

## CASE STUDY

TrueFort accelerated their demand generation with the power of Vereigen Media's content syndication and marketing nurture programs



### AT A GLANCE

#### Challenges

- Fill the top of the funnel with quality contacts
- Measure program quality quickly
- Require GDPR & CCPA compliant contacts
- Historical distrust with content syndication

#### Benefits

- High email open rates
- Programs are scalable based on need and quarterly goals
- High number of data points available for refined targeting

### OBJECTIVE

TrueFort was looking for a solution that would quickly provide high-quality, compliant, and qualified leads to their business development team. They needed a partner for demand generation that would support the full-lead acquisition process across both sales and marketing.

### RESULTS

Vereigen Media's content syndication and audience targeting programs filled the top of the lead generation funnel providing targeted audience outreach.

The contacts were super targeted and compliant enabling TrueFort to gain immediate traction with their target audience and powering their business development team's outreach initiatives.



"Vereigen Media has consistently delivered high-quality, targeted contact data at the volume the marketing and sales teams require to achieve revenue targets."

**Ashley Fraizer**  
TrueFort

### BENEFITS

- 1 High Quality Lead Generation**  
Sample outreach sequences were provided to accelerate demand generation and get more meetings booked
- 2 Quality contacts and high open rates**  
Content syndication leads went through marketing nurture and had significantly above average open rates
- 3 Engagement and Retargeting**  
A robust, high-quality database of opt-in compliant contacts was available for refined audience targeting and outreach
- 4 Compliance and Transparency**  
High number of data points with GDPR compliant contacts delivered a refined audience and accelerated time to value