

CASE STUDY

Fortune 500 Asset Management Firm Achieves 98% Account Coverage and Outpaces Competition with Intent-Driven Display Strategy

The Challenge

A leading asset management company faced a critical reach and targeting challenge: achieving complete penetration of 211 high-value accounts across several EMEA markets—Finland, Denmark, France, UK, Norway, Sweden, Germany, and Switzerland.

The Problems:

- Previous premium publications offered ABM capabilities but lacked surgical precision
- Significant budget wastage on irrelevant audiences outside the target account list
- Inability to focus exclusively on priority accounts
- No way to prove competitive advantage against their primary rival—a competitor that dominated quarterly strategic conversations

The firm needed proof their campaigns were driving measurable market leadership.



Solution

The asset management firm partnered with Intentsify and Dentsu to implement a precision-targeted display advertising campaign fueled by Intentsify's AI-powered intent intelligence.

Strategic Account Targeting:

- Intent-activated display advertising deployed across all 211 target accounts
- Every marketing dollar focused exclusively on priority prospects
- Eliminated wastage from previous broad-reach tactics

Competitive Intelligence Framework:

- Implemented near real-time intent tracking for both the firm and its primary competitor
- Revealed how display activity influenced brand awareness market share
- Demonstrated shifting competitive positioning throughout the campaign

Journey-Based Optimization:

- Continuously monitored account progression through buying stages
- Optimized campaigns based on demonstrated research behavior
- Accelerated accounts from inactive through awareness to late-stage research

Results

Near-Perfect Market Penetration

98%

account engagement

70%

higher CTR than
industry benchmark

10.8M

total impressions

- Reached 207 of 211 target accounts (98.1%)
- Engaged 206 accounts (97.6%)
- Proved precision targeting delivers comprehensive coverage across concentrated EMEA account lists

Competitive Dominance

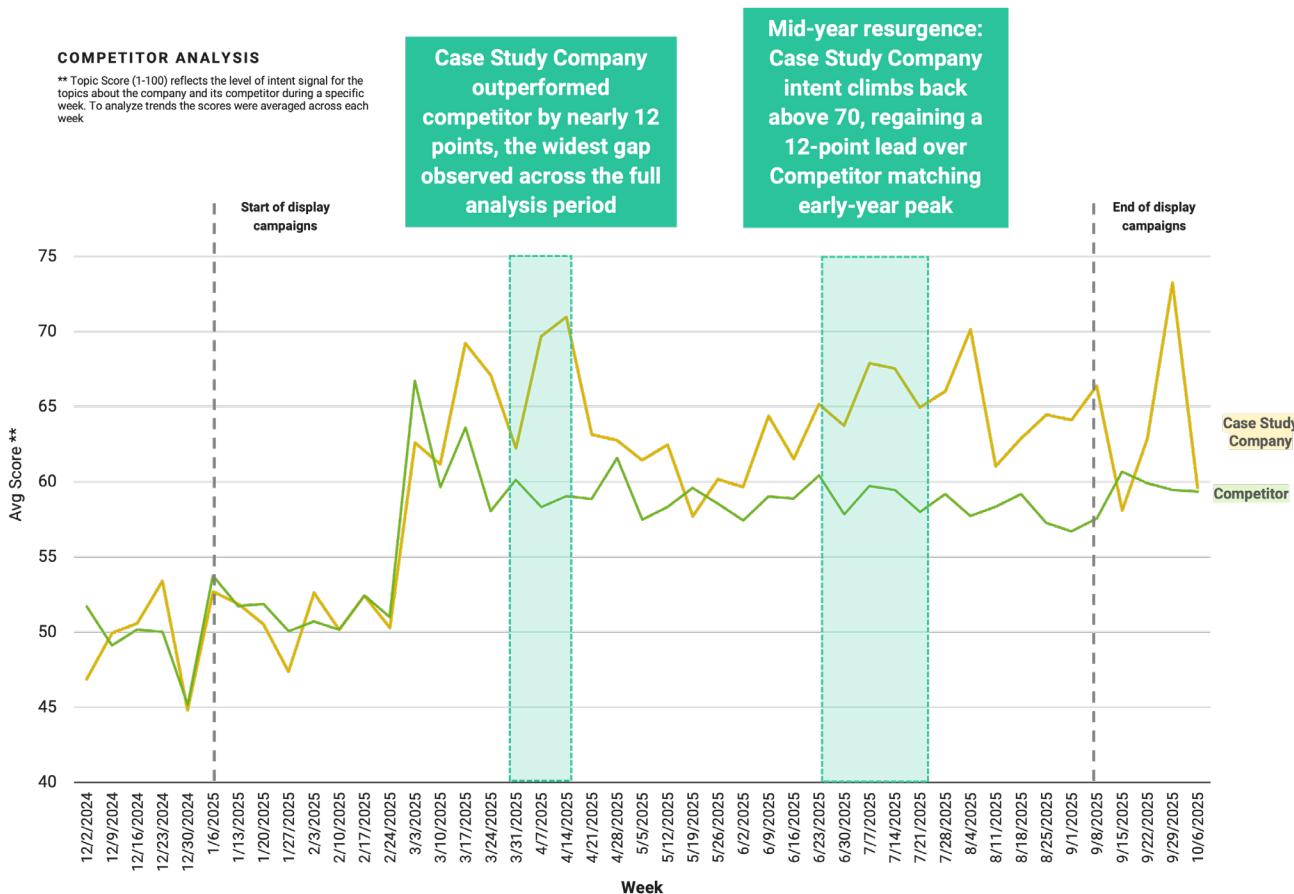
37%

improvement in intent score

12

point lead over competitor

- Firm improved intent score by 37.3% vs. competitor's 19% improvement
- Outpaced the competitor, maintaining dominance throughout the campaign
- Consistently maintained higher intent scores post-campaign launch
- Built sustained momentum for market leadership



Campaign Growth Over Highlighted Weeks

	Display Campaign Pre-Launch (12/23/2024)	Mid-Campaign (5/12/2025)	Net Change (pre-launch vs Mid-campaign)	Final Week (9/29/2025)	Net Change (pre-launch vs Final Week)
Case Study Company	53.4	62.5	17% ▲	73.3	37.3% ▲
Competitor	50	58.3	16.6% ▲	59.5	19% ▲

Funnel Acceleration

21%

of accounts advanced
to late stage

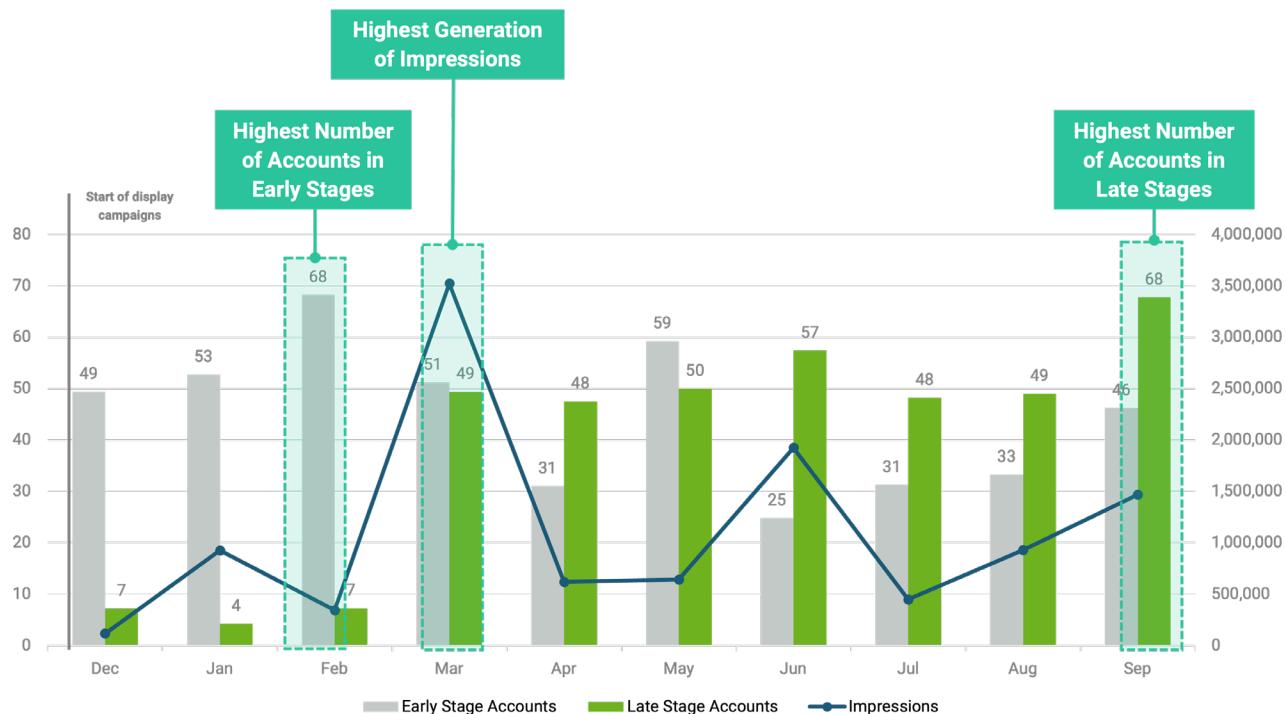
45%

of accounts moved from
inactive to active

Healthy Funnel Dynamics:

- Newly activated accounts appeared steadily across all campaign months
- Early awareness converted to Consideration and Decision research stages
- Campaign drove a meaningful increase in interest, not just awareness

BUYER RESEARCH STAGE PERFORMANCE MONTH OVER MONTH VS IMPRESSIONS OVERALL REGIONS

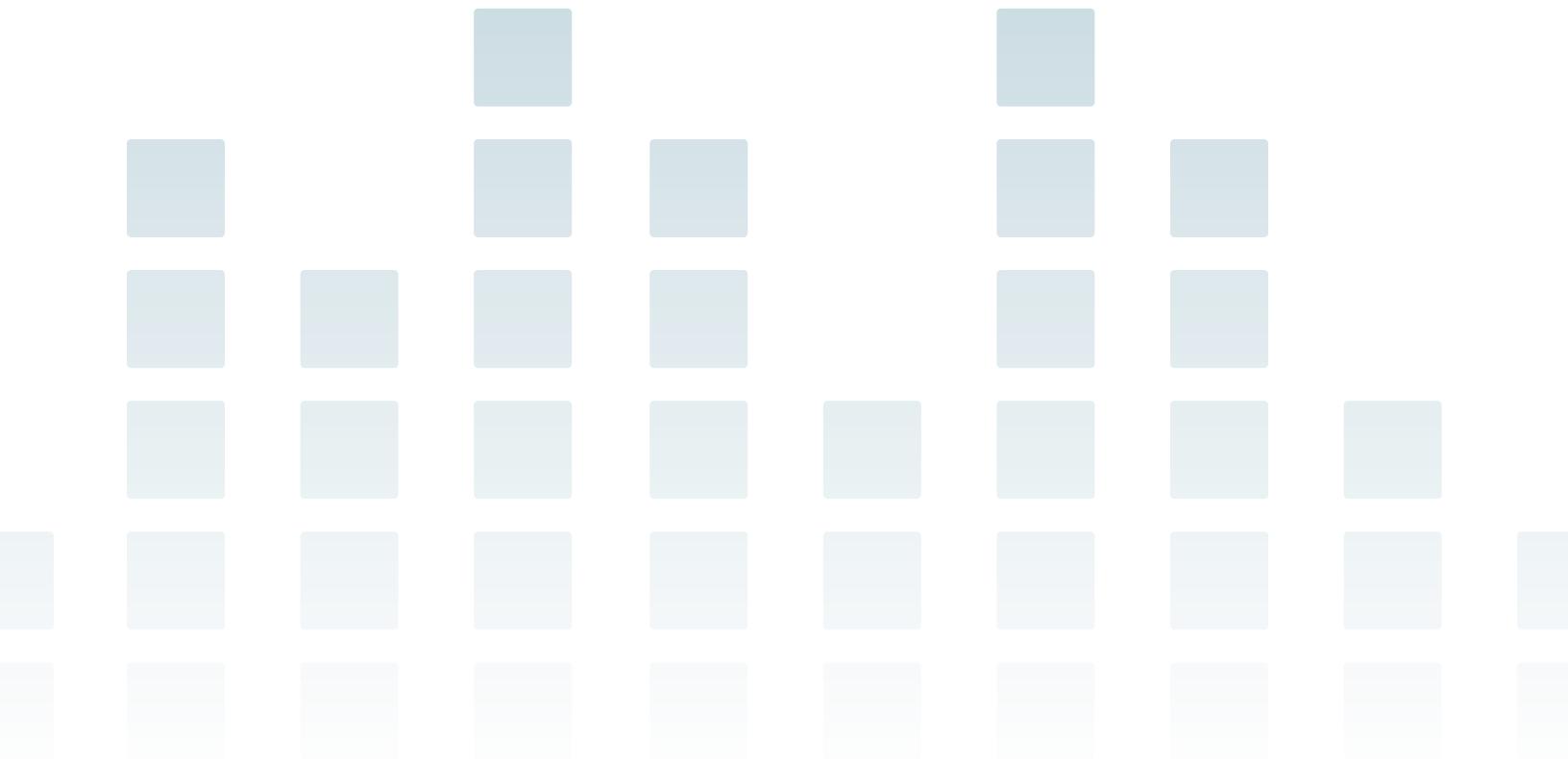


Four Game-Changing Insights:

- **Immediate Impact:** Buyer research activity spiked immediately after launch
- **Sustained Outperformance:** Scores remained elevated while competitor's fluctuated
- **Stronger Trajectory:** Sharper growth momentum for continued competitive advantage
- **Closing Power:** Significant spike near campaign close showed peak buyer consideration

Intent Intelligence Powers Market Leadership

By partnering with Intentsify and Dentsu, the asset management firm achieved near-complete market coverage, built a measurable, sustained competitive advantage, and drove research stage progression for their target accounts. The firm gained clear visibility into how their marketing activity influenced brand research relative to competitors—intelligence that became a strategic asset informing broader marketing and business decisions across EMEA markets.



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