



ROI Study

TECHNOLOGYADVICE | 2024

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● Meet Buyers on Their Terms

Traditional lead generation strategies are failing to deliver results. In our most recent GTM Benchmark report, 56% of companies reported missing revenue goals last year.

Meanwhile, technology buying committees are growing and changing. Most of the stakeholders making decisions don't sit on the technology team, yet have the ability to make or break a deal. They consume an average of 13 pieces of first and third party content (according to research firm Focus Vision) before signing a deal.

Modern technology companies need to know which buyers are researching relevant information, and then be able to influence them where they already are. Highly specific technology audiences require a partner who already has access to their trust and attention.

About TechnologyAdvice

TechnologyAdvice is a modern B2B media publisher and demand generation company that specializes in connecting buyers and sellers of business technology.

TechnologyAdvice owns and operates more than 30 tech media brands including TechRepublic, eWeek, Datamation, eSecurity Planet, Fit Small Business, Channel Insider, DZone, ProjectManagement.com, and TechnologyAdvice.com. These are the news sources and technology review sites where buyers are already going to research solutions and manage the complexity and risk of the buying process.

Through its global network of tech media properties, product review sites, newsletters, social media, and YouTube channels, TechnologyAdvice helps its customers reach an audience of more than 100 million business leaders and technology buyers in IT, Cybersecurity, HR, Finance, Sales, Marketing, Project Management, and other market segments.

TechnologyAdvice also gives tech vendors invaluable intent data about who is researching what topics and provides an opportunity to surround a buying committee through advertising, thought leadership, custom content, events, and syndicated editorial content. TechnologyAdvice customers say it is the best source of quality pipeline in their GTM playbook.



Personas

Based on our research, the following titles see value in working with TechnologyAdvice:

- CMO
- VP Marketing
- Head of Digital Marketing
- Head of Demand Gen
- Head of Growth Marketing

● Customer Use Cases

In reviewing feedback from hundreds of customers, we have determined that TechnologyAdvice meets the following needs:

How Companies Leverage TechnologyAdvice	
Build brand awareness and expand reach	By associating with well-respected news brands and displaying ads and thought leadership content on relevant media channels and newsletters, technology companies vastly increase brand awareness, relevance, and affinity, all key for generating new demand sources.
Generate high-quality leads and pipeline in niche B2B audiences	Through a combination of first-party intent data and highly targeted content syndication and lead gen programs, TechnologyAdvice gives technology vendors access to highly engaged prospects across the buying committee.
Account-based marketing support and execution	TechnologyAdvice allows technology vendors to maximize GTM efficiency with scalable ABM programs that target highly specific audiences of in-market buyers at key target accounts.
Entering a new segment or geography, or driving demand for new products	TechnologyAdvice makes it easy for technology vendors to reach new target audiences on a variety of digital channels by tapping into their existing communities of B2B technology buyers. The intent data, content creation and syndication, and highly relevant advertising programs can accelerate awareness and growth within new target segments, geographies, target personas or ABM lists.

Customers tell us that TechnologyAdvice:

- Provides **higher quality leads** than any other demand gen sources
- Targets **the right buyer at the right time with the right content**
- Has a **strong 1st-party audience** of B2B professionals and technology buyers
- Creates **highly credible custom content** including guides, videos, and research
- Expands organic reach
- Builds **valuable brand awareness**, affinity, and trust
- Supports **high-quality ABM** strategies
- Provides **valuable intent data** for highly-specific technical audiences
- Gives sellers what they need for **deep personalization**

QUOTABLES

“The quality of leads is top notch.”

“TechnologyAdvice has quickly become one of our most valuable lead gen partners.”

“TechnologyAdvice helps us capture demand at key in-market accounts.”

“TechnologyAdvice helps us target the right buyers with the right message at the right time.”

“TechnologyAdvice gives us better conversion rates and bigger deals.”

“These programs have been highly successful in driving engagement and pipeline.”

“TA is always looking for new ways to help us generate more revenue.”



● Technology Advice’s ROI

TechnologyAdvice customers see demonstrable ROI for the use cases described in this study.

TechnologyAdvice Outcomes

20x

Pipeline ROI: \$3.16M in new pipeline with \$156K in program spend (**CyberGRX**)

\$2M

Pipeline in first year (**Rapid7**)

42%

More meetings booked compared to previous lead gen benchmarks (**Paycor**)

200%

Increase in qualified opportunities (**JazzHR**)

20%

Higher conversion rate (**Wrike**)

What is a Strategic Demand Gen Partner?

Strategic demand generation partners are a critical part of modern GTM programs and motions.

They not only help you scale full-funnel lead acquisition and demand generation programs, but they help identify and engage new in-market audiences, even if they aren’t yet showing up on your website. This is increasingly important as tech buyers look to independent third parties for recommendations and advice.

What makes a partner strategic? Many companies run programs with demand gen providers in their own separate silo. Yet, there is a much greater ROI potential when integrating demand gen partner strategies with core GTM framework and other demand gen technologies.

For example, if you use technology like Demandbase or ZoomInfo to identify a set of accounts demonstrating interest or intent, you could then trigger a demand campaign with TechnologyAdvice to engage those accounts with ads, content offers, and more on their trusted tech media channels where those leads are already engaging.



● About GTM Partners' ROI Studies

GTM Partners' ROI studies are third-party validated assessments of Go-to-Market vendor solutions that are primarily focused on how to get the most out of an investment in technology. Centered around use cases (as opposed to stack ranking vendors), these guides are intended to provide readers with a data-driven analysis of what problems the solution is intended to solve and how well it delivers on those promises.

ROI Studies are developed in three stages:

- First, we will work with the vendor to learn about their capabilities. The vendor must respond to a use-case-driven market survey, provide a demo and give us insight into their roadmap.
- Next, we analyze G2 data to understand how the market at large is using the solution and what they find to be most valuable. We also review feedback on the entire segment to understand how that vendor performs against its competitors or similar solutions in the use cases specified.
- Finally, we speak with three customers to better understand their primary use cases, get an understanding of any additional investment outside of the cost of the solution and confirm any need for additional investment in companion solutions required for the use cases to be performed.

GTM Perspectives are developed at the request of the vendor, who provide us access to their customers and support our understanding of the solution we are validating.

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