



INFUSE Generates Double-touch Leads for ZEISS IQS with Streamlined Email Nurturing and Intent-driven Marketing

CASE STUDY



About ZEISS Industrial Quality Solutions (IQS)

[ZEISS IQS](#) is a segment of ZEISS Group, a global leader in optics and optoelectronics. Its IQS branch specializes in quality assurance products through the use of metrology (the scientific study of measurement).

As a result, ZEISS IQS is a crucial supplier of solutions for the automotive, aerospace, medical and electronics industries, where precision inspection of components is required for high quality.

ZEISS IQS offers a broad portfolio of ZEISS and GOM inspection solutions: industrial microscopes, CT X-ray machines, CMMs and optical systems, non-contact 3D devices, automated car body systems, as well as surface and special geometry instruments.



The Challenge

The objective of the ZEISS IQS marketing team was to generate more marketing qualified leads in 2021 and 2022 for its metrology solutions.

However, according to the Marketing Manager at ZEISS IQS, John Lewis, the real obstacle was finding a new source of quality individuals in key industries.

Another challenge was the need for a proactive provider, since the marketing team at ZEISS IQS had other projects to manage, including trade shows, webinars, and other marketing initiatives. Therefore, it was critical to expand their existing team with an expert partner in demand generation, who could develop a new campaign with multiple touchpoints to generate qualified leads.

The Solution

Considering that time was of the essence, the INFUSE Client Success team structured a lead generation program with six clearly-defined email touchpoints for nurturing leads. ZEISS IQS received a campaign ready for approval, without the need for back-and-forths and multiple meetings.

'What I like about INFUSE is that we get consistent effort and feedback—"Here's what we're working on, these are the next steps, here is the next set of leads that have come your way. Should we follow up?" I don't have to babysit it, I love that.'

John Lewis,
Marketing Manager at ZEISS IQS



With the touches defined, ZEISS IQS simply had to share their materials and create a few content assets to fit into the lead nurturing structure, saving them precious time. The campaign also incorporated buyer intent data to assess sales readiness, as well as tracking of two lead touches based on interaction with assets distributed via content syndication.

Services offered to ZEISS IQS:

- **Email Lead Nurturing:** Six-step program to nurture leads at multiple touchpoints, measure engagement, and assess sales readiness. The number of touches can vary depending on the complexity of the industry vertical and goals of the campaign.
- **Multi-Engagement Content Syndication with ITCurated:** Our proprietary B2B publishing network with a global audience of 252+ million B2B profiles.
- **Intent-Driven Marketing:** Measure leads' buyer intent with insights from the INFUSE proprietary AI (Triple Threat Intent Signalling), which collects data from three independent sources on lead behaviour.
- **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](#). Available across all time zones 24/5.

The Results

An initial campaign in 2021 generated 160 high-quality leads that met ZEISS IQS' target criteria. From the success of the first partnership, another two campaigns were recently launched with INFUSE, **generating 646 leads** for the company.

The campaign was followed up consistently by the INFUSE Client Success team with performance reports, lead tracking, and updates on the next steps being taken for ZEISS IQS. This allowed the company to focus its attention on other projects, empowered with high-quality, 'hands-off' lead generation.

'When I look at INFUSE, I'm looking at someone who's got a resource already in play—they are already in contact with a number of customers. They built up their reputation and now I want to benefit from that.'



—John Lewis,
Marketing Manager at ZEISS IQS

What INFUSE can do for you

If lead generation is also a time-sensitive priority for your team—our INFUSE Demand Strategists are here to support. Together we can craft, launch, and optimise a demand program to deliver on your desired outcomes with the support of our dedicated Client Success team.

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

- **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.

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

Together, let's build a campaign that exceeds your marketing goals

The INFUSE team of Demand Strategists is available on your schedule to craft a high-performance demand program informed by your unique challenges and primed for generating long-term demand to create a steady pipeline of incoming qualified leads.

If you need to start or optimize your demand gen strategy—get in touch with our team to discuss your next marketing campaign.

LET'S DISCUSS YOUR GOALS →

