# CONQUERING FRAGMENTED DEMAND WITH INTEGRATED ABM AND VERIFICATION

- Case Study

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Executive Summary

In the competitive SaaS landscape of 2025, fragmented demand signals and low-quality leads can stall even the most innovative brands. For one enterprise SaaS provider specializing in cloud-based analytics (anonymized as "Company"), these issues threatened quarterly targets. Partnering with Lion Reach Media, Company implemented Hyper-ABM and our 5-step lead verification framework. The result? A $750K pipeline boost, 42% close rate on qualified leads, and resilience against privacy shifts like cookie deprecation. This case study details the journey from chaos to conversion.

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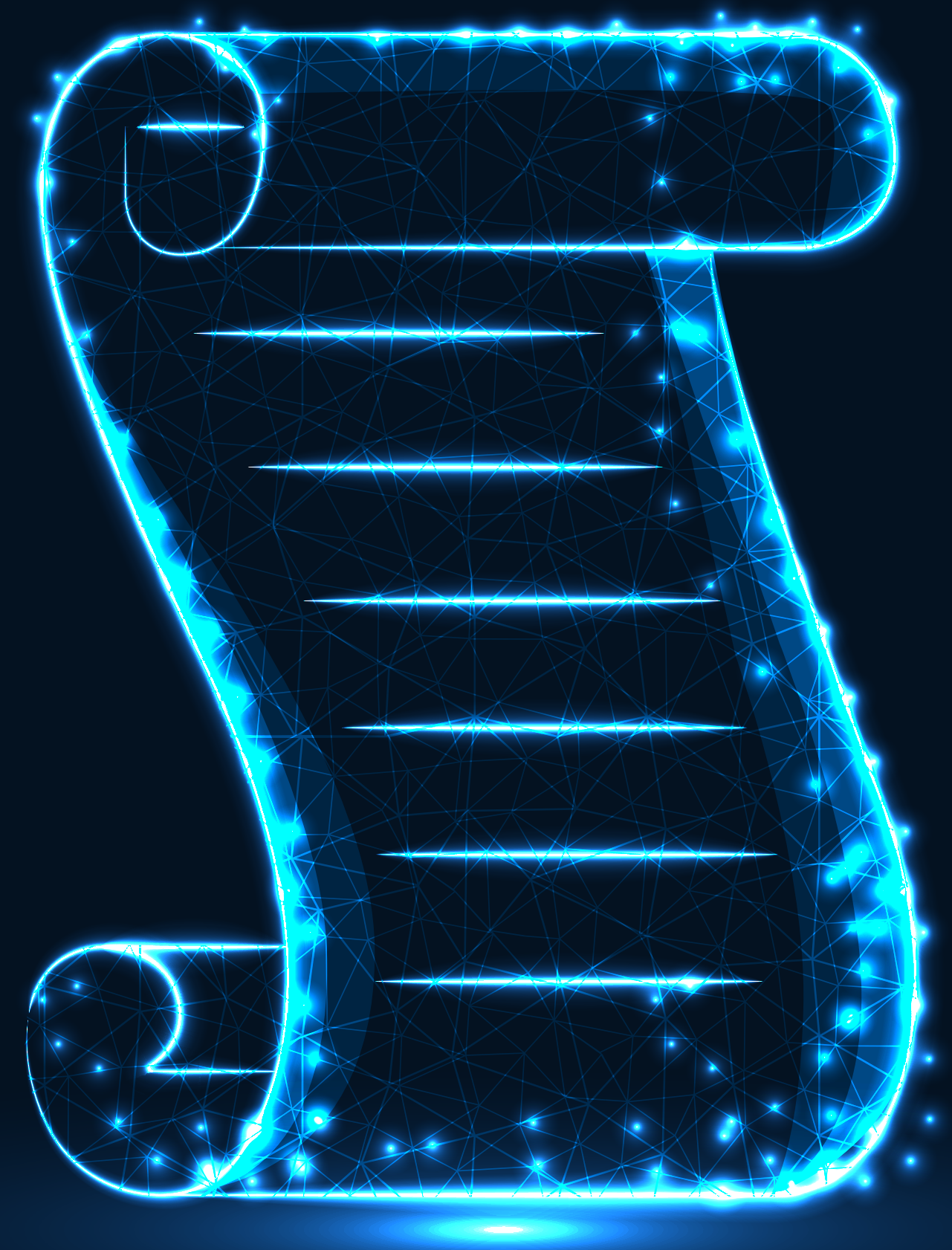
Client Background

Company delivers advanced analytics solutions to Fortune 500 enterprises, helping them optimize data workflows and drive AI insights. With a lean marketing team led by VP of Demand Gen Sarah Kline, the company excels at product innovation but faced scaling challenges in B2B lead generation. Operating in a post-cookie era, Company needed a partner to unify intent data, personalize outreach, and verify leads at scale. Lion Reach Media, with expertise in Hyper-ABM for tech brands, stepped in to transform their demand engine.
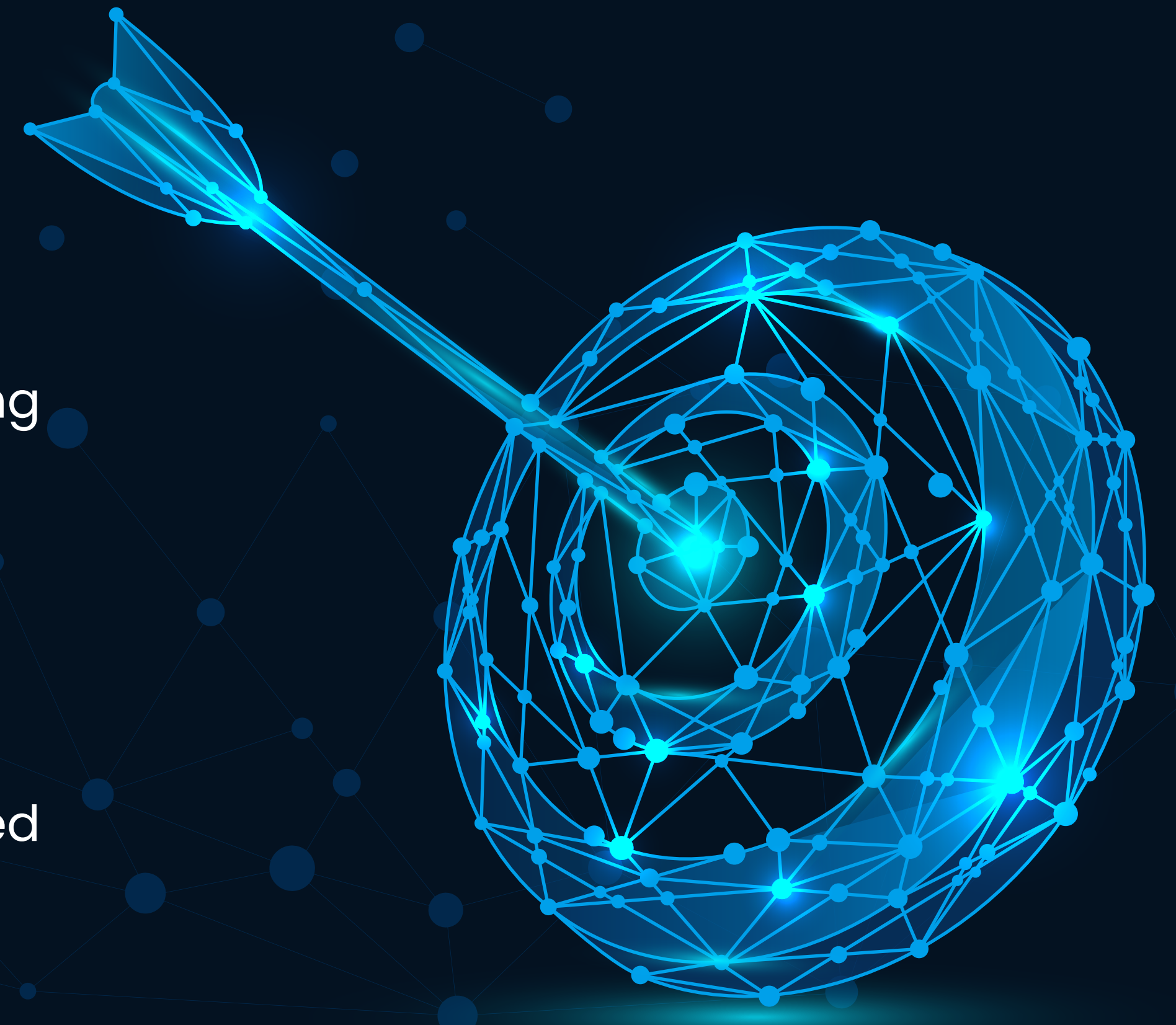
LIONREACH MEDIA
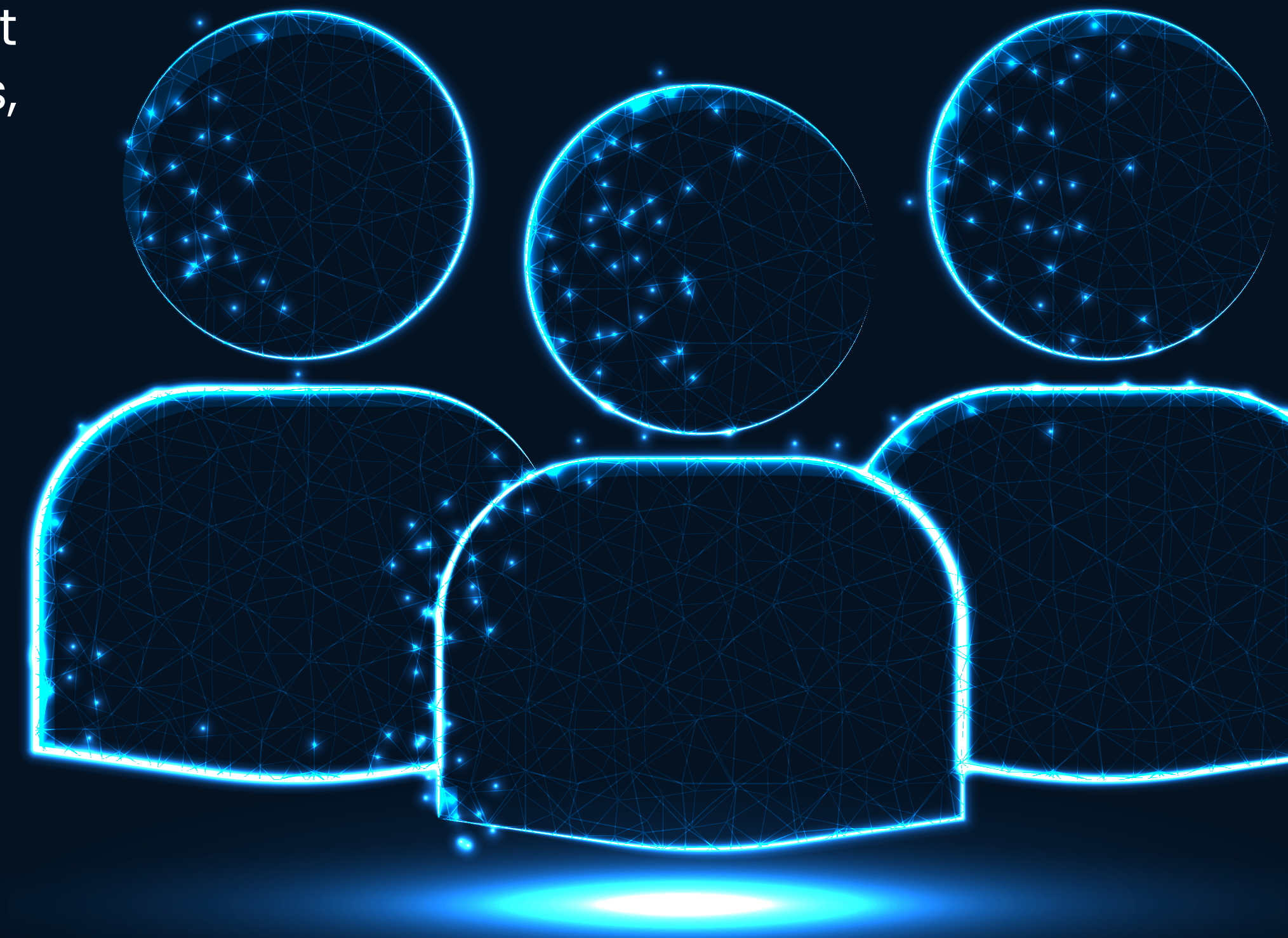
The Challenge

Company's 2024 pipeline grew 15% year-over-year, but **60%** of leads were unqualified, leading to sales rep burnout and a **22%** MQL-to-SQL conversion rate.

Key pain points included:

- Fragmented data sources causing missed high-intent signals.

- Broad programmatic ads wasting **35%** of budget on low-relevance traffic.

- Vulnerability to 2025 privacy regs, with first-party data gaps exposing them to signal loss.

- Over **1,200** raw leads monthly, but only **180** reaching sales as viable opportunities.

Without intervention, Company projected a **20%** shortfall in Q1 2025 bookings. "We were generating volume, but not velocity. Leads vanished into the void, and our sales team couldn't trust the handoff," said, VP of Demand Gen at Company.

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The Lion Reach Solution

Lion Reach Media audited Company's existing stack and launched an integrated campaign blending Hyper-ABM for precision targeting with our proprietary 5-step lead verification process. This approach filters noise into signal, ensuring every lead aligns with buyer intent and sales criteria

Key Tactics Deployed

1. First-Party Data Audit and Intent Mapping: We cleaned 18 months of historical data to build a unified buyer persona hub, identifying 300 high-value accounts via Smart-Intent signals.
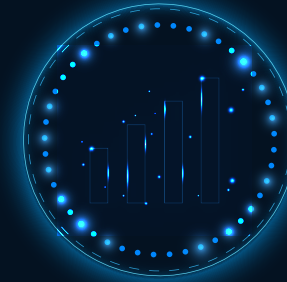
2. Hyper-ABM Personalization: Deployed account-specific programmatic display ads across LinkedIn and Google, serving dynamic content like custom ROI calculators tailored to C-suite pain points.

3. 5-Step Lead Verification Framework:

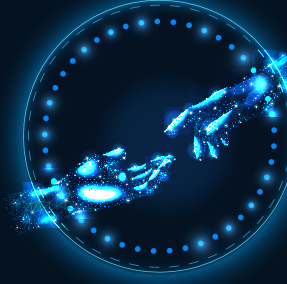**Step 1: Signal Capture** - Aggregated intent from 12+ sources.

Step 2: Scoring - AI-driven model assigned 1-100 relevance scores.

Step 3: Enrichment - Added firmographics and technographics for context.

Step 4: Validation – Cross-checked against CRM for duplicates and fit.

Step 5: Handoff – Automated alerts to sales with 90% confidence thresholds.

4. Nurture Sequences: Layered email and retargeting drips with gated assets, optimizing in real-time based on engagement.

5. Privacy-First Optimization: Shifted to contextual targeting to navigate cookie deprecation, maintaining 85% signal accuracy.

The campaign rolled out in 60 days, with weekly alignment calls ensuring sales input shaped refinements.

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Measurable Results

Over six months, Company saw explosive growth. From 1,200 raw leads, our framework delivered 200 gold-standard SQLs, fueling a $750K pipeline infusion. Here's the impact:

Metric	Before	After	Improvement
Monthly Raw Leads	1,200	1,200	-
Verified SQLs	180	200	+11%
Pipeline Value Added	$450K	$750K	+67%
Close Rate on SQLs	28%	42%	+50%
CAC Reduction	-	-	32%
Lead Relevance Score	62%	92%	+48%

Marketing now influences 68% of closed-won deals, up from 40%. The ABM push unlocked three enterprise accounts previously stalled at gatekeepers, adding $250K in ARR.

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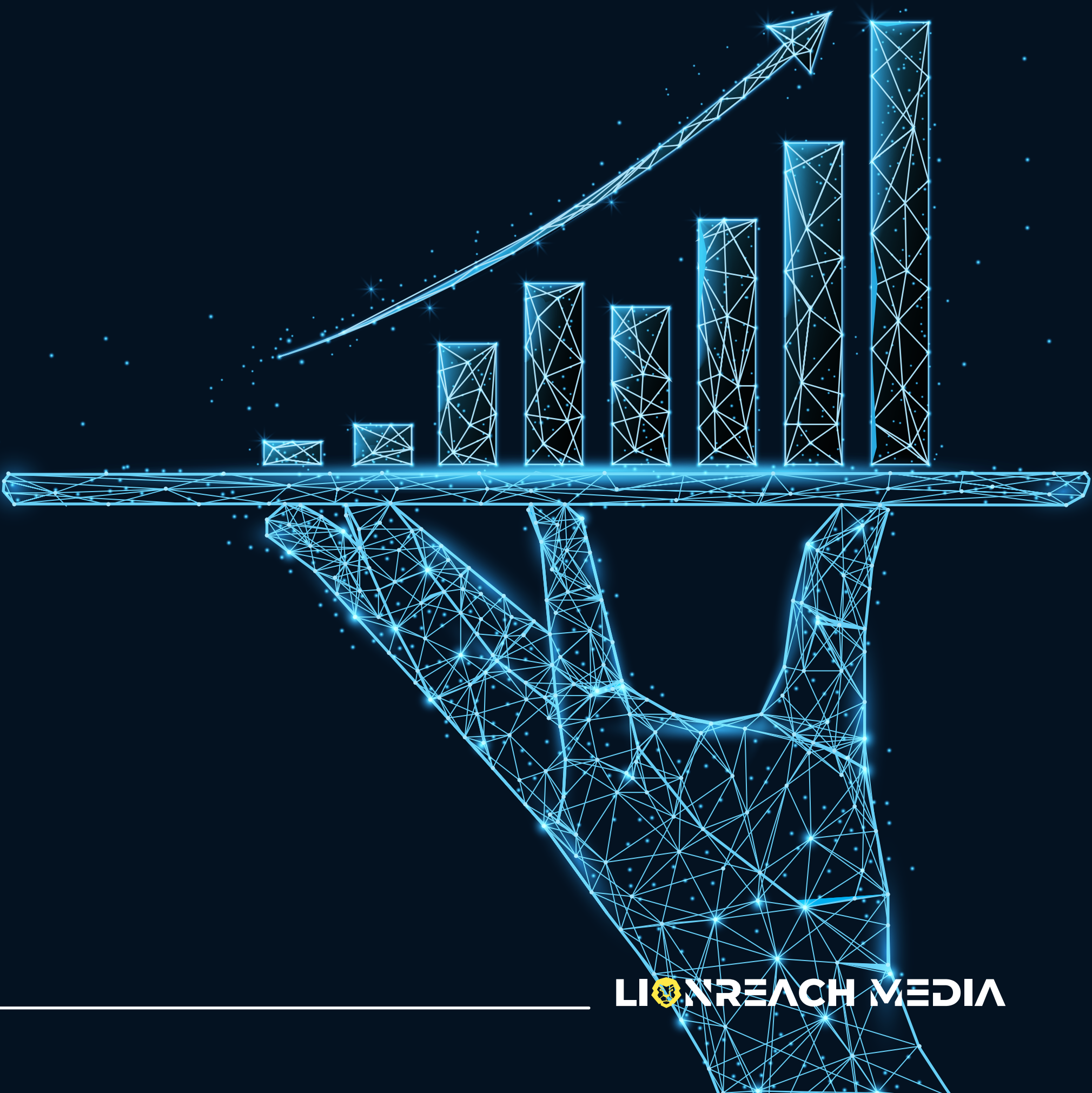
Client Testimonial

"Lion Reach turned our lead flood into a rev
river. Their verification process cut our
positives by 70%, and Hyper-ABM got us in from
decision-makers we couldn't touch before. In
world of noisy data, they make demand gen roa.
– VP of Demand Gen, Company

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Key
Takeaways

- Integrate ABM with robust verification to thrive in privacy-constrained environments.
- Prioritize first-party intent for 40%+ gains in relevance.
- Align sales early for handoffs that convert at scale.

Ready to infuse your pipeline? Download our free Hyper-ABM Audit Checklist +or book a 30-minute strategy call at lionreach.com/demo. Let's make your demand gen unbreakable.

The fragmentation of the marketing world has led the tech brands astray in the sea of multi touch attraction and models which only mean more and more work and sub categorisations for the brands. The idea is to make the world of lead and demand gen more and more simple and very accessible to the people

Thank You

Reach Out to us

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