



*Where serious technology buyers decide*

# Customer References for Activity Intelligence

*Promotional Support for Activity Intelligence 2.0*  
*August 5th, 2011*

*Cynthia Cooper*  
*Peter Ross*

# Activity Intelligence Account List

- Companies who are up for renewal who are currently using or have used Activity Intelligence data

## Media Group Accounts

Dimension Data UK  
FalconStor Software  
Syncsort  
Dell Compellent (new IO in house now)  
AdvizeX (new IO in house now)  
Agilysys (new IO in house now)  
Iron Mountain (new IO in house now)  
CommVault (new IO in house now)  
Peer (campaign starting)

Aruba Networks UK  
Blue Coat  
ForeScout Technologies, Inc.  
Hitachi Data Systems  
Novell, Inc.  
Plantronics  
Quantum Corporation  
Red Hat  
Sophos UK  
Vitria Technology, Inc.  
Netgear  
StorageCraft

## Global Accounts

CA Technologies.  
Cisco Systems, Inc.  
Dell  
Dell SecureWorks UK  
VMware, Inc.  
HP  
HP Limited (UK)  
Intel  
IBM

# Customer Testimonial Quotes

## Media Group Accounts

- ASG – quote by internal rep
  - *“After seeing our first Activity Intelligence data report they pulled budget from other media partners and said it was a result of the Activity Intelligence data analysis we can show”*
- Syncsort
  - *“We use Activity Intelligence to translate hard core lead information into tangible business results, including a significant boost in sales pipeline revenue.”*
- Iron Mountain
  - *“Working with TechTarget’s Activity Intelligence has greatly helped in establishing new leads just as they are in their buying stage. Whether it turns into immediate sales is not relevant but we increased our potential in our sales pipeline”*
- NetGear
  - *“Wanted to run a simple lead test program but sales was able to use Activity Intelligence capabilities to sign the client up for a much more significant initial program”*
- Quantum Corporation
  - *“We closed a very important deal that we’ve been after for 18 months... Activity Intelligence was an important tool in helping us reach our revenue goals due to the account insight of lead activity that no one else could provide”*

# Customer Testimonial Quotes

## Global Accounts

- CA Technologies – actual quote
  - *“I have over 3 years of teleprospecting experience, have worked with close to 20 different companies with various types of campaigns. This campaign provides the most visibility I seen in terms of account intelligence prior to dialing”*
- HP
  - *“Activity Intelligence provided us with stellar leads. Now we know from Activity Intelligence, what our leads are doing and how ready they are to buy”*
- IBM
  - *“We ran a beta test program with TechTarget and it’s astounding how Activity Intelligence showed us that we need to keep leads longer in the pipeline instead of discarding them early on if they don’t immediately turn into sales”*

# Customer Testimonial Quotes

## International

- Dell Compellent :
  - *“In a complex B2B sale, it’s important that we know that Activity Intelligence is working. Activity Intelligence allows me to be a smarter marketer by having a richer deeper insight to my leads”*
- HP 3Par:
  - *“I need to be a step beyond my competitor in terms of where the sales opportunities are. Activity Intelligence provided me with exactly that – Lead Intelligence that I can’t get anywhere else”*

# Why Are We Doing This?

- To help with pre-promotion of Activity Intelligence 2.0 –
  - 3rd party validation for our next generation demand gen platform
- To validate and support how clients have used Activity Intelligence 1.0
- To leverage further on down the road actual blown out case study examples for presentations, TechTarget Websites, Promotional materials, etc.
  - Integrate into sales calls for customers who are inquiring about TechTarget capabilities