



INFUSE Boosts Veeam's Pipeline Performance During Buyer Model Shift

CASE STUDY





About Veeam Software

With over 550,000 customers, [Veeam Software](#) is a leading provider of data backup, recovery, and management solutions for virtual, physical, and multi-cloud environments.

Its flagship product, Veeam Backup & Replication, ensures fast and reliable backup and recovery, helping businesses enforce critical data protection and reduce downtime.

Veeam's solutions are user-friendly, scalable, and integrate easily with cloud platforms like AWS, Microsoft Azure, and Google Cloud, making Veeam a trusted choice for comprehensive data protection and disaster recovery.

In 2023, Veeam was ranked the top vendor in Gartner's Market Share Analysis for Enterprise Backup and Recovery Software worldwide.

The Objective

Veeam's APJ Demand Centre was tasked with supporting the organisation's Sales Development Representatives (SDRs) in identifying marketing signals from highly engaged prospects during their shift to a new buyer group approach. This is a common challenge, especially as buyer behaviour evolves, resulting in [greater caution and reluctance](#) to complete forms or respond to calls.

To adapt to these shifting buyer preferences, the organisation recognised the need to pivot from an individual prospect approach that focused on specific decision makers in isolation, to one that engaged entire [buying groups](#) at target large accounts. Under the new approach, only prospects that reached a certain engagement threshold would be considered highly engaged. Prospects would need to engage multiple times to be scored up.

Veeam turned to INFUSE for assistance in implementing this vision through a target account approach, based on a deep understanding of key personas to fuel the necessary targeting. Veeam shared their unique scoring model with INFUSE to identify the right [intent](#) signals and highly engaged prospects for their SDRs to focus on.



The Solution

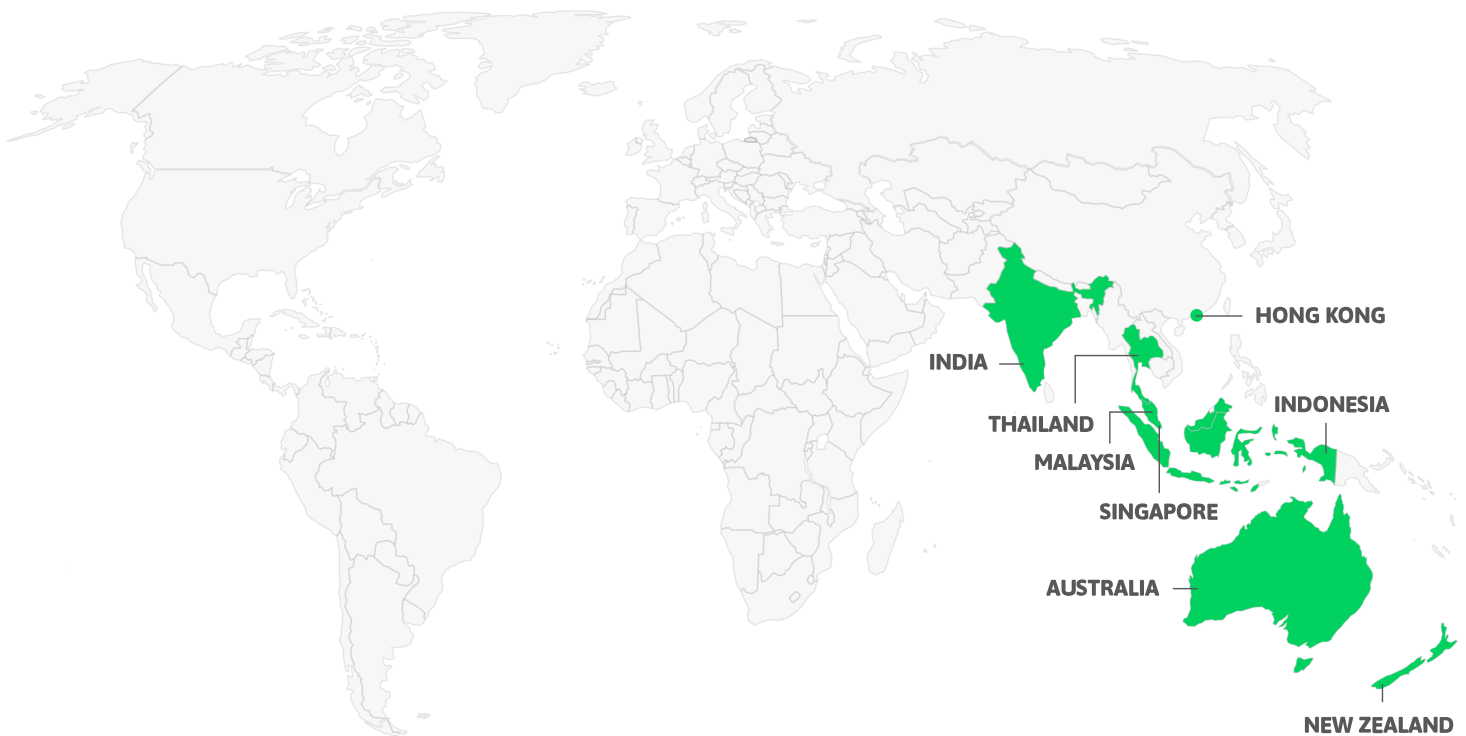
To fulfill Veeam's objectives, INFUSE presented a proposal centred on [nurturing buying group](#) members at each stage of their journey. This solution emphasised adopting innovative strategies and a more [client-centric](#) approach to better align with the needs of target buyers.

The proposal suggested eliminating:

- Only promoting gated content
- Email blasts
- Phone calls after one touch
- MQLs

A multi-touch target account campaign was launched, powered by [6sense](#) buyer intelligence (as part of the INFUSE and 6sense [partnership](#)) to ensure the prospects targeted met the client's exact requirements. The focus was placed on quality and not quantity.

309 high-quality prospects were identified from the following regions:



Out of the 309 leads generated, the targeted accounts were segmented as follows:

- 85% were considered highly engaged
- Only 15% were engaged leads with a lower lead score

The INFUSE Client Success team was on hand to overcome challenges—such as incorporating the unique scoring model, making critical adjustments, and providing alternative prospects to replace those flagged by Veeam SDRs.

“The buying committee and buying group scores were the crux of this whole new approach — taking a holistic view of the different personas and engaging them with the right messaging and content, tailored to their stage in the journey.”



— **Lit Yang Quek**
Director, Demand Centre,
Asia Pacific & Japan
at Veeam Software

Services offered to Veeam Software



Precision targeting



Demand generation programs tailored to specific needs



Content activation with [ITCurated](#)



Lead nurturing



Multi-touch ABM strategy



6sense buyer intelligence

“I see INFUSE as an extended part of the team. We collaborate and work together. I think what's really key is that the team actually took an interest in understanding what our goals are and helped us to achieve our success.”



— Lit Yang Quek
Director, Demand Centre,
Asia Pacific & Japan
at Veeam Software

The Results

By nurturing buying committee members with relevant, valuable [content](#), INFUSE was able to boost the client's pipeline with highly-engaged, qualified prospects meeting their new enterprise criteria. As a result, the Veeam Demand Centre team experienced a favourable Return on Ad Spend of \$6 for every \$1 spent in the first pilot program launched.

The focus on targeting high-quality prospects within the buying group yielded positive results early in the campaign. This quality-over-quantity approach yielded fewer respondents; however, the prospects that did engage quickly resulted in Veeam overachieving its pipeline goals.

The campaign resulted in:

- Significant conversion
- Increased average deal size
- Exceeding pipeline goal

In addition, Veeam saw an increase in high-quality buyer signals and an overall enhanced customer experience. The program was so successful that it was replicated in both the US and EMEA regions to continue driving Veeam's growth. After the pilot, the client continued to work with INFUSE for the subsequent quarter, each time trying out new ideas and approaches.

“What I'm most impressed with is that INFUSE is not like a vendor that provides us with cookie-cutter solutions. Our scoring model is different from what other clients will have. INFUSE worked with it to create a tailored program for us.”



— **Lit Yang Quek**
 Director, Demand Centre,
 Asia Pacific & Japan
 at Veeam Software

What INFUSE can do for you

INFUSE assists organisations with high-performance demand programs designed according to your unique goals and targeting preferences, resulting in quality engagement that drives conversions.

Each program is supported by our dedicated, [award-winning](#) Client Success team from start to finish, to ensure the delivery of positive outcomes and ROI.

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](#) →



POWER YOUR GROWTH WITH HIGH-PERFORMANCE DEMAND

INFUSE demand experts work alongside you to craft demand generation programs tailored to your exclusive needs and audience.

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](#) →