

# Pegasystems taps into Intent data to enhance sales and marketing

## A leading technology with a challenge

Pegasystems is the leading cloud provider for customer engagement and operational excellence. If you've driven a car, used a credit card, opened an account or countless other everyday tasks, there's a good chance you've interacted with Pegasystems.

Being a widely applicable technology also makes it a challenge to market. Pegasystems' sales and marketing teams wanted to take a more focused approach by reaching out to not all companies that *could* buy, but instead focus on those *most likely to buy*.

## Experimenting with Intent-Based Marketing

Pegasystems understood the value of incorporating Intent data into its Account-Based Marketing strategy. By partnering with Bombora, Pegasystems could get insight into upswings in content consumption on topics that a business is researching prior to buying, and thus, is ripe for marketing outreach.

**The challenge:** How could Pegasystems know which specific topics, when consumed more, indicated true interest in its products?

## The solution: Historical Intent Analysis

Pegasystems partnered with Bombora to perform a Historical Intent Analysis to find topics that accounts, that had *already bought from Pegasystems*, consumed prior to buying.

### How it worked:

#### 1. Pegasystems provided two sets of lists:

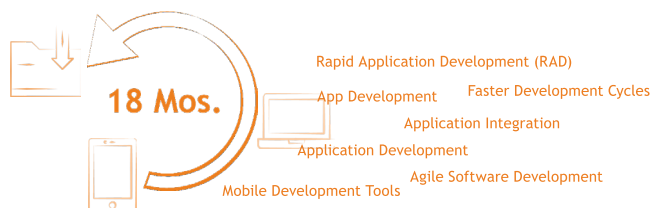


a list of closed won client accounts



a list of prospective client accounts that had not engaged in 18 months (control group)

#### 2. Bombora evaluated 18 months' worth of content consumption at businesses on both lists, based on more than 250 topics pertinent to Pegasystems' business




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## Historical Intent Analysis uncovers meaningful topics

The Historical Intent Analysis revealed the topics most meaningful to current customers - and at what point during the buying cycle those topics were researched. By comparing the research activity between the customer list and control group, Pegasystems identified the topics that had the greatest difference in relation to research volume around a given topic.

Compared to the control group,

 **284%** of 'closed won' accounts had an increase in research behavior

 Across **75 topics** Bombora identified.

- Scalped Agile Framework (SAFe)
- Agile Software Development
- Platform as a Service (PaaS)
- Development Operations (DevOps)
- Mobile Development Tools
- Rapid Application Development (RAD)
- App Development
- Faster Development Cycles
- Application Integration
- Application Development
- Agile Software Development

*Pegasystems uses these topics to power its intent-based approach.*





## Analysis reveals previously unidentified prospects

By understanding topics most commonly researched by existing Pegasystems customers, Bombora identified lookalike prospect accounts on the control list that were ripe for targeting during the research phase of the buying cycle.

## Enhancing data-driven sales and marketing

Pegasystems is using Intent data across its overall marketing and sales strategies to avoid waste and brand damage from interrupting those not interested in hearing from them.

Currently Pegasystems is using Intent data to:

-  Funnel leads to sales and inform talk tracks
-  Inform website personalization
-  Power targeted advertising across programmatic media and LinkedIn
-  Create smaller 'clusters' of topics in market to target accounts based on specific features, benefits and use cases

For further information please contact [bombora.com/contact](http://bombora.com/contact) or email: [sales@bombora.com](mailto:sales@bombora.com).

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