



DEMAND
SYNDICATE

DRIVING

\$2M+ PIPELINE WITH ABM

CLIENT PROFILE

- Industry: Cybersecurity SaaS
- Target: Enterprise (BFSI sector)
- Geography: North America

CHALLENGE

The client faced:

- Low engagement from high-value enterprise accounts
- Poor conversion from MQL → SQL
- Over-reliance on generic lead generation vendors

Result: Unpredictable pipeline and wasted spend



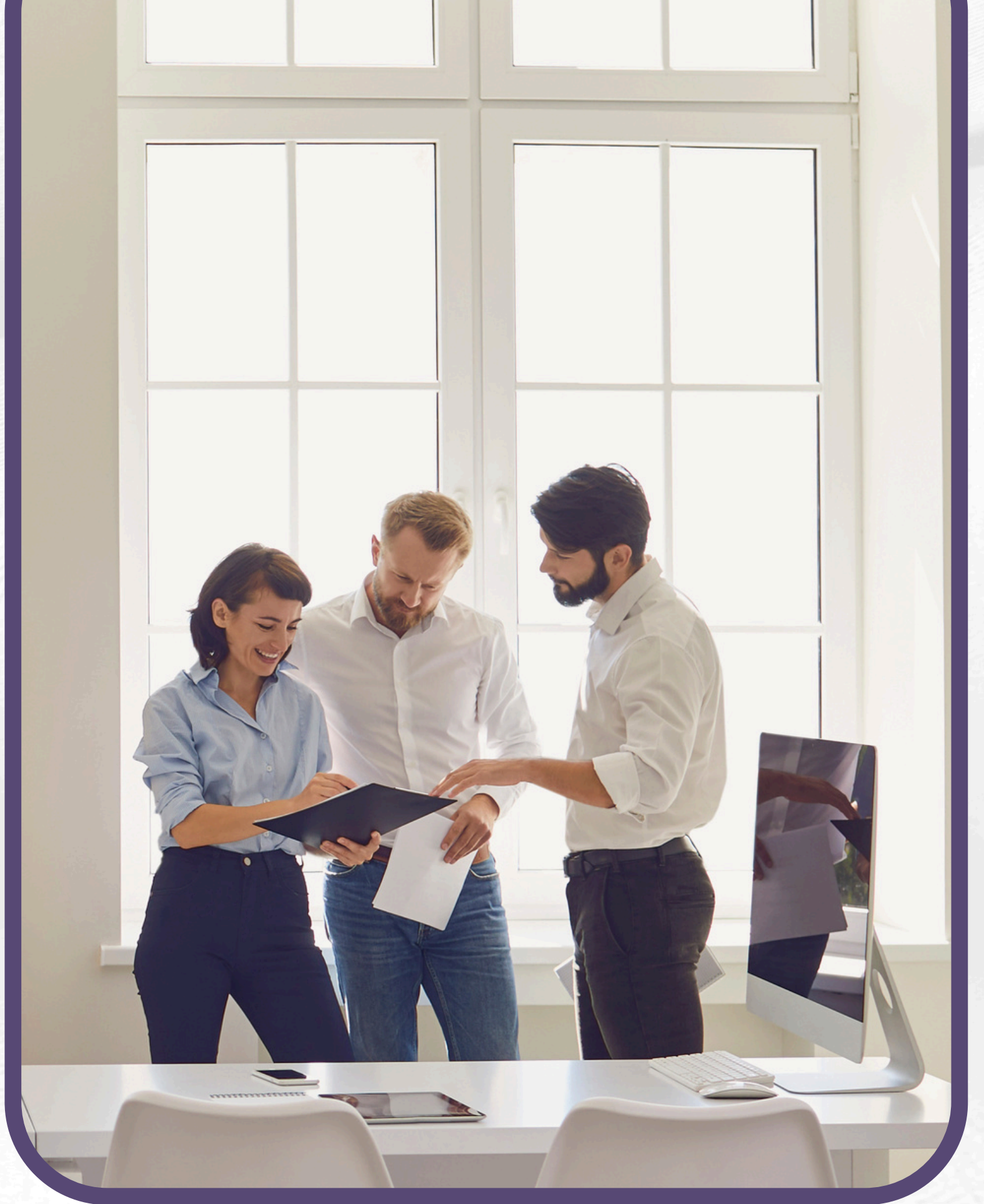
OBJECTIVE

- Target high-intent enterprise accounts
- Book qualified meetings with decision-makers
- Generate \$1.5M+ pipeline

ABM STRATEGY BY DEMAND SYNDICATE

1. Account Identification

- Built a list of 150 Tier-1 & Tier-2 accounts
- Focus: Banks, financial institutions
- Roles targeted: CISO, CIO, VP Security



2. Intent-Driven Targeting

- Identified accounts actively researching:
 - Threat detection
 - Cloud security
 - Zero trust

Prioritized in-market buyers only

3. Personalized Multi-Channel Outreach

Touchpoints included:

- Email sequences (6–8 touches)
- Tele-qualification calls
- LinkedIn engagement
- Industry-specific content syndication

Messaging tailored by:

- Industry pain points
- Account maturity level

4. Sales Alignment

- Shared account list with client sales team
- Weekly feedback loop on lead quality
- Real-time optimization of messaging



EXECUTION

- Reached 12,000+ contacts across 150 accounts
- Deployed multi-touch cadence over 8 weeks
- Qualified leads through human validation (calls)

RESULTS

- 48 meetings booked with enterprise decision-makers
- 34% MQL → SQL conversion rate
- \$2.3M pipeline generated
- 27% reduction in cost per qualified lead



KEY INSIGHT

Intent data + human validation + personalization = predictable pipeline



WHY THIS WORKED

- Focused on accounts, not volume
- Targeted in-market buyers only
- Combined technology + human touch (tele qualification)



CALL TO ACTION

- If you're targeting enterprise accounts and struggling with pipeline quality,
- **Demand Syndicate can build a predictable ABM engine tailored to your ICP.**



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