

Enhancing Pipeline Quality Through Precision Targeting



Client Introduction

The client is a global Information Technology organization specializing in AI-powered data management and cybersecurity solutions. Operating across Japan, France, the UK, and Canada, the company serves enterprise customers managing complex hybrid and multi-cloud environments.

The engagement focused on accelerating **pipeline** through targeted outbound email campaigns aimed at IT decision-makers.

Problem Statement

The client needed to generate **sales-ready leads** from enterprise accounts.

Key challenges:

➤ Inbound channels were too slow and unpredictable.

➤ Sales teams were **engaging** low-fit prospects.

➤ High acquisition costs were impacting efficiency.

The objective was to build a **predictable outbound pipeline** using asset-led engagement.

Market Conditions Relevant to the Problem

The campaign operated in a competitive enterprise IT and cybersecurity market characterized by:

- High demand for cyber resilience solutions
- Long, multi-stakeholder buying cycles.
- Regional variations in engagement behavior

Typical outbound benchmarks in this segment:

- Response rate: 1-3%
- Qualified conversion: 0.5-1.5%

Project Scope

The campaign was structured to deliver **863 qualified leads** across:

- Roles: IT Security, IT Operations, IT Leadership
- Regions: Japan, France, UK, Canada
- Seniority: Staff to C-level

A qualified lead required:

- Verified **role** and employment.
- Engagement with campaign assets
- Alignment with all targeting and exclusion criteria

Internal Research & Analysis

Database Validation

The outreach universe was built using LinkedIn and internal data sources.

- Initial universe (post targeting): 1.5 million contacts
- Final usable universe: 550,000 contacts

Validation included:

- Campaign spec filtering (TAL, titles, geography)
- Email verification
- Client exclusion compliance
- Deduplication (cross-campaign and batch-level)
- Qualification checks (role, activity, employment)

Universe Constraints

The available audience was limited by:

- Strict geography (JP, FR, UK, CA)
- Client-defined titles, industries, and company size
- Extensive exclusion lists

Despite a large initial dataset, precision targeting significantly narrowed the reachable universe.

Activity Filtering

To improve engagement quality:

- Only prospects active on LinkedIn within the last 12 months were included
- Engagement signals: posts, comments, reactions, shares

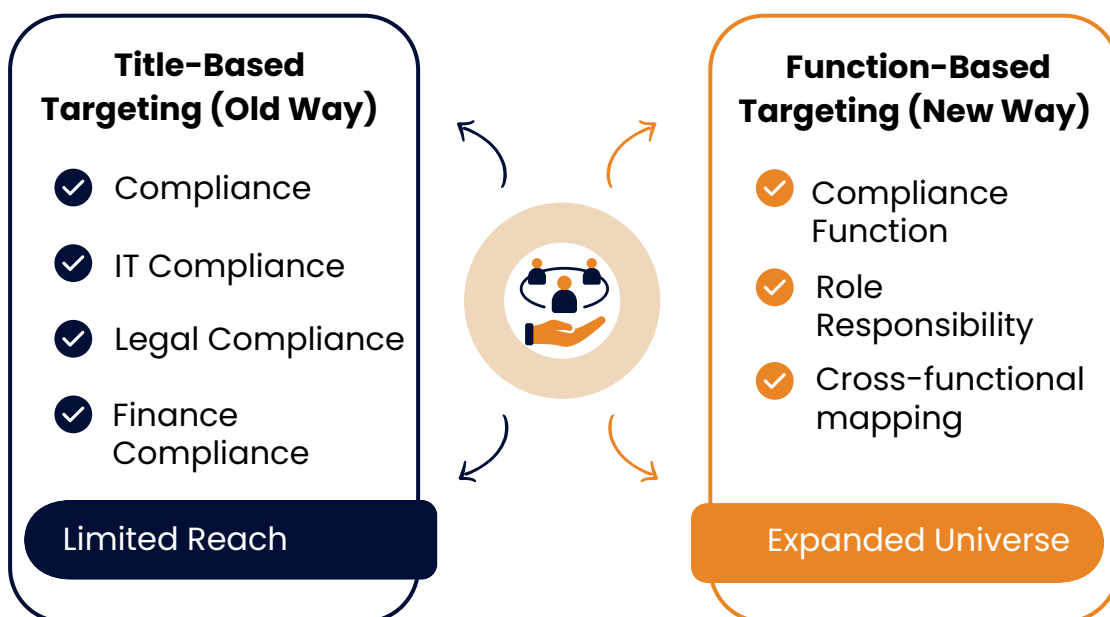
Inactive profiles were:

- Verified via call
- Disqualified if unconfirmed

Job Title Adjustments

Initial targeting was constrained by limited job title keywords.

Job Title vs Function



Asset Study

The client provided whitepapers in multiple languages focused on:

- Cyber resilience
- Ransomware defense
- Data protection

These were used as gated assets for lead generation.

Audience Study

Targeting focused on enterprise IT decision-makers:

- IT Security
- IT Operations
- IT Leadership

Approach:

- Multi-seniority targeting to cover buying groups
- Region-specific execution with consistent qualification standards
- Strict exclusion compliance to avoid duplication

Marketing Collateral Development

The campaign followed an **asset-led approach**:

- Whitepapers positioned as value-driven entry points
- Gated landing page created for lead capture
- Messaging aligned to enterprise cybersecurity challenges

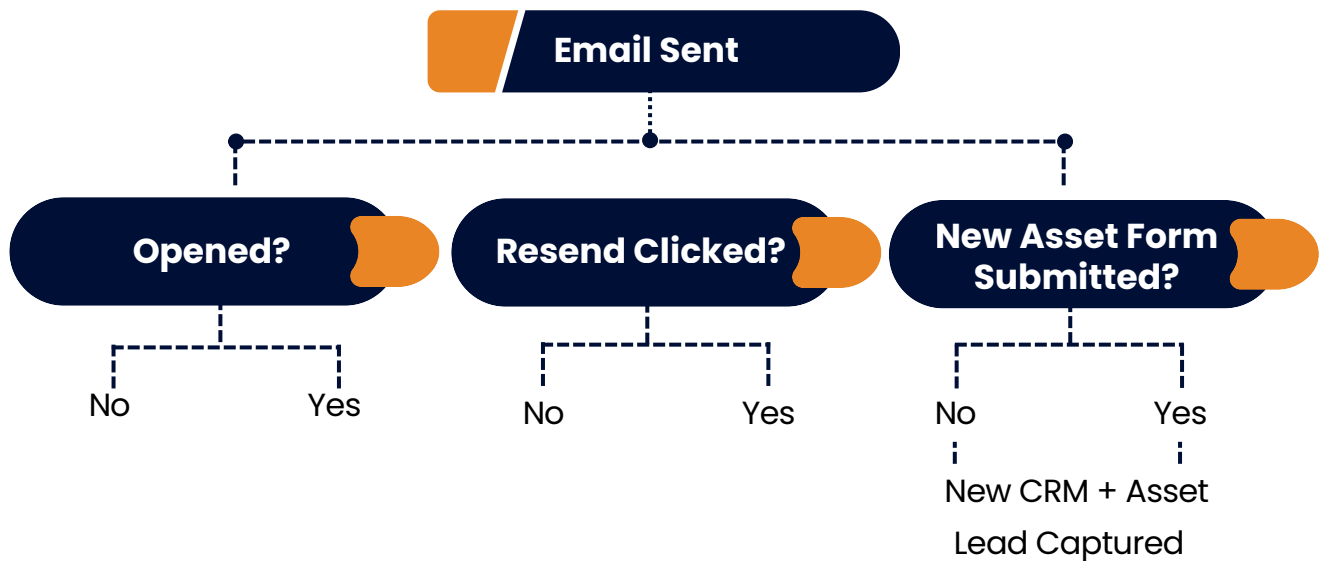
Campaign Execution

The campaign was executed via email with structured follow-ups:

- 3-touchpoint sequence

Behavior-based follow-ups:

- Not opened → resend (new ID)
- Opened, no click → new asset
- Clicked, no form → new CRM + asset



Double Touchpoint Validation

- First asset sent via CRM 1
- Second asset sent via CRM 2
- Lead confirmed only after second engagement

Monitoring & Optimization

Primary focus:

- Delivering committed leads within timeline

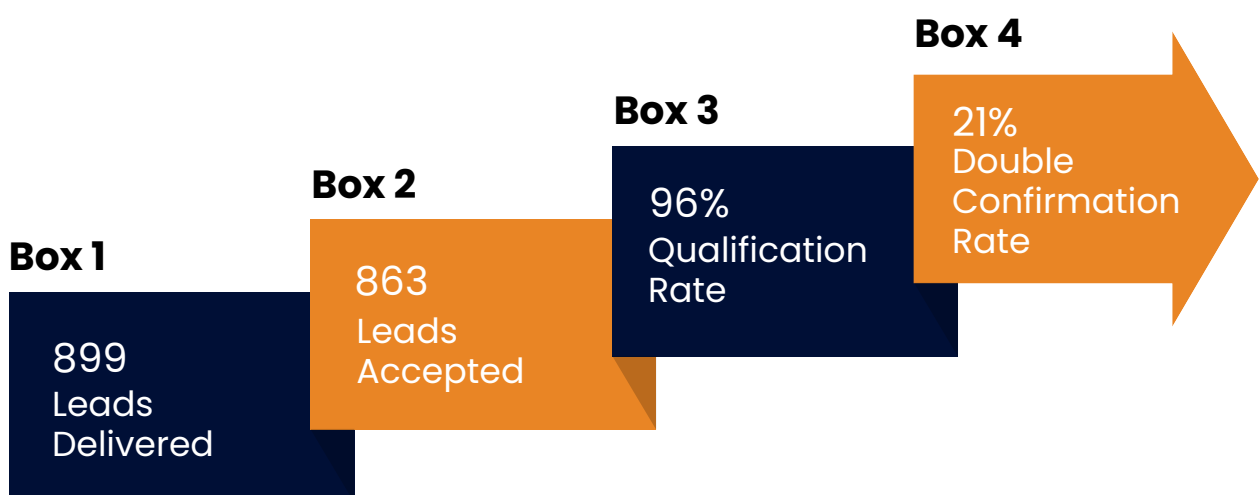
Key adjustment:

- Expanded job titles based on functional alignment to increase reach

Client Communication & Alignment

- Weekly reporting via calls
- Real-time approvals and feedback integration

Ensured continuous alignment and **execution** agility.



Results Analysis

Key success drivers:

- Precision filtering ensured high-quality input
- Activity-based targeting improved engagement likelihood
- Strict exclusion compliance reduced rejection risk
- Localized execution maintained performance across regions
- Double validation model improved sales readiness

About ProspectVine

ProspectVine helps B2B organizations build predictable pipeline through:

- Signal-driven targeting
- Multi-persona outreach
- Structured execution systems

Capabilities include:

- Demand generation strategy
- Account-based marketing
- Outbound program design
- Campaign execution and optimization

If your pipeline is growing but revenue impact is not, let's talk.

Visit: <https://www.prospectvine.com/>