

# servicenow

ServiceNow had recently brought the content syndication operation in-house and were looking for a reliable lead gen partner to drive leads from a series of ABM lists targeting multiple niche audiences, globally. Their aim was to benchmark multiple suppliers with ROAS as their main metric of success.


## Solution

Vereigen Media's core values are adding value while reducing friction. With this in mind, Vereigen was able to:

- Respond to multiple briefs with challenging target requirements prior to deadline
- Turn around creatives within 24 - 48 hours
- Pace the campaigns exactly as requested (including challenging GEOs)
- Schedule bi-weekly calls to talk through any possible optimizations
- Use purely digital tactics for lead generation

## Results

- 1 ROAS**  
After benchmarking FY23 Q3 suppliers, Vereigen Media provided one of the highest return on ad spend (1.5x above average ROAS)
- 2 Quality contacts:**  
90% leads delivered converted to MQL
- 3 Accurate leads:**  
Leads met the criteria and <1% replacements needed
- 4 Knowledgeable and experienced team:**  
Sales and CS team were able to offer helpful advice on the best approach to different campaigns



“Vereigen Media has proven themselves to deliver. Our recent result has shown they outperformed other suppliers.

They understand the aims of our campaigns and their ability to turn things around fast makes them feel like an extension of our own marketing team.

I would highly recommend working with them.”

**Hieu Trung Do**

**Digital Marketing Specialist**  
**ServiceNow**



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MEDIA