CASE STUDY

How ZeOmega Leveraged an Omni-Channel Strategy with Xtelligent Healthcare from TechTarget to Engage Target Accounts

An interview with tech marketing innovator, Gus Orr, Director of Marketing & Communications at ZeOmega

ZeOmega is a healthcare management provider that specializes in software integrations with the goal of empowering individualized health plans and improving patient care quality at an affordable cost. As the director of marketing communications, Gus Orr is tasked with managing digital content creation, virtual and live events, and digital advertising efforts.

What challenges were you looking to address when evaluating solutions that led you to Xtelligent Healthcare from TechTarget?

We knew who we wanted to target since we operate in a niche market with only a finite number of accounts to go after, but we were struggling to get in front of the right people within those healthcare insurance organizations. Some of our target accounts are very large and have multiple layers of departments, roles, and responsibilities involved in purchase decisions, but we really wanted to focus on the active decisionmakers on the buying team. There are a handful of new state and federal compliance regulations specific to the healthcare industry coming in the near future, and we needed a way to proactively spread awareness of how we could help those organizations prepare a plan since we have a long sales cycle.

How are you using Priority Engine for Xtelligent and Content Syndication to address these challenges and further your marketing and sales efforts?

Before Priority Engine, we had a database of leads and contacts to reach out to that we were managing ourselves, but it was missing the level of detail we needed to truly engage our target audience. When we pair Xtelligent Content Syndication with Priority Engine insights, we know which member of the audience downloaded a piece of content, and we can access additional prospect-level insights to help us break in. Priority Engine also allows you to go beyond an

Challenge

ZeOmega needed to raise brand awareness and engage the right prospects at their target accounts in the healthcare industry.

Solution

ZeOmega leverages an omni-channel approach with Xtelligent Healthcare from TechTarget to engage target accounts, including Content Syndication and Brand advertising campaigns to generate awareness and Priority Engine to identify the active buying team.

Results

With their omni-channel approach to healthcare marketing, ZeOmega was able to increase brand awareness, enable their sellers to identify and engage the active prospects at key accounts, and ultimately influence their pipeline.

individual lead and look at the activity at the account level, which is extremely valuable for us.

Additionally, we're leveraging the Priority Engine Salesforce integration, which allows us to quickly act on those leads as soon as they enter our database. Through the integration, Priority Engine easily pulls our lead reports directly from Salesforce and does the data mapping legwork for us to find out if a lead is already active or new, and then it imports those additional contacts at that lead's organization to help us further engage the buying team at that account.

What benefits has ZeOmega seen so far from Xtelligent solutions?

Since we kicked off our Content Syndication program, we've experienced an uptick in website visits, which appears to correlate to Content Syndication downloads. Furthermore, we've been leveraging banner ads on TechTarget sites, and we've seen a high volume of clicks from digital advertising to engagement on our website. Keeping up this interaction is especially important for us since we have a long sales cycle, so we need to be top of mind for a few years before they join our sales cycle in some cases. Overall, Xtelligent Healthcare from TechTarget helps us build up our database with the right prospects on the buying team at our key accounts and drive brand awareness over time from multiple channels.

How has Xtelligent Healthcare from TechTarget compared to other Intent Data solutions you've evaluated?

We looked at intent data offerings previously, but it was all-over-the-web intent data. Since we're in a specialized market, that approach doesn't work well since it picks up activity and prospects that may not correlate to our services. With TechTarget being more of a walled garden, we know we're talking to the right people in the healthcare industry and the intent data we're seeing is directly related to research prospects are doing on Xtelligent articles that cover topics we care about, like healthcare plans.

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—Gus Orr
Director of Marketing Communications

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A big thank you to Gus for sharing this success story with us. We look forward to hearing about more of his wins using Xtelligent Healthcare by TechTarget products in the future!

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