



# TRUEFORT

TrueFort needed a reliable and GDPR compliant lead generation partner to help their sales and marketing teams fill their demand generation pipeline and hit their revenue goals.

## Solution

Vereigen Media's content syndication and audience targeting programs filled the top of the lead generation funnel, providing targeted audience outreach for the marketing and sales teams.

The leads TrueFort received were high-quality, GDPR and CCPA compliant, and supported the full-funnel lead acquisition process needed to achieve quarterly revenue targets.

TrueFort was able to gain immediate traction with the leads provided by Vereigen Media's content syndication and email nurture programs.

## Results

- 1 High Quality Lead Generation:**  
Sample outreach sequences were provided to accelerate demand generation programs and get more meetings booked
- 2 Quality contacts & high open rates:**  
Content syndication leads went through marketing nurture and had significantly above average open rate
- 3 Engagement & Retargeting:**  
A robust, high-quality database of opt-in, compliant contacts was available for refined targeting
- 4 Compliance & Transparency**  
Compliant lead capture and number of data points available to refine the audience ensured high value leads

*"Vereigen Media has consistently delivered high-quality, targeted contact data at the volume the marketing and sales team require to achieve revenue targets."*

**Ashley Frazier**

**Marketing and Sales Operations  
TrueFort**



VEREIGEN  
MEDIA