



## CUSTOMER SUCCESS

# Driving More Revenue with Full-funnel Marketing

## Company Overview

**Cisco** is the worldwide leader in networking for the Internet. Today, networks are an essential part of business, education, government, and home communications. Cisco hardware, software, and service offerings are used to create the Internet solutions that make these networks possible, giving individuals, companies, and countries easy access to information anywhere, at any time. In addition, Cisco has pioneered the use of the Internet in its own business practice and offers consulting services based on its experience to help other organizations around the world.

## Challenges

### How do you think the vendor-buyer relationship has changed?

Customers are more empowered than ever. It's not the relationship we used to see where they had a preferred vendor, picked up the phone, called and started to plan a project. Today, 67% of the buyer's journey is digital. Before they even speak to a vendor on their shortlist, they've already done a peer validation through social media, looked at white papers, and visited TechTarget sites to research their needs. They're guiding themselves through the process and are far less reliant on vendors dictating the journey for them.

## Challenges

Accelerate MQL/SQL generation for direct sales & channel partners across a wide range of products and solutions in the Cisco portfolio

## Solution

Leverage IT Deal Alert Qualified Sales Opportunities across Cisco's core markets

## Results

- 45% of Qualified Sales Opportunities convert to sales qualified opportunity for direct sales teams
- 50-70% conversion to opportunity when passed to channel partners



## How has Cisco become more data-driven and how is it utilizing data intelligence into its strategy?

We have 13 million unique visitors per month at Cisco.com and really need to boil that down to try and understand who's actionable for sales, who's researching, and at what point we should engage our sales team versus having marketing continue to nurture them. We look at the holistic data footprint of someone and determine what we should do next. Cisco is heavily invested in response creation, but the other half is response management. Once you have engagement, it's about deciding what to do digitally to continue that journey in a way that provides a good experience for the customer, and ultimately, an actionable lead for sales.

## What metrics do you have in place to track and measure ROI?

We use the Sirius Decisions Waterfall, what our ultimate measure of revenue contribution being a Sales Qualified Lead. In order to generate SQL, we have to pay attention to metrics at all stages of the funnel, and optimize all the way through, from impressions to clicks, to what reveals an MQL to SAL to SQL. We have to measure conversion at each stage and work towards best in class conversions from top to bottom.

## How do you work with TechTarget to strategize and put together a plan that ensures that you're in the right place at the right time?

We rely heavily on content publishers and technology partners like TechTarget. We get 13 million visitors a month to Cisco.com, but if only 12% of B2B buying research happens on a vendor's website, that means the other 88% is happening somewhere else, and we want to be where that is. When you look at partners like TechTarget, who have such huge subscriber bases and publish such relevant content, it's a no-brainer for us to partner with them.

Producing enough content to keep customers engaged is a big challenge and just one of the many reasons we work with TechTarget. Their experts are constantly keeping things relevant and engaging for customers. If our buyers are going to places where content is continuously fresh, we need to be there and part of the dialogue.



**Jenny Hooks** is the U.S. Digital Marketer Lead at Cisco. She's been at Cisco for eight years in a variety of roles spanning marketing execution, marketing automation and strategic marketing. She is currently responsible for digital revenue marketing for the Americas which includes the U.S., Canada, and Latin America. As part of her role she is responsible for delivering Sales Qualified Leads for those regions through 3rd party digital channels, Cisco.com, and earned social platforms, to drive actionable revenue and opportunities for both Cisco sellers and channel partners.



TechTarget is able to provide us with data that helps us make Cisco content more relevant and effective – whether it’s for Cisco.com or TechTarget or somewhere else. In the end the partnership, makes all of our programs more successful.

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### **How has using IT Deal Alert™ fit into your overall marketing strategy?**

We needed to think outside the box of simply buying names, nurturing them and trying to qualify them to pass those over to sales. Another part of the TechTarget value proposition is their IT Deal Alert Service that directly impacts our sales efforts. IT Deal Alert is based off data from technology segments across their many highly-targeted website

properties. It identifies IT buyers who are actively researching on TechTarget sites with real purchase intent. TechTarget wraps all that useful data up in easy-to-use reports that are immediately actionable for our sales teams and channel partners.

### **Can you comment on some of the ROI you are seeing from using IT Deal Alert?**

We are very cautious of the quality of what we pass to our sales teams and partners, as we want them to have confidence in the value they can expect from Marketing Qualified Leads. Approximately 45% of IT Deal Alert opportunities convert to a sales qualified lead, so we are able to pass those directly to sales without adding in additional layers of qualification. Not all lead sources perform that well, so we use additional nurture or call center resources to validate opportunities before handing them over. We send a lot of IT Deal Alert opportunities to our channel partners and those convert consistently at 50% and sometimes as high 70%. With those conversion rates, we are happy to stay hands off and let the data work for itself.

### **As you work with different media companies or data solution providers, what is most important?**

Full funnel marketing is important to our strategy, and is where we’ve been extremely successful in working with TechTarget. We have a wide variety of audiences we’re trying to reach with a wide variety of messages. The ability to be targeted in our communications in places where IT buyers already are is extremely important.

## What has your experience been working with TechTarget?

TechTarget helps us to build a strategy that spans from Awareness to Demand Generation and from content marketing to sales-ready IT Deal Alerts. Being able to invest in these areas with TechTarget helps us to drive a cohesive, full-funnel plan, which is something that's pretty unique to TechTarget.

## 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 Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit [techtarget.com](http://techtarget.com) and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).



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