TechTarget | servicenow

Activity Matters!

ServiceNow leverages intent data to make marketing work much better for everyone

Patty Thompson
Global Campaign
Marketing Director
ServiceNow

Gina Ahern
Global Campaign
Marketing Director
ServiceNow

John Steinert
CMO
TechTarget

About ServiceNow

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2

ServiceNow was founded in 2004 and has been a TechTarget customer since 2014. The ServiceNow cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise. Over the years they have grown into one of the most innovative companies in the world.

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3

ServiceNow has seen exponential growth over the last few years and has entered the Fortune 500. Being named a leader in IT Service Management, Integrated Risk Management, Enterprise Service Management and more is directly related to the company's ability to improve engagement with target accounts in the last three years.

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4

The ServiceNow mantra is that behind every great employee and customer experience is a great workflow. ServiceNow enables workflows across businesses, departments, systems and processes to help work flow naturally.

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5

About
TechTarget

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6

A giant demand radar, a behavioral data factory, a marketing and sales services provider to 1,300+ tech clients

75K new content items produced annually

1M daily buyer interactions across 10K topical tags

200M inbound visits from organic Search

100K active accts per month from 20M registered members

Your Active Total Addressable Market

PROSPECTS

ACCOUNTS

INSIGHTS

Priority Engine™

Deep content footprint and Google search power drives active buyers into TechTarget's network

Buyer research details tracked on 140+ websites yielding actionable visibility into purchase intent in your market

Priority Engine™ is the central warehouse for all this account activity intelligence

©TechTarget

TechTarget is a major provider of real purchase intent data for enterprise tech. While most intent data is only available at the account level, Priority Engine offers insights at a contact level. We've created a giant demand radar to help your marketing and sales teams understand the behaviors of both your target accounts and key accounts that are similar to your targets.

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7

Forrester Wave Leader
Enterprise tech specialist

#1 in Data Coverage

#1 in Go-to-Market Strategy

#1 in Data Acquisition & Processing

600+ B2B data customers – best in class

"[TechTarget's] opt-in model for data sourcing is a strong differentiator… especially in the current climate of increasing data privacy requirements."

FORRESTER®

The Forrester Wave™
B2B Marketing Data Providers, Q3 2018

Full report: bit.ly/TTGTforrester
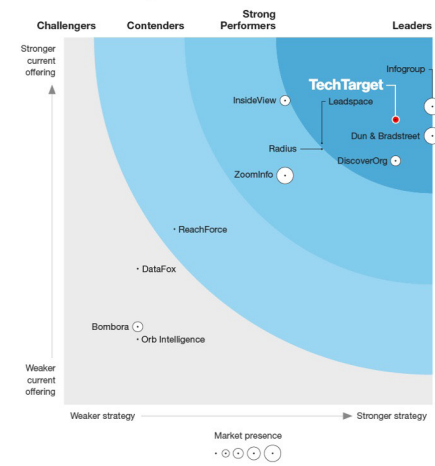
©TechTarget

TechTarget, a Forrester Wave Leader in B2B Marketing Data, owns a network of editorial sites covering a wide range of tech topics and supporting an opt-in model for intent data sourcing. As data privacy regulations become stricter, this kind of model is critical for continually supplying marketing and sales with key purchase intent data.

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8

![TechTarget logo]

Activity Matters:
Active Prospects are more likely to respond and convert

They Click	They Convert	They Close
7x	**75%**	**2x**
More likely to respond to your emails because they're in an active buying motion	**More likely** to accept meetings because they have an immediate need for your solutions	**More likely** to turn into an opportunity because they're ready to make a purchase decision

Source: TechTarget advertising impact studies 2017-2019   ©TechTarget

But what's really the difference in performance when you have purchase intent data versus a simple list of contacts? It's never been a secret that someone who responds to marketing activity is a better lead than someone who doesn't respond. That's why we see dramatic results with intent data. And it's why activity matters.

Why Activity Matters for Account-Based Marketing

Prioritize Target Accounts	Uncover the Buying Center	Engage at the Right Time
Activity Matters because it identifies the accounts on your ABM list that are looking for your solutions	**Activity Matters** because it uncovers the real people (not personas) at target accounts involved in the purchase process	**Activity Matters** because it focuses your advertising and sales efforts on accounts that are ready to buy

Activity derived from **Known Prospects** at in-market accounts

©TechTarget

Activity is especially important for account-based marketing. Everyone has a list of accounts, but within that list are a mix of active and inactive companies. No one has the resources to engage with every single account.

Activity matters because it tells you where to focus and increase your marketing and sales activity for maximum effectiveness. Not only that, real intent data helps you identify all buying centers within an account so you can pursue multiple opportunities.

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Overcoming Challenges

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Activity Matters:
Where is "the Market"?

Digital Transformation is a huge theme. Everyone seems to be interested in it. It means very different things to different functions. And there are very different stages of maturity.

It's hot in all of these categories and more:

- IT Automation/DevOps
- Hyperconverged Infrastructure
- Customer Experience
- Cloud Infrastructure

- Edge Computing
- AI/Machine Learning
- Security
- ERP
- Big Data

now.

64% are at the early stages of their digital transformation journey

DT Maturity

16%	
20%	
26%	
25%	
13%	

- ■ 4 - Optimizing digital transformation
- ■ 3 - Managed digital transformation
- ■ 2 - Fundamental digital transformation
- ■ 1 - Starting digital transformation
- ■ Have not started digital transformation yet
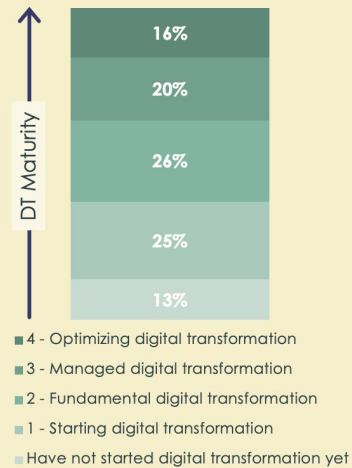
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At one time, ServiceNow focused its marketing themes on digital transformation, but the problem is that it means a lot of different things to a lot of different people and studying activity in the market reveals many differing stages of maturity. To have success in the near term, ServiceNow needed to narrow their focus on who they targeted and what they were really concerned about in their day-to-day work.

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12

CIO Survey: Your digital transformation agenda

Transform your IT operations

- Standardize IT globally
- Manage demand and resources better
- Improve service availability
- Reduce enterprise risk
- Drive operational excellence through automation

Reimagine your customer experience

- Increase customer satisfaction
- Resolve issues faster
- Personalize and predict future needs

Elevate your employee experience

- Simplify work life to be more like home life
- Enable employees with mobile-first self-service
- Improve productivity across departments
- Smooth employee on-boarding

Source: CIO Agenda Survey, 2019

After surveying 500+ CIOs and learning from over 6,200 customers, ServiceNow identified 3 primary focus areas for digital transformation at their target accounts.

First was elevating the employee experience by simplifying how work gets done. Second was reimagining the customer experience to increase satisfaction and loyalty. And third was transforming IT operations because it's the backbone driving digital initiatives across the enterprise.

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13

The ServiceNow framework

Delivering cross-enterprise workflows that multiply the value of your existing investments

Now Platform®
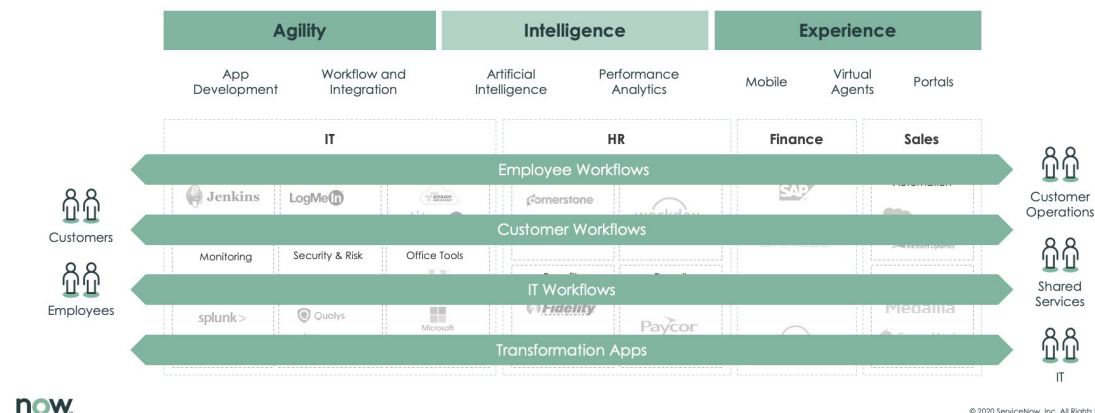
The ServiceNow framework encompasses a variety of cross-enterprise workflows that multiply the value of existing investments. This case study focuses specifically on how they've built out their business around Employee and Customer workflows with intent data.

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Challenges to overcome

- Identifying new target audiences

- Being present at the watering holes targets visit – with relevant content

- **Brand recognition and breaking through the noise**

- Building demand and pipeline

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Marketing teams all face similar challenges. Who are your buyers? Where are they spending their time researching, and how do we deliver relevant content there? How do we break through the noise? And how do we manage the pipeline to continually generate qualified leads?

We'll look at how ServiceNow has addressed these challenges for both the Employee Workflows and Customer Workflows Business Units.

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15

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16

Today, the employee experience is broken
Employees need to navigate across multiple departments to get simple things done

IT	HR	Facilities	Finance	Legal
Report phishing	Find an HR policy	Need janitorial service	Pay issue	Compensation adjustment
Need to reset my password	Change my address	Need office moved	Need a corporate credit card	NDA update
Need a new laptop/phone	Update my emergency contact	Find, book a conference room	Need to purchase something	Report risk to the board
Can't connect to wireless		Need a new desk	On-board new vendor	Prove compliance

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In many companies, today's employee experiences are broken. Workflows like onboarding, offboarding and leave of absence support require coordinated services across IT, HR, Facilities, Finance, Legal and more. And when these departments deliver in siloes, there's a fragmented experience that often frustrates employees. They just want their questions answered so they can get back to work.

ServiceNow Employee Workflows transform the employee experience

To an employee-focused approach to service delivery that unlocks productivity
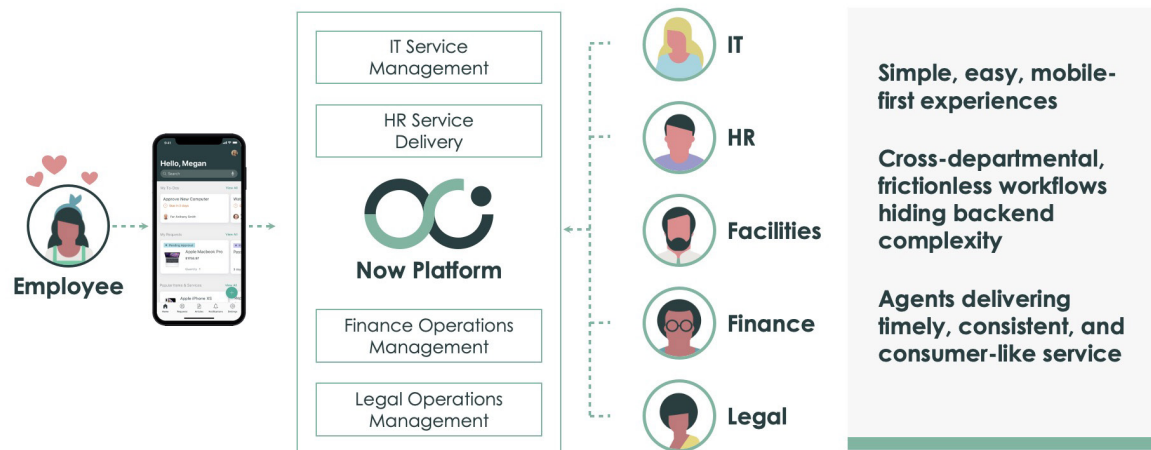
ServiceNow transforms employee experiences. But with so many different departments involved in the employee experience, it was difficult to pinpoint the precise target market.

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Where we started: Uncovering the real audience

Selling value of HRSD to IT not a good fit in 2016 - IT didn't "get it"

The HCM market was exploding (crowded; noisy), and we're not really HCM

We believed we had to "go after HR people" and that our personas were right

My job:
Make an impact – *fast*

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ServiceNow's roots were in IT Service Management, so when Patty Thompson, Global Campaign Marketing Director of Employee Workflows joined the company, they had no name recognition in the HR space where employee experience matters. Digital Transformation was too broad a topic to convert interest into demand and HR Service Management wasn't really a solid concept yet. People were mainly focused on Human Capital Management (HCM) as a defining solution area and although ServiceNow was not quite HCM, that's why they believed they needed to focus on the HR buyer. But uncovering the real audience for Employee Workflows was critical.

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Goals

- Grow brand mindshare and influence

- Pursue consideration and market share

- Get qualified leads to sales and drive pipeline influence

What we needed to do

- Leverage the power of the TechTarget platform

- Launch a better integrated program >> TechTarget

  – Targeted awareness

  – DIFM lead gen

  – Intent data directly into nurtures

ServiceNow needed to put a plan in place quickly. The marketing team leaned heavily into its TechTarget partnership in 2017 to see the active market, test activities more efficiently, learn quickly and feed the data back into the organization to help sales leadership.

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Understand your audience, beyond ITDMs, beyond HR

No single decision-maker – activity dictates focus

7+
people are involved in the purchase process at most organizations

91%
of Managers rely on the team to conduct pre-purchase research

75%+
of the process is IT collaborating with other team members

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In those early days, ServiceNow assumed it had to sell HR technology products with a primary focus on HR professionals as the buying center. But that wasn't the whole story. Working with TechTarget, the marketing team looked to better understand the drivers of change in HR and all the players involved. They learned that in reality, there's no single decision maker either in IT or HR. Rather, it's a deep collaboration with a number of stakeholders from different departments.

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21

Find the active audience

servicenow. Conversations	Transform the IT Experience	Intelligent Operations for your business	The Next-gen employee experience	The fastest path to customer satisfaction	The response engine for security and enterprise risk	Build powerful enterprise apps to connect people and processes
Topical Alignment	• ITSM • ITBM	• ITOM • Software Asset Management	• HR	• CSM	• SecOps • GRC	• Software Development
Top Ranking Organic Search Keywords	• IT systems management • IT business process management • ITSM and ITOM	• IT operations management • Enterprise software management	• Buying HR tools • HR service delivery • Employee experience strategy	• Customer service support • Customer experience management • Multichannel CEM	• Regulatory compliance • GRC tools • Incident response • Threat intelligence	• Continuous software development tools • Mobile application development • Buying development tools
TechTarget Site Alignment	SearchITOperations SearchCIO SearchDataCenter ComputerWeekly	SearchITOperations SearchCIO SearchDataCenter ComputerWeekly	**SearchHRSoftware** **SearchERP** **SearchSAP** **ComputerWeekly**	SearchCRM SearchSalesforce SearchERP ComputerWeekly	SearchSecurity SearchCloudSecurity SearchCompliance ComputerWeekly	SearchSoftwareQuality SearchMicroservices SearchCloud Applications SearchMobile Compuiting

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TechTarget helped ServiceNow see intent data around HR technology needs. This included search terms from people who were actively in the market for new solutions and researching topics on TechTarget sites. By studying research activity in the market, they were able to learn more about their actual targets and where to find them.

Align to the topics your audience cares about

servicenow Conversations

	Transform the IT Experience	Intelligent Operations for your business	The Next-gen employee experience	The fastest path to customer satisfaction	The response engine for security and enterprise risk	Build powerful enterprise apps to connect people and processes
Active Accounts & Contacts*	41.1K+ Active accounts	15.2K+ Active accounts	14.7K+ Active accounts	12.6K+ Active accounts	40.4K+ Active accounts	23.5K+ Active accounts
	55.6K+ Contacts	19.1K+ Contacts	24.6K+ Contacts	20.8K+ Contacts	84.3K+ Contacts	40K+ Contacts
Editorial Coverage	What is driving the evolution of ITSM processes? ITSM in the era of cloud-based services ITIL and ITSM best practices for process improvement 4 best practices to maximize the value of your ITSM vendor	Cloud applications demand a new IT operations strategy Transforming IT infrastructure and operations to drive digital business 6 features your multi-cloud management tools should have	Using HR service delivery to improve the employee experience The importance of a digital employee experience strategy Why your employee experience design efforts should start now	Tips to build a successful digital customer service strategy Don't let customer service automation override customer experience How artificial intelligence in customer service improves CX	How security automation and orchestration impacts enterprises GDPR compliance is about risk management and governance, not technology Security Think Tank: Outsource security operations, not control	Time to get your digital transformation strategy defined and developed Key software development trends to drive business success What 'born in the cloud' means for developers

now *Worldwide

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TechTarget's Priority Engine showed nearly 15,000 active accounts in the HR technology space. And better yet, identified nearly 25,000 opted-in individuals who were reading granular, relevant content that showed high purchase intent.

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Built integrated, always-on marketing powered by intent

Brand Advertising

Keyword Takeovers

Priority Engine™

Custom Content Hub

Content Syndication

2017 2018 2019 2020

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Armed with insights into active audiences and demand within their market, ServiceNow launched an integrated marketing program centered around real purchase intent to effectively engage and influence buyers. Through coordinated brand advertising, targeted keyword takeovers, content syndication and a custom content hub, they were able to address user needs at every stage of the buyer's journey.

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24

Attract and surround buyers with Keyword Takeovers
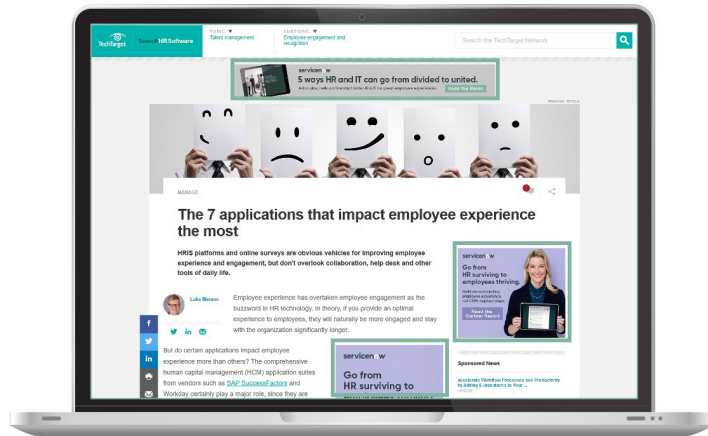
The process started with an attract and surround strategy based on keyword takeovers. ServiceNow was starting with HR Service Delivery, which didn't effectively exist at the time. That's not what people were searching for. They needed to build a keyword strategy around what people were really searching for and make sure content was focused accordingly.
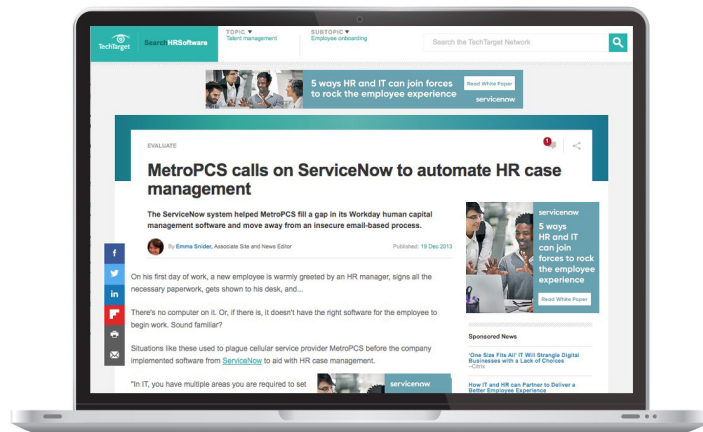
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25

Next, they had to expand beyond HR titles because they knew IT was highly involved in employee experience. For a while, the marketing team thought it was producing out of target leads because there were so many IT titles. But in reality, ServiceNow content was engaging HR and IT stakeholders—both key players in the purchase process.

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26

Activity matters: Leverage TechTarget intent and market insights to make messaging pivots

Topical interest for overall HR Software audience

#1	Recruitment & talent acquisition
#2	**Employee experience**
#3	Digital transformation
#4	IT Training
#5	Cloud SaaS

Employee Experience
#2 most important topic driving audience for HR

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To satisfy both sides, ServiceNow leveraged TechTarget intent and market insights to go through big shifts in messaging. This is when employee experience became the driving topic.

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27

Engaging the right accounts and prospects

Aurora Health Care® · **Honeywell** · **BMO** · UNIVERSITY of WASHINGTON

Buying Team:
- **Systems Manager** has been influenced by your campaign content
- **7 active contacts currently**

Core Topics:
- Employee experience
- HR applications
- ServiceNow

Vendors Influencing:
- **ServiceNow**
- BMC

Buying Team:
- **Manager – Data Analyst** has been influenced by your campaign content
- **26 active contacts currently**

Core Topics:
- ERP
- Business Productivity

Vendors Influencing:
- **ServiceNow**
- AVI-SPL

Buying Team:
- **Analyst** has been influenced by your campaign content
- **20 active contacts currently**

Core Topics:
- Customer Experience Management

Vendors Influencing:
- **ServiceNow**
- Domo Technologies

Also engaging with the custom hub!

Buying Team:
- **Senior IT Auditor** has been influenced by your campaign content
- **13 active contacts currently**

Core Topics:
- Recruitment & Talent Acquisition
- Employee Experience
- BMC TrueSight

Vendors Influencing:
- Avaya
- Citrix

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TechTarget's account insights told ServiceNow their approach was working. When they started building the category, they weren't even in the Top 10 of vendors for employee experience solutions. Now, the biggest accounts are being influenced by their content. This is the kind of information that goes a long way in gaining buy-in from sales teams to use intent data to prioritize their outreach and drive better sales conversations.

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28

120% increase

in the amount of buyers considering ServiceNow for HR Software purchases

[Source: Qualified Sales Opportunities NA 1000+ Q3 2017-Q3 2019]

45% increase

in unique accounts reached

[Source: Priority Engine 2019]

84% increase

in unique accounts engaged

[Source: Priority Engine 2019]

The impact over time of leveraging this intent data has been staggering in terms of market penetration and the ability to get on the shortlist for deals for in-market accounts.

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29

Activity Matters: Performance of Intent-driven actions

Opportunities by Campaign Type

Campaign Type	%
Prospecting Days	29.8%
Prospecting List	28.1%
Website	7.5%
Webinar	6.1%
Demo	4.3%
Seminar	3.7%
Tradeshow	3.6%
Regional Tradeshow	3.5%
Online Syndication	3.5%
Field Event	3.0%

Top Campaign Types Influencing Pipeline

Campaign Type	%
Online Syndication	37.23%
Website	16.60%
Webinar	14.54%
Regional Tradeshow	7.48%
Email	5.92%
Advertising - Placement	5.34%
Tradeshow	4.40%
Seminar	2.99%
Field Event	2.08%

Top Campaigns Influencing Pipeline

Campaign	%
HR TechTarget ADR Follow-up	6.69%
2019 TechTarget Content Syndication	4.61%
TechTarget Play- PeopleSoft ADR Follow-up	4.35%
TechTarget Play - Oracle ADR Follow-up	3.74%
Webinar LRP Bersin	2.59%
TechTarget Play- SuccessFactors ADR Follow-up	2.37%
Gartner Market Guide - Integrated HR Svc.	1.99%
GovLoop HR Guide	1.94%

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A view of ServiceNow's demand gen dashboards show how valuable this new strategy has been for ServiceNow in driving opportunities and pipeline.

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30

Activity Matters: Performance of Intent-driven actions

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TechTarget Play - Oracle ADR Follow-up	3.74%
Webinar LRP Bersin	2.59%
TechTarget Play- SuccessFactors ADR Follow-up	2.37%
Gartner Market Guide - Integrated HR Svc.	1.99%
GovLoop HR Guide	1.94%

Fueled by TechTarget Intent Data

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Most importantly, it's clear that intent-driven actions with TechTarget are a primary driver of success, fueling 5 of the top 6 pipeline generating plays and campaigns.

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31

Customer Workflows

What is it?

How did we address the market?

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The second use case for TechTarget intent data at ServiceNow is within their Customer Workflows business, whose marketing is headed by Global Marketing Campaign Director Gina Ahern. This business faced many of the same challenges as Employee Workflows.

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32

Customer Service Management – Is it a thing?

Customer Service Management isn't recognized as a separate category
Included in CRM category for Gartner and Customer Service Solutions for Forrester

Market opportunity for it is fast growing
$17.2B with 5% CAGR

Untapped potential
60% is untapped/legacy and up for grabs

now.

Enterprise Application Software Revenue

Five-Year Market Growth = $127.3 Billion (CAGR 9.8%)

Enterprise Applications Software Market = $340.64B

TAM CAGR

PPM
Content Services
SCM
ABI
Email and Authoring
ERP
Other Application Software
CRM

2023 TAM $B

Source: Gartner (July 2019)
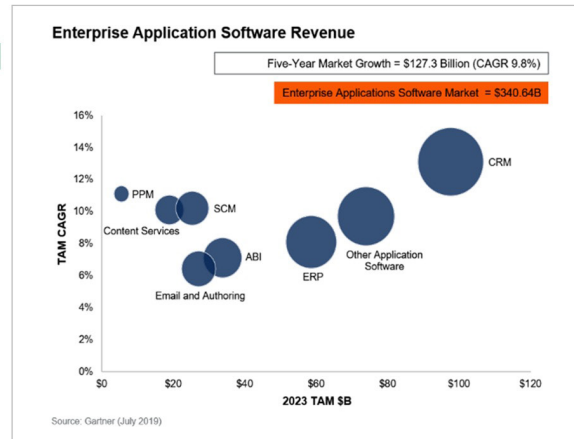
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ServiceNow faced a trifecta of challenges in the Customer Service Management space. First, they had to define themselves in a marketplace that was not well defined itself at the time. Then, they had to define their brand. And finally, they had to ensure their solutions were top of mind for buyers in this market. There was a huge opportunity for growth in an untapped market that they needed to quickly take advantage of.

Quickly replicated Employee Workflows program to make progress – _fast!_

Brand Advertising

Content Syndication

Custom Content Hub

Fill in content gaps with TechTarget Editorial

2017   2018   2019   2020

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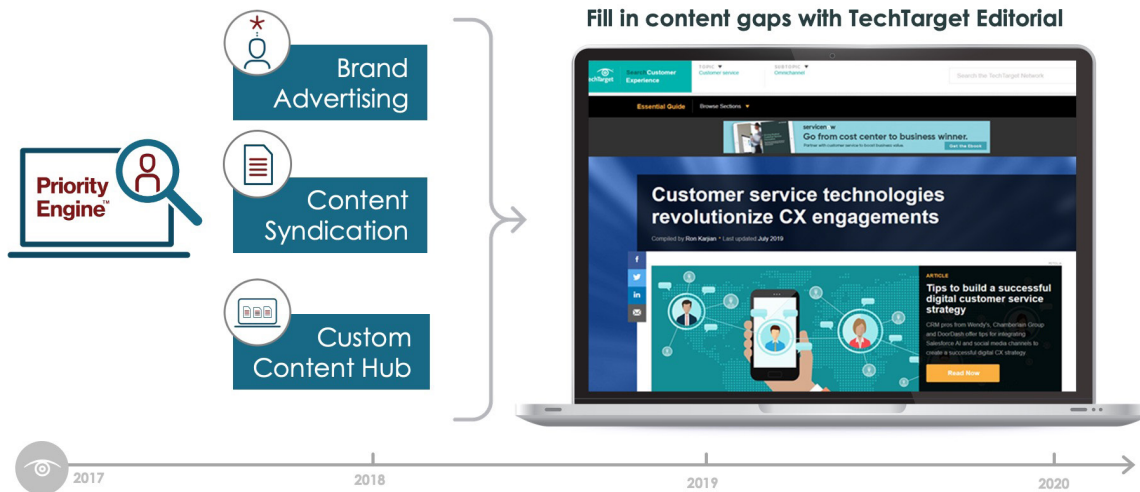
The first step was to learn and quickly replicate the program used for Employee Workflows. Intent data was used to fuel everything from advertising to content syndication, and the custom content hub acted as the bridge across the stages of the buyer's journey.

Recognizing they didn't have all the necessary content to meet this market's needs, ServiceNow leaned heavily on TechTarget editorial content sponsorship to reach and influence the target audience.

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34

Activity matters: Find and carve out the right audiences

Top topics driving customer service user activity

#1	Customer experience management
#2	Customer support applications
#3	Artificial intelligence
#4	Digital transformation
#5	Call center applications

+36%

growth in activity around **customer service/ contact center** in the past 9 months

Over 40%

of **digital transformation** projects are driven by the need to enhance **customer experience**

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Understanding activity was everything because it gave ServiceNow insight into where their buyers were. TechTarget insights identified active audiences and showed what they were engaging with so that ServiceNow could target the right topics driving customer service management intent.

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35

Reach net new buyers with TechTarget communities
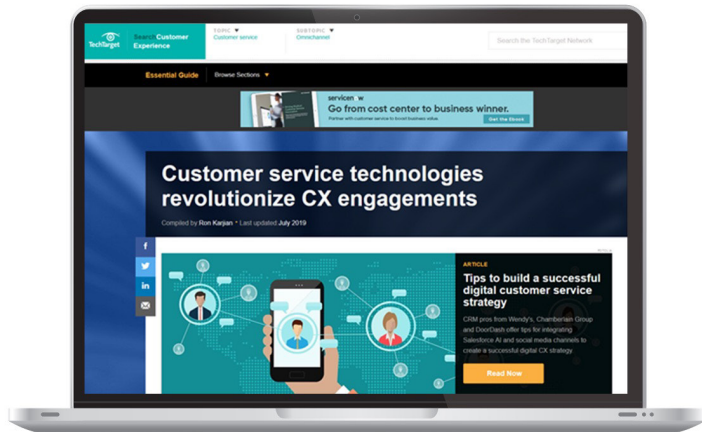
In the CSM space, ServiceNow spends 60% of its marketing budget on digital. Maximizing the return on those marketing dollars required reaching and engaging net new buyers, whether they are new logos or new buying teams within known organizations.

Aligning with TechTarget has helped ServiceNow associate its brand within trusted third-party content along with the insights needed to open doors.

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36

Insights to understand our influence within TechTarget ecosystem

Priority Engine™ Intelligence

ServiceNow Sponsored Content Download
"CRM chatbots of tomorrow approach and engage customers"

CRM chatbots of tomorrow approach and engage customers

Priority Engine Export

30 active prospects including:
• Director - IT Global Delivery Center
• Director - Infrastructure and IT Workplace Services

MERCK

Global Technical Director, Technical Operations
Lead engaged with our content

Vendor Interests
• Avaya
• ServiceNow
• Zendesk

Topic Interests
• Customer Experience Management
• Call Center Applications
• Digital Experience Management

Branding Period   July 2019   September 2019

Qualified Sales Opportunity

Customer Service Software
Project confirmed by IT Services Manager

Vendors being considered:
• ServiceNow
   • BMC

Vendor Engagement

Customer Experience Guide

Vendor Engagement

Zendesk: Transforming Customer Support with Artificial Intelligence Capabilities

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Everyone wants to effectively and efficiently reach the most clients possible. But most sales teams also have a shortlist of accounts that they want to break into. Merck is a great representation of an opportunity account for ServiceNow. With deep intent insights from TechTarget, ServiceNow is able to clearly see the influence they are generating within top accounts.

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37

Similar to ServiceNow's Employee Workflows program, the Customer Workflows program has yielded impressive results.

Activity Matters: Performance of Intent-driven actions

Opportunities by Campaign Type

Campaign Type	%
Prospecting Days	36.5%
Prospecting List	28.2%
Webinar	5.6%
Field Event	4.6%
Direct Mail	4.3%
Online Syndication	3.9%
Website	3.7%
Demo	3.3%
Tradeshow	2.2%
Seminar	1.8%

Top Campaign Types Influencing Pipeline

Campaign Type	%
Online Syndication	50.23%
Webinar	17.41%
Website	9.59%
Advertising - Placement	4.66%
Tradeshow	4.65%
Nurture	4.24%
Seminar	2.78%
Field Event	1.99%
Direct Mail	1.31%
Workshop	1.06%

Top Campaigns Influencing Pipeline

Campaign	%
2019 TechTarget Q1 Content Syndication	42.98%
2019 TechTarget Q2 Content Syndication	11.71%
TechTarget Play- Top Account ADR Follow-up	11.41%
2019 TechTarget Q3 Content Syndication	9.43%
TechTarget - Play 4 ADR Follow-up	7.77%
TechTarget - Play 1 ADR Follow-up	7.26%
TechTarget - Play 3 ADR Follow-up	4.05%
2019 TechTarget Q4 Content Syndication	2.00%

now.

Activity Matters! ServiceNow leverages intent data to make marketing work much better for everyone.

38

Activity Matters: Performance of Intent-driven actions

Opportunities by Campaign Type

Campaign Type	%
Prospecting Days	36.5%
Prospecting List	28.2%
Webinar	5.6%
Field Event	4.6%
Direct Mail	4.3%
Online Syndication	3.9%
Website	3.7%
Demo	3.3%
Tradeshow	2.2%
Seminar	1.8%

Top Campaign Types Influencing Pipeline

Campaign Type	%
Online Syndication	50.23%
Webinar	17.41%
Website	9.59%
Advertising - Placement	4.66%
Tradeshow	4.65%
Nurture	4.24%
Seminar	2.78%
Field Event	1.99%
Direct Mail	1.31%
Workshop	1.06%

Top Campaigns Influencing Pipeline

Campaign	%
2019 TechTarget Q1 Content Syndication	42.98%
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now. **Fueled by TechTarget Intent Data**

And even more impressive, TechTarget purchase intent insight and services are driving their top 8 pipeline generating plays and campaigns.

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Dream Big 2020

Where we've been, where we're going…

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Moving forward, ServiceNow is dreaming big. They are leveraging TechTarget to create new dashboards to better guide sales on what solutions to offer customers and prospects (and when). They are creating new levels of collaboration in marketing, sales and ops to better replicate success across BUs and close more deals faster.

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40
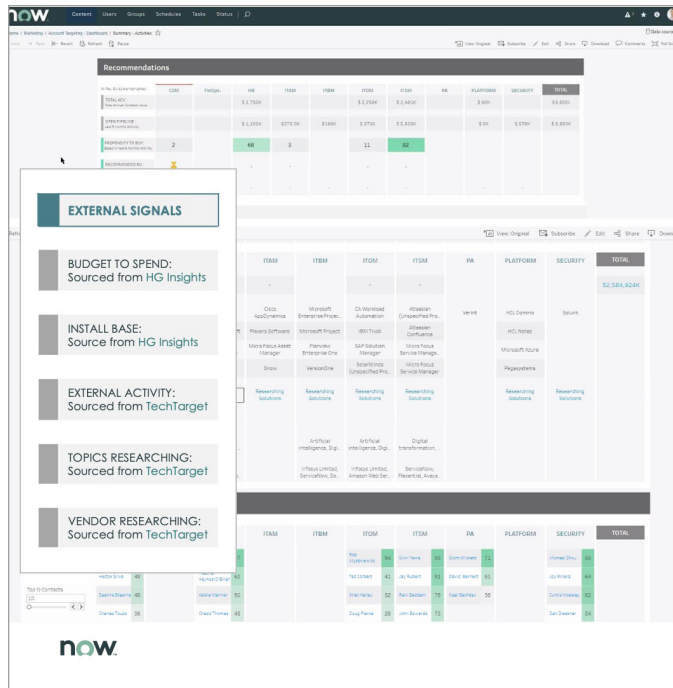
Marketing and Sales activity matters

✓ **New levels of collaboration in marketing, sales and ops helping to replicate success across BUs and close deals faster**

✓ **New sales enablement dashboards powered by behavioral data**

   ✓ Propensity to buy across all product lines

   ✓ Account AND lead scoring

   ✓ Firmographics, technographics and intent

ServiceNow is feeding TechTarget behavioral data from Priority Engine directly into their propensity dashboards for their sellers. This helps them see activity clearly and take advantage of it as they execute sales motions with key accounts. It is this type of collaboration and communication that helps progressive companies like ServiceNow innovate at scale.

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41

Continuous activity matters
Strategic partnership fuels optimization and innovation

✓ Content/topic analysis and improved solution level awareness

✓ Title normalization and mapping

✓ Collaboration with product marketing to explore and capitalize on market trends and entry points

✓ Ongoing strategic ADR enablement

✓ Buying team audits, market dynamic discussions, and work with innovation office

now.

Working with 7 TechTarget teams to drive success

• Customer Success

• Nurture "best practices" group

• Content team

• Market Development team

• Sales Enablement

• Product team

• Executive Leadership

Continual success is supported by ServiceNow's strong partnership with TechTarget. They regularly work with a number of TechTarget teams to uncover new market insights and opportunities, drive strategic initiatives as well as fine tune and optimize programs.

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42

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 and follow us on Twitter @TechTarget.

About Patty Thompson

Patty Thompson is a Global Campaign Marketing Director at ServiceNow. She is a dynamic and results oriented marketer, with proven ability in developing integrated marketing strategies and demand generation programs that leverage multi-channels and successfully deliver impactful results.

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About Gina Ahern

Gina Ahern is a Global Campaign Marketing Director at ServiceNow. She is a strategic, results-oriented marketer with over 20 years of experience with small to large businesses in the hi-tech sector. Gina has a passion for building and leading productive teams and developing winning marketing campaigns.

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About John Steinert

John Steinert leads Corporate Marketing at TechTarget as a hands-on practitioner innovating with internal and client teams alike. In a career spanning two hemispheres and three decades, John's interests are both wide-reaching and demonstrably deep in the B2B space.

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