



DEMAND
SYNDICATE

**FIXING LEAD QUALITY AND DRIVING
PIPELINE GROWTH FOR A SAAS
COMPANY**

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Client Overview

A mid-market SaaS company offering a cloud-based workflow automation platform, targeting operations leaders and IT decision-makers across North America.

The Problem

Despite investing heavily in demand generation, the client faced major roadblocks:

- Low-quality MQLs from third-party vendors
- Weak MQL to SQL conversion below 20%
- Sales team disengaged due to poor lead quality
- No clear connection between campaigns and pipeline revenue

Marketing was generating leads, but not revenue.

The Objective

The client partnered with Demand Syndicate to:

- Increase lead-to-opportunity conversion rates
- Deliver sales-qualified, high-intent prospects
- Improve pipeline visibility and ROI
- Build a scalable and predictable demand engine



The Solution

1. ICP Refinement and Segmentation

- Identified high-value segments:
 - Operations Heads, IT Directors, Digital Transformation Leaders
 - Companies with 500 to 5,000 employees
- Excluded low-fit industries and job roles

2. Intent-Led Demand Generation

- Targeted prospects actively researching:
 - Workflow automation
 - Process optimization tools
- Focused only on in-market accounts

3. High-Precision Content Syndication

- Promoted:
 - ROI-driven whitepapers
 - Use-case-focused guides
- Distributed through verified SaaS buyer networks

4. Multi-Touch ABM Layer

- Built a target account list
- Executed:
 - Personalized email outreach
 - Tele follow-ups
- Engaged multiple stakeholders per account



5. Human Verification and Qualification

- Every lead passed through manual validation
- Qualified based on:
 - Active need or pain point
 - Role relevance
 - Buying stage

The Results

Campaign Performance (90 Days)

- 1,200 plus qualified leads delivered
- 68% MQL to SQL conversion rate
- 45% increase in sales acceptance rate

Business Impact

- Sales team re-engaged due to better lead quality
- Faster deal cycles with high-intent buyers
- Clear visibility into marketing-driven revenue
- Established a repeatable demand generation model

Key Takeaways

- SaaS buyers require timely, intent-driven engagement
- Volume-based lead generation fails without qualification layers
- ABM and intent data significantly improve deal creation
- True success equals pipeline contribution, not just lead count

Closing Insight

- Demand Syndicate helped the client move from lead generation chaos to a structured, revenue-focused demand engine, turning marketing into a consistent driver of pipeline growth.



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