

CASE STUDY

Vereigen Media quickly became a top producer of enterprise and mid-market MQL's for NICE CXone's demand generation team.



AT A GLANCE

Challenges

- Meet aggressive MQL targets
- Measure program quality quickly
- Receiving unique, current contacts within buyer definition

Benefits

- High quality leads
- Very fast time to value
- High number of data points available for refined targeting
- Quality service and attention to detail
- Understanding target audience

OBJECTIVE

NICE CXone is expanding their demand generation program and looking at partners to drive quality, qualified leads quickly. Their sophisticated scoring and follow-up process allows their team to promptly determine what vendors are filling the pipeline with exceptional, actionable leads.

RESULTS

Vereigen Media's MQL and HQL programs quickly became one of the top performing demand generation producers for NICE CXone. Vereigen Media has delivered leads at a consistently high quality rate and been one of the top MQL driving programs in 2022.

OUTCOME

1

High Quality Lead Generation

Leads quickly scored according to established nurture and scoring sequences providing quality contacts for the SDR's

2

Very Fast Time to Value

In two quarters Vereigen Media became one of the top MQL producers YTD and continues performing at a very fast rate

3

Accelerated Enablement

Comprehensive onboarding and enablement programs generate high quality leads and top performance

4

Service and Transparency

Having a responsive team that answer questions quickly and comprehensively give us confidence in current and future programs



"I see Vereigen as a partner more than a vendor, they understand our audience."

Kurt Weisenberger
NICE CXone