

CASE STUDY

How a Leading Cloud Services Provider Revolutionized its Pipeline with Intent-Powered ABM

For a global cloud services giant, growth wasn't just a goal — it was an imperative. They aimed to dominate new markets in Asia-Pacific and beyond, drawing in enterprise titans and burgeoning startups alike. The challenge wasn't merely about reach; it was about truly engaging prospects, nurturing them from fleeting interest to decisive action, and proving tangible results across diverse sectors like retail and financial services. Their existing approach felt like casting a wide net, hoping to catch the right fish. What they desperately needed was a finely-tuned fishing spear, guided by intelligence.

Enter Intentsify. Recognizing the limitations of a broad-strokes approach, the cloud provider partnered with Intentsify's managed services, embarking on a strategic brand-to-demand journey powered by intent data. The mission: to not just attract eyeballs, but to truly understand buying signals and deliver hyper-relevant experiences.

The Strategy Unfolds: Three Campaigns, One Powerful Goal

The cloud provider partnered with Intentsify's managed service to implement a comprehensive brand to demand strategy across multiple campaigns:

Campaign 1: The APAC Cloud Technology Event

The first major play was to supercharge awareness and registrations for a pivotal cloud technology event across five key APAC markets: Australia, India, New Zealand, Malaysia, and Singapore. This wasn't about generic invites; it was about precision. Intentsify deployed intent-activated display advertising, strategically utilizing both dynamic video and impactful static ads. Layering in powerful intent analytics allowed them to track prospects' evolving buyer journeys, ensuring that marketing efforts aligned perfectly with their research stages, pushing them closer to event registration.

Impact:

The results of the campaign largely outperformed previous digital campaigns.

- ▶ Video view-through rates soared to an impressive 25.82%, comfortably exceeding the industry benchmark of 20-25%.
- ▶ Click-through rates (CTR) reached 0.2% on video ads (4x the benchmark) and 0.12% on static ads, surpassing the typical 0.1%.
- ▶ Most notably, they achieved near-total market penetration, reaching 97% of their target enterprise accounts and 99% of their startup accounts.

Impact:

26%

view-through rate

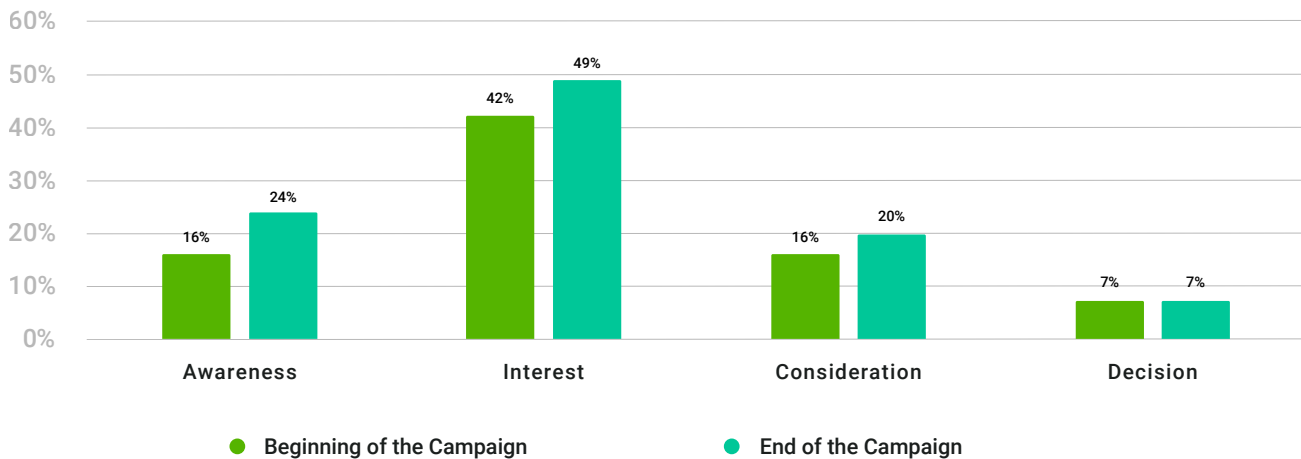
4X

click-through rate

98%

target accounts reached

Buyer Research Stage Movement



But the real win was in the observable shift in buyer behavior. Intent signals revealed an 18% overall increase in accounts actively showing intent, with a 7% rise in early-stage research accounts and a 4% increase in those in late-stage research. Most impressively, Intentsify successfully propelled multiple key accounts from zero buying research signals all the way to the decision stage, proving the direct correlation between intent-powered engagement and pipeline acceleration.

Campaign 2: SMB Global Growth Initiative

The focus then shifted globally with a display advertising campaign designed to boost reach and engagement within their Small and Medium Business (SMB) target accounts across the US, UK, and Canada. Here, intent data was the compass, guiding and validating messaging that resonated with prospects' current research behavior. New prospects received awareness and consideration content, while those closer to a decision were retargeted with powerful, decision-driving narratives.

Impact:

This campaign delivered a torrent of in-market opportunities, previously unknown to the team.

- ▶ They reached 91% of their TAL, with a significant 38% of those reached accounts actively engaging with the messaging.
- ▶ Exceeded impression goal by 103% and click goal by 138%

Impact:

91%

TAL

103%

impression goal

138%

click goal

The true testament to success was the shift in buyer journey progression: an incredible 43% of target accounts advanced to the late-stage buying research phase, and for accounts engaging with AI/ML content, an even more impressive 52% moved into late-stage research. This demonstrated the power of timely, intent-driven content to accelerate buying cycles.

Campaign 3: Vertical-Specific Acceleration in APAC

The final piece of the puzzle involved a comprehensive brand-to-demand effort focused on accelerating growth within strategic industry verticals, specifically retail and financial services, across eight APAC countries. This campaign combined sophisticated display advertising with targeted lead generation tactics, ensuring a holistic approach to engaging high-value accounts.

Impact:

- ▶ Over 90% of their TAL engaged through either display advertising or content syndication, and an 87% cross-tactic engagement rate across the TAL.
- ▶ 100% attainment on lead goal and 123% of target display campaign performance.
- ▶ 0.25% display campaign CTR, a powerful 5X higher than industry benchmark.

Impact:

90%

TAL

100%

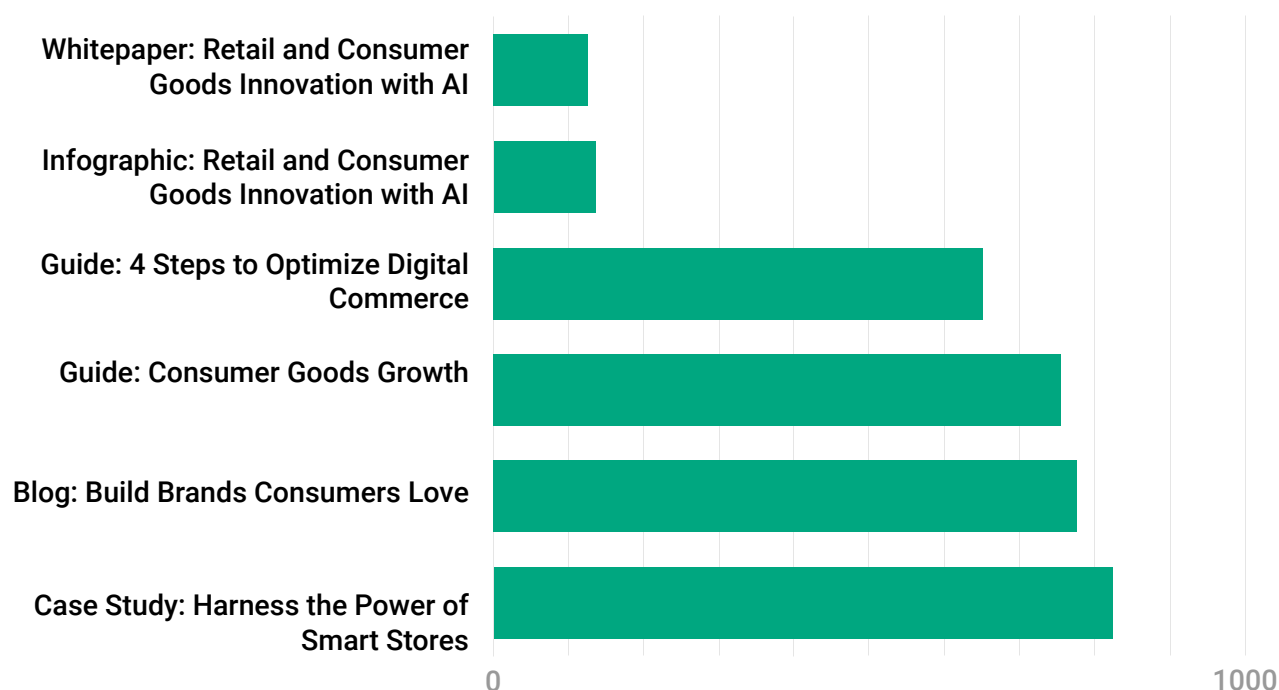
lead goal attainment

.25%

CTR

The impact was clearly visible within the targeted verticals: 45% of retail accounts progressed from early to late research stages, and 29% of financial services accounts advanced to later buying stages, demonstrating the ability to drive specific, measurable growth within high-value segments.

Lead Generation by Asset



The Takeaway: Intelligence Powers Pipeline

This case study is a testament to the power of a strategic, data-driven ABM approach. By leveraging Intentsify's data and intent-powered activation solutions, the leading cloud services provider not only achieved, but exceeded, their ambitious growth objectives across diverse markets, account types, and industries. The insights gained from these campaigns were invaluable, allowing the client to pinpoint the most effective channels, tactics, and content, while also identifying emerging trends and highly engaged target accounts.

This newfound intelligence empowered them to refine their account prioritization, optimize their content strategy, supercharge their marketing campaigns, and streamline their internal processes, ensuring a continuously growing and increasingly qualified pipeline.