



CyberSecurity

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.

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 with marketing and sales teams

Benefits:

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

Results

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 \$#!T Done:

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

"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
A Cyber Security Company**



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