

## CASE STUDY

# PagerDuty

### Intensify Intent-Activated Lead Generation

PagerDuty's leading incident-response platform helps more than 12,000 companies across 90 countries proactively manage their digital operations so their teams can spend less time reacting to incidents and more time building for the future.

The demand generation team at PagerDuty was spending substantial time and energy sourcing quality leads to drive sales pipeline. Lead volume wasn't the problem. The team knew how to get leads. The challenge was acquiring high-quality leads—targeting both named accounts as well as firmographic criteria—that would convert to valuable pipeline opportunities, new logos, and revenue. All without increasing media spend.

With Intensify, PagerDuty's lead quality has dramatically improved, boosting conversion rates and resulting in efficient pipeline growth. More specifically, Intensify's turn-key Intent-Activated Demand Generation solution enables PagerDuty to:

- Layer multiple intent data signals to identify accounts actively consuming content related to PagerDuty's product offerings; and
- Acquire contact data on decision-makers from intent-identified accounts who have engaged with PagerDuty's branded content.

"Every company is feeling the fatigue of digital promotions right now. We're not the only ones running content syndication programs and webinars. So, it's a challenge to stand out. We needed to get in front of the right audiences with compelling content. We needed to meet them where they were within their buyer journey."

—Casey Culler, Affiliate & Partner Marketing Manager, PagerDuty

### PagerDuty Goals and Objectives

- Increase marketing-attributed pipeline and revenue
- Maximize demand program efficiency and ease of generating highly targeted leads
- Help sales acquire new logos by engaging intent-identified accounts and driving valuable opportunities

### Highlights

- 2x average deal size compared to other vendors
- 10x pipeline-to-spend ratio
- 9.5x MQL-to-opportunity conversion rate compared to company average (for all channels, all vendors)

## Intensify's Solution: Intent-Activated Demand Generation

Most marketing teams lack the resources needed to quickly aggregate, analyze, and act on intent signals before the data becomes irrelevant. Similarly, PagerDuty needed more than just intent data—the team needed a solution that would activate the intent signals, engaging specific personas at in-market accounts to generate leads with a high likelihood of converting to sales opportunities. Intensify's unique Intent-Activated Demand Generation solution was created to do just that.

### Step 1: Program Setup

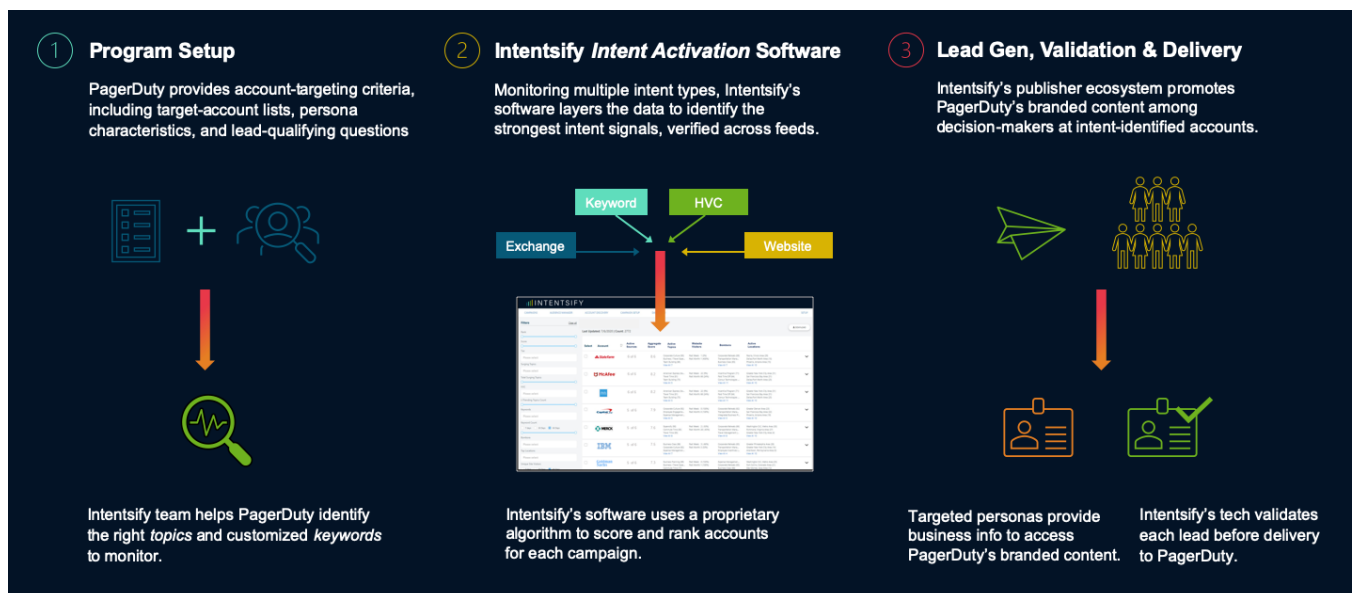
PagerDuty provides Intensify with account-targeting criteria, which includes everything from target-account lists and firmographic data to persona characteristics and specific lead-qualifying questions. Next, Intensify's customer success team helps PagerDuty identify the right intent topics and customized keywords to monitor for each campaign.

### Step 2: Intensify's Software Aggregates & Analyzes Intent Signals

Monitoring multiple intent types—topic- and keyword-based signals as well as PagerDuty's website-visitor activity—Intensify's software layers the data to identify the strongest intent signals, verified across feeds. The Intent Activation software then uses Intensify's algorithm to score and rank accounts for each campaign.

### Step 3: Content Distributed to In-Market Accounts

Intensify distributes PagerDuty's branded content assets among its publisher ecosystem, which only targets those accounts showing a high level of research activity around PagerDuty's topics and keywords. Targeted decision-makers at those accounts then provide their business information to access PagerDuty's branded content. If the decision-maker's information matches all campaign parameters, Intensify then verifies all the data for completeness and accuracy before delivering to PagerDuty.



## Intentsify's Intent Activation Results To Date

"It doesn't really matter if we hit our MQL goals—it's about hitting our pipeline goals. With Intentsify, we've seen a much higher MQL-to-opportunity rate as well as increased deal size, which is leading to some of the top pipeline within the channel. In fact, we're seeing a 10x pipeline-to-spend ratio. Plus, there's just an ease of working with Intentsify due to the immediate responses we receive from the team."

—Casey Culler, Affiliate & Partner Marketing Manager, PagerDuty

Leveraging Intentsify's Intent-Activated Demand Generation Solution enables PagerDuty to not only identify which accounts to focus time and resources on, it makes it quick and easy to act on intent insights. As a result, PagerDuty has benefitted from:

- 2x average deal size compared to other vendors
- 10x pipeline-to-spend ratio
- 9.5x MQL-to-opportunity conversion rate compared to company average (for all channels, all vendors)

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**PagerDuty, Inc.** (NYSE:PD) is a leader in digital operations management. In an always-on world, organizations of all sizes trust PagerDuty to help them deliver a perfect digital experience to their customers, every time. Teams use PagerDuty to identify issues and opportunities in real time and bring together the right people to fix problems faster and prevent them in the future. Notable customers include GE, Cisco, Genentech, Electronic Arts, Cox Automotive, Netflix, Shopify, Zoom, DoorDash, Lululemon and more. To learn more and try PagerDuty for free, visit [www.pagerduty.com](http://www.pagerduty.com).

**Intentsify** is pioneering Intent Activation software and solutions to make intent data more actionable and impactful for B2B marketers. By layering numerous intent data feeds, verifying the strongest intent signals, and quickly converting insights to actions via lead generation and programmatic channels, Intentsify helps marketing teams scale account-based demand and pipeline velocity—more efficiently and effectively. To learn more about Intentsify and Intent Activation, visit [intentsify.io](http://intentsify.io).