

## CASE STUDY

# Global Technology Leader Optimizes EMEA Performance with Intent-Driven Activation Strategy

A global technology leader was struggling with inconsistent marketing results across EMEA markets. Despite having solid products and investing heavily in demand generation, their inconsistent campaign results made it difficult to scale what was working.

Their marketing teams were generating plenty of reach, but they couldn't crack the code on lead quality or pipeline predictability. The organization needed a way to understand when prospects were actually researching solutions and remove the guesswork from their targeting strategy.

Intentsify partnered with the company's existing media agency to transform campaign targeting and performance optimization across multiple EMEA initiatives.

## Intelligence-Driven Targeting

Using buying group intelligence, Intentsify analyzed the client's target account segments to identify companies actively researching relevant technology solutions. Intentsify's AI generated custom intent models, calibrated specifically to the client's solution portfolio, establishing precise audience targeting and campaign optimization across different programs.

## Multi-Channel Intent Activation

Intentsify launched intent-driven display advertising that fit the client's ideal customer profile and targeted prospects with relevant research behaviors. The lead generation campaigns also focused on high-value prospects with comprehensive BANT tele-verification designed to deliver high quality leads.

The Intentsify team maintained aggressive optimization cycles for each program based on intent signals, adjusting who they targeted, what content they showed, and when they reached out.

## Breakthrough Performance Results

Intentsify's intent-driven approach shattered the client's performance benchmarks, generating results that exceeded expectations.

### Campaign Reach & Engagement

**62%**

account reach

**62%**

account engagement

**0.27%**

click-through rate

### Lead Conversion & Pipeline Performance

**30%**

conversion rate

**\$37.3M**

in generated pipeline value

Intentsify's solutions delivered operational benefits that extended beyond individual campaign performance. The intent-driven programs improved lead quality scores, enhanced targeting across different account segments, and created predictable performance outcomes. These improvements became competitive advantages that supported the company's broader marketing goals.

## Intent Intelligence Drives Business Growth

This integrated approach delivered real results across different markets and campaign types. By combining sophisticated account intelligence, real-time optimizations, and clear performance tracking, Intentsify created a system the client could rely on — one that consistently drove strong returns across all their regional markets.