

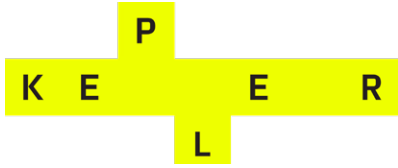


# INFUSE Surpasses Kepler's Expectations with Precision Targeting and Demand

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CASE STUDY





## About Kepler Group

Founded in 2012 with just six members, [Kepler Group](#) has grown into a team of over 600 across 11 global offices. Named in honour of the astronomer Johannes Kepler, the agency is dedicated to what it describes as demystifying complexity, guiding the way forward, and emphasising what truly matters for brands. It achieves this mission by combining creative innovation with data-driven insights, helping to position itself as a comprehensive marketing partner that seamlessly integrates with its clients' needs.

Kepler is a full-service management agency, offering a wide range of services, including CRM, creative, AI, Commerce, and Amazon solutions, delivering impressive results for its clients.

The agency actively collaborates with more than 50 of the world's leading adtech and martech providers, is a recognised member of the Meta Business Partner Program, an Amazon Ads Advanced partner, and holds extensive certifications across Google Marketing Platform products.

## The Objective

Kepler partnered with INFUSE to support its growth by expanding into new accounts and delivering demand outcomes for clients.

Throughout this partnership, Kepler has collaborated with INFUSE on numerous client campaigns to identify, engage, and nurture high-quality leads in niche markets with high-performance [demand generation](#) programs, [lead nurturing](#), and [content activation](#).

The success of these campaigns can be credited to the emphasis on flexibility and customisation in each program, ensuring that each client receives a tailored strategy rather than a one-size-fits-all solution.

***“The customisation element has been really valuable. I think it has made both Kepler and the clients ultimately feel like we can work towards their goals versus just trying to plug into a set path that is locked from the get-go.”***






— **Cassie McHugh**,  
Associate Director, Client  
Solutions at Kepler

**This case study outlines the demand programs crafted for two of Kepler’s enterprise clients, each in different industries, with unique requirements.**

Both strategies required targeting and nurturing the right audience to convey the unique value proposition (UVP) of each client’s offerings. To consider these campaigns as a success, guaranteed lead quality and quantity were crucial.

**The scope of the clients’ requirements are outlined below:**

 <b>Client</b>	 <b>Objective</b>	 <b>Demand requirement</b>
<b>Client 1:</b> <b>Enterprise Financial Services Company</b>	Engaging high-value, in-market accounts with demand generation strategies, including content activation and nurturing	Distributing content thoughtfully across relevant channels, without disrupting prospects with excessive advertising
<b>Client 2:</b> <b>Enterprise Technology Company</b>	Enhancing brand recognition within the client’s industry and across a wide range of job roles through demand generation strategies	Identifying high-quality leads that match the client’s exact specifications—including directors with expertise in AI

*“With biddable platforms, while they have amazing targeting capabilities, we do sometimes see some waste, and we don’t always see the lead quality we do when we’re using a specialised partner. INFUSE has the audience for this type of content and a roster of audiences that we know is validated as a business decision maker.”*



— **Cassie McHugh**,  
 Associate Director, Client Solutions at Kepler

## The Solution

Working with Kepler, INFUSE developed precision targeting in line with the target [buyer personas](#) and Ideal Client Profiles (ICPs) each client was seeking to reach. This was then leveraged to fuel high-performance demand generation programs and inform lead nurturing strategies.



### Client 1:

Enterprise Financial Services Company

- INFUSE created a double-touch campaign utilising content that both highlighted the company's UVP and addressed key pain points and goals of the target audience.
- This involved activating the client's existing content library with [ITCurated](#) to ensure engagement with prospects who were the right fit and in-market for the client's solutions.



### Client 2:

Enterprise Technology Company

- INFUSE crafted a precision demand program that targeted specific job titles, company sizes, and geographic regions to engage leads in key markets.
- These contacts were then nurtured with a highly customised campaign across multiple channels, including emails leveraging relevant content assets and dedicated landing pages for further lead qualification.
- These landing pages incorporated two qualifying questions and one profiling question to assess buyer readiness and identify key challenges and pain points.
- This demand program was powered by real-time performance insights via the [INFUSE Demand Accelerator](#), enabling granular tracking as well as ongoing campaign and budget optimisation to ensure the best outcomes possible.

*"We've had a lot of success with INFUSE, based on the efficient leads and really strong lead quality we've seen across different clients. But also because of the partnership element. Our relationship with INFUSE has been extremely flexible. Our strategies and client direction pivot very frequently, so it's valuable to have a partner that ebbs and flows with us."*



— **Carli Jurczynski**,  
Associate Vice President, Paid  
Media Client Lead at Kepler

*"INFUSE is one of our only partners that we've had recently that actually provides ongoing visibility for us via a dashboard (The INFUSE Demand Accelerator) rather than just sending through weekly email reports and answering any ad hoc questions that we ask."*



— **Jackson Moreno-Field**,  
Associate Director, Client  
Solutions at Kepler

## Services offered to Kepler Group



Precision targeting



Demand generation programs tailored to specific needs



Content activation with [ITCurated](#) ?



Custom qualifying questions



Lead nurturing and call back



Demand generation workshops



INFUSE Insights [Voice of the Buyer](#) research



[The INFUSE Demand Accelerator](#)

## The Results



**Client 1:**  
Enterprise Financial  
Services Company

As a result of the successful implementation of demand programs and content activation strategies, the client saw a substantial increase in qualified leads. Impressed by the accuracy of the targeting and depth of insights, the client was satisfied with the program's successful outcome and its contribution to their growth.



**Client 2:**  
Enterprise Technology  
Company

The targeted demand generation programs generated more than 24,157 new leads across nine industries, with over 5,000 engaged accounts.

***"We drove over 21,000 leads within one quarter. These were guaranteed leads that fit our client's target parameters of director-plus-level decision makers at companies with at least \$2B in annual revenue."***



— **Jackson Moreno-Field,**  
Associate Director, Client  
Solutions at Kepler

Client 2 was impressed by the guaranteed cost per lead (CPL) as well as their high quality. The demand generation program also identified and targeted over 3,000 leads who showed a lack of expertise in AI—representing a significant opportunity for nurturing and capitalising on this interest. As a result, the program was optimised to allocate additional budget to continue generating qualified leads for the sales team.

***"We doubled or tripled our budgets at times, and we still didn't see diminishing returns in lead quality, which is a really huge value proposition. This is something our clients deeply care about, which is what makes INFUSE competitive in the space."***



**Carli Jurczynski,**  
Associate Vice President, Paid  
Media Client Lead at Kepler

For both clients, Kepler noted that the quick response times from the INFUSE Client Success team, and real-time insights provided the value-added service and visibility necessary to surpass expectations.

***"I've always found the INFUSE team super responsive and super interested in trying to help us meet our goals of being a really strong partner. I love Fabiola and Ashley, both would reply to my emails within 10-15 minutes.***



**— Cassie McHugh,**  
Associate Director, Client  
Solutions at Kepler

***I think that just from a day-to-day work perspective is super valuable. Honestly, [that] has been a key driver of me recommending INFUSE to [other] teams."***

INFUSE remains committed to assisting Kepler in their client bids to win high-value accounts and drive outcomes with high-performance demand generation programs.

Based on the success of these previous programs, Kepler is continuing its partnership with INFUSE, with a focus on expanding into new accounts with three upcoming pilot programs planned.

## What INFUSE Can Do for You

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 demand generation solutions:



**Account Qualified Demand with INFUSE ABM Focus:** Engage priority decision-makers and gain opt-in permission through precision company targeting and account buyer engagement.



**Call-Ready Demand with INFUSE inHQL:** Utilise insights from a custom, category-focused interactive survey to identify prospective buyers' priorities and challenges.



**Targeted Demand Generation with INFUSE Triple Play Intent:** Generate opted-in and ICP leads that demonstrate in-market buying behaviours informed by cutting-edge, proprietary intent data technology.



**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 OUR HIGH-PERFORMANCE DEMAND PROGRAMS](#) →

## Propel your growth with high-performance demand

INFUSE demand experts work with you to craft demand generation programs tailored to meet your specific challenges, powered by advanced, real-time performance analytics to ensure you reach your goals.

Whether you are looking to launch or optimise your demand generation strategy for your own growth, or to deliver on client needs, our team is here to support you.

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