



INFUSE Drives Demand Performance and Pipeline for Global Cybersecurity Leader

CASE STUDY

The Objective

A leading global cybersecurity organization sought to drive [demand](#) among qualified prospects to support and grow their pipeline. They partnered with INFUSE for a pilot demand program to generate net-new prospects that would contribute to marketing-generated opportunities.

The initial program centered on security operations, promoting AI-driven tools designed to help organizations detect, investigate, and respond to threats more effectively.

The program leveraged precision targeting, with a highly specialized audience within the cybersecurity space that consisted of revenue leaders and influencers across a range of roles and seniority levels.

These Ideal Client Profiles (ICPs) included:

- C-suite executives
- Executive leadership
- Security and infrastructure professionals
- Board members
- Desktop operations personnel
- Other cybersecurity stakeholders

The Solution

To deliver on the client's specific needs and goals, the INFUSE team developed a unique multi-touch nurture program and paid media campaign to promote specific business units and expand their pipeline of prospective buyers.

The program included single-touch engagement, incorporating qualification questions (QQ) and profiling questions to ensure prospect quality according to the client's ICP.

In addition to these core tactics, the program featured a custom inbox nurture component to engage prospects over the course of their [buyer's journey](#), solidifying the client's core value.

Targeted display advertising was also strategically activated to further amplify reach and engagement.

Services offered by INFUSE



Precision
targeting



Custom qualifying
questions



Custom profiling
questions



Inbox
nurture



Targeted
display

Learn more about our high-performance demand programs

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The Results

The program developed by INFUSE proved highly successful, achieving impactful demand outcomes, particularly in prospect progression.

The program was continuously optimized to maximize the client's incremental investments, delivering a high conversion rate of prospects to marketing qualified leads (MQLs), demonstrating close alignment with the client's ICPs and overall campaign objectives.

Key success metrics included:

- High volume of net-new MQLs
- Cost-per-lead (CPL) efficiency
- Strong contribution to pipeline through marketing-generated opportunities

Satisfied with INFUSE's ability to consistently deliver high-quality MQLs, the client chose to renew the program, expanding its scope to an ongoing, quarterly basis.

The partnership also evolved to include multiple product lines, each covering several business units.

In addition, INFUSE became the client's top partner in the APAC region.

"Our client was particularly impressed by INFUSE's highly responsive Client Success team, the consistently high prospect quality, and our ability to scale demand quickly—all while maintaining precision targeting and alignment with their Ideal Client Profile (ICP). Our agility and attention to detail throughout the program stood out as key differentiators."



— Tara Mohamad,
Director Sales & Agency
Partnerships—APAC, INFUSE

What INFUSE can do for you

INFUSE assists organizations optimize results with full-funnel demand generation programs driven by first-party buyer and account intelligence.

Each program is backed by our dedicated, [award-winning](#) Client Success team, ensuring seamless execution and the achievement of positive outcomes and ROI.

Below are just some of INFUSE's demand generation solutions:



Call-Ready Demand with INFUSE inHQL: Gain valuable prospect intelligence from a custom, category-focused, interactive survey to identify your prospective buyers' priorities and challenges



Custom Content Solutions: Engage your target audience with personalized content crafted by our team of industry experts



Targeted Demand Generation with INFUSE Triple Play Intent: Scale your demand generation efforts with qualified prospects that have actively demonstrated interest and show intent



Active Journey Demand with INFUSE Lead Cascade: Generate and maintain decision maker engagement at all stages of the buyer's journey using personalized, multi-touch campaigns

FUEL YOUR PIPELINE WITH PRECISION DEMAND GENERATION

INFUSE demand experts work alongside you to craft personalized demand generation campaigns to fill your pipeline with high-quality, targeted prospects—ensuring reliable, sustainable growth.

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





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