Activity Matters!

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

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Activity Matters! ServiceNow leverages intent data to make marketing work much better for everyone.
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.
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.
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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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.
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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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.
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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.
Overcoming Challenges
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
- Big Data
- Edge Computing
- AI/Machine Learning
- Security
- ERP
- Data Management

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.
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.
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.
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.
Employee Workflows

What is it?

How did we address the market?
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.
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ServiceNow transforms employee experiences. But with so many different departments involved in the employee experience, it was difficult to pinpoint the precise target market.
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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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.

<table>
<thead>
<tr>
<th>Goals</th>
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<tbody>
<tr>
<td>• Grow brand mindshare and influence</td>
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<tr>
<td>• Pursue consideration and market share</td>
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<tr>
<td>• Get qualified leads to sales and drive pipeline influence</td>
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<table>
<thead>
<tr>
<th>What we needed to do</th>
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<tr>
<td>• Leverage the power of the TechTarget platform</td>
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<tr>
<td>• Launch a better integrated program &gt;&gt; TechTarget</td>
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<tr>
<td>– Targeted awareness</td>
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<td>– DIFM lead gen</td>
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<td>– Intent data directly into nurtures</td>
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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.
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.
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.

### Align to the topics your audience cares about

<table>
<thead>
<tr>
<th>servicenow Conversations</th>
<th>Transform the IT Experience</th>
<th>Intelligent Operations for your business</th>
<th>The Next-gen employee experience</th>
<th>The fastest path to customer satisfaction</th>
<th>The response engine for security and enterprise risk</th>
<th>Build powerful enterprise apps to connect people and processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Accounts &amp; Contacts</td>
<td>41.1K+ Active accounts</td>
<td>15.2K+ Active accounts</td>
<td>14.7K+ Active accounts</td>
<td>12.6K+ Active accounts</td>
<td>40.4K+ Active accounts</td>
<td>23.5K+ Active accounts</td>
</tr>
<tr>
<td>55.6K+ Contacts</td>
<td>19.1K+ Contacts</td>
<td>24.6K+ Contacts</td>
<td>20.8K+ Contacts</td>
<td>20.8K+ Contacts</td>
<td>84.3K+ Contacts</td>
<td>40K+ Contacts</td>
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<tr>
<td>Editorial Coverage</td>
<td>What is driving the evolution of ITSM processes?</td>
<td>ITSM in the era of cloud-based services</td>
<td>Transforming IT infrastructure and operations to drive digital business</td>
<td>4 best practices to maximize the value of your ITSM vendor</td>
<td>The importance of a digital employee experience strategy</td>
<td>Why your employee experience design efforts should start now</td>
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Built integrated, always-on marketing powered by intent

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.
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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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.
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.
Engaging the right accounts and prospects

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<tr>
<th>Buying Team:</th>
<th>Core Topics:</th>
<th>Vendors Influencing:</th>
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<tbody>
<tr>
<td><strong>Systems Manager</strong> has been influenced by your campaign content</td>
<td><strong>ERP</strong></td>
<td>ServiceNow, BMC</td>
</tr>
<tr>
<td><strong>Manager – Data Analyst</strong> has been influenced by your campaign content</td>
<td><strong>Business Productivity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>26 active contacts currently</strong></td>
<td><strong>Customer Experience Management</strong></td>
<td></td>
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<tr>
<td><strong>20 active contacts currently</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>13 active contacts currently</strong></td>
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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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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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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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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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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.
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.
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.
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.
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.
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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Similar to ServiceNow’s Employee Workflows program, the Customer Workflows program has yielded impressive results.
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And even more impressive, TechTarget purchase intent insight and services are driving their top 8 pipeline generating plays and campaigns.
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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.
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.
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.

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

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

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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.


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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