

Make Your Clients Better Marketers

Bringing programmatic marketing to demand generation



A leading B2B marketing agency, nFusion helps some of the world's largest marketing organizations design and execute data-driven demand generation programs. To ensure their clients received the best services possible, nFusion's media team needed to increase efficiency, lead quality and speed.

nFusion adopted Integrate's *Demand Orchestration Software* to help standardize and automate its clients' top-funnel demand marketing efforts. Working with clients' existing marketing and sales systems, Integrate's *Demand Orchestration Software* eliminates manual demand gen tasks to save time and resources while also increasing lead data quality and helping clients identify, engage and win the right accounts.

HIGHLIGHTS

- 01** Lead delivery time reduced from 7 days to under 3
- 02** Duplicate and invalid leads decreased by 44%
- 03** Agency lead processing time cut by 75%



GOALS & OBJECTIVES



Bring programmatic marketing to lead generation



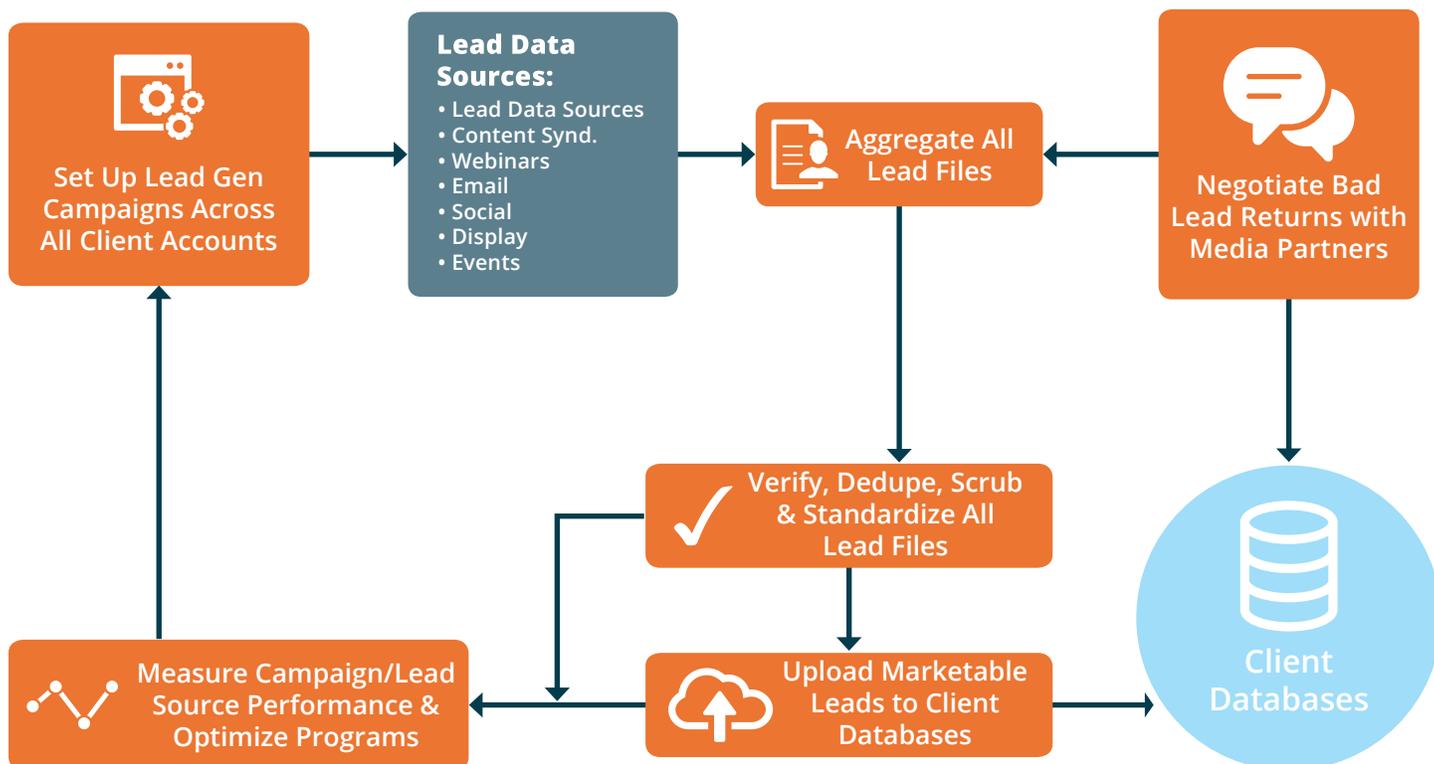
Increase process efficiency for both the agency and clients

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INTEGRATE

Manual Demand Generation Efforts Before Adopting Integrate Software



CONSEQUENCES OF MANUAL DEMAND GENERATION PROCESSES

- 1. Slow top-funnel lead velocity** – Clients often had to wait weeks to receive leads. nFusion gathered leads from multiple media partners via spreadsheets. The team then spent days consolidating, deduping, verifying and returning leads before they forwarding files to clients.
- 2. Process required nFusion to invest a lot of time and resources** – nFusion’s media team was spending most of its time processing leads and negotiating lead returns with media partners, rather than using their skills to scale nFusion and client business.
- 3. Bad lead data was still slipping through the cracks** – Even the brightest marketing pros and media experts are incapable of manually spotting every invalid, duplicate or incomplete lead. Bad leads were inevitably slipping through to client marketing automation and CRM systems.

Integrate empowers higher quality lead programs while increasing operational efficiency both on the agency side as well as within our clients’ marketing and sales organizations. The amount of time saved by using the platform is exponential, which allows for more time spent thinking strategically on behalf of our clients.

Alison Watson
VP, Connections Planning and Media, nFusion

If you are like many of our clients who run multiple lead generation programs, managing the incoming leads from various sources has been a cumbersome process. Data from media partners arrives in spreadsheets populated with bad information and unqualified or duplicate prospects. By adopting Integrate at the front-end of the lead collection process, we have reduced bad leads by up to 44% and accelerated the speed of getting good leads into the marketing automation system by 75%. This makes for a happier sales organization and a more productive use of demand gen budgets.

John Ellet
CEO, nFusion

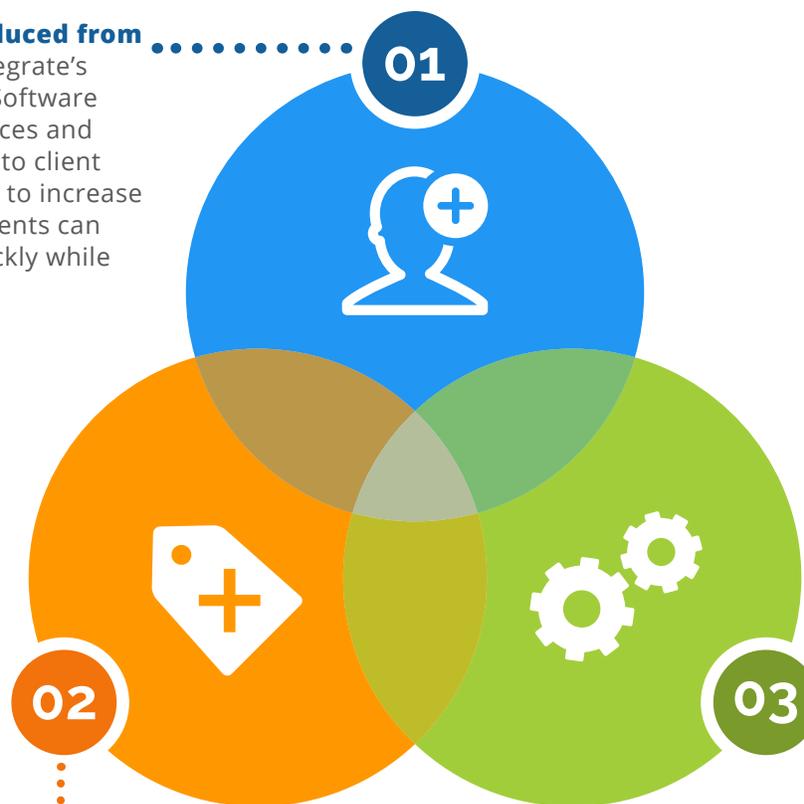
Integrate Demand Orchestration Software: Results to Date

Lead delivery time reduced from 7 days to under 3

– Integrate’s Demand Orchestration Software now unifies all lead sources and automates lead delivery to client marketing sales systems to increase lead velocity. nFusion clients can follow up with leads quickly while interest remains high.

Duplicate, invalid and incomplete leads decreased by 44%

– By providing additional, automation tools to the lead verification process, Integrate’s software filters out bad leads and automatically returns them to media partners for replacement, increasing client database integrity and stretching media budget.



Agency lead processing time cut by 75%

– Automating numerous top-funnel demand marketing processes has allowed the nFusion team to refocus resources on more strategic efforts that move the needle for both clients and nFusion – such as analyzing campaign and customer insights to optimize demand strategies.



nFusion is the demand generation agency for today’s modern marketer. We help clients develop actionable customer insights, generate demand through performance media and create compelling content to motivate buyers.

Integrate is a provider of demand orchestration software, B2B marketing technology that automates top-funnel demand marketing efforts to efficiently scale pipeline.

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