



How ScienceLogic gained a competitive edge with buyer intent data from TrustRadius

Company: ScienceLogic **Employees:** 488

Industry: IT Operations Management & AIOps Solutions

About: ScienceLogic is a leader in IT Operations Management, providing modern IT operations with actionable insights to predict and resolve problems faster in a digital, ephemeral world. Its IT infrastructure monitoring and AIOps solution sees everything across cloud and distributed architectures, contextualizes data through relationship mapping, and acts on this insight through integration and automation.

The challenge

ScienceLogic SL1 is a top-rated and highly desirable solution in the IT Infrastructure and Monitoring Tools category. Mary Kirkman, demand gen leader at ScienceLogic, and her team drive a high win rate against their top competitors. Mary also knows that today's digital buyers just want a self-serve experience and mostly make buying decisions before they talk to a salesperson. About half of the buyers never even reach out.

Mary's challenge is to figure out how to reach the right prospects at the right time with relevance early in the buyer's journey to gain a competitive edge and drive meaningful revenue.

The outcome

Mary's team made an investment in building a strong brand presence on TrustRadius—where a large number of serious buyers matching their ideal customer profile are making important purchase decisions. They are spending **over 9 minutes on average reading around 250 in-depth reviews** of SL1 on TrustRadius and comparing them with other vendors side-by-side. An even larger number of

buyers are doing similar research on over 70 products in the IT Infrastructure and Monitoring Tools category every day. Such activity generates strong and reliable signals for intent to purchase.

Mary's team leveraged intent data from TrustRadius integrated with Salesforce to engage in-market accounts looking at specific competitors. They saw a **30% boost in ad performance** through Terminus, increased website traffic from target accounts, and generated **5 new enterprise accounts** for BDR outreach with just a test run.

"The intent data from TrustRadius is highly effective and relevant. We are aligned on delivering results while engaging our prospects with the right context at the right time."



— MARY KIRKMAN,
VP, DEMAND GENERATION & SDRS



Keys to Success

Engaging the right people with clear objectives and prompt training

Dana Dobson, campaign manager on Mary’s team, clarified objectives with Mary and executed on the project vision. Their overall goal was to drive meaningful engagement with key accounts leading to meetings set through their outbound strategy.

Dana coordinated a multi-channel program, including a targeted outreach sequence driven by the ScienceLogic BDR team and a display advertising campaign to further enforce the email messaging. She partnered with Connor Wright, ABM campaign manager, to run the program aligning with their ABM strategy.

The strategy involved building a highly targeted set of accounts who were:

1. Looking at ScienceLogic and comparing directly to named competitors on TrustRadius
2. Looking at named competitors at the category-level to get into deals they were previously not considered

This called for highly targeted messaging with cues to align with prospects’ previous touchpoints on TrustRadius. To execute quickly, it was important for the team to use existing tools and processes and minimize introducing new elements to the team to learn.

Understanding what we can accomplish with intent data and having the playbooks from TrustRadius to execute was critical in making sure we work on the right things.



— DANA DOBSON,
SR. MANAGER, MARKETING CAMPAIGNS

Getting quick access to intent data in Salesforce—the source of truth

Getting access to the right data is half the battle. The ScienceLogic team needed the bottom-funnel data in a way that didn't add additional work for the team to instrument. Jamie Gelep, ScienceLogic's marketing ops wizard, was able to use the TrustRadius Salesforce Connector to quickly connect and align the data with their own Salesforce accounts and workflow.

Installing and configuring the Salesforce Connector was a breeze! The documentation TrustRadius provides is super helpful to get everything set up in under an hour.



— JAMIE GELEP,
SR. MARKETING OPERATIONS MANAGER

Integrating the Salesforce Connector enabled Mary's team to:

- Connect TrustRadius intent data with existing opportunities on Salesforce
- Quickly see the influence of TrustRadius audience on their opportunity \$
- Get insights into hands of sales reps where they already operate

The TrustRadius Salesforce Connector is designed to expand on information about your accounts already in Salesforce. The app auto-matches accounts based on domain, and provides helpful tools to manually match duplicates or misaligned data. The app comes with preconfigured custom reports designed to be easily handled by marketers and salespeople.

Date	Activity Label	Activity	Description	Record
	Product	Click	Clicked a pricing CTA for ScienceLogic SL1	TRA-01023
	Comparison	View	Viewed a comparison of SL1 vs Solarwinds NPM	TRA-01024
	Category	View	Viewed the IT Infrastructure Monitoring Tools category	
	Comparison	View	Viewed a comparison of Solarwinds NPM vs Datadog	
	Product reviews	Share	Shared a ScienceLogic SL1 Review	

Targeting relevant audience for high-performing ads

Running targeted display ads through Terminus is the first step in the team's program. The goal was to build brand awareness and prompt them to continue on the buyer's journey. Mary's team gets that there are two main components to drive high-performing ads:

#1

The audience for these ads is a highly targeted list of accounts showing strong signals comparing ScienceLogic to their named competitors or looking at named competitors but not ScienceLogic. The audience data from Salesforce Connector was directly plugged into Terminus to run the display ads.

#2

The message included a TrustRadius Top Rated badge to draw their attention to a familiar brand and context. In previous tests TrustRadius ran with other customers proved that **having a TrustRadius badge and a customer quote from reviews boosted ad performance by an additional 40%**.

The ads performed well above expectations, with a CTR 30% higher than their average. In addition to building brand awareness, the Terminus algorithm for website engagement also showed a spike for several of these accounts.



These ads performed well above our average —which is not a surprise considering how targeted and relevant the campaign was.



— MARY KIRKMAN,
VP, DEMAND GENERATION & SDRS

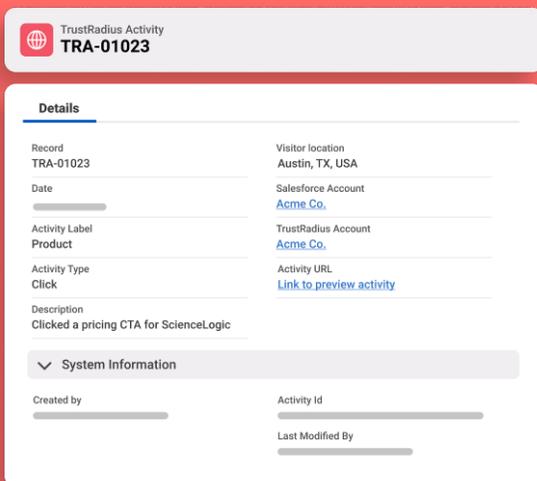
Empowering BDRs to engage with relevance and context

In addition to aligning the data and running targeted ads, enabling and empowering the outbound team with data and context was the third (and most important) part of the program.

The goal was to have first meetings set within 6-8 weeks of running the program. The outreach sequence for this program was designed in alignment with ScienceLogic's OneVoice initiative—a customer-focused approach designed to make sure messaging to buyers is consistent across all channels. ScienceLogic has a reputation to meet the customer where they are—this extends to their marketing as well. With a recent company rebrand,

having relevance and consistency with messaging and outreach was a priority for the ScienceLogic team.

The ScienceLogic team brought in support from the sales enablement team to prioritize accounts, line up contacts for each account based on job titles, and assign to BDRs along with helpful context. Connor, the ABM manager, developed outreach email templates for the BDRs. **The team passed on 5 enterprise accounts for BDR outreach with just 4 weeks of data**—which turned out to be a great outcome for a test run.



The reports that come out-of-the-box (and customizable) were instrumental in helping Dana and Connor enable the sales team with a brand new process. An important win for Dana was to help shift the mindset of their team in using more data points to drive action.

Building custom reports of intent signals for the sales team using the Connector is really powerful and intuitive. This is critical in getting data into the hands of sales so they can take action.



— CONNOR WRIGHT,
MARKETING ABM CAMPAIGN MANAGER



Next Steps

Adding long-term value with intent data

Prior to using buyer intent data from TrustRadius, Mary's team had very little insight into buying activity. They were running their best marketing plays to attract and engage accounts—mostly with the same tactics their competitors could also run. Bringing TrustRadius intent data into their process gave them a new competitive advantage to engage in-market prospects with relevance and timing.

Intent data is an outcome of buyers browsing review content.



Investing in a constant flow of fresh and relevant reviews from users is a great way to strengthen the quality of intent signals.

The ScienceLogic team partners with TrustRadius to make sure there is always recent, helpful content for buyers. They secured over 25 detailed reviews from their users, who are typically enterprise customers, in just the first quarter of the year.

Mary's team is now putting in a process to deliver weekly reports to the sales team to engage prospects active on TrustRadius. With a little help from TrustRadius, Mary's team trained their sales team on how to think about the various types of intent signals, and use those insights to boost their productivity and outcomes.

There are two ways to parse the intent data at a high-level:

1. Accounts that are currently active opportunities. It's easy to separate these since everything is connected to a source of truth in Salesforce.

2. Accounts that match the ideal customer profile of ScienceLogic, but currently not on their radar. The ScienceLogic team can easily get to this view by using relevant filters such as company size, industry/sub-industry, geography, or revenue.

Report: Accounts with TrustRadius Activities
Ideal customer profile accounts

Total Records
11,938

Account	Company Size	Country Code	Activity Label	Description
Acme Co.	5,000 to 10,000	US	Product	Clicked a pricing CTA for ScienceLogic SL1
	100,000+	US	Comparison	Viewed a comparison of SL1 vs Solarwinds NPM
	5,000 to 10,000	UK	Category	Viewed the IT Infrastructure Monitoring category
	100,000+	JP	Comparison	Viewed a comparison of Solarwinds vs Datadog
	100,000+	CA	Product reviews	Shared a Solarwinds SL1 Review

Once a new account is deemed a good fit, a salesforce account is quickly created on the click of a button. Any firmographic data from TrustRadius is passed on to the new Salesforce account thus created, which gives the account profile a good start.

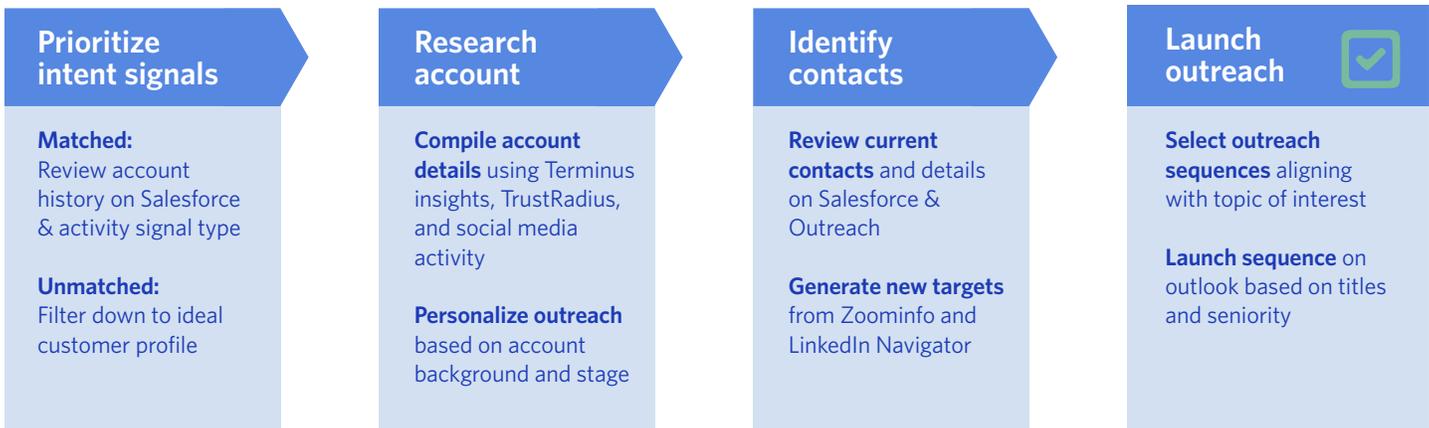
Dana and Connor built out a simple process to add a new dimension to their outbound workflow with intent data—a tactic many of their competitors don't have access to today. Seeing tangible results from a highly focused competitive campaign helped them realize that this data is relevant with better than average performance. This new process also allows ScienceLogic to expand their radius and get into deals they may not have been engaged in otherwise.

Just getting one closed deal from TrustRadius intent data is all we need to justify the investment in TrustRadius—which looks very likely. We know the impact on our brand is much more than that.



— MARY KIRKMAN,
VP, DEMAND GENERATION & SDRS

Prospecting Workflow (with TrustRadius Data)



Want to learn about how you can make buyer intent data work for you? [Let's chat.](#)