

## CASE STUDY

Liongard received high quality, compliant contacts that were customized to their MQL and CPL targets.



### AT A GLANCE

#### Challenges

- Receiving large quantity of quality leads quickly
- Unique MQL definition
- Niche service with difficult to find contacts
- ROI had to justify budget

#### Benefits

- MQL Goals were reached quickly
- Consultative approach for lead follow-up
- 98% of leads were qualified (vs 10% with others)

### OBJECTIVES

Liongard was looking for a solution to provide marketing qualified leads to their sales team. They were looking for quick wins and have a very targeted ideal customer profile.

They needed to reach their MQL goals quickly, within budget, and with trackable ROI that could be directly attributed to specific marketing efforts.

### SOLUTIONS

Vereigen Media provided high quality, validated leads that match Liongard's MQL criteria and deliverability focus for Sales Team outreach. Liongard was able to see pipeline impact and expand from lead programs to awareness and email programs, enabling them to build additional nurture funnels to gather leads from additional sources.

Having the ability to upload the leads, cleanly track lead progression, and rely on an exact cost per lead (CPL) increased executive trust in the overall marketing program and results.



"Vereigen Media has a robust and compliant database of leads that are easily segmented. The quality and quantity of leads the marketing team was able to pass to sales helped us achieve our pipeline goals quickly."

**Tonya Cardinali**  
Liongard

### BENEFITS

**1**

#### Qualified Leads

Leads were highly qualified and targeted based on title, vertical, geography, and interest level.

**2**

#### Control and Insights

MQL's are defined by the company and not forced into a different definition. ROI was measurable and CPL was controlled.

**3**

#### Experienced and Knowledgeable

Sales team provided guidance about how to get the most from each lead and turn them into opportunities.

**4**

#### Compliance & Transparency

Leads met all internal and external compliance requirements.