How Citrix Leverages Intent & Multi-Layered Engagement to Innovate in Its ABM Programs

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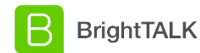
Audiences to increase efficiency and effectiveness
Access to the largest source of qualified B2B buyer demand

TechTarget	COMBINED VALUE	BrightTALK
21 million Registered members	**Largest database of 1st party, registered, active B2B Prospects — with only approx. 15% overlap**	**11 million** Registered members
13.2 million Research activities by unique accounts in 2020	**Definitive marketplace of B2B companies researching near-term purchases**	**13 million** Research activities by unique accounts in 2020
4.1M Prospect content interactions per month	**Strongest independent source of demand for your company and solutions**	**550,000** Prospect webinar and video interactions per month

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Together, TechTarget and BrightTalk allow marketers to access the largest source of qualified B2B buyers, so they can be where the buying activities are. We help our clients find prospects who are looking for their specific solutions more efficiently.

Omni-channel B2B buying team engagement

TechTarget

40,000+
Vendor content campaigns per year

1.4 million
Leads delivered every year

164,000
Unique accounts engaging with download content each year

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Content Types/Channels

- White paper
- Case Studies
- Analyst Reports
- Solution Briefs
- Product Spec Sheets
- Virtual Events & Seminars
- Live-stream webinars
- On-demand webinars

B BrightTALK
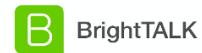
30,000+
New webinars and videos posted every year

30 minutes
Average visitor view time per Webinar / video

180%
Increase in virtual event demand in 2020

We engage B2B buying teams by creating and distributing content across multiple channels and in different formats. These include online articles, case studies, whitepapers, and videos to meet the preferences of different audiences. TechTarget and BrightTalk join forces to help our clients deliver content in various formats to their customers.

TechTarget platforms/core products

Priority Engine™
- SaaS Portal
- Enterprise and SMB
- MAP and CRM data integrations
- Built-in 3rd party data

zoominfo • HG Insights • Linked in

BrightTALK Central™
- SaaS Portal
- MAP & CRM integrations
- Built-in campaign execution

TechTarget lead generation services
- Std: Registered download
- HQL: Added qualification
- QSOs: Confirmed projects based on Project insider interviews on vendor criteria & desired features

BrightTALK leads products
- Summit (high-intensity engagement, person & account)
- Content (higher engagement, time series, individual, group, account)

Enterprise Strategy Group
- GTM primary research
- Product value prop validation
- GTM advisory & research-based custom content

Marketing Services
- Custom nurture
- Custom content (text, video, events)
- ABM & Brand Advertising
- Market insights
- Client Consulting

API Integrations

Marketo • ORACLE eloqua
salesforce • salesforce pardot
INTEGRATE • HubSpot
Microsoft Dynamics 365

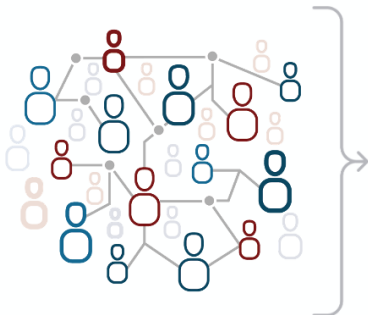B2B MARKETING EXCHANGE 4 © TechTarget

TechTarget's Priority Engine and BrightTalk Central help our clients reach different audiences who have opted-in to learn about technology solutions. We collect the data, synch it with our clients' systems, then support it with various lead generation services.

Additionally, our Enterprise Strategy Group performs primary research and creates content to help clients accelerate their go-to-market processes. Our suite of services works synergistically to help clients see, reach, and engage their audiences.
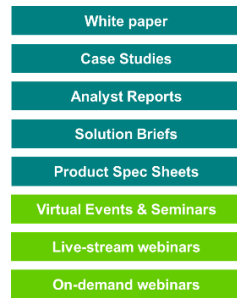
A giant demand radar, a behavioral data factory, a marketing and sales services provider to 1,800+ tech clients
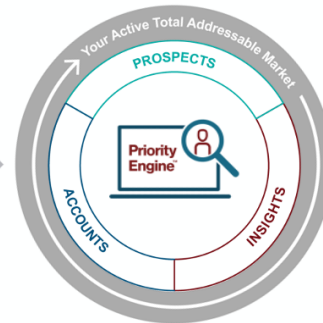
Active Buyers

Engagement
- White paper
- Case Studies
- Analyst Reports
- Solution Briefs
- Product Spec Sheets
- Virtual Events & Seminars
- Live-stream webinars
- On-demand webinars

Data/Leads/Opportunities

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

B2B MARKETING EXCHANGE   5   © TechTarget

Priority Engine and BrightTalk Central offer our clients information about active buyers. Then, we make engaging with these buyers more effective and efficient for our clients through various services.

In essence, TechTarget is a giant demand radar — a factory of data that you can import into your system.

citrix

**Founded in 1989;
Client since 2014**

**"Create a work-from-anywhere experience that
actually works"**

- $3.2B in 2020
- 400,000 customers, 98% of the Fortune 500
- 100M users in more than 100 countries; 10,000+ partners

Moving fast in a fast-changing environment

- Customers' Choice in the January 2021 Gartner
  Peer Insights 'Voice of the Customer': Unified Endpoint
  Management
- Leader in unified endpoint management solutions in the IDC
  MarketScape
- TSIA Global Rated Outstanding Support certifications

**FORTUNE
100
BEST COMPANIES
TO WORK FOR® 2021**

**BEST
PLACES TO WORK
2021 for LGBTQ Equality
100% CORPORATE EQUALITY INDEX
HUMAN RIGHTS CAMPAIGN FOUNDATION**

Disability:IN

**BEST
COMPANIES
FOR DADS
2020**

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Now we have set the stage of how TechTaret and BrightTalk help B2B sales organizations, let's look at how Citrix leverages these services to support a specific account-based marketing program.

Founded in 1989, Citrix has been a TechTarget client since 2014. It focuses on creating a "work-from-anywhere experience that actually works." Its services have become incredibly important for the pandemic era and beyond. Citrix is experiencing rapid growth and is at the forefront of this remote work era. It's also recognized as one of the best companies to work for in 2021.

Any User

Employees
Contract
Business Partners

Any Location

At Home
In the Office
On the Road

Any Device

Corp-Owned
Personal (BYOD)
Corp-Owned Personal

Any Application

Windows
SaaS/Web
Mobile
Monolithic
Microservices

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We'll look at a program we ran for Citrix in the summer of 2020 as the company was reinventing itself as a provider of digital workspaces.
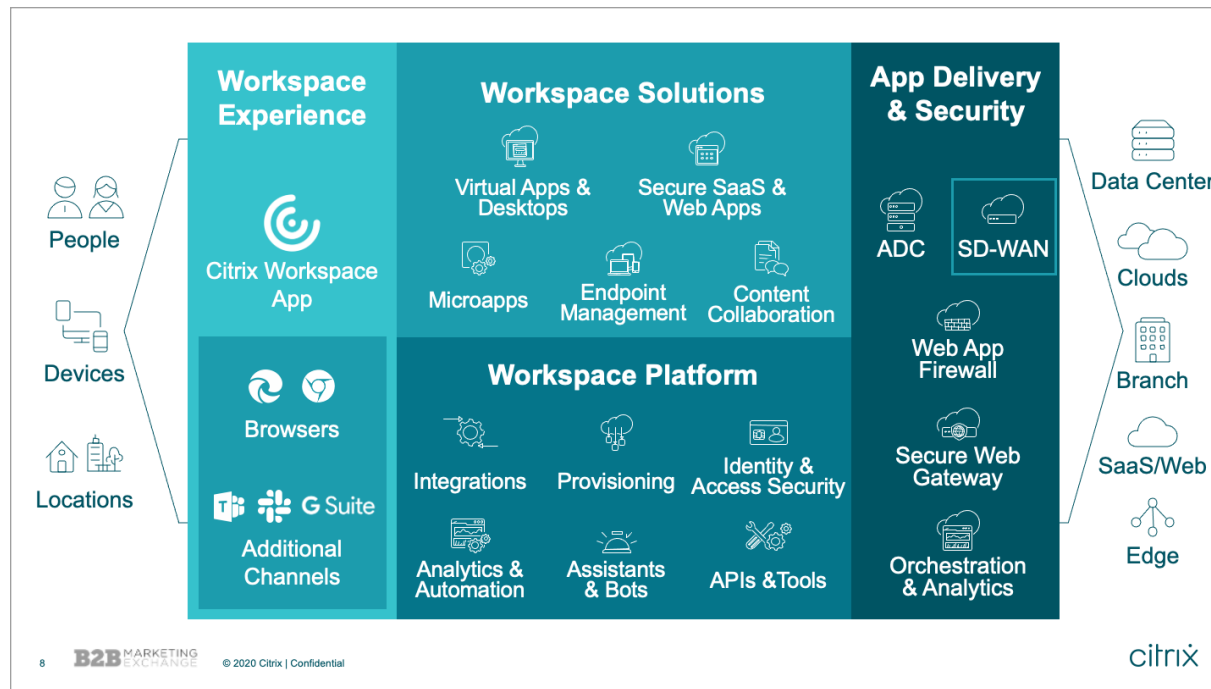
Citrix connects people, data, and locations with data using a variety of solutions. Its Workspace solutions and Workspace Platform allow users to securely access all their applications from one central location or device, such as Citrix-issued laptop and personal smartphone. Specifically, in this program, it wanted to promote the SD-WAN product in its network and security portfolio.

ABM Program Objectives

Hybrid approach:
- Current Citrix customers with Layered Intent
  - Mid-market and Enterprise
  - No SD-WAN entitlements
  - High propensity around core SD-WAN (WAN Reliability) topics
- Net new logos in target
- Pure Intent Targeting

GEO targeting:
- US, UK, ANZ

Personas:
- Networking & Security

Decision Makers:
- VP
- Director
- Manager

Closely align data, demand and sales to maximize pipeline

B2B MARKETING EXCHANGE   citrix

The Citrix team wanted to see if they could drive interest within a particular audience if they focus specifically on core SD-WAN use cases.

The company took a hybrid ABM approach by targeting existing customers who aren't yet SD-WAN users but own products close to and connect well with the SD-WAN product. It also wanted to acquire net new logos — prospects looking specifically for an SD-WAN solution — using pure intent targeting.

Starts by targeting the right audiences:
SD-WAN activity continues to grow

Key SD-WAN trends for 2021:

1. **Integrated remote access** now a competitive requirement
2. Buyer needs reflect SD-WAN/SASE convergence. **Remote work and zero trust access will remain top drivers for SASE through next year**
3. Expected **SD-branch market growth** as need for an all-in-one option for branch operations increases.
4. Organizations will increasingly **use 5G as one of the circuits for SD-WAN connectivity**.
5. The second wave of adoption will be enhanced by the popularity of **SD-WAN sold as a managed service**

Activity around SD-WAN continues to grow

+32% Increase in activity around **SD-WAN** from Q3-Q4 2020

Activity around SASE continues to grow

+49% Increase in activity around **SASE** from Q3-Q4 2020

B2B MARKETING EXCHANGE   TechTarget Editorial Content   TechTarget Activity Data | WW   March 2021   citrix

Citrix started by identifying the right audiences and the topics they were researching. Using the right content data, it created relevant offers to support the information and address the need of each audience segment. Meanwhile, Priority Engine provided the data Citrix needed to define a baseline to measure the initiative.

TechTarget proposed an omnichannel ABM strategy fueled by intent. It includes BrightTalk webinars, in addition to standard display ads, homepage advertising, and advertorial takeovers.

Citrix engaged the audience with display ads and articles before serving them product-related information to ensure that they're primed and ready. Additionally, the spoke model retargets audiences across a vast editorial network — serving ads off-site to prospects who have engaged with relevant content on the TechTarget website.

Multi-layered ABM engagement and influence
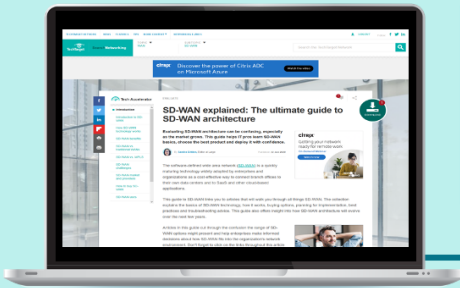
29,722
unique users **seeing 100% Citrix banners** on thought leadership placements

1,694
hours **of Brand exposure time** with IT buyers researching decisions

83
direct **Brand engagements with Citrix** banners leading to deeper influence

0.30%
CTR

7.5x higher
than industry average CTR

**50% of target accounts reached**

10% of target accounts engaged

Data as of: 8/4-11/13/20

The multi-layered ABM approach generated a high level of engagement and delivered results throughout the marketing funnel and sales pipeline. Citrix not only improved its click-through rate but also attracted highly engaged audiences, which turned into leads that performed well further down the funnel.

Lifecycle of a hybrid ABM/intent lead

Engage

Nurture

Convert to MQL

Not ready, continue to engage

Convert to SQL
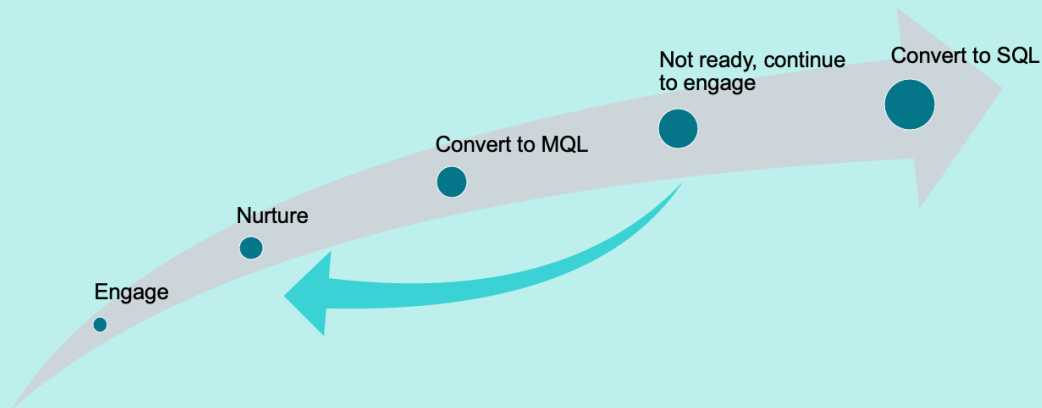
TechTarget's layered model kept the audience engaged throughout the funnel. It engaged the audience before they entered Citrix's system through website personalization. Prospects visiting Citrix's website saw relevant offers based on the content they viewed on TechTarget.

When these prospects responded to the offers, they became MQLs. Once they converted, they'd be connected with the sellers. If they were ready, they turned into SQLs. The typical enterprise buying cycle is 6-18 months, but by working with TechTarget to engage the right audience at the right time with the right message, Citrix attracted many prospects ready to make a purchase right away.

If these leads didn't convert, Citrix put them back into its system. However, instead of the same nurture sequence, it showed these prospects different offerings instead of the same offers. This funnel gave Citrix the ability to continue to engage with these audiences.

Multi-layered ABM engagement and buying team influence

	Leads	Active Prospects	Account Interests	Influencing Vendors
Northern Illinois University (NIU) 1,000 to 4,999 employees	**1** lead has downloaded your content - Network Solutions Architect	**14** prospects researching SD-WAN now	SD-WAN Cloud services Network router hardware Cisco SD-WAN	Fortinet
Nasdaq 1,000 to 4,999 employees	**4** leads have viewed your webinars and downloaded your content - Director, Network & Firewall Engineering	**18** prospects researching SD-WAN now	Cloud services Network automation Containers Network security SD-WAN	F5 Networks Cisco & AWS Palo Alto Networks Citrix Systems
healthfirst 5,000 to 9,999 employees	**1** lead has downloaded your content Systems Engineer	**11** prospects researching SD-WAN now	Network security SD-WAN Network QoS Zero-trust model	Palo Alto Networks

B2B MARKETING EXCHANGE   Priority Engine data as of 11/11/2020   citrix

Since Citrix had moved away from selling point products, it needed to reach large organizations and sell a complex set of workspace experiences through multi-layered ABM engagement and buyer team influence. Even if it brings in a customer through a core product or use case, its goal is to have a larger conversation by approaching a buying group.

For example, Citrix might start with 1 lead at an account, but through TechTarget, they are able to understand that there 14 prospects actively researching at that account with different titles and levels of seniority. A buying group was likely to be forming if many stakeholders were interested in the same product (e.g., SD-WAN.) The team could then tap into TechTarget's buying intent data to learn about the account and its activities.

Multi-layered ABM engagement and buying team influence

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B2B MARKETING EXCHANGE   Priority Engine data as of 11/11/2020   citrix

Meanwhile, information on influencing vendors lets Citrix know which competitors are showing their offerings to these audiences. It can then prioritize its outreach and be on the table when these prospects make their purchasing decisions.

Since one lead can't influence the entire buying group, it's important to deliver the right content based on each contact's role. Data from Priority Engine helped ensure that Citrix could enhance and optimize its content offerings throughout the program.

Sales and marketing partnership is critical to successful ABM

Snapshot of sales user's activity				Priority Engine™ Users
User	**March Score**	**April Score**	**Days Active in April**	**Users with top scores in April**
Barry Kim	N/A	10	14	**#1 Barry Kim** — Priority Engine User Score of 10 — SD-WAN/SASE Sales
Rachel Tate	3	8	8	**#2 Rachel Tate** — Priority Engine User Score of 8 — SD-WAN/SASE Sales
Dominique Fields	9	8	10	**#3 Dominique Fields** — Priority Engine User Score of 8 — SD-WAN Sales
Matt Weston	7	8	9	**#4 Matt Weston** — Priority Engine User Score of 8 — SD-WAN Sales
Patrick Howard	8	8	7	
Randall Cowland	N/A	7	5	
Miguel Rodriguez	3	5	4	
Jamal Winters	7	5	4	
Anthony Zeichick	4	4	4	
Rodney St. Pierre	N/A	4	5	

B2B MARKETING EXCHANGE · User Health Score Definitions: Red (0-4) Low Usage | Yellow (5-8) Moderate usage | Green (9-10) Top-level usage aka "power user" · citrix

A strong partnership between sellers and marketers is critical for ABM success. Citrix made sure its sellers understood how the program was run and, using Priority Engine user intelligence, marketing was able to get a better visibility into seller activity within the program. Understanding rep activity level – all the way from moderate usage to "power users" - allowed marketing to determine the best course of action to enable individual sales reps for maximum success.

TechTarget

## Hybrid ABM/Intent investment in SD-WAN paid off in 2020

Supporting Data

- The 2020 SD-WAN Hybrid ABM/Intent program is significantly outperforming 2019 MCWP, even with no program in market for most of 1H
  - Data point: +21%YoY
- As 2020 INQ have matured, we are sourcing pipeline at a much higher rate than expected and triple digit improvements over 2019
  - Data point: Q2 +359% YoY   Q3 +187% YoY
- SD-WAN marketing is also driving significant ADC and Virtualization pipeline via cross sell and up sell opportunities
  - Data point: 20% of MCWP created by SD-WAN is for Other Networking Solutions and 49% for Virtualization
- The launch of SASE and SIA in Q4 20 creates tremendous new opportunities in the theme of Security for SD-WAN
- Continuing to grow inbound, awareness-based media will be critical for our success – as stated in Gartner MQ: "Gartner clients don't ask about Citrix as often as other vendors in this research."

B2B MARKETING EXCHANGE   citrix

The hybrid ABM approach achieved remarkable results. Citrix's pipeline experienced a 21%+ YoY increase, while the sourcing of pipeline also grew at a rapid rate. The team learned what additional related interests buying groups have beyond SD-WAN and the sellers were able to talk to cross-sell and upsell other solutions.

At the end of the year, Citrix leveraged the intelligence it gathered to successfully promote the new SASE (Secure Access Service Edge) and SIA (Secure Internet Access), creating tremendous opportunities around Security for SD-Wan themes. With new launches, Priority Engine helps Citrix test the water to gain early insights into what topics people are searching and the large volume of display helps them build visual brand awareness to support all future outreach efforts.
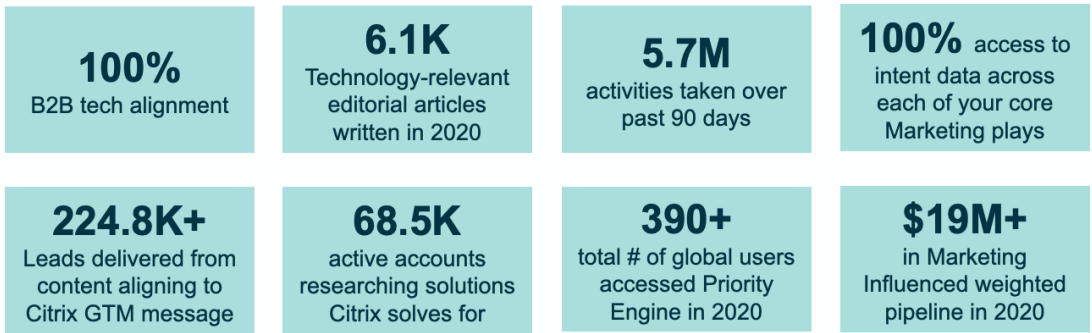
Citrix's overall investment with TechTarget and Priority Engine has fueled many teams and initiatives over the past year, achieving remarkable results.

Questions & Answers

What's unique about Citrix's approach to ABM, and how is data used within the organization?

Citrix uses data to drive decisions. It uses AI to look at first- and third-party data and create audience profiles that align with its solutions. It also takes into account each customer's existing products and responses to the workplace messaging.

The company also analyzes data from the marketing programs to see which initiatives, stories, and use cases are most engaging and successful. They also use TechTarget's data to understand what people are searching for and validate the information provided by the product marketing team to build audiences and assets.

The multi-layer approach, supported by TechTarget's highly targeted programmatic ad program, pulls together moving parts across all the networks to increase Citrix's reach.

Citrix has sizable data organization and analytics capabilities. What advantages do sales reps get by leveraging behavioral data on purchase intent?

Citrix has a regular team with a basic understanding of the audience they're targeting, the story they're telling, the accounts they're selling to. But getting the details of these audiences from Priority Engine takes their understanding to the next level.

Let's say the team is talking to an enterprise company. 3 people engaged with its content on the TechTarget network, but there are, in fact, 15 others in the same organization researching the same topic. Sellers can look at the report, understand the accounts and activities, and start to build a buying group.

The data was instrumental in the success of the SD-WAN program. Citrix now has 300 users on Priority Engine, leveraging data to gain insights into its ABM accounts.

Heading into 2021 and 2022, how will Citrix continue the innovation and expand on such ABM success?

Citrix has tried different flavors of the hybrid and omnichannel approach and finds it very promising. It plans to build a more integrated solution with layered intent to support ABM and omnichannel engagements for its worldwide programs. It'll continue to enable teams that run each program to explore new strategies, and then share and scale the innovation across multiple programs.

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 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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About Jeremy Schwartz

Jeremy Schwartz is an award-winning igital Marketing Strategist, Campaign Manager, and Team Leader with 25 years of advertising and digital marketing experience. He has planned and executed large-scale, integrated campaigns for a diverse clientele and designed digital marketing strategies that have increased clients' online visibility, website traffic, social media communities, customer engagement, conversions, and overall revenue.

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