



BILIN & TUFIN CASE STUDY

SEE HOW BILIN CAN
HELP GROW YOUR BUSINESS



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The Right Investment

When Tufin invested in Bilin's flexible and reliable ABM platform, they learned that personalized intent data leads to a high-payoff.

“Working with Bilin, one of the differentiating items is that other vendors couldn't provide contact-level detail... they could suggest the title of a person or the location of a person, but the ability to provide comprehensive intent data and present it based on our individual needs... was unique to Bilin.”

- **Monique MacGillivray, Director of Digital Marketing, Tufin**



The Background

“We piloted with a few different providers, but Bilin was able to provide contact level details that some of the other vendors were unable to provide.”

Tufin, a leader in network security policy management for enterprise cybersecurity, was interested in implementing Account Based Marketing (ABM) in their sales processes. However, Tufin ran into several challenges while piloting. Integrating these intent data softwares required long and costly system integrations. They were also frustrated that keyword usage was rigid and did not allow for high levels of customization. Bilin entered the picture through a referral who commended our reliable adaptability. Intrigued by our **emphasis on flexibility**, Tufin decided to demo with Bilin and see for themselves **how our intent data could advance their sales efforts at an affordable price.**

The Decision Process

During the trial period, Bilin's flexibility stood out to Tufin—instead of using generalized intent data topics to suggest points of contact, **Tufin was able to customize their search based on specific keywords niche to their market** and intentionally connect with target decision makers who made up desired accounts. Bilin provided **comprehensive intent data, listing specific decision makers, at an affordable price.**





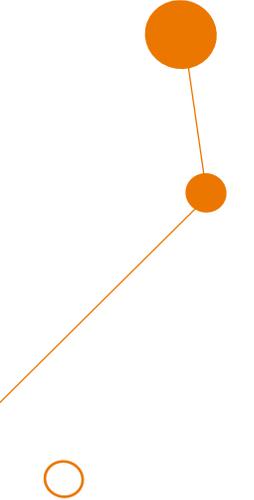
The Solution: Our Notable Features

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Quality ○

After investing in Bilin's platform, Tufin continued to be validated with results. Impressed with Bilin's ability to provide specific contact detail, Tufin has found that the **data is accurate and easy to use**. Tufin discovered that leads from intent data are more likely to answer than leads from a trade show. The intent data leads are more open to having conversations, leading to more booked meetings and further opportunities. Tufin's sales teams are therefore able to utilize the robust data to not just introduce conversations, but **have better, more productive conversations based on the potential client's position in their individual buyer's journey**.

Rather than supplying a limited list of pre-written keywords, Tufin is able to **enter any and as many keywords as they desire**. Bilin's high **level of customization** stands out against the competition, who provides pre-determined categories of keywords for customers to choose from. In addition to being highly personalized, **there is no limit for how many keywords can be applied to the intent data search**. By enabling Tufin to pursue intent data based on their own chosen requirements, Bilin's strong keyword flexibility tailors Tufin's search to fill their industry niche.

Flexibility ○

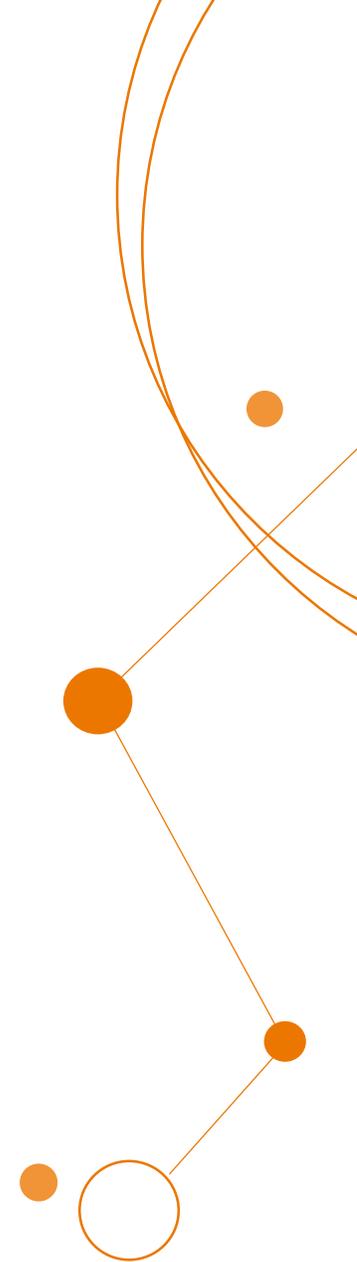
Tufin is also excited about **Bilin's multi-language detection abilities**. There are no borders for opportunities because Bilin's keywords are adaptable to a variety of languages. Utilizing Bilin's ability to analyze languages such as Spanish, French, and German, Boston-based Tufin has been able to detect an opportunity in France thanks to intent data finding the relevant decision makers and their contact details.

Overall, Bilin's flexibility has made it easy for Tufin to commit to our platform. **Bilin's customizable packages allow you to decide what products will be most successful in accomplishing your sales and marketing goals.**

Affordability.

While most ABM platforms are very expensive, Tufin is able to best utilize their budget thanks to Bilin's affordable price point. Rather than paying for products that they would not use, Tufin is able to **make the most out of the features that they need. Collaboration is easily integrated thanks to Bilin's ability to manipulate and present data in response to Tufin's feedback.** With Bilin's affordable pricing options, the high ROI has proven to Tufin that the price is right!

While Bilin's services support intensive sales and marketing strategies, there is no need to rework your previously-established efforts for successful full system integration. Instead of wasting time, money, and energy on on-boarding, Bilin is easy to adapt to your current business practices. Thanks to direct communication between sales and operations teams, **Bilin is able to easily adapt the data format to suit your company's needs.**





The Future

Tufin's positive feedback is based in the reliability and flexibility of Bilin's intent data. Moving forward, Tufin is optimistic about continuing to incorporate Bilin's ABM services as they move towards more personalized sales and marketing tactics.

A grayscale background image showing two people shaking hands over a laptop. The person on the left is wearing a watch. The person on the right is holding a pen. The scene is set on a desk with papers and a laptop.

BEYOND YOUR EXPECTATIONS

Learn more about our Intent-as-a-Service
sales@bilintech.com

