

CASE STUDY



How MOI Global helps an enterprise cloud client boost on-site engaged visitor rate for ABM success

Founded over 30 years ago in the UK, MOI Global is an agency specializing in account-based marketing (ABM) for enterprise B2B clients in the SaaS, cloud, and cybersecurity space. With global hubs in Indonesia, Singapore, the U.S., and the UK, its teams constantly push the boundaries to apply the latest trends and technologies to drive brand experience and revenue for their clients.



Intentsify is indispensable in supporting our pitches and supplementing the tools within our client’s existing technology stack.

Liz Wood
VP of Demand Gen
MOI Global



MOI Global’s Goals and Objectives

Audience Research Intelligence

- Size audience and evaluate target accounts for their clients.
- Understand prospect intent and signals for specific keywords.

Media Activation

- Ensure programmatic and content syndication efforts are dynamically updating to reach audiences in the most precise way.
- Scale to achieve global reach and presence for their clients.

Enterprise Cloud Client X	Q3		Q4	
	ON-SITE ENGAGED VISITOR RATE	CTR	ON-SITE ENGAGED VISITOR RATE	CTR
Intentsify	4.12%	0.05%	5.22%	0.06%
Competitive Vendor X	0.26%	1.37%	0.09%	3.47%

“In the last 2 quarters with an Enterprise Cloud client, we saw lower than average CTRs on programmatic display, but much higher on-site engagement compared to Competitive Vendor X. This is an important call out because many companies base programmatic investment decisions on high level engagement (CTR). But that’s just vanity. In our experience, strong CTR does not always equal downstream quality. This allowed us to shift dollars towards the metrics that matter.” - MOI Global

The foundation for success: A strong partner relationship

MOI Global has a long list of criteria for selecting its partners. Besides technical capabilities, they prioritize relationships, visibility, transparency, flexibility, and performance records. They go beyond “what everyone else is using” and “bright shiny objects” when choosing partners to support effective B2B demand gen and ABM.

Since MOI works with clients in the cybersecurity space, they demand full transparency about their lead and data sources. They also evaluate a vendor’s product roadmap and innovation timeline to ensure a long-term and fruitful collaboration. Additionally, the team seeks partners that have plans for adapting to the implications of the deprecation of third-party cookies.

“Intentsify provides high-quality data that matches our clients’ ICPs. While some competitors also offer good data, their solutions don’t scale well, and we have to take the insights with a grain of salt. Intentsify brings transparent data to the table which is a game changer”

Liz Wood
VP of Demand Gen
MOI Global



Intentsify: Robust Analytics and Reporting Meets Customer Service

Besides meeting all the criteria, Intentsify stood out because it combines ad solutions and media activation with robust reporting — going beyond Excel spreadsheets to provide an easy-to-use dashboard for pulling real-time, detailed reports to increase visibility and enhance client communications.

Additionally, when they work with client sales teams to prioritize outreach, they can use the filtering feature to see what impacts lead scoring for each account from different perspectives to make accurate decisions. For example, they may toggle the filters to see if website visits or social engagement affects an account’s ranking.

The reports also save the MOI team substantial time and effort because they don’t have to gather and normalize data from multiple sources. The Intentsify team ensures that all the data delivered to MOI meets their platform’s format requirements and naming conventions so it’s immediately actionable.



We don’t have to wait days or weeks to get raw datasets and then analyze them ourselves. I can understand the data from a campaign performance perspective in real time. Plus, Intentsify’s customer service is top-notch. Nobody has ever missed a call, forgotten about an e-mail, or failed to follow up

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About Intentsify

Intentsify's AI-powered platform empowers agencies to streamline media planning, activation, and reporting for their clients. Combining an unrivaled portfolio of data sources and an industry-leading media ecosystem, Intentsify enables advertising and lead generation programs for revenue acceleration.

Learn more about Intentsify for Agencies: www.intentsify.io/problems-we-solve/agency