servicenow

VEREIGEN MEDIA

EXECUTIVE SUMMARY

By partnering with Vereigen Media, ServiceNow successfully accelerated campaign execution, improved marketing efficiency, and exceeded supplier benchmarks, achieving 1.5x higher ROAS, 90% Marketing Qualified Lead (MQL) conversion, and less than 1% lead replacement rate.

ABOUT THE COMPANY: SERVICENOW

ServiceNow is a global enterprise software company that helps organizations automate digital workflows across IT, customer service, HR, and business operations. The company is built on a single shared database structure that connects siloed systems using low-code tools and enterprise-grade artificial intelligence, so you can completely transform how people work across every corner of your business. Its AI powered platform helps you connect people, processes, and data through a unified architecture, enabling enterprises to improve operational efficiency and accelerate digital transformation.

ABOUT THE SOLUTION: ACCOUNT-BASED MARKETING (ABM)

Vereigen Media delivered a precision-driven Account-Based Marketing program **designed to engage high-value target accounts** through verified digital demand generation strategies. The program focused on delivering qualified engagement, supporting regional campaign goals, and maximizing marketing performance across multiple global markets.

THE PROBLEM: BENCHMARKING VENDORS WITHOUT COMPROMISING LEAD QUALITY

After bringing digital content syndication operations in-house, ServiceNow needed a trusted demand generation partner that could seamlessly extend their team while supporting global account-based marketing initiatives.

Key priorities included:

- Rapidly launching and scaling multiple global ABM campaigns without compromising execution quality.
- Reaching highly targeted, niche audiences across multiple regions worldwide.
- Maintaining strict lead quality standards while delivering consistent performance.
- Identifying a partner capable of supporting complex, enterprise level demand generation at scale.
- Evaluating vendors based on measurable business outcomes, with return on ad spend (ROAS) serving as the primary performance metric.

VEREIGEN MEDIA'S SOLUTION: PROVEN DEMAND GENERATION SOLUTION- ACCOUNT-BASED MARKETING (ABM)

Vereigen Media partnered with ServiceNow as an extension of its demand generation team, delivering a highly responsive, globally scalable ABM program designed to reduce operational friction and accelerate campaign performance.

The solution enabled ServiceNow to:

- **Launch global ABM campaigns** quickly while maintaining consistent execution quality.
- **Deliver creative assets within 24-48 hours** to meet aggressive campaign timelines.
- Respond rapidly to campaign changes and evolving business priorities.
- Execute fully digital demand generation programs aligned to regional goals and campaign objectives.
- **Reach targeted accounts and niche audiences** across global markets using first-party data and precision targeting.
- **Conduct bi-weekly strategic business** reviews to evaluate performance, share insights, and identify optimization opportunities.
- **Continuously optimize campaigns** based on performance data to **improve lead quality and business outcomes.**
- Provide proactive strategic guidance throughout campaign planning, execution, and optimization.

RESULTS

The partnership between ServiceNow and Vereigen Media delivered measurable improvements in campaign performance, lead quality, and overall marketing efficiency.

Key results included:

1.5x higher return on ad spend (ROAS), maximizing marketing investment and campaign performance.

90% of delivered leads converted into marketing qualified leads (MQLs), demonstrating exceptional lead quality.

Less than a **1%** lead replacement rate, reflecting the accuracy and reliability of delivered leads.

Ongoing strategic optimization and consultative support, with proactive recommendations that continuously improved campaign performance and business outcomes.

CUSTOMER FEEDBACK: IN THEIR WORDS

"Vereigen Media has proven themselves to deliver. Our recent results have shown they outperformed other suppliers. They understand the aims of our campaigns and their ability to turn things around fast makes them feel like an extension of our own marketing team. I would highly recommend working with them."

— Hieu Trung Do
Digital Marketing Specialist, ServiceNow

Explore how Vereigen Media helped ServiceNow improve campaign performance, increase marketing efficiency, and achieve measurable ROI through precision-driven Account-Based Marketing.

Download the Full Case Study →

HOW VEREIGEN MEDIA CAN HELP YOU

Modern B2B marketing is expected to drive genuine leads, which is more than lead volume, which results in measurable business outcomes. Whether you're launching global Account-Based Marketing initiatives, expanding demand generation programs, or looking to improve your marketing revenue, Vereigen Media helps you in delivering scalable solutions while reaching the right decision makers. While working as an extension of your organization, Vereigen Media supports long-term business growth.

WHAT THIS MEANS FOR B2B MARKETING LEADERS

If you're benchmarking demand generation vendors on ROAS, treat it as one half of the scorecard, pair it with a hard replacement-rate ceiling, or a strong ROAS number can mask a lead quality problem you'll only see downstream in sales. ServiceNow's results were held because both metrics moved together, not because ROAS alone improved.

READY TO IMPROVE YOUR ABM RESULTS?