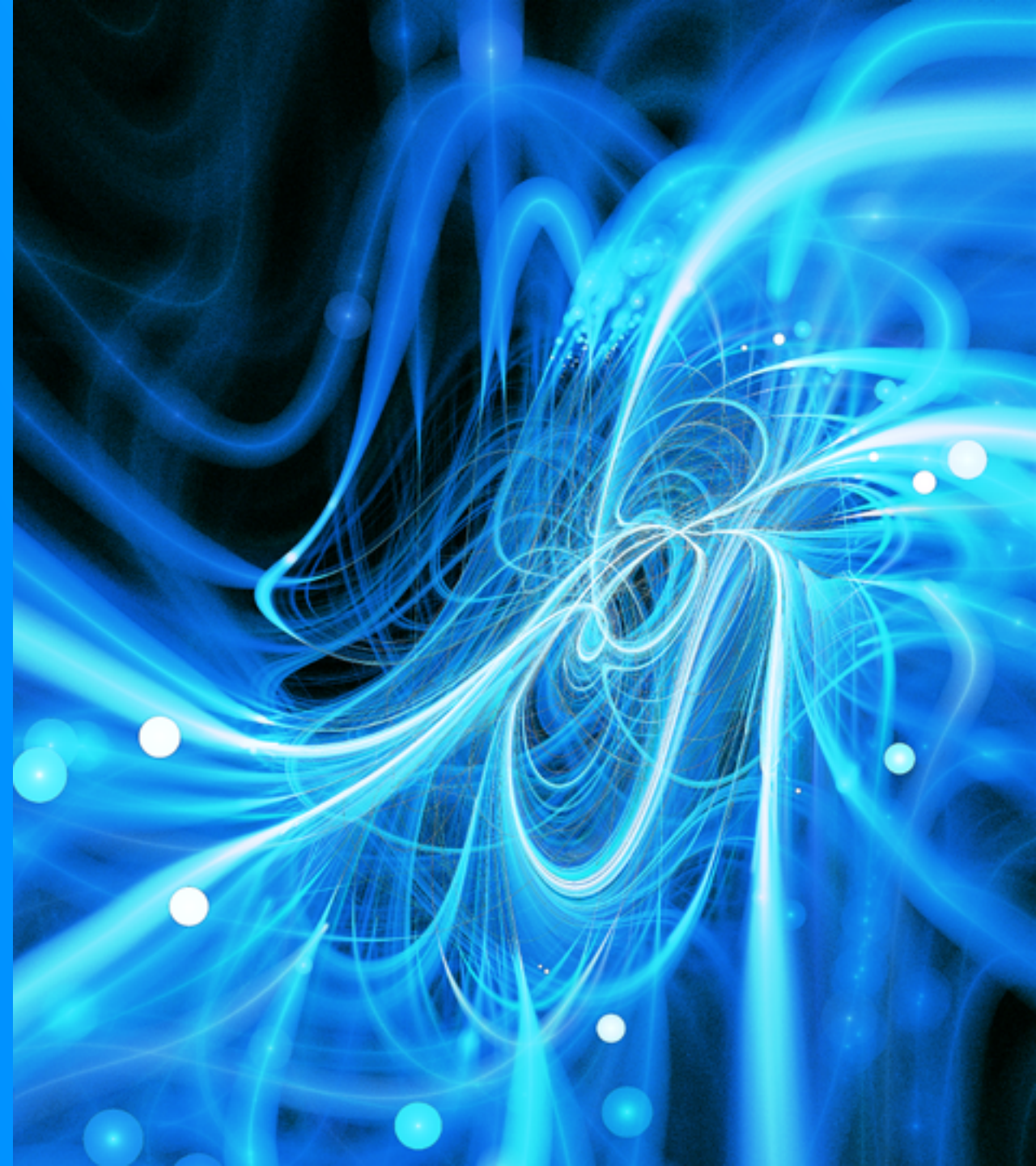


## Case Study

How Hammer Sourced  
€1M+ of Influenced  
Opportunities in 12 weeks



## THE CHALLENGE

# Limited Data Makes Precision Demand Marketing Difficult

Hammer, an Infovista business, is the leading global end-to-end contact center testing and CX assurance solutions provider. The largest contact centers worldwide rely on Hammer and its proven technology to guarantee optimal customer experience and business outcomes. Hammer ensures its clients deliver high-quality communications across voice, IVR, and digital channels through automated end-to-end testing and assurance solutions that mimic real-world customer interactions.

With limited marketing budget and a clear strategy to accelerate marketing-generated pipeline development, the marketing team needed to establish a systematic approach to creating awareness and generating demand with their ideal customer profile (ICP) across the Hammer brand and reach buying groups with precision.

Their current tech stack had some gaps which meant they were using poor quality audience data, as well as being unable to accurately attribute new pipeline and closed-won business to the marketing channels they were using. They needed higher quality leads that contributed to their return on marketing investment (ROMI), their pipeline and closed won opportunities, as well as the ability to see which channels were succeeding for them.

# 84%

of the time purchases costing \$5k or more involve 3 or more buyers.

- Forrester

# 23%

of marketers strongly agree that they have the quality audience data they need to get the most out of their media budgets.

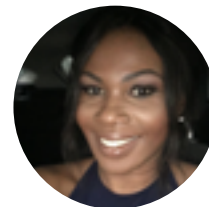
- Nielsen

## THE SOLUTION

# Reliable Data and Sophisticated Nurture Paths Deliver Results

Hammer chose Pipeline360's Integrated Media solution to overcome their challenges. First, they used Pipeline360's Content Syndication platform — a network of 150+ global B2B lead providers — to target buyers in North America, and then expanded their audience into Europe. The strategy then optimised media spend by targeting accounts showing the strongest intent. This was achieved by surrounding accounts that had engaged through content syndication with account-based display advertising, helping increase awareness of the Hammer brand across wider stakeholders.

“Not only were Pipeline360 able to deliver exceptional leads to help us build out buying groups and engage senior decision makers across key accounts within our ICP, and then nurture those leads across digital display, but they also provided a level of hands-on support which made the whole process seamless. I really valued that Pipeline360 allowed us to reach Target Account Lists on two different digital channels that we were not previously using. We saw a direct impact on our pipeline generation as a result of using Pipeline360 and this cross-channel approach.”



**Sandie Simms**  
Marketing Director,  
Hammer

## THE RESULTS

# More Than €1M Influenced Opportunities

Hammer's account-based digital display ad and content syndication programs collected 750 high-quality, relevant leads to build out key personas and buying groups across their ICP. It also delivered over 1.1M impressions across key North American and EMEA accounts, achieving a display ad click-through rate 10X higher than the industry average.

Moreover, it created 18 new sales opportunities with large enterprise accounts, contributing over €1.5M in value.

# €1.5M

in qualified sales pipeline

# Execute ABM Integrated Media with Pipeline360

Let our team of experts help you connect with buyers on their terms. We offer a world-class content syndication and display advertising solution, Pipeline360, which enables experienced campaign strategists to align with global media partners to produce turnkey demand programs that deliver quality, compliant, marketable leads.

Pipeline360 is a scalable solution for B2B Marketers. In today's resource-strapped and data-driven environment, Pipeline360 helps you:

- Extend the reach of ABM content.
- Respond to purchase intent signals.
- Fill buying group gaps in your database.
- Identify active buying groups for sales.

Join thousands of B2B marketing professionals who rely on Pipeline360 to target in-market buyers and activate campaigns.

[Learn More](#)