

By Executives, For Executives

JUST **MEDIA** 

“A View From the Top”



Featuring Mike Kelly, Co-Founder of Prelytix



*Insight into B2B marketing trends, key insights for
marketers and predictions for 2014*

Briefly describe Prelytix and how it fits into the B2B Marketing eco system?

Response: We launched Prelytix (just over a year ago now) to fill what we saw as a large gap in the B2B marketing world. We've all seen the studies about the B2B buying process – it's not just an individual but an entire buying team you need to influence. It sounds like common sense, but so much of the B2B world is still focused on taking a single activity (a lead, or a site visitor, etc) and spending tremendous effort to determine if they're a real prospect or not. Our premise is you don't have to spend a dime reaching someone who has no need for your product. Imagine being able to look out across the web and see an entire buying team researching content related to your products or services, and then have the ability to message them before any of your competitors. At its core, that is what our technology does – it casts a net across the web to collect activity and purchasing intent before anyone else. That's the trigger to engage, and the data we provide is the roadmap to how to do it in all stages of the marketing mix. Whether you're focused on driving new business, selling more to existing customers or taking business from the competition, we are giving our customers a view into opportunities that were out of reach, until now.

There are a variety of companies that offer IP targeting to allow our clients to target key accounts, what makes Prelytix stand out?

Response: IP targeting is the price of admission. We saw the writing on the walls 3 years ago as far as the diminution of cookie based targeting. Companies like DemandBase do a great job on the first pass of IP targeting and IP resolution and we love what they do. They've been a great evangelist for all of us. But we also believe you need to go deeper and deliver not only impressions, but the insight that can tell you what those users are collectively thinking about. We like to call it: Yesterday in America – where we can deliver a view, by company, of what is on the agenda as far as their relationship to a potential B2B purchase. The other big takeaway about our technology is that we can identify prospects whether you know about them yet or not, and that's a big missing piece right now. It's not just about finding out what you know about who you know, it's just as critical (if not more so) to find the deals where you aren't at the table yet. We're pretty certain that is a very differentiated ability. Nonetheless, beyond DemandBase we see Bizo, Lattice Engines, Semcasting and others breaking new ground as well.

What developments do you see coming in data analytics and how do you expect this will be used to make B2B programs even more effective?

Response: The base technology stack for B2B marketing is shifting quickly. This means that analytics needs to be ingested with speed and made actionable a lot quicker. Things like feeding analytics (like we do) into the stack will be more and more critical in being there first. So, taking our data and pushing it into SFDC, Eloqua, Marketo, SilverPop, etc... and changing the way you communicate your value proposition in near real time (all to people you know have a current interest in your products and services) will be essential. We're not so sure every company out there is ready for this fundamental change, but we're excited about being on the front end of the trend and for being there when they are. Regis McKenna wrote Real Time Marketing in 1995 – finally it has arrived!

Are there other technologies out there that excite you and you believe technology marketers should be paying attention to?

Response: What really excites me is the convergence of data and marketing analytics tools that our customers are using. We think creating data synergies across a variety of unique and differentiated data sets delivers a very compelling way to look into and understand a company's collective behavior. For example, something we've been doing recently is tying competitive search data with our own data, and then tying those to the most comprehensive database of installed technology to add deeper layers of insight into activity within organizations based on installed technology that our customers want to reach. On it's own that was really exciting for us, but as you look at search data versus what gets consumed at the page level, we've found that clients are sometimes unnecessarily spending a lot more of their search dollars on search terms that aren't even close to what is being consumed during real research sessions. It's an interesting viewpoint that's added significant value beyond standard conversion metrics, but it wasn't something we could've seen looking at any one data stream. In my mind, it's less about so-called new technology and more about tying things together.

How do you think the changes in digital marketing are going to effect the more traditional B2B publishers in the mid to long term?

Response: In our opinion, we see this shift as a tremendous opportunity for traditional publishers to optimize their business by taking advantage of the advances in marketing technology. Make no mistake, they're definitely at a crossroads because of the shifting landscape and they face some tough challenges ahead, but those that innovate have a great opportunity. One thing we're bullish on is that publishers have a need to give a deeper contextualization to their clients into who their audience is and what they're consuming both on and off their network. We think that'll be critical for the ones that succeed – it's no longer enough to deliver just a lead, or only know your users. The future, as we see it, isn't in individual lead generation or content syndication. It's increasingly easy to find out who works somewhere. The trick is knowing how and where to engage with the right prospects when they have a real need, wherever they are. If you're only looking internally at your own data you're missing a big chunk of relevant activity. As an example, we're working now with a large publisher with over 120 titles that's partnering with us to apply market-wide data intelligence against their membership to start to bridge that divide. I believe the publishers who embrace this methodology will have the ability to better serve their audience and diverse needs of their customers moving forward.

Finally if you have advice for a B2B CMO for 2014 what would it be?

Response: We are in the very early stages of bringing Demand Gen 2.0 into the lives of the B2B CMO. One thing we've seen for sure is this – there is a great deal of dissatisfaction with traditional Lead and Demand Generation, so the more you can push the envelope now, the better positioned you will be to understand how to make this swirl of data and B2B consumer behavior work best for you.



ABOUT MIKE KELLY



Mike Kelly is a 15-year media industry leader in the enterprise IT and channel markets. His in-depth industry knowledge and experience is uniquely tailored to launching and Co-Founding Prelytix with Marc Laplante. Prior to the launch of Prelytix, he served as Vice President of the Storage and Channel media outlets at TechTarget (Nasdaq: TTGT) where he ran sales, marketing, product marketing, custom content, and the editorial direction. Mike was employee 9 and was an integral sales figure that drove the high growth organization through funding rounds and an IPO in 2007. Mike lives in Mendon, MA with his wife Michelle and their four children, Chloe, Brayden, Chase and Colton

ABOUT PRELYTIX

Prelytix is the first marketing analytics platform to gather organizational data intelligence from across the web. Our proprietary algorithms and processes uncover and influence sales opportunities from their inception to purchase. The Prelytix data intelligence platform allows B2B marketers to see and react to data that was previously out of reach until now. www.prelytix.com

ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency's campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B segments including financial services, HR resource management and green technology. www.justmedia.com