CyberSecurity

ABOUT THE CYBERSECURITY COMPANY

The company provides enterprise cybersecurity solutions that help organizations protect digital infrastructure, safeguard sensitive information, and manage evolving threats across complex IT environments.

VEREIGEN MEDIA

CAMPAIGN OVERVIEW

A leading cybersecurity company wanted to expand its reach and engage more decision-makers within its ideal customer profile. Previous concerns about content syndication meant the team needed greater confidence in lead quality, visibility into engagement, and an approach that fit its existing campaigns.

The company partnered with Vereigen Media to put relevant content in front of its target audience through Verified Content Engagement (VCE). With precise targeting, engagement verification, and checks against existing contacts, the program supported the company's lead quality requirements while reducing the operational effort required from its team.

THE CHALLENGE

The marketing team needed to grow awareness and reach new prospects while ensuring its content syndication investment supported both marketing and sales goals.

Key priorities included:

- Addressing skepticism about content syndication and lead quality
- Avoiding contacts already held in its database.
- Supporting existing campaigns and market initiatives.
- Improving coordination between marketing, sales, and its execution partner.

The objective was to build a reliable program that delivered relevant, unique contacts with verified content engagement, clear reporting, and manageable operational demands.

SOLUTION

Vereigen Media used its Verified Content Engagement solution to connect the company's content with professionals who matched its audience requirements. ICP alignment was established through campaign targeting. VCE then verified engagement with the content before leads were delivered, giving the team greater confidence in the interactions behind each lead.

The program focused on six key areas:

- **Precise Audience Targeting:** Reach professionals based on job titles, account criteria, and campaign requirements.
- **Contact Validation and Duplicate Checks:** Check contacts against campaign criteria and client suppression lists to help prevent duplicate delivery.
- **Verified Content Engagement:** Validate that prospects met the required engagement threshold before delivering leads.
- **Campaign Alignment:** Align content distribution with the company's active marketing initiatives and audience priorities.
- **Ongoing Collaboration:** Maintain regular communication to address feedback, clarify expectations, and keep execution aligned with business needs.
- **Workflow Alignment:** Coordinate lead delivery with existing marketing processes to reduce manual effort.

RESULTS

STRONGER ALIGNMENT WITH LEAD QUALITY REQUIREMENTS:
Job title targeting, contact validation, and engagement verification supported delivery aligned with the company's MQL criteria.

GREATER VISIBILITY INTO LEAD DELIVERY:
Checks against existing contacts and account requirements helped the team understand who was being delivered and reduce duplication.

CLOSER CAMPAIGN COORDINATION:
Regular communication and tailored execution kept the program connected to the company's broader marketing initiatives.

GREATER CONFIDENCE IN CONTENT SYNDICATION:
Responsive support and transparent communication helped strengthen the client's confidence in ongoing and future campaigns.

CUSTOMER TESTIMONIAL

"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 Cybersecurity Company

WHAT THIS MEANS FOR B2B MARKETING LEADERS

Content syndication needs to do more than generate contact records. Marketing teams need to know that they are reaching the intended audience, that engagement has been verified, and that delivered leads support their existing programs.

This engagement illustrates how clear targeting, verified content interactions, and consistent collaboration can make content syndication a more reliable part of a demand generation strategy.

HOW VEREIGEN MEDIA CAN HELP

Vereigen Media helps B2B marketing teams reach relevant audiences and build confidence in lead delivery through:

- First-party, consent-based B2B data.
- Audience targeting aligned with client ICP requirements.
- Human-verification of contacts and content engagement.
- Suppression checks to reduce duplicate contacts.
- Campaign execution aligned with existing marketing workflows.

REACH THE RIGHT AUDIENCE, KNOW THEY ENGAGED.

Discover how Vereigen Media's **Verified Content Engagement** solution can help you connect with relevant B2B decision-makers and deliver leads backed by verified engagement.