



TOP DATA AND ANALYTICS COMPANY

CASE STUDY

Highlights

800

North America
leads delivered

750

EMEA leads
delivered

15

North America
industries targeted

19

EMEA industries
targeted

Background

A leading data integration and business analytics enterprise, INFUSEmedia's client offers an embeddable, open source-based platform that helps organizations garner the empowering value of big data and IoT. With over 15,000 product deployments and 1,500 commercial customers, the innovative brand enables clients from varying industries to operate more efficiently through its revolutionary data integration and analytics offerings.

Challenge

Operating in the competitive data and analytics field, INFUSEmedia's client needed to focus its marketing and demand generation efforts to engage and convert high-revenue accounts that would yield impressive returns. As its services are attractive to many professionals and corporations worldwide, the brand sought to develop an integrated and segmented approach that would effectively target potential customers based on their stage in the buyer journey. Given its wide-range of target audiences and fiercely competitive industry, the client turned to INFUSEmedia to drive engagement among North American and EMEA accounts and enhance its sales funnel through advanced demand generation initiatives.

Solution

INFUSEmedia began its program by querying its broad database to create segmented target audiences that matched the client's ideal customer profile. The team analyzed the segments to develop a thorough understanding of each persona's purchasing intent, funnel-stage, pain points, and preferred channel-mediums. Using this account-level insight, the team then developed a holistic demand generation program that optimized outreach and increased engagement.

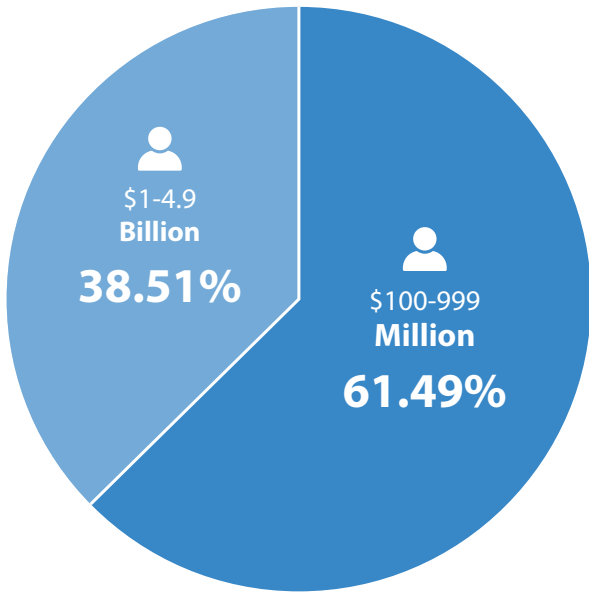
INFUSEmedia strategically promoted five of its client's assets, diligently distributing only the most relevant content to each buyer persona type. The team advanced the client's content by complementing each asset with dynamically and customized calls-to-action (CTAs) to effectively engage high-value prospects and convert them into leads. After collecting the lead data, INFUSEmedia filtered and verified it to ensure that all of the information was 100% accurate. Through its data-driven program, INFUSEmedia successfully engaged prospective customers and added conversion-primed leads to the client's marketing funnel.

Results

Delivering only the highest-quality leads, INFUSEmedia’s comprehensive, demand generation campaign program 1,500+ leads across North America, Europe, and the Middle East - from companies ranging from \$100 million to 4.9 billion in revenue. Furthermore, INFUSEmedia’s omni-channel, hyper-personalized lead generation initiative successfully targeted its client’s desired audience and reached over 250 companies in more than 30 target industries.

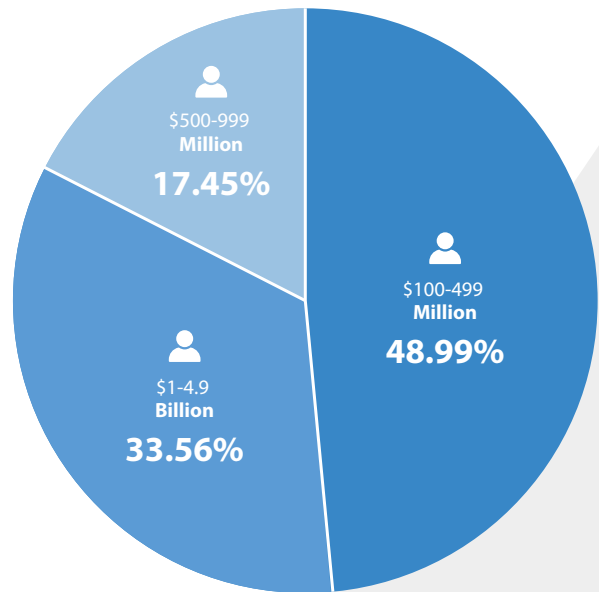
NAM

% of Leads by Company Revenue



EMEA

% of Leads by Company Revenue





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