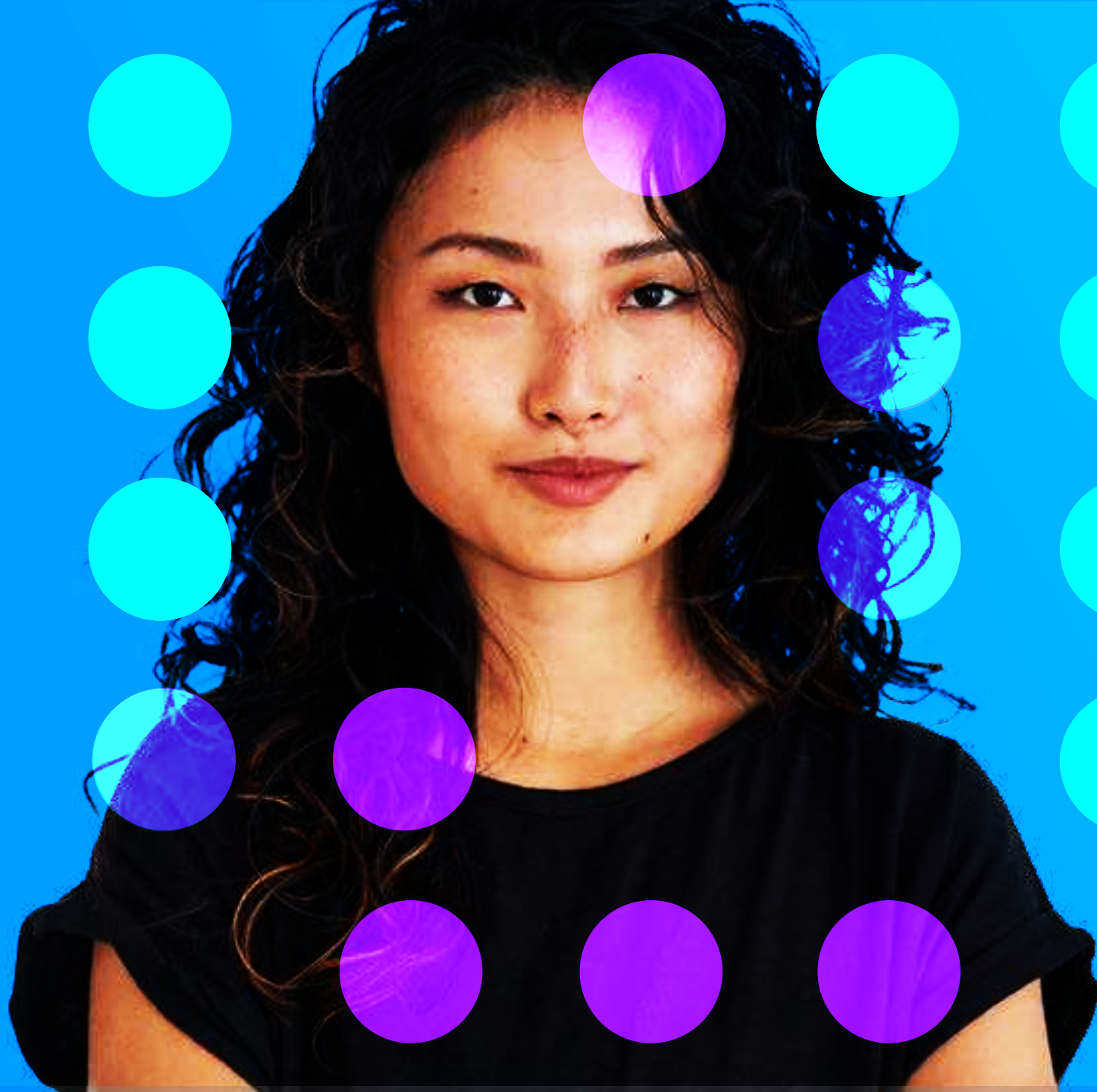


Case Study

How Instana Generated \$6M in Predictable Pipeline



The Challenge

Manual Data Governance Was Holding Back Cross-Channel Programs

Instana, an IBM company, provides an Enterprise Observability Platform with automated application performance monitoring capabilities to businesses operating complex, modern, cloud-native applications. Instana's Director of Demand Generation, Starr Stephenson, and her team were striving to meet the challenges of their buyer-centric marketplace. They found themselves engaging in multiple cross-channel lead gen programs that required manual list upload — on average twice a week.

To complicate the situation, the team was understaffed. They knew this manual list processing was inefficient and unscalable. They wanted to switch focus to refining connected and personalized touches across key digital channels. Starr wanted a solution that would help ease the department's burden, while ensuring clean, compliant lead data from all demand channels, with less budget waste. Ultimately, she and her team wanted to centralize and connect the company's omnichannel buying process on one unified platform.

44%

of B2B marketers report they don't have the right tech stacks to enable cross-channel management of their personalization strategies.

Demand Gen Report

61%

of marketers site a lack of time and resources as their biggest barrier to implementing an effective process to fix data quality

Demand Gen Report

The Solution

Instana Executes Precision Demand Marketing with Integrate Products

The demand team at Instana started using the Integrate Demand Acceleration Platform (DAP) to connect all of their demand programs in a single place. With the Integrate DAP, they could also abandon the antiquated, manual process of list scrubbing, and govern and measure lead data automatically.

They also began using Pipeline360 — to target buyers at key accounts in the North American and EMEA markets, with a combination of digital display advertising and content syndication.

“The Integrate Demand Acceleration Platform was a no-brainer and necessary to keep up with evolving buyer needs. We needed to make our demand strategies work smarter, which meant evaluating our tools and tech and finding ways to free up time and budget resources.”

Starr Stephenson

Director of Demand Generation
Instana

Instana Leverages the Integrate Professional Services Team to Optimize Their Programs

With support from the Pipeline360 professional services team, Instana aligned display advertising creative to three buying stages — awareness, consideration, and action — to create a series of progressive display ad flights for nurturing engaged accounts. They also segmented their display, content, and email nurture programs by persona to improve the click-through rates of their digital display ads.

“With Pipeline360’s campaign services team as a partner, they feel like an extension of the Instana team. I feel like I have additional team support that minimizes the time spent on manual work, making it easier for my team and me.”

Starr Stephenson

Director of Demand Generation
Instana

The Results

Instana Drives Demand Globally and Influences Millions in Pipeline and Revenue

Instana's account-based digital display ad and content syndication programs:

- Delivered millions of impressions across key accounts in the North American and EMEA markets.
- Achieved a display ad click-through rate nearly two times higher than industry average.
- Created a predictable pipeline for both strategic regions.

The three-step personalized digital display advertising program resulted in 271 accounts moving from awareness to consideration to action. Overall, their content syndication programs in Pipeline360 powered by Integrate delivered 2,000 leads across four target account lists — aligning their demand and ABM strategies.

1.2M

closed-won opportunities influenced

\$6M

of open opportunity pipeline influenced

6.49M

impressions delivered across NA and EMEA

2,000

marketable and compliant leads

95%

TAL engagement rate

271

accounts nurtured from awareness to consideration to action

The Time for ABM + PDM is Now

Let our team of experts help you connect with buyers on their terms. We offer a world-class content syndication and display advertising solution, Pipeline360, which enables experienced campaign strategists to align with global media partners to produce turnkey demand programs that deliver quality, compliant, marketable leads.

Pipeline360 is a scalable solution for B2B Marketers. In today's resource-strapped and data-driven environment, Pipeline360 helps you:

- Extend the reach of ABM content.
- Respond to purchase intent signals.
- Fill buying group gaps in your database.
- Identify active buying groups for sales.

Join thousands of B2B marketing professionals who rely on Pipeline360 to target in-market buyers and activate campaigns.

[Learn more](#)

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