ABOUT MADGEX: A WILEY BRAND

Madgex, a Wiley brand, is a global provider of advanced job board software and career center solutions. It helps leading publishers, professional associations, and organizations strengthen audience engagement, expand recruitment reach, and unlock new revenue opportunities through innovative recruitment technology.

VEREIGEN MEDIA

CAMPAIGN OVERVIEW

Madgex: A Wiley Brand partnered with Vereigen Media to strengthen its marketing-qualified lead (MQL) generation through a strategically developed Account-Based Marketing (ABM) program powered by Verified Content Engagement (VCE).

The campaign focused on engaging relevant audiences within priority target accounts, aligning content with active marketing initiatives, and delivering qualified leads against Madgex's marketing objectives, all while minimizing the operational workload on its internal team.

THE CHALLENGE

Reaching the right audiences without increasing operational complexity.
Madgex needed an efficient way to reach relevant decision-makers within its target accounts and support its MQL goals without adding complexity to its marketing operations.

The key priorities were to:

- Identify and engage the right audiences within target accounts.
- Align lead volume with historical conversion metrics and MQL objectives.
- Promote priority content assets to relevant prospects.
- Maintain brand consistency while reducing internal campaign management efforts.

THE STRATEGY

A collaborative, data-informed approach to account-based engagement.
Vereigen Media developed a collaborative ABM program within its Verified Content Engagement solution, bringing together audience intelligence, content alignment, creative development, and campaign execution.

The strategy focused on:

- **Strategic Audience Targeting:** Define its ideal audience within priority accounts and establish lead-volume requirements using historical conversion metrics.
- **Content-Led Engagement:** Engage relevant prospects through valuable content assets prioritizing personalized messaging.
- **End-to-End Creative Development:** Managed the development of campaign emails and landing pages, reducing the execution workload for Madgex.
- **Client-Led Quality Approval:** Established a collaborative approval process to review and approve all campaign creatives before launch.
- **Campaign Execution and Delivery:** Executed the one-month ABM program from May 1 through May 31, 2026, delivering the contracted HQL service through Vereigen Media's VCE solution.

CAMPAIGN EXECUTION

Vereigen Media managed the campaign from audience definition and content alignment through creative development, client approvals, and delivery of the contracted HQL service. This integrated approach gave Madgex the benefit of dedicated campaign execution while retaining control over its brand messaging and marketing direction.

THE RESULTS

Client-validated performance beyond MQL expectations.
The campaign delivered value across three critical dimensions, as confirmed by Madgex's marketing leadership:

EXCEEDED MQL KPIS:
Client-reported performance exceeded established MQL KPIs.

OUTSTANDING LEAD QUALITY & DELIVERY:
Recognized for outstanding lead quality and speed of delivery.

SIMPLIFIED CAMPAIGN EXECUTION:
End-to-end creative development and a streamlined approval process.

CUSTOMER RETENTION & ADVOCACY:
Expressed its intention to work in future campaigns and recommended the company to colleagues.

THE CLIENT'S PERSPECTIVE

"Vereigen Media has been instrumental in not only meeting but exceeding my MQL KPIs. The outstanding lead quality, speed of delivery, and overall ease of process means I'll be using them in future campaigns and have recommended them to colleagues in similar departments."

-Christian M.
B2B Field Marketing Manager, Madgex: A Wiley Brand

THE IMPACT

The Madgex campaign demonstrates how precision-led ABM, relevant content engagement, and coordinated campaign execution can support B2B marketing objectives without increasing internal operational demands.
By combining its Verified Content Engagement capabilities with a collaborative campaign model, Vereigen Media helped Madgex strengthen audience engagement, exceed its reported MQL KPIs, and simplify campaign execution without compromising brand oversight.

THE VEREIGEN MEDIA ADVANTAGE

Vereigen Media helps B2B organizations strengthen customer acquisition through first-party data, human-verified engagement, account-based marketing, and performance-focused demand generation programs.

LEADS. DONE RIGHT.

READY TO DRIVE BETTER B2B MARKETING OUTCOMES?

Connect with Vereigen Media to engage the right audiences, strengthen account-based marketing strategies, and accelerate your lead generation results through Verified Content Engagement.
Let's turn verified engagement into measurable marketing impact.