




AnyDesk was looking for creative ways to increase their brand presence and product awareness in new Geos. Additionally, a way to support the Sales team in meeting and exceeding their revenue goals. The process needed to align within their existing GTM workflows and tech stack capabilities.

Solution

- Product and solution based content placed in relevant locations for their target market to engage and learn more.
- Quick turn programs to allow for immediate and measurable impact to revenue goals
- Pacing and targeting to align with revenue targets (including challenging GEOs)
- Schedule bi-weekly calls to talk through any possible optimizations
- Use purely digital tactics for lead generation

Results

- 1 **ROI**
Largest Q4 pipeline generation impact from any marketing effort.
- 2 **Quality contacts:**
Immediate email engagement – 8%+ engagement rate on preliminary follow up
- 3 **Accurate leads:**
Leads met the criteria and <2% replacements needed
- 4 **Knowledgeable and experienced team:**
Sales and CS team were able to offer helpful advice on the best campaign optimizations and follow up activities to help with opportunity conversion

A partial view of a silver laptop keyboard and a white pen with a silver tip, resting on a white surface.

“Vereigen Media is not just a vendor; they are a reliable ally and steadfast supporter, consistently going above and beyond to assist us in achieving our goals.

Their commitment goes far beyond the typical business partnership, making them an integral part of our success journey.”

Miluse Vejdani

**Head of Demand Generation
Global Mid-Market
AnyDesk**



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