



PROVIDER OF MARKETING AUTOMATION SOFTWARE

CASE STUDY

Highlights

1250

leads
delivered

200%

increase
in ROI

963

companies
targeted

Background

INFUSEmedia's client is a leader in the marketing automation field and distinguished provider of marketing software and solutions. The publicly traded company, with customers in 36 countries worldwide, acts as a strategic partner to large and fast-growing enterprises across various industries. Based in California, this global organization has an eminent reputation amongst industry professionals and loyal consumers alike.

Challenge

To maintain its reputable position as an industry leader, INFUSEmedia's client wanted to scale its pipeline and revenue with incremental lead flow. Due to its narrow target audience, the industry giant was frustrated by the lack of accurate lead data and demand generation dead-ends. The brand wanted to target and engage United States marketing directors and above - belonging to technology software, internet, business service, or financial services industries - at companies with 101 to 750 employees. To effectively reach this desired market, the company recruited INFUSEmedia with the hope that it would equip the brand's marketing and sales teams with 100% verified and sales-ready leads.

Solution

With a thorough understanding of the client's need, the INFUSEmedia team expeditiously began working on a content marketing program to drive engagement and deliver qualified prospects to this service-provider's pipeline. The team determined that the best approach to capturing the most relevant lead data that met all of the client's criteria was to employ an omni-channel lead generation strategy.

INFUSEmedia effectively reached members of its client's limited audience at scale by promoting four client-owned marketing automation assets to its extensive database of B2B executives. Using its advanced targeting capabilities and data-driven lead generation tactics, the INFUSEmedia team produced impressive and relevant leads from the 963 companies it targeted in the client's four desired industries.

The INFUSEmedia team then went on to ensure that all leads were 100% accurate by employing the company's signature contact validation platform - Let's Verify. After removing and remedying all erroneous lead data, the team delivered over 1,000 actionable leads to its client.

Results

Through its impressive database and its integrated content marketing program, INFUSEmedia delivered 1,250 sales-ready leads. With all leads at director level or above, INFUSEmedia's team effectively captured contacts from the client's four vertical industries. Additionally, more than 750 leads belonged to companies with 200 or more employees and the remaining 500 leads came from companies with 100-200 employees.

Top Industries Captured

% of Leads by Industry



The top industries that the leads belonged to were:

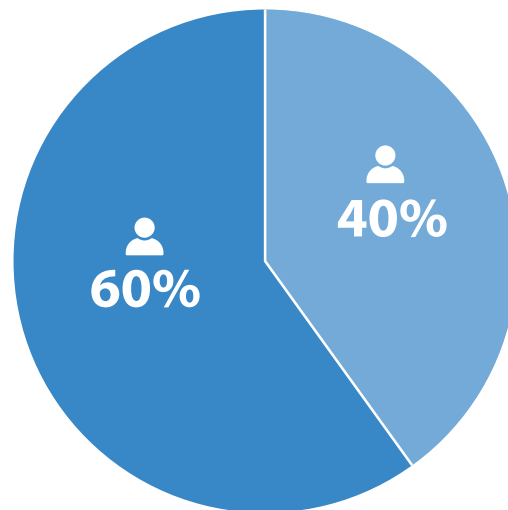
1. Business Services (467)
2. High Technology Software (369)
3. Financial Services (263)
4. Internet (151)

Company Size Captured

- **750 leads** belonged to companies with **200+** employees
- **500 leads** belonged to companies with **100-200** employees

■ 100-200 Employees ■ 200+ Employees

% of Leads by Company Size





info@INFUSEmedia.com

One Gateway Center
300 Washington Street
Suite 850
Newton, MA 02458 USA
Phone: +1 (617) 459-4500

www.INFUSEmedia.com

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