



INFUSEmedia Drives High-Quality Lead Generation for QAD with Targeted Content Syndication

CASE STUDY

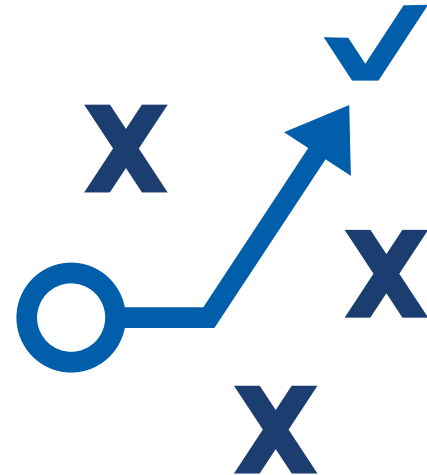


About QAD

Founded in 1979 to meet the growing needs of manufacturers, QAD offers its clients a range of full-featured [manufacturing enterprise resource planning software](#) (ERP) and supply chain solutions.

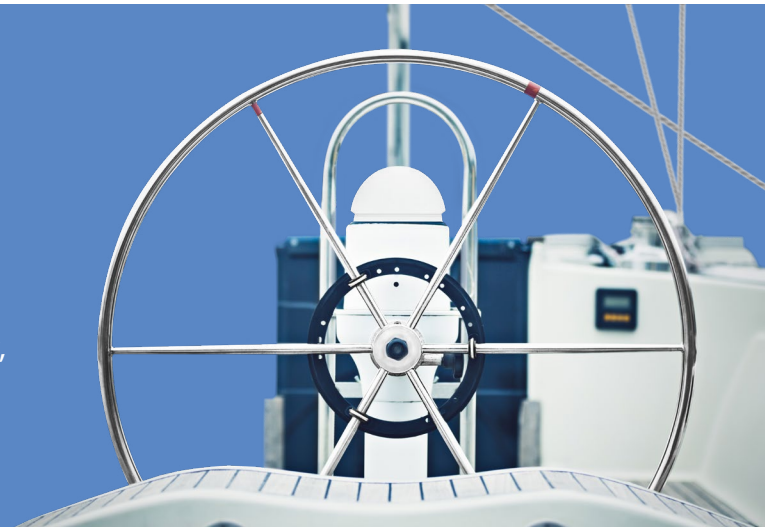
QAD's extensive range of products is the answer to the issues and disruption caused by technology-driven innovation and changing client preferences that plague global manufacturers today.

QAD prides itself on helping its clients become [Adaptive Manufacturing Enterprises](#). Essentially, these are manufacturers capable of reorganizing business models to counter disruption and evolving trends. QAD achieves this by providing clients with cloud ERP solutions that enable them to adapt and innovate rapidly to secure a competitive advantage, even in the face of constant and often turbulent change.



Background

To build upon their success, QAD sought to expand their reach with their core, domestic audience by creating a content campaign to increase engagement and by proxy, its potential to qualify leads.



The Challenge

The overall aim of the partnership was to boost lead generation domestically and increase the number of accounts and sales opportunities for QAD's sales team. These leads needed to meet QAD's specific target criteria and range across a broad variety of industries.

The Strategy

To encourage lead generation and ultimately, feed QAD’s sales pipeline, INFUSEmedia implemented a targeted content syndication strategy. This leveraged a whole host of different assets from QAD’s [existing library of resources](#), such as videos, whitepapers, and case studies.

In order to nurture interest, INFUSEmedia also worked with QAD to workshop the right cadence for each lead that allowed them to consume content at a speed that suited them. By expanding the reach of the content, INFUSEmedia was able to provide detailed insights and data to quantify the interest in each piece of content from each lead’s industry, to specific job titles.

This campaign, even as a trial campaign limited in scale, yielded impressive results that led to numerous sales opportunities for QAD and set the foundation for long-lasting relationships with qualified accounts.

Client Feedback

Aside from INFUSEmedia’s reach, what impressed QAD the most was how easy the INFUSEmedia team was to work with, as well as their responsiveness and the granular accuracy of the campaign they ran.

“It was a fantastic way of taking us from zero to a solid number of leads coming in. Not only that, but the targeting was really spot on and covered the exact job titles, variety of industries, and types of companies we were looking for.” - Gary Koltookian, Marketing Manager, Demand Generation at QAD.

“It’s simple. Working with INFUSEmedia is very convenient; you know what you are getting, and most importantly, the quality is there too.”



Gary Koltookian,
Marketing Manager,
Demand Generation at [QAD](#)

Given the ease of the entire process and the quality of the leads provided, QAD is set to continue its partnership with INFUSEmedia.

Indeed, after the success of this campaign, QAD is looking to explore a follow-up strategy that takes advantage of [INFUSEmedia’s extensive global network of decision makers](#) and nurturing programs to take QAD’s reach to new levels.

What INFUSEmedia Can Do for You

With our proprietary publishing platform, [ITCurated](#), INFUSEmedia is uniquely positioned to syndicate your content across 24+ verticals. Our campaigns are data and intent-driven, designed to deliver high-quality, qualified leads with precision and scale. In addition to the services detailed in this case study, **INFUSEmedia's expertise extends across:**



ABM



INTENT-DRIVEN MARKETING



**CONTENT MARKETING, CREATION,
AND PROMOTION**



EVENT PROMOTION



BRAND AMPLIFICATION



CAMPAIGN OPTIMIZATION

