AnyDesk

ABOUT THE COMPANY

AnyDesk is a global technology company specializing in secure remote access and remote support software. Trusted by millions of users and organizations worldwide, its platform enables fast, reliable, and secure remote connectivity for IT support, hybrid work, and business continuity across a wide range of industries.

VEREIGEN MEDIA

ABOUT VERIFIED CONTENT ENGAGEMENT (VCE)

Verified Content Engagement (VCE) is Vereigen Media's flagship content syndication solution, designed to help B2B organizations reach verified decision makers through first party, privacy compliant engagement. Unlike traditional content syndication, VCE combines precision audience targeting, human verified data, and engagement verification to deliver high quality leads that are validated, genuinely interested in the content, and ready for meaningful sales follow up.

WITH VERIFIED CONTENT ENGAGEMENT (VCE), ORGANIZATIONS CAN:

- Reach verified decision makers that match their ideal customer profile with relevant content.
- Promote valuable content assets across trusted digital channels to generate first party engagement.
- Verify that prospects have genuinely engaged with the content before delivering them as leads.
- Provide sales teams with high quality, verified leads backed by real buyer engagement.
- Optimize campaigns using performance insights to improve results over time.
- Help sales and marketing align around a consistent, measurable pipeline generation strategy.

PROBLEM/OBJECTIVE

AnyDesk is one of the world's fastest growing remote access software companies, serving millions of users and businesses globally. As the company expanded into new geographic markets, it needed a scalable demand generation strategy that could:

- **Increase product and solution** awareness among target accounts.
- **Deliver high quality,** sales ready prospects to support pipeline growth.
- **Generate qualified buyers** aligned with revenue objectives.
- **Integrate seamlessly** with existing go to market processes and marketing technology.
- **Drive measurable business impact** within accelerated campaign timelines.

The challenge wasn't simply reaching a broad audience or generating lead volume. It was about connecting with the right decision makers through relevant content, verifying genuine engagement, and delivering high quality prospects that could convert into pipeline.

SOLUTION

Vereigen Media's **flagship content syndication solution**, Verified Content Engagement (VCE), provided AnyDesk with a digital first demand generation strategy designed to reach verified buyers, optimize performance, and generate qualified pipeline across multiple regions. The program included:

- Strategic content distribution across trusted digital channels to reach target audiences.
- Precision audience targeting focused on priority accounts in new geographic markets.
- Campaign execution aligned with revenue objectives and international expansion goals
- Flexible campaign pacing to support changing business priorities.
- Biweekly performance reviews and ongoing optimization to maximize results.
- Verification that prospects had genuinely engaged with the content before being delivered as qualified leads.
- A scalable, digital first approach to generating high quality demand across multiple global markets.

RESULTS

The Verified Content Engagement program delivered measurable business impact across marketing and sales.

Largest Marketing Revenue Contribution:
The campaign became AnyDesk's **largest contributor to marketing-driven revenue during Q4**, demonstrating the effectiveness of engagement-based content syndication.

Higher Prospect Engagement:
Sales teams experienced immediate follow-up success, **achieving more than 8% preliminary email engagement**, indicating stronger buyer interest and improved outreach effectiveness.

Higher Lead Quality:
Campaigns consistently delivered highly qualified prospects, requiring **less than 2% lead replacements**, reducing wasted sales effort and improving confidence in lead quality.

Continuous Conversion Improvements:
Ongoing collaboration between Vereigen Media's Campaign Success and Sales teams helped optimize performance throughout the engagement, contributing to stronger opportunity conversion over time.

HOW VEREIGEN MEDIA CAN HELP YOU?

Whether you're expanding into new geographical region or looking to improve your pipeline performance, Vereigen Media, a B2B demand generation company helps B2B organizations:

- **Reach verified decision-makers** within your ideal customer profile.
- Increase content visibility among high-value buying audiences.
- **Deliver engagement-qualified leads** that sales teams can trust.
- **Improve marketing efficiency** with continuous campaign optimization.
- **Support revenue growth** through data-driven content syndication.
- Scale demand generation **across global markets with confidence.**

These results are achieved by relying on first-party data, zero outsourcing, flexible campaign execution, and human verification.

> *"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

Discover how Verified Content Engagement (VCE) helped AnyDesk generate qualified demand, improve lead quality, and contribute significantly to marketing-driven revenue.

READY TO TURN CONTENT ENGAGEMENT INTO SALES-READY PIPELINE?

Connect with Vereigen Media to learn how Verified Content Engagement (VCE) can help you reach the right audience, validate buyer engagement, and deliver qualified leads that support your revenue goals.