

Talari enables their sales team with confirmed project and intent data from Priority Engine to generate more meetings

Generating More In-Market Opportunities

“I wanted more at bats, and what Priority Engine and Confirmed Projects give me together is more opportunities at the plate, that tees us up to sell our unique approach to solving their problem.”

Enabling Sales with the Intelligence they Need

“We know there’s a potential opportunity with Confirmed Projects, so even after we try to connect with the Insider, we go back to look at that account in Priority Engine to get that additional intel.”

Reaching the Right Buyers on the Buying Team

“We’re able to take the confirmed project insights and act on those, but we’re also able to get an extended view into the other members of the buying team who are doing relevant research.”



Adam Stein

Principal, APS Marketing
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Adam Stein is a Marketing Consultant with 20 years of experience in Marketing for B2B tech companies, currently working on behalf of Talari Networks.

Results

\$8.5M

in projected revenue from their TechTarget program

50%

of their active market engaged via Priority Engine

74%

of active market influenced by TechTarget Advertising and Content Syndication programs

Talari is a leading provider of SD-WAN technology offering centralized control and improved application performance for over 500 customers in 40 countries. Talari was acquired by Oracle, a leading enterprise software innovator client, in November 2018.