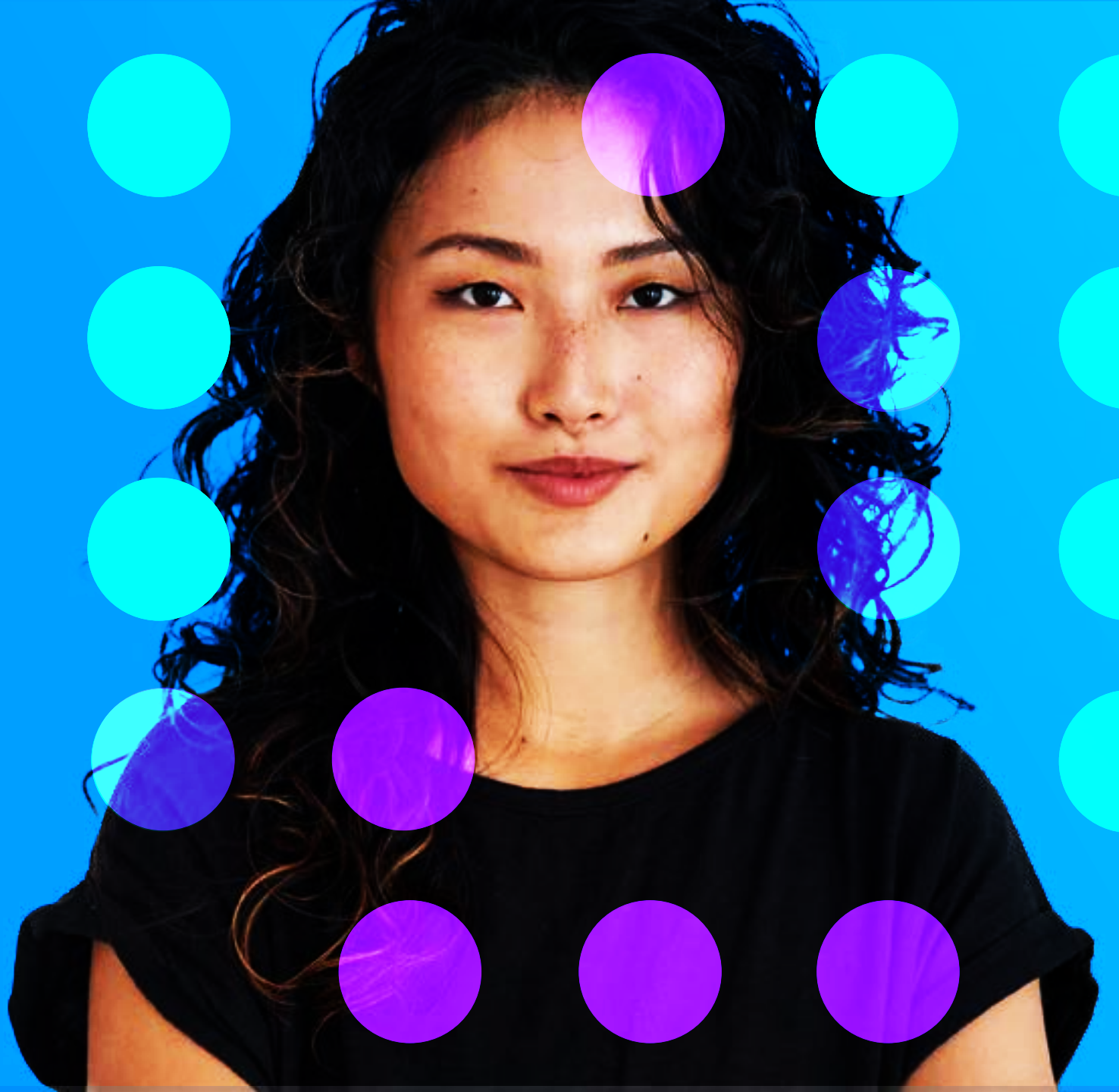# Pipeline360

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Case Study

LeadIQ Charts a Course to $5M in Pipeline Growth

THE CHALLENGE

Driving Continued Growth by Reaching Enterprise Sales Organizations

LeadIQ is a leader in sales technology with over 10,000 users ranging from Fortune 500 Companies to unicorn startups. LeadIQ's platform helps sales teams find, capture, and sequence prospect information with one click.

It was becoming clear to LeadIQ's leadership that the majority of future business growth was going to come from acquiring larger enterprise accounts as customers.

Gaining top- and middle-of-funnel engagement across not only sales development leaders, but the entire enterprise sales organization's buying group became a crucial marketing goal. Jason Howie, Head of Demand Generation, needed to align with a best-in-class partner, one that would enable LeadIQ to target enterprise buying groups precisely and efficiently.

94%

of B2B purchasing decisions over $5,000 are made by a buying group.

Forrester

THE SOLUTION

LeadIQ Executes ABM Integrated Media With Pipeline360

The demand team at LeadIQ started using Pipeline360 to run account-based marketing (ABM) integrated media programs to address account coverage and improve conversion of qualified leads across multiple demand channels. Pipeline360 ABM Integrated Media programs target accounts with a combination of digital display advertising and content syndication to create predictable pipeline for demand teams.

Pipeline360's advanced capabilities enabled LeadIQ's team to deliver greater insight into the personas being targeted at key accounts, quantify results by measuring the impact and ROI on all campaigns, and increase demand among mid-market accounts across multiple channels.

LeadIQ Leverages Pipeline360 Professional Services to Optimize Their Programs

With support from the Pipeline360 campaign team, LeadIQ segmented their target account list into two audiences and conducted A/B testing of ABM integrated media tactics to determine the most efficient way forward. Both tests were tracked in the Pipeline360 Insights Dashboard, which was connected to LeadIQ's Salesforce instance.

One test targeted accounts with digital display advertising and then used account engagement data to enroll accounts in precision targeted content syndication programs. The second test utilized content syndication without digital display advertising to a separate set of accounts.

THE RESULTS

LeadIQ Creates Predictable Pipeline Across Hundreds of Accounts

Pipeline360 gave LeadIQ opted-in, compliant contact information for their target accounts. This included contact demographic and firmographic information, delivered through an insights dashboard that provided exact titles for expanded coverage within targeted accounts. LeadIQ's demand strategy now included programs that drove awareness and engagement across sales development teams at hundreds of accounts.

By adopting Pipeline360, LeadIQ is on course to reach its goal of $5 to $6 million in pipeline growth among mid-market accounts and 80% coverage of target enterprise accounts with opportunities. The company is positioned well for the challenges of today's buyer-centric market.

$5M – $6M

open pipeline growth.

80%

coverage of target accounts
with opportunities.

Pipeline360

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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, the Pipeline360, which enables experienced campaign strategists to align with global media partners to produce turnkey demand programs that deliver quality, compliant, marketable leads.

The 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