



INFUSE Generates High-Quality Leads in 7+ Industries for West Monroe with Omnichannel Content Syndication

CASE STUDY



About West Monroe

[West Monroe](#) is a digital services firm that was born in technology but built for business—partnering with companies in transformative industries to deliver quantifiable financial value.

West Monroe's diverse, multidisciplinary teams blend management consulting, digital design, and product engineering to move companies from traditional ways of working to digital operating models.

Connected by the 13 founding values that drive its culture, the company's 2,200 employees work collaboratively across the firm with the belief that its clients' success is their success.



West Monroe combine the industry and technology experience to deliver the following digital services:

- Business Advisory & Transformation:** Strategise your Corporate Transformation, Customer Experience, or IT operations with the oversight of trusted advisors.
- Business Services:** Rebuild and optimise your Automation & Productivity processes, Marketing & Sales, and Operations.
- Digital & Technology:** Hands-on technologists will plan your Analytics & Artificial Intelligence, Cloud, Cybersecurity, Systems, and more for the demands of a digital world.
- Mergers & Acquisitions:** West Monroe helps you execute both based on experience from thousands of transactions. Their consultancy includes Carveouts & Divestitures, Post-Merger Integration services, and more.
- People:** Find the thinkers, doers, and advocates your business needs with HR Advisory, Organisation Design, and Talent Strategy & Analytics.

The Challenge

With strategically targeted accounts in seven core industry verticals, West Monroe required a myriad of content to generate and nurture leads at scale from its account list, as well as accelerate their buyer journey until they were ready to make a purchase.

To engage its audience at scale, West Monroe reached out to INFUSE for its turn-key [ABM programming solution](#), which targeted the buying committees from its account list with precision.

These ABM campaigns were integrated with [buyer intent data](#) as well, which allowed West Monroe to engage audiences with the right messaging when they were actively searching for relevant topics.

The Solution

Overseen by the dedicated Client Success team at INFUSE, **West Monroe launched five programs at the end of 2021 targeting** the Banking, Consumer & Industrial Products, and High-Tech & Software industries.

These five programs paired **omnichannel content syndication with lead nurturing campaigns**, both fuelled with custom-tailored content by the INFUSE creative team and a content map supplied by West Monroe.



'This is some of the best creative I've seen from a third-party.'

— **Adam Brown**,
Senior Marketing Manager
at West Monroe



With this seal of approval, INFUSE launched the campaigns, providing targeted content, as well as multitouch lead attribution so every dollar invested was tied to a lead that came through the program.

According to the Senior Marketing Manager at West Monroe, Adam Brown, the transparency of engagement, as well as what he referred to as the 'plug and play' nature of the content, meant the company spent less time on campaign logistics and more time on delivering qualified leads to its sales team from the highest intent accounts.

Services offered to West Monroe:

- Account Based Marketing with omnichannel, multi-touch lead nurturing campaigns powered with buyer intent data, targeting key buyer personas.
- Multi-Engagement Content Syndication with ITCurated, our proprietary B2B publishing network with a global audience of 252+ million B2B profiles.
- Premium Nurture, a combination of direct email, social, and targeted display post opt-in nurture, delivering full-funnel engagement to delivered leads for up to three months.
- Our dedicated Client Success Team, the first and largest in the Demand Generation industry and winner of the Best in Biz and B2B Marketing Elevation Awards.

The Results

With the success of the initial five programs in 2021, **West Monroe decided to expand to 17 programs with INFUSE in 2022, targeting all its core industry verticals.**

So far, **over 700 qualified leads** have been generated for the company, and with full visibility of every touch by leads, West Monroe was able to prioritise the most sales-ready opportunities for a meeting with its representatives.

'The fact that we can rely on a program that provides highly-qualified, relevant leads at such efficient costs was music to my ears.'



— Adam Brown,
Senior Marketing Manager at West Monroe

West Monroe also scaled up its ABM targeting and nurturing campaigns—a previous bottleneck to delivering compelling programming at scale.

What INFUSE can do for you

If you need to generate leads at scale, as well as build campaigns with intent-driven content and track every touchpoint, then **INFUSE can plan, execute, and measure a personalised strategy for your business.**

With our proprietary content syndication network ([ITCurated](#)) and in-house data verification specialists ([Let's Verify](#)), you can reach audiences **that 100% meet your target criteria.**

All our solutions are customisable and guided by our dedicated Client Success team who are available 24/5 to lend support in your timezone. 48% of responses are answered within 15 minutes of receipt.

BELOW ARE JUST SOME OF INFUSE'S SOLUTIONS TO GENERATE HIGH-QUALITY LEADS:

- **Lead Gen Kick Starter with INFUSE Lead Capture:** Generate one-touch leads with top-of-funnel campaigns and targeted lead nurturing, then guide further marketing efforts with a comprehensive performance wrap-up report.
- **Targeted Demand with INFUSE Triple Play Intent:** Identify priority accounts that are actively researching key topics of interest and match your Ideal Client Profile (ICP) criteria.
- **Account Qualified Demand with INFUSE ABM Focus:** Receive nurtured leads generated by title or role at named accounts and leverage insights from a profiling questionnaire.
- **Active Journey Demand with INFUSE Lead Cascade:** Naturally engage leads at every stage of the sales funnel to maximise revenue with a blended cost per lead (CPL) approach.

[Discover the full suite of INFUSE B2B marketing solutions](#) →

Demand performance delivered

Our team of INFUSE Demand Strategists is ready to work with you to craft a customised demand program primed for creating brand awareness and a steady pipeline of leads for your sales team. Make your ROI scalable and predictable with a framework that has 100% visibility of the results from every dollar spent.

If your business needs to kick off a demand generation campaign or simply optimise its marketing playbook, we are here to help.

[LET'S TALK ABOUT YOUR GOALS](#) →