

## CASE STUDY

# Fortune 500 Cloud Solutions Provider Transforms EMEA Business with Intent-Driven Brand-to-Demand Strategy

## Challenge

A major cloud infrastructure company faced significant challenges in their Europe, Middle East, and Africa (EMEA) marketing and sales operations. Their content syndication and display advertising programs were operating in silos, managed by separate teams, creating a fragmented and inconsistent experience for prospects moving through the buyer's journey.

The company's existing target account list (TAL) needed refinement and a more narrowed focus, and their strategy needed to more effectively guide prospects through the funnel. Without comprehensive, custom intent data, the organization struggled to deliver timely, relevant messaging to buying groups across varying levels of buying readiness.

## Solution

The cloud provider partnered with Intentsify to implement an integrated intent-driven marketing strategy that would break down silos and create a cohesive buyer experience across EMEA markets – while moving target accounts through the buyer's journey.



### Strategic Account List Optimization

Intentsify began by conducting an upfront intent-driven data analysis of the client's existing TAL, determining the research stage of each account. Intentsify removed duplicate accounts and optimized the TAL, ensuring the client was only targeting higher-potential prospects with strong buying signals and alignment with the client's offerings.

### Custom, Solution-Level Intent Models

Intentsify generated AI-powered intent models specifically tailored to the client's unique cloud solutions offerings and use cases. This approach ensured that only the most relevant intent signals were surfaced and properly aligned to relevant solution areas, enabling more precise targeting and messaging.

## Unified Campaign Architecture

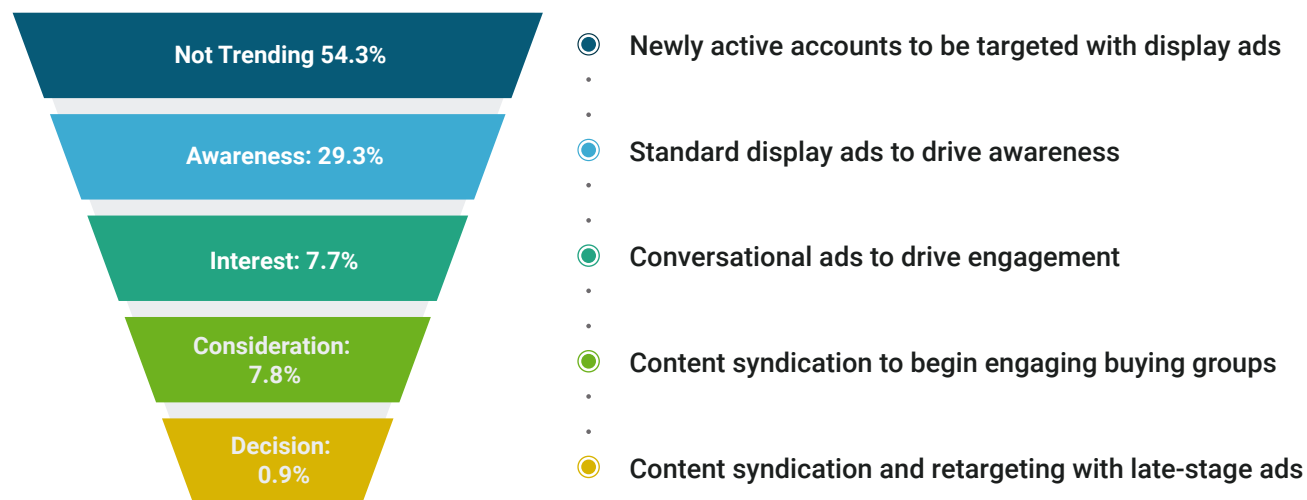
The new approach replaced siloed marketing efforts with a unified campaign that combined display ads and content syndication. The campaign was tailored to where each account was in their decision process and what topics interested them.

**87%**

of accounts researching  
solution-related topics  
were detected

New prospects received awareness and consideration content, while those closer to a decision were retargeted with powerful, decision-driving narratives.

- ▶ **Early-Stage Engagement:** General awareness-focused display ads were served to accounts showing initial research signals, designed to build brand recognition and drive initial engagement.
- ▶ **Mid-to-Late Stage Nurturing:** Content syndication and retargeting display ads were strategically deployed to accounts demonstrating higher levels of research and engagement. Highly relevant content was delivered across multiple channels to grow prospect interest — while sales prioritized these accounts for outreach.



## Continuous Optimization and Insights

Throughout the program, Intentsify provided ongoing data analysis that went beyond basic campaign results. They delivered strategic insights into market trends, account behaviors, and new business opportunities. This allowed the team to adjust their approach based on changing buyer interest and engagement patterns.

## Results

This unified intent-driven approach delivered transformational results:

### TAL Analysis & Optimization

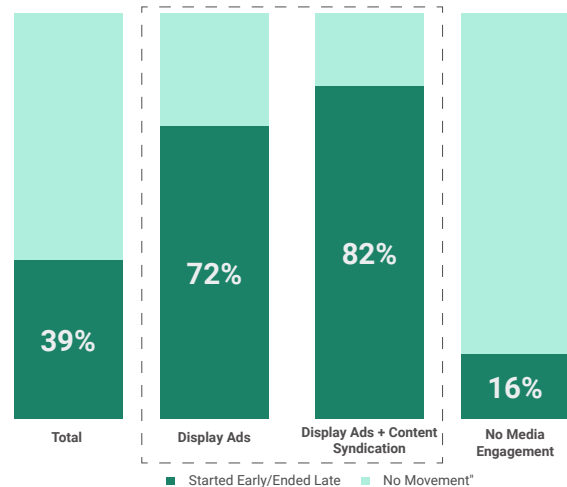
- ▶ 9.4% of TAL accounts were flagged as duplicates and removed
- ▶ 20.4% of accounts researching solution-related topics were detected

### Account Stage Progression

The findings showed that target accounts exposed to both display ads and content syndication advanced further through the buyer's journey than accounts with no media engagement or single-channel exposure.

- ▶ 72% of accounts that had been served display ads moved from early to late stage
- ▶ 82% of accounts that had been served both display ads and content syndication content moved from early to late stage
- ▶ Control Group: Only 16% of Accounts that had not been reached with any media moved from Early to Late stage
- ▶ 63% of accounts that were served impressions also clicked on a display ad
- ▶ 40% of accounts not trending in intent had become active by end of campaign

### Account Movement by Media Exposure



### Strategic Organizational Impact

- ▶ Intent research trends helped surface the topics with the most interest
- ▶ Client reorganized remarketing team structure around specific business units based on buyer behaviors

**82%**

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## Final Thoughts

This case study demonstrates how breaking down organizational silos and using a unified, intent-driven marketing approach can deliver transformational results. By targeting the right prospects with timely, relevant messaging, the global cloud infrastructure provider improved their marketing campaign results and gained strategic insights to inform broader business decisions.