TechTarget | **DATACORE**

Priority Engine Helps DataCore Generate Quality Leads that Converted Into $750K in Pipeline in Under 12 Months

Generating Qualified Leads & Meetings at Low Cost

> "One of the big challenges was to find a reasonably priced source of high quality leads. Priority Engine has really helped us set more meetings with net new customers at a low cost."

Unique Contact-Level Data for In-Market Prospects

> "A key advantage Priority Engine has is that it provides the contact details of people searching for information relative to our solutions right now. You just can't get that with any other vendor."

Getting on More Vendor Shortlists

> "My favorite part about Priority Engine is that we reach prospects searching for solutions in our space, but may have never heard of DataCore. It gives us the opportunity to get on their shopping list and gain visibility."

Michel Portelli
Sr. Director EMEA Marketing

Michel has worked at DataCore for over 5 years and currently leads all marketing strategy in the EMEA region.

Results

$752K

In pipeline generated from Priority Engine in under 12 months

84

opportunities sourced from Priority Engine in under 12 months

DataCore Software pioneered software-defined storage. Our patented technology overcomes I/O bottlenecks, delivering dramatic performance improvements, and delivers high availability in a very simple and cost-effective way.