data gleaned from the readership of its 140+ technology-focused websites, the company helps tech vendors reach qualified buyers. The organization is founded on three distinct but related pillars: high-quality, targeted content; over 29 million registered members and users; and activity intelligence, which provides deep, accurate intent data on accounts and prospects alike.

Although TechTarget has a long history of creating demand with technology professionals, today's marketing and sales audiences are harder to penetrate than in years past. The company creates prolific content—supported by its products and services—across account-based marketing (ABM), demand, and intent.

According to Garrett Mann, Senior Director of Corporate Communications, "We are terrific at creating content, but not so great at organizing it. Our team is small and lean, and our challenge was to make it easier to surface and consume multiple content assets, organize them in a way that is personalized to the individual, and create a better user experience."

SOLUTION

Mann and his team began searching for a solution to help maximize conversions from new and existing content, deliver content more efficiently, and utilize assets to increase understanding and encourage growth. They



chose Hushly, a B2B buyer experience and conversion platform, as the best option to offer more personalized experiences to prospects and customers at scale and to increase demand and bolster engagement.

RESULTS

Streamlining the Lead Capture Process

TechTarget's enterprise technology accounts are segmented so that the company's solutions can be targeted to the right customers and explained in the most understandable way.

"When we started working with Hushly, our main focus was to improve demand gen and create richer account-based experiences," said Mann. "We wanted to simplify our lengthy registration process, which included a typical landing page with a form. If a visitor was known, some of the fields would be prefilled. If a new user visited the site, each field would have to be manually completed."

Hushly helped simplify the process of lead data capture and reduced the number of form fields from seven to one. The visitor experience became more dynamic and streamlined, and

internal processes became more flexible and scalable. "By transitioning to a single-field form, we experienced a 300% increase in conversion rates," said Mann. "We were able to accomplish this because of the way Hushly appends and enriches data on the back end."

A second test compared the difference between a single form and a multi-asset experience. "20% of those who engaged with the multi-asset experience downloaded between two and four assets, which is gold for marketing," noted Mann. "By offering multiple assets and content organized around specific pillars, we were able to generate 1,000 high-quality leads in four to five months."

Self-Nurturing, Personalized Landing Pages Convert Visitors

Mann wanted to create multi-asset experiences without having to build a new solution or hire a developer. "It's not easy to create a new technology infrastructure. Hushly simplified the process with out-of-the-box landing pages that we can customize as needed."

Today, most transactions in the buying cycle are digital. The best way to help visitors understand your products and services is with a try-and-

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buy preview. If the content that's being offered isn't what a visitor is looking for, offers can be personalized with Netflix-binge-style offers which lead to alternative content.

Hushly's demand capture process reduces friction and simplifies the lead capture process. Landing pages accelerate the nurturing process with dynamic and relevant experiences. "Our landing pages are now self-nurturing and can be gated or ungated. Registration is a seamless and painless one-time event for users," explained Mann. "We can also personalize with AI and intent data, educate buyers at their own pace, and lead with content instead of a form."

Reinvigorating Web Pages with Personalized Content Journeys

In addition to designing new landing pages, Hushly can reinvigorate latent web pages that may not be converting users. Content streams can be natively embedded across any website or landing page, dynamically swapping content using intelligent, personalized data.

"We can identify visitors coming to our site, offer up personalized experiences, and reduce abandonment rates," said Mann.

Recapturing Hard-to-Reach Accounts

Every company hopes to get more engagement and revenue from specific, targeted accounts, but it requires a lot of legwork, and personalization is difficult, particularly if done manually.

TechTarget launched a campaign around 25 of its hard-to-reach accounts. Knowing it would require a different mindset and approach, they created a focused destination page to introduce prospects to TechTarget's data and offerings. The goal was to build it once and extend that to other accounts.

The page dynamically added the prospect's logo, sales rep contact information, videos, account banners, personalized industry



content, options for the prospect to choose a market, a customized offer, and a call to action. Portable streams delivered best-practice guidance and created an extensible and scalable template.

"We were able to reach 60% of our 25 hard-to-reach accounts, and this is really great," said Mann. "Awareness increased by 64% with 16% and 20% either engaged or highly engaged." TechTarget is moving to the next phase with offers and content to engage the remaining 40% of its hard-to-reach accounts.

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Hushly is a simple, yet powerful SaaS marketing platform delivering scalable solutions for content marketing, demand generation, and account-based experiences. To learn how Hushly's buyer experience and conversion platform can deliver personalized experiences to your website visitors and

Challenges

- Lengthy registration process for corporate content created barriers to entry
- Difficult to penetrate marketing and sales audiences
- Tremendous amount of content across demand, ABM, and intent for marketing and sales
- Small, prolific team focused on creation, not organization

Value Created

- Organize and present marquee assets within streamlined, customized pillars
- Ability to tell story in multiple ways, easier for audience to consume assets
- Increased conversion rate for existing and new content
- Higher engagement resulted in significant uptick in lead generation

Solutions

- Account-Based Experiences
- Demand Capture
- Personalized Content Journeys
- Self-Nurturing Landing Pages
- Native Embed Streams