

CASE STUDY

BETTER TOGETHER:  
**HOW INFUSE & G2  
AMPLIFY CYBERSECURITY  
CAMPAIGN PERFORMANCE  
WITH SIGNAL ACTIVATION**

Connect with a demand expert to identify and  
activate high-intent accounts in your pipeline



## Executive Summary

This study quantifies the combined impact of G2 Buyer Intent signals and INFUSE demand generation activation across a study of 11 cybersecurity vendor programs.

By analyzing approximately **243,000 G2 Buyer Intent accounts and more than 19,200 INFUSE-engaged accounts across 130+ campaigns**, we establish cross-program benchmarks for layering buyer research intelligence into demand campaign targeting, including:

Engagement density

Content depth

Buying stage distribution

Lead quality

## Important definitions:

### Overlap accounts

Accounts represented in both G2 Buyer Intent and INFUSE engagement data. These accounts were simultaneously conducting independent research on G2, while engaging with demand activation content from INFUSE.

### Non-overlap accounts

Accounts that were engaged by INFUSE but not surfaced in G2 Buyer Intent data during the analysis period of 6-12 months before each campaign began till its completion.

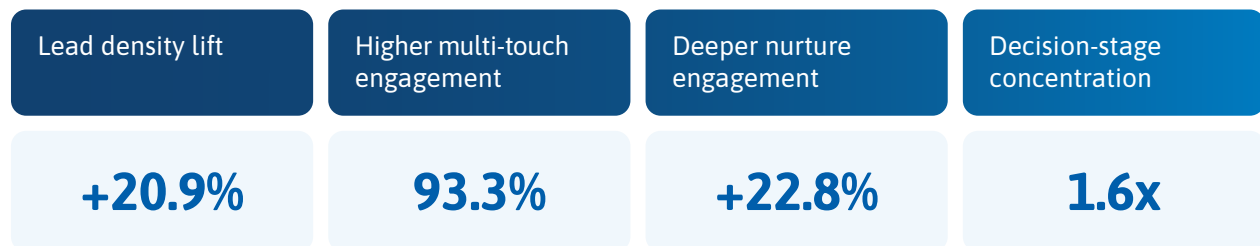
### Lead density

Account penetration based on the number of contacts engaged per account.

## Key findings:

- Overlap accounts generated 20.9% more leads per account, showed 93.3% higher multi-touch engagement, and demonstrated 22.8% deeper nurture engagement than non-overlap accounts
- Overlap accounts were 1.6x more likely to be in the decision buying stage (42.6% vs. 26.5%), confirming that engaged contacts were further along in the buying journey and closer to purchase
- Approximately 196,000 G2 Buyer Intent accounts across the 11 programs were not targeted by INFUSE campaigns, representing a substantial pipeline expansion opportunity among accounts already actively researching and benchmarking cybersecurity vendors

### When G2 Buyer Intent signals meet INFUSE demand activation, every engagement metric lifts



## The cybersecurity demand opportunity

Global information security spending is projected to reach [\\$240 billion in 2026, a 12.5% increase from \\$213 billion in 2025](#), intensifying competition for buyer attention across every stage of the evaluation process. For teams managing cybersecurity marketing and [complex buying groups](#), the challenge is no longer simply reaching accounts at scale. It is identifying which accounts are actively evaluating solutions and engaging them with relevant content as buyers form their shortlist.

The buying experience reinforces this urgency: we see more buyers in the buying group consuming more content and in less time than ever before. B2B buying groups now average nine members, buyers consume an average of nine content pieces across their purchase journey, and the average buying cycle has compressed to seven months ([INFUSE Outlook 2026, Voice of the Buyer](#)). This means that detecting signals early and activating them across the full buying group needs to occur before buyers contact sales, often with their shortlist already decided.

Buyers look for peer validation as they build their shortlist. Software review sites like G2, for example, are now one of the top sources influencing shortlists, second only to GenAI chatbots ([G2 Insight Report, April 2026](#)). All of this research ahead of any vendor outreach, means brands now have the opportunity to leverage buyer signals in the marketing and sales outreach, in real time.

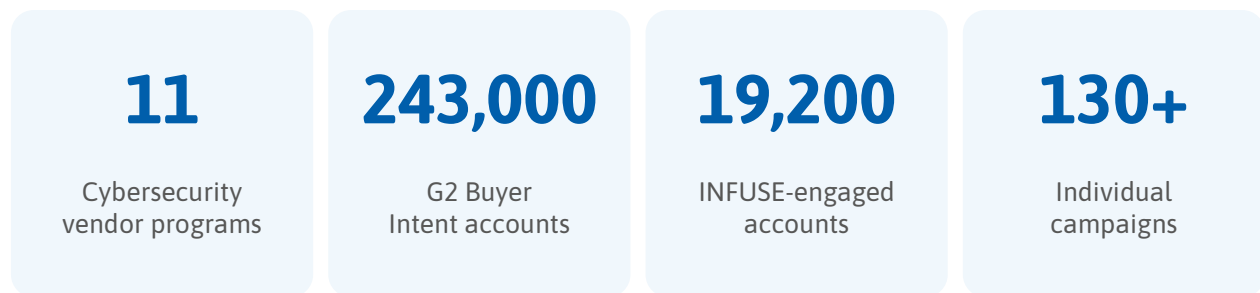
“What's changed isn't just where buyers start, it's what they're doing throughout the entire journey. They've moved from reference to inference. Instead of weeks of research, they're using ChatGPT to one-shot their shortlists. Today, 51% start their research with an AI chatbot more often than Google, and 71% rely on AI chatbots somewhere in the software research process. The starting point hasn't just shifted. It's split.”



**Tim Sanders,**  
Chief Innovation Officer, G2



## What was the study design and methodology?



This analysis cross-references G2 Buyer Intent signal data against INFUSE demand generation campaign engagement records across 11 independent cybersecurity vendor programs.

### What each dataset contributed to the analysis

G2 Buyer Intent data	INFUSE campaign data
Page-level activity signals (category, competitor, comparison, pricing, product profile pageviews)	Job title and seniority classification
Buying stage classification (awareness, consideration, decision, purchase)	Company name, employee count, revenue range
Competitive signal indicators	Content asset engagement
	Nurture touch progression

## Cross-program findings: how intent signals shaped campaign performance

### Signal alignment: 41.5% overlap rate

41.5% of INFUSE-engaged accounts also appeared in G2 Buyer Intent data, with overlap rates ranging from 22.3% to 89.7% across 11 programs. This correlation confirms the relationship between independent purchase research and campaign responsiveness, establishing [B2B intent signals](#) as a reliable predictor of which accounts are ready to engage with demand activation.

The inverse finding carries equal weight. Only 1 to 3% of the total G2 Buyer Intent universe was included in the client target account lists for INFUSE campaigns. This means that G2's buyer intent can not only help brands expand their audience, but also ensure that they do not miss out on pipeline from accounts demonstrating these buying signals.

[Explore how G2 Buyer Intent data activates demand across your target accounts](#)



## Engagement depth: the intent effect

Across every engagement dimension measured, overlap accounts outperformed non-overlap accounts. The pattern was consistent across program structure, scale, and campaign types, producing a composite picture of the engagement profile that emerges when demand activation reaches accounts that are simultaneously conducting independent purchase research.

Overlap accounts generated 20.9% more leads per account than non-overlap accounts, a finding that held across 10 of 11 programs with lifts up to +34.9%. **This consistency across diverse program structures confirms a compounding effect:** accounts reached with targeted demand campaigns at the moment of active research yield deeper organizational penetration (also known as lead density), with multiple stakeholders participating across the buying group rather than isolated individual responses.

**20.9%** *more leads per account in overlap vs. non-overlap accounts*

The multi-touch data added another dimension to the same finding. In the program with the deepest nurture tracking, 57.4% of overlap leads completed three or more content interactions, compared to 29.7% for non-overlap leads, representing a 93.3% lift.

**93.3%** *higher multi-touch engagement rate for overlap accounts*

Nurture depth data extended this pattern further: overlap leads averaged 2.69 content touches compared to 2.19 for non-overlap in the strongest program, a 22.8% lift, with 19.2% of overlap leads reaching four or more touchpoints compared to just 2.6% for non-overlap. The touch distribution showed a clear rightward shift for overlap accounts, reflecting sustained engagement across the [buyer's journey](#) rather than isolated interactions.

**22.8%** *deeper nurture engagement for overlap accounts*

Overlap accounts also showed approximately 2.5x higher total G2 pageview activity, confirming that these accounts are conducting extensive independent research while simultaneously engaging with demand campaigns. G2 research depth and campaign engagement depth correlate directly: the accounts conducting the most extensive evaluation activity are the same accounts responding most actively to demand content.

Buyer intent signals serve as an additive layer that amplifies engagement receptivity rather than creating it from scratch, demonstrating the value of combining both approaches.

**Overlap accounts outperformed non-overlap accounts across all three engagement dimensions**

Metric	Overlap accounts	Non-overlap accounts	Lift
Avg. leads per account	2.08	1.74	<b>+20.9%</b>
Multi-touch rate (3+ touches)	57.4%	29.7%	<b>+93.3%</b>
Avg. content touches per lead	2.69	2.19	<b>+22.8%</b>

“The 93.3% lift in multi-touch engagement confirms that intent-signaling accounts yield deeper organizational penetration, with multiple stakeholders engaging across the buying group. The activation methodology does not just reach accounts; it reaches into accounts, engaging the full buying group.”



**David Verwey,**  
CCO, INFUSE



[See how intent-driven demand activation can deepen engagement across your buying groups](#)



## Lead quality and buying group composition

Lead quality by seniority remained consistent across both cohorts. Across all programs, 85 to 99% of leads were at Manager level or above.

**Overlap accounts showed higher proportions of Manager-level and technical specialist roles**, demonstrating how demand campaigns [engage the broader buying group](#), including the hands-on practitioners such as security architects, engineers, and analysts who conduct initial product evaluations. VP-level engagement was also notably higher in overlap accounts, with up to 46% more VP-level leads in several programs.

**The seniority distribution connects to a broader pattern across the data:** Buyer intent signals surface the evaluation team conducting active product research, while demand activation reaches across the full buying group, including C-level decision makers who approve the final purchase. This combination produces engagement that spans the full seniority range within target accounts, creating the multi-threaded buying group penetration that complex cybersecurity purchases require.

“When campaign targeting is aligned with what buyers are already researching, the result is not just higher engagement but engagement at the stages that matter most for pipeline conversion.”



**Alexander Kesler,**  
Founder & CEO, INFUSE



## The untapped pipeline

Beyond the accounts already engaged through demand campaigns, this analysis identified approximately 196,000 additional G2 Buyer Intent accounts across 11 programs that represent a substantial pipeline expansion opportunity (accounts showing active research signals that could be prioritized in future campaign waves).

Where buying stage data was available for these accounts, tens of thousands were classified in the [consideration](#) or decision stages, indicating ongoing evaluation activity that could be captured through demand activation. Even applying a conservative 10% to 15% [ICP](#) match rate to this pool yields thousands of net-new, signal-rich prospects per program.

The signal intensity data underscores the quality of this untapped demand. Between 80% and 98% of overlap accounts showed competitive signal activity, confirming that these accounts are actively benchmarking cybersecurity vendors.

Competitor page views averaged approximately 3x higher for overlap versus non-overlap accounts, comparison page views were up to 5.3x higher, and pricing page activity showed up to 4.35x lift, a strong indicator of late-stage purchase intent. Accounts viewing competitor pages generated up to 41% more leads per company than those without competitor page activity, establishing competitor page views as one of the strongest predictors of campaign responsiveness.

These untapped accounts are companies already researching, comparing, and evaluating cybersecurity solutions, generating the very signals that this study has shown to correlate with higher engagement density, deeper nurture progression, and later-stage buying activity. Demand activation is the step that converts that research behavior into measurable campaign outcomes.

***G2 research activity was consistently and significantly higher among accounts engaged by INFUSE campaigns***

Signal type	Overlap vs. non-overlap lift
Total page views	2.5x
Competitor page views	2.0x-9.2x (avg 3.0x)
Category page views	1.2x-6.5x (avg 2.5x)
Comparison page views	Up to 5.3x
Pricing page views	Up to 4.35x
Product profile views	Up to 9.8x

“Buyers conducting active research on G2 represent high-quality demand that is ready to be engaged. When that research intelligence is paired with demand activation at scale, the engagement lift speaks for itself. This study validates the compounding value of combining intent intelligence with demand execution.”



**Eric Gilpin,**  
President, GTM, G2



“Through the G2 x INFUSE integration, Buyer Intent data flows directly into demand campaigns with no additional lift, reducing the distance between identifying an in-market account and activating engagement. Signal intelligence and demand execution operate as a single motion, not a handoff between two systems.”



**David Verwey,**  
CCO, INFUSE



[Connect with a demand expert to identify and activate high-intent accounts in your pipeline](#)



## Key takeaways

**01**

### B2B BUYER INTENT SIGNALS VALIDATE CAMPAIGN TARGETING

Across 11 programs, 41.5% of accounts engaged through [INFUSE cybersecurity campaigns](#) also appeared in G2 Buyer Intent data, confirming that demand activation is reaching accounts already conducting independent purchase research.

**02**

### INTENT-SIGNALING ACCOUNTS ENGAGE MEASURABLY DEEPER

Overlap accounts showed a +20.9% lift in lead density, 93.3% higher multi-touch engagement, +22.8% deeper nurture engagement, and 1.6x decision-stage concentration. Across every engagement dimension, accounts with B2B buyer intent signals outperformed those without.

**03**

### THE UNTAPPED OPPORTUNITY IS SIGNIFICANT

Approximately 196,000 G2 Buyer Intent accounts were not targeted across the 11 programs. Many of these accounts were in active evaluation stages and exhibiting [competitive research](#) behavior, representing a concrete pipeline-expansion opportunity.

**04**

### SIGNAL AND ACTIVATION ARE COMPLEMENTARY

G2 identifies which accounts are researching; INFUSE activates those accounts across the buying committee. The data shows that neither signal detection nor demand activation alone produces the same outcome as when they work together.

## ACTIVATE YOUR PIPELINE WITH INTENT-DRIVEN DEMAND

INFUSE demand experts combine G2 Buyer Intent intelligence with proven demand activation programs to reach the accounts already researching your solutions, and engage the full B2B buying group at the moments that matter most for conversion.

[Speak with a demand expert to get started](#)



## Frequently Asked Questions (FAQ)

### How do overlap rates vary across different program sizes?

Programs with larger G2 Buyer Intent universes (30,000 to 45,000 accounts) typically achieved overlap rates above 40%. The range across all 11 programs, from 22.3% to 89.7%, reflects differences in campaign scale, geographic focus, and ICP breadth. The signal-to-engagement alignment remained consistent regardless of program size, confirming that the relationship between buyer research activity and campaign responsiveness holds across diverse program structures.

### Do intent-signaling accounts maintain the same lead quality as other accounts?

Across all programs, 85% to 99% of leads were at Manager level or above in both cohorts. Overlap accounts showed particular strength in VP-level engagement and consistently generated more leads per account (+20.9% on average), indicating broader buying group penetration within intent-signaling organizations. The data confirms that intent-driven targeting generated quality leads. [Lead quality](#) is not sacrificed when intent data is layered into targeting; it is maintained while engagement deepens across more members of the buying committee.

### How can teams engage untapped G2 Buyer Intent accounts?

Approximately 196,000 G2 Buyer Intent accounts were not included in campaign targeting across the 11 programs studied. These are accounts already researching cybersecurity solutions on G2, many in consideration or decision stages, and showing active competitive research behavior. G2 Buyer Intent data integrates directly into INFUSE campaigns via API, requiring no additional lift from client teams. INFUSE and G2 can help identify the highest-priority accounts and build demand activation that reach the full buying committee.

[Book your custom strategy consultation](#)



## **How does a buying committee for cybersecurity solutions typically evaluate vendors?**

A buying committee for cybersecurity solutions typically includes security architects and engineers conducting hands-on evaluations, VP-level stakeholders assessing strategic fit, and C-level decision makers approving final purchases. This study found that intent-signaling accounts showed higher proportions of Manager-level and technical specialist engagement, alongside notably higher VP-level participation, confirming that demand activation reaches across the full buying committee for cybersecurity solutions rather than engaging a single point of contact.

## **What should cybersecurity teams look for in buyer intent data providers?**

The most effective buyer intent data providers capture first-party research signals at the point of active evaluation, not inferred interest based on third-party cookies or IP-based tracking. G2 Buyer Intent data, for example, is derived from verified buyer activity on the G2 platform, including category, competitor, comparison, and pricing pageviews. When selecting buyer intent data providers, cybersecurity teams should prioritize signal fidelity, buying stage classification, and the ability to integrate intent data directly into demand activation workflows.

## **How does buyer intent data support a cybersecurity marketing strategy?**

Buyer intent data gives cybersecurity marketing teams visibility into which accounts are actively evaluating solutions, enabling more precise targeting and higher engagement rates. This study demonstrates that accounts showing G2 Buyer Intent signals generated 20.9% more leads per account and showed 93.3% higher multi-touch engagement. For teams building a cybersecurity marketing strategy around demand activation, these benchmarks provide a data-backed framework for prioritizing intent-signaling accounts and expanding pipeline through targeted activation programs.

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