

By Executives, For Executives

JUST **MEDIA** 

“A View From the Top”



**Featuring Don Hawk, Co-founder & Executive
Director of Product Innovation, TechTarget**



Where serious technology buyers decide

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

Briefly describe TechTarget and how it fits into the B2B Media landscape?

Response: TechTarget is the intersection of serious technology buyers, targeted technical content, and technology providers worldwide and we have been out in front of the online B2B media market for the last 15 years. We operate over 100 technology-specific websites that help enterprise IT pros effectively evaluate technology purchase decisions. We deliver innovative solutions to technology providers for lead generation, branding, custom content creation, and sales and marketing intelligence.

Technology publishers are in a constant state of evolution. What have been your biggest updates and what are you working on developing for 2014?

Response: We've been aggressively positioning our advertiser offerings to leverage our Activity Intelligence platform -- the powerful purchase intent data we collect about our audience of IT decision-makers. Our IT Deal Alert offerings allow customers to access our data directly to identify and prioritize projects, and will shortly be available directly within Salesforce.com to help customers identify accounts that are currently researching their technologies. Our new "Qualified Sales Opportunities" offering provides project-level detail about accounts making purchases right now -- including scope and purchase considerations. We're leveraging our intent data as part of every lead generation program -- we've recently released proactive marketer updates on the most-actively researching leads & accounts as part of every program. And our branding offerings are also incorporating the ability to target in-market accounts, both on our network and elsewhere. Our customers are increasingly evolving their marketing and sales processes to be data-driven, and we feel we have a lot to contribute in this area based on the unique value of what we collect.

Have you seen a big shift in how B2B content is being consumed by the IT audience?

Response: We follow these trends closely, and publish detailed research on IT media consumption. You can [view the 2013/14 TechTarget Media Consumption Report here](#). The most actionable high-level trend we've seen based on our recent research is that IT buyers have become more independent in evaluating technology solutions before they engage with particular vendors. The time they spend engaging directly with vendors is a) less than it had been and b) later in the purchase cycle than we've seen previously. Technology buying teams have become more reliant on content and media to effectively compare vendors and get information on the solutions that will best solve their technology problems, and will only engage with the vendors that survive that winnowing-down process. This means that the quality of a vendor's content marketing strategy and its distribution choices determine how likely it is that they will be able to directly engage with prospects.



Across the industry marketers are experimenting with lots of new ad tech companies and solutions. How is that impacting your product plans?

Response: On the whole, it's been a benefit, because it's allowed us to extend the value of our audience. Over the past two years in particular, we've worked with various ad tech companies and solutions to dramatically increase our advertisers' options for segmenting our audience, and the points at which they can reach them both on-network and off-network. I also think that, based on a lot of experimentation, advertisers are starting to realize that the quality of the underlying content and data matters a lot. There is enormous scale and efficiency that can be brought to bear through ad tech solutions, but the same fundamentals apply. With regard to our product plans, we're trying to make sure that our core value proposition – our purchase intent data – is accessible in a multitude of ways for our advertisers.

What is your advice for marketers in this age of digital content? Does it change how they should be thinking about content creation and usage?

Response: One of the key concepts we've been trying to convey in partnering with our advertisers is to think more broadly about the notion of the behavioral "signals" they are tracking related to their content so that they can better read their potential customers' "digital body language." Marketing automation systems have done a good job of getting marketers to consider activity or behavior as a trigger for "progressing" an individual lead to a prospect. But individual leads don't generally make buying decisions – in IT, they're made by teams of stakeholders. We have the benefit of looking at detailed activity data not just for an individual user in the context of a single campaign, but for multiple users at the same account, and can also look at an account's activity across multiple vendors and the all relevant editorial content. We find the conclusions you can draw based on this "wider lens" are strikingly different than you might reach by looking at the activity of a single lead in a single campaign, or even just for a single vendor. For example, a single lead without much individual activity might be part of an account that is researching the solution area extensively. An account that may not be particularly active against your content might be very active with the content of your competitive set. What external inputs can you collect about the activity of your prospects? Can you roll them up to an account level, and what actions can you take based on that view? These are questions that smart marketers are asking themselves in 2014, and we're excited to be participating in these types of discussions.



ABOUT DON HAWK



Don Hawk, Executive Director of Product Innovation, is one of TechTarget's co-founders and leads TechTarget's product creation and enhancement efforts. Don works with the company's highly talented team of product managers and product development professionals to develop innovative solutions for the company's advertisers and member base of enterprise IT professionals. Under his leadership, TechTarget has consistently led the market in creating new ways to reach targeted IT professionals. Most recently, the Company has built the most sophisticated platform in the B2B market for understanding audience research and buying intent, with "Activity Intelligence."

In June 2004, Media Business magazine named Don a "Top Innovator in Business Publishing" in new media. He has extensive experience in product development in business-to-business environments. Don was the President of TechTarget from its inception through 2011. Prior to co-founding TechTarget, Don was Director of New Media Products for the Technology Division of United Communications Group (UCG), a leader in business-to-business information services. While at UCG, he launched Search400.com, the flagship site for TechTarget.

ABOUT TECHTARGET

TechTarget is the online intersection of serious technology buyers, targeted technical content and technology providers worldwide. Our media, powered by TechTarget's Activity Intelligence platform, redefines how technology buyers are viewed and engaged based on their active projects, specific technical priorities and business needs. With more than 100 technology specific websites, we provide tech marketers innovative media that delivers reach via custom advertising, branding and lead gen solutions all built on our extensive network of online and social media. TechTarget HQ is in Boston with offices in Atlanta, Beijing, Cincinnati, London, Munich, Paris, San Francisco, Singapore, and Sydney.

www.techtarget.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 and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. www.justmedia.com