

CASE STUDY



How The Unisys Marketing Team Generated 40% of Qualified Pipeline with Buying Group Intent

Global technology leader Unisys (\$2B revenue) faced a critical business question: how do they effectively target and engage high-potential prospects across their vast market landscape.

The Unisys team needed a more intelligent marketing solution. A tool that could give them insights into research patterns of their most strategic accounts, generate qualified demand from those accounts, and give their sales team the tools they needed to nail messaging in every call.

Unisys faced two major challenges:

- **Inefficient Prospecting:** With just 14 salespeople managing an extensive account list, the team struggled to effectively prioritize their targeting efforts. Pipeline was unpredictable and marketing and sales also needed one place to be able to look at leads and data together.



When you don't use intent data and you just give sales a big account list – it's like throwing a boy scout in the woods without a compass.



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- **Limited ABM Strategy:** The company was struggling to achieve the desired reach in certain regions and wanted to amplify their account-based marketing strategy.

By implementing Intentsify's Buying Group Intent data solution, Unisys transformed their account prioritization strategy, driving significant pipeline growth, and securing major enterprise wins.

Unisys's Goals and Objectives

- Build predictable pipeline
- Amplify ABM strategy
- Monitor active and competitive deals
- Enable sales to have better conversations with prospects

Results

40%

marketing-generated pipeline

150%

of revenue goal achieved

3X

new logo wins

2X

increase in content syndication conversion rates

Intentsify's Solution: Buying Group Intent Data and Intent-Activated Content Syndication

Unisys implemented a comprehensive intent data strategy to transform their sales and marketing approach:

1. Intent-Based Account Prioritization

Intentsify built a custom intent model for Unisys to track relevant buying signals for their unique solution. Based on these intent signals, Unisys developed Marketing Qualified Account (MQA) lists for sales. They implemented weekly intent data reviews with the sales team.

2. Enhanced ABM Execution

Armed with Intentsify's Buying Group Intent data, Unisys uncovered key focus areas and research topics from their target accounts and key personas at those accounts. This allowed them to have more meaningful and productive sales conversations and focus on what the client actually cares about.

Unisys won a \$48M deal with a Fortune 100 fast food brand after Intentsify revealed their research interests around improving the frontline worker experience. This expanded their conversation beyond IT-related topics.

Unisys also uncovered that a leading international airline brand had an emerging interest in AI and was looking to use AI to improve their airline mechanics operations. Based on these intent signals, Unisys brought in their AI practice team to proactively expand the sales conversation and provide more value.

3. Deal Monitoring System

Unisys established continuous monitoring of both active and closed-lost opportunities. They were able to win back a lost deal thanks to their maintained surveillance of the account's behavior and research stages. The intent signals indicated renewed interest and Unisys successfully re-engaged and won the business.



It's not over till it's over. Even when you lose a deal, you should monitor it for the next six months. We saw a closed-lost account come back to our website and show renewed interest. When you're paying attention, you can reach out at the right time and win back an account.



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4. Content Syndication Optimization

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Results

After implementing Intentsify's intent data and content syndication solutions, Unisys discovered three key benefits: stronger pipeline growth, the ability to spot hidden opportunities through intent signals, and more efficient sales operations through account prioritization and continuous monitoring.

Pipeline Impact:

- Marketing generated over 40% of qualified pipeline, with 3X new logos, and 150% of the revenue goal.
- The marketing team was recognized at the company's annual President's Club.

Improved Program Performance:

- Content syndication conversation rates increased from 3% to 5-8% when integrated with intent data.
- Unisys experienced enhanced ABM campaign performance with more targeted messaging and timing.