

CASE STUDY

Vereigen Media provided high quality MQL's on time and on budget, and tailored to CRM requirements and pipeline goals



AT A GLANCE

Challenges

- Historical skepticism regarding content syndication programs
- Receiving unique contact data that didn't duplicate existing leads
- Aligning new programs with existing initiatives
- Optimization alignment

Benefits

- Ability to access lead behavior
- Aligning assets to touchpoints
- Constant communication and consideration
- High-quality leads that meet exacting requirements



Vereigen Media wants to see success from the campaigns they partnered with us on. They are real people getting real results for their clients.

K Shabelsky
Digital Marketing Manager
Cyber Security Company

OBJECTIVE

The marketing team wanted to increase their audience awareness and market penetration while achieving audience engagement goals. Targeting high-quality leads, preventing duplication, and seamlessly merging content syndication leads into their existing marketing program are key measurements for the program's success.

RESULTS

Vereigen Media's content syndication program continues to deliver a high volume of SQL's without duplicating existing leads. The leads are formatted when delivered for easy uploads into the sales process, leads are real people and the cyber security company is getting real results.

OUTCOME

1

Paying Less, Getting More

Job title targeting, lead validation, and touch point analytics ensured that leads were the exact quality needed for MQL's

2

Lead Transparency

Inbound leads were evaluated against an existing target account list and known leads to prevent duplication.

3

Collaboration & Communication

Frequent check-in's, clear expectation setting, and willingness to customize results so no extra work is needed

4

Getting Stuff Done

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