



INFUSE Builds a Robust Demand Pipeline for Mindfire Solutions with Precision Targeting

CASE STUDY












About Mindfire Solutions

Mindfire Solutions is a B2B software development and testing company specialising in developing solutions for small and medium-sized businesses. With 24+ years of experience in the B2B space, their portfolio spans a diverse range of industries and niche markets.

The Mindfire Solutions' team offers comprehensive services in all major technology stacks using the latest frameworks, tools, and state-of-the-art technologies, including:

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|  <p>Custom software development</p> |  <p>Cloud</p> |  <p>AI/Machine Learning (ML)</p> |  <p>Data engineering</p> |
|  <p>Custom software development</p> |  <p>Blockchain</p> |  <p>DevOps</p> | |

The Objective

Mindfire Solutions sought to build a robust pipeline of high-value opportunities by engaging senior buyers across a wide range of technology and software industries of different business sizes.

At the core of this initiative was increasing and ensuring lead quality over sheer quantity. The aim of this approach was to establish a strong foundation of demand to feed the development and optimisation of future programs.

The Solution

Mindfire Solutions partnered with INFUSE to enhance their demand generation strategy and achieve their growth goals.

Working together with Mindfire Solutions, INFUSE developed precision targeting in line with the target buyer personas and Ideal Client Profiles (ICPs) they were seeking to reach, to fuel high performance demand generation programs—and support high quality buyer engagement.

With the targeting in place, INFUSE crafted a comprehensive demand generation program that leveraged a buyer’s journey designed to provide a seamless experience that both nurtured and qualified prospects.

This included the distribution and activation of key content assets focused on Cloud development services via INFUSE’s proprietary content network, ITCurated.



“The targeting was spot on. The four personas we wanted to reach, all of them were absolutely what we wanted to see.”

— **Mainak Mitra,**
VP at Mindfire Solutions



“They always have this mindset of hearing what [the] client is trying to express, trying to figure out what the problems are, and always [demonstrate] that constant effort to get better results, that’s evident.”

— **Mainak Mitra,**
VP at Mindfire Solutions



Prospects interacting with the content were then further qualified utilising a set of custom qualifying questions. Prospects also received nurturing across multiple channels to generate interest and inform accurate outreach strategies focused on high-priority prospects.

This approach enabled the Mindfire Solutions sales team to initiate valuable conversations with prospective buyers, leveraging the foundation of demand that had been successfully established.

Services offered to Mindfire Solutions:

- Precision targeting
- Demand generation programs tailored to specific needs
- Content activation with ITCurated, our proprietary B2B publishing network with a global audience of 252+ million B2B profiles across 32+ verticals
- Custom qualifying questions
- Lead nurturing and call back
- The INFUSE Demand Accelerator platform

The Results

This initial campaign generated **100 qualified leads** and resulted in a **25% increase in lead engagement** for Mindfire Solutions.

The campaign was monitored continuously with performance reports tracking engagement and lead quality. This was facilitated via INFUSE's proprietary Demand Accelerator platform, supplying Mindfire Solutions with real-time data insights and performance analytics.

In addition to the results and tools provided, Mindfire Solutions highlighted the quality of support and service provided by the INFUSE Client Success (CS) team as one of the main reasons for continuing the partnership.

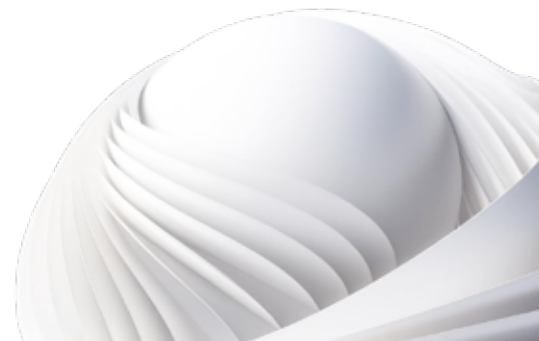
“The INFUSE team delivered exceptional work. They go beyond simply demonstrating the required skills—they are genuinely invested in understanding whether the deliverables meet client needs and how they can further enhance the outcomes. Each team member, from Riya to Erin and the others, excels in their roles, consistently going above and beyond”



— Mainak Mittra,
VP at Mindfire Solutions

Building on the success of the first program, Mindfire Solutions is continuing its partnership with INFUSE to launch a second campaign.

This next strategy is informed by its predecessor, as it serves as a basis for future iterations to continue to propel Mindfire Solutions' growth with high performance demand outcomes.



What INFUSE can do for you

If you are seeking to empower your growth with laser-focused demand strategies, you can rely on our INFUSE demand experts for support.

The INFUSE team crafts, launches, and optimises demand programs that cater exclusively to your goals and targeting preferences, earning you quality engagement by leveraging unique buyer journeys to drive conversions.

All of our programs are supported in their entirety by our dedicated, [award-winning](#) Client Success team to ensure the delivery of positive outcomes for your company.

BELOW ARE JUST SOME OF INFUSE'S HIGH PERFORMANCE DEMAND SOLUTIONS:

- **Lead Gen Kick Starter with INFUSE Lead Capture:** Focused TOFU campaigns and targeted lead nurture. Leverage your content to generate opt-in contacts that fit specific targeting criteria.
- **Targeted Demand with INFUSE Triple Play Intent:** Generate opted-in and ICP leads that demonstrate in-market buying behaviors informed by cutting-edge, proprietary intent data technology.
- **Account Qualified Demand with INFUSE ABM Focus:** Receive nurtured leads generated by title or role at named accounts and leverage detailed insights from profiling questionnaires to action targeted strategies.
- **Active Journey Demand with INFUSE Lead Cascade:** Secure verified leads that meet your segmentation criteria and are engaged by INFUSE with progressive nurturing outreach throughout all buyer's journey stages. The program focuses on prospects whose precise, specific needs are met by your solutions, delivering unrivaled performance.

[Learn more about all of the INFUSE demand generation programs](#) →

Propel your growth with high performance demand

INFUSE demand experts work with you to craft demand generation programs tailored to your specific challenges and designed to empower you to reach your goals.

Whether you are looking to launch or optimise your demand generation strategy—reach out to our team to kickstart your next demand generation strategy.

[GET IN TOUCH WITH A DEMAND EXPERT](#) →

