TrustRadius **LogicMonitor**

How LogicMonitor boosted ABM account engagement by 81% with TrustRadius buyer intent data

The challenge

When LogicMonitor engaged with TrustRadius to leverage intent data, they were rolling out a new ABM program across the company. As they lined up data points to build a target audience, the company's growth team desired to augment its account-scoring strategy with high-quality, in-market accounts.

LogicMonitor wanted a larger pool of aware, engaged accounts and to also grow reach in its category. The growth marketing team was looking to build a deeper enterprise audience, which tends to have relatively long deal cycles. The goal was to build awareness with key accounts and accelerate deal cycles for the enterprise sales teams at LogicMonitor.

The outcome

The growth team used downstream intent data from TrustRadius to target in-market buyers and drive higher engagement than any other audience in their ABM program. They targeted buyers on TrustRadius researching LogicMonitor's products as well as buyers checking out their competitors in the *Network Monitoring* category. Display ads beat every engagement metric by a large margin, with **2x lift** across the board for top-, mid-, and bottom-funnel campaigns.

The most promising outcome was the **shift from unengaged to engaged accounts**. This figure rose **up to 81%**, which is a key indicator of ABM success. LogicMonitor's team is now adding TrustRadius intent data into their ABM program as a key data source.

> *The TrustRadius intent audience shows a higher engagement rate than any other ABM segment—accelerating accounts through the buying journey.*

— GROWTH MARKETING TEAM LEAD | LOGICMONITOR

How TrustRadius intent data works

There is a ton of buyer activity happening on TrustRadius every single day. Well over one million people visit TrustRadius looking for the right tech solution to help tackle their challenge. They do a number of things on the site, which then generates valuable behavioral data. These signals help predict where the visitor is in their buying process and what they will likely do next.

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

The LogicMonitor team invests in keeping their profile and reviews current. They **drove over 170 in-depth reviews of their product in less than a year**, with more than 15% of them collected in the same quarter of their campaign. Buyers are **spending an average of over nine minutes** on reading reviews and comparing them with alternatives on TrustRadius. An even larger number of buyers are doing similar research on over 70 products in the IT Infrastructure Monitoring Tools category every day.

TRUE 2021

Top Rated 2021

Unlike most other sources of intent data out there, TrustRadius intent signals are much more relevant, actionable, and downstream.

These insights give a powerful competitive advantage in today's crowded market. You can get insight into when buyers are:

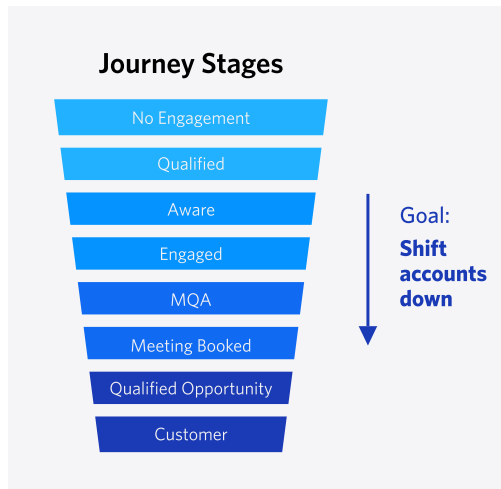1. Shopping your category and looking at your competitors, but not you.

2. Taking a closer look at your products by reading reviews, looking at pricing, comparing your products against alternatives, or clicking CTAs.

TrustRadius

Using the right tools for success

Orchestrating campaigns effectively using **Demandbase** is instrumental for LogicMonitor's ABM strategy. ABM is all about engaging target accounts with timing and relevance—which moves accounts down specific and defined journey stages leading to revenue.

Journey Stages

No Engagement	
Qualified	
Aware	**Goal:**
Engaged	**Shift accounts down**
MQA	
Meeting Booked	
Qualified Opportunity	
Customer	

The TrustRadius **Salesforce Connector** maps intent data directly to your Salesforce instance. The app automatically matches visitors on TrustRadius with your opportunities in Salesforce at the account level. This allows you to engage target accounts already on your radar, and

generate new opportunities by reaching out to new accounts matching your ideal customer profile. The detailed context of the activity provided helps you take a personalized approach to prospects and customers for a higher engagement rate.

LinkedIn digital ads—a strong acquisition channel for LogicMonitor—have shown significant gains with TrustRadius intent data. TrustRadius delivers customized account lists based on intent data to easily upload and target on LinkedIn. With Demandbase, the team has it even easier, pushing dynamic audiences directly into LinkedIn.

> *We had access to intent data from other review sites, but it was never used for ABM. No matter how relevant the data is, it needs to be integrated into our systems and super easy to use to get any adoption. TrustRadius, along with thier Salesforce Connector, makes their intent data super impactful.*

— GROWTH MARKETING TEAM LEAD | LOGICMONITOR

TrustRadius Activities (10+)

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

Reaching an audience with relevant content

Marketers found repeat evidence of improved outcomes when they used TrustRadius content such as badges, ratings, and customer quotes. This is especially true for audiences that have already been researching products on TrustRadius.

The LogicMonitor team designed the ads with their **TOP-RATED** and **BEST CUSTOMER SUPPORT** TrustRadius badges. They served ads with different messages for target, aware, and engaged segments with the goal of increasing account engagement and driving them down the buying journey.

LinkedIn ads were led with a top-rated message, leading to landing pages optimized for conversion on LogicMonitor's website.

The team had several ways to slice and dice the audience to get really targeted with the intent data. They made a choice to start with a simple split of **buyers looking at LogicMonitor and those looking at competitors but not them**. They narrowed it down to a healthy list of qualified accounts identified from intent data from the past 90 days.

Our customer ratings and awards from TrustRadius make us stand out. Showing ads with badges to an audience that is familiar with both brands really improves ad performance—especially to later-stage audiences.

— **SOCIAL MEDIA TEAM LEAD | LOGICMONITOR**
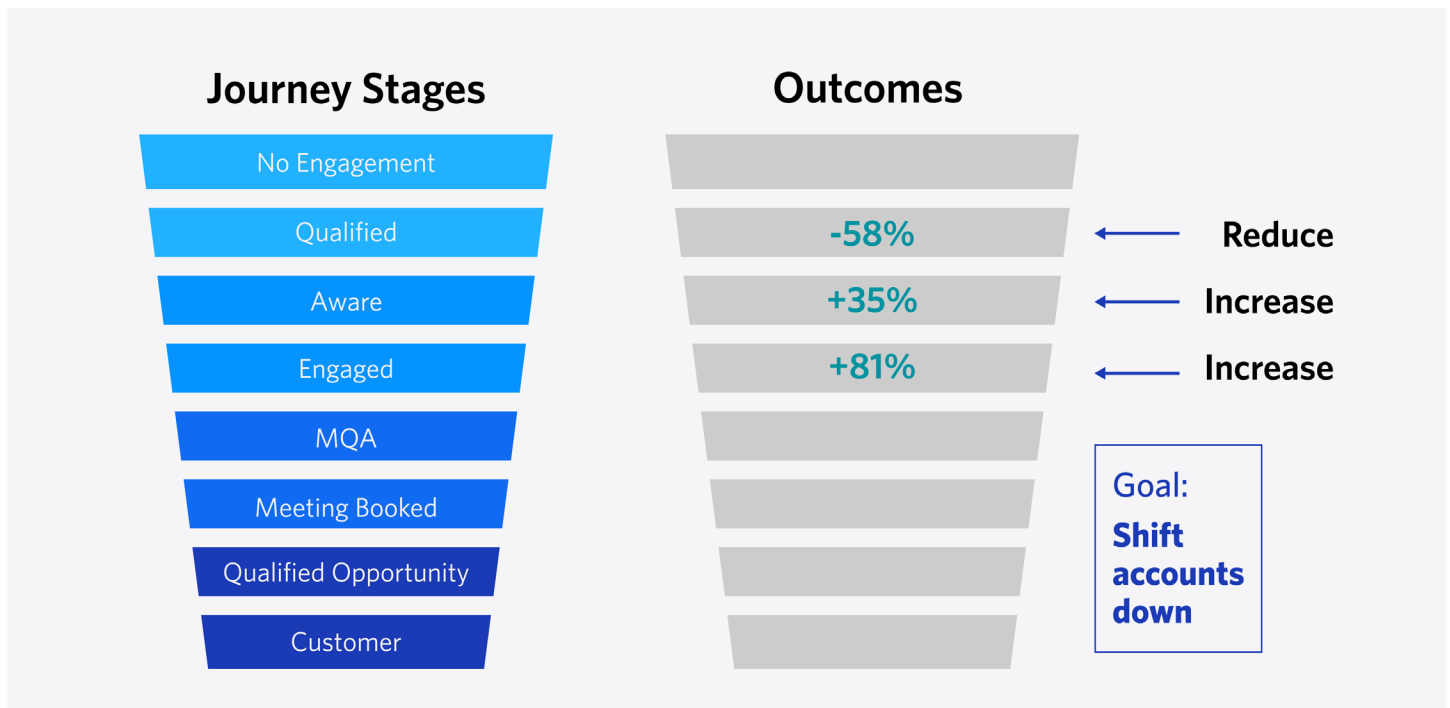
Tracking progressive outcomes

The display ads for ABM performed well above benchmarks, **showing 2x lift across the board**. The ads brought in a significant number of **qualified new accounts to the website** after only a few weeks of ad targeting and test budgets.

Target accounts also showed a significant shift down the funnel. Accounts in the *qualified* stage **decreased by 58%** pushing them into *aware* **(up 35%)** and *engaged* **(up 81%)** stages.

Benchmarks	Top Funnel	Mid Funnel	Bottom Funnel
Lifted (25-30%+)	66%	57%	51%
Reached (75%+)	92%	98%	100%
Visited (40%+)	67%	87%	98%
Clicked (25%+)	56%	33%	60%

> *Shows great movement of accounts down funnel and that the campaign has been successful in driving engagement to our website and with our content.*
>
> **—INTEGRATED CAMPAIGN MANAGER | LOGICMONITOR**

Journey Stages

- No Engagement
- Qualified
- Aware
- Engaged
- MQA
- Meeting Booked
- Qualified Opportunity
- Customer

Outcomes

- -58% ← Reduce
- +35% ← Increase
- +81% ← Increase

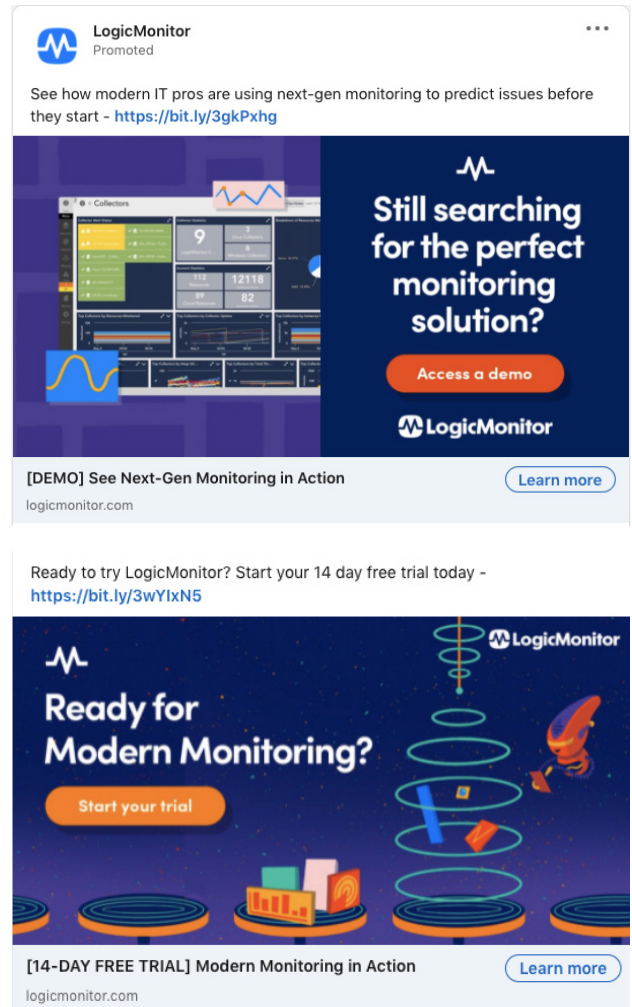Goal: **Shift accounts down**

TrustRadius

Down-funnel impact with LinkedIn targeting

LinkedIn ads were run in parallel to complement the display ads and to create a true multi-touch campaign for the intent audiences. The results showed much more impact for the mid-to-bottom funnel audience. Particularly, these were qualified accounts already in LogicMonitor's CRM.

The audience were split on top-funnel, mid-funnel, and bottom-funnel segments for buyers researching LogicMonitor, and also those researching competitors. These ads performed higher than any other ABM campaign audience they had tested. The LinkedIn ads led to multiple conversions in just a few weeks.

This is yet another proof-point that downstream intent data has a big impact on influencing down-funnel accounts.

LinkedIn has our strongest audience, and TrustRadius ads are among the top-performing ones down funnel.

— SOCIAL MEDIA TEAM LEAD | LOGICMONITOR

Advancing intent data to more use cases that drive revenue

The growth marketing team now has first-hand validation of the impact intent data can have on their ABM campaigns. They are planning to use TrustRadius intent data on a bigger scale to activate qualified accounts and enable their sales team. They are confident about seeing even bigger outcomes as they get more granular with their targeting as it relates to specific subcategories, go up-market, or position against competitors.

The LogicMonitor team took a basic approach with content on their ads using TrustRadius badges and reference to being top-rated. They are now implementing syndicated quote widgets on their website and landing pages to boost conversion even more and rank for more long-tail keywords.

See what our customers are saying on TrustRadius

LogicMonitor: A Superior SNMP/sFlow /NetFlow Monitoring System for yo...

★★★★★   APR 26, 2019

" We've evaluated and used a lot of remote management and monitoring tools as a Managed IT Services provider. LogicMonitor was the firs tool that truly met our needs for SNMP (and sFlow/Netflow) collection across, multiple...

Chad Lauterbach
CEO
Be Structured Technology Group, Inc.
Information technology and Services | 11-50 employees

The Logic of LogicMonitor

★★★★★   JAN 9, 2018

" It is especially well suited to monitoring virtual services such as load balancers and hypervisors. The reason is because of the incredible mechanism they have of datasources and instance abstraction. I also love the fact they use dustributed...

Jason Emery
Network Engineer
WideOrbit
Entertainment | 501-1000 employees

LogicMonitor, the last monitoring tool you will ever need!

★★★★★   MAY 7, 2021

" LogicMonitor offers the ability to monitor a broad range of devices and environments with great details and precision. We struggled to find a software package thatt offered the ability to monitor both our Cloud and on-prem...

William Guertin
Senior System Administrator
Accruent
Compurter Software| 1001-5000 employees

The quote widget also enables a review snippet on google search—which improves organic traffic.

Google   logicmonitor network monitoring   ✕ | 🎤 🔍

https://www.logicmonitor.com > network-monitoring   ⋮

Network Monitoring | LogicMonitor

LogicMonitor utilizes a lightweight, agentless collector to discover everything you need to know about your network automatically. Just enter a hostname or an ...

★★★★★ Rating: 8.7/10 · 186 reviews

The growth team is planning to expand their efforts with intent data into key areas of the business, including scaling to mid-market and enterprise segments, outbound efforts, and customer retention.

"TrustRadius intent data and user reviews proved essential for our ABM efforts. It's time to take it to the next level and scale our impact.

TrustRadius

How intent data could fill your pipeline

Buyer intent data lets you see deep into the "dark funnel" and reveal all of the anonymous buyers evaluating your product right now. This is the secret weapon that could fill your pipeline for the year. The TrustRadius team can walk you through our platform and show you the ropes with a full month of *FREE* downstream intent data. No strings attached. We believe that intent data is the future of successful sales and marketing. Give it a try and see for yourself.

Want to learn more about TrustRadius and activating buyer intent data?

Reach out to hello@TrustRadius.com