

CASE STUDY



Scaling Success: How Alvaria Amplified Qualified Lead Generation by 285% with Precision Intent Data

Alvaria is a global leader delivering optimized customer experience and workforce engagement software and cloud services technology solutions. With more than 50 years of excellence supporting two million daily active users and two thousand global enterprise clients, Alvaria’s purpose is to help the world’s largest enterprise brands unlock their potential and their potency within their organizations.

The marketing organization at Alvaria was facing the complex challenge of identifying and targeting high-value enterprise opportunities effectively and efficiently. They understood that finding the solution meant assessing the team’s competencies, evaluating their ecosystem of partners and vendors, and being open to redefining their marketing strategy. Colleen Sheley, SVP of Marketing and leader of the Alvaria marketing team, understood that the change in strategy needed was a shift to an Account Based Marketing (ABM) approach. She also knew that the shift could not happen without a major overhaul of the current approach and careful cross-functional planning.



I was so excited to present to the executive team and explain that 95% of the leads we generated were net new.

Colleen Sheley
SVP of Marketing
Alvaria



The team at Alvaria understood that the key to successful ABM requires the utilization of intent data and insights to enable detection and prioritization of in market accounts, and to deliver the right messages to those accounts at the right time. They also knew that just having intent data wasn’t going to be enough to achieve their goals. They needed an intent-based go-to-market (GTM) strategy.

Alvaria’s Goals and Objectives

- Build an effective, repeatable, scalable revenue growth engine
- Align sales and marketing teams through shared revenue goals enabled by efficient processes
- Increase sales effectiveness with relevant intent data and intelligence

Results

285% increase in qualified leads delivered to sales

95% of engagements and asset downloads were from new contacts

To support their intent based GTM strategy goals, Alvaria chose Intentsify's AI-powered precision intent.

With Intentsify's **proprietary, next-generation precision intent data**, Alvaria was able to identify which targeted companies were exhibiting research behaviors directly related to their business solutions. It enabled the team to pinpoint where these accounts were in the buying process, and surface the issues they cared about most, enabling them to engage identified companies, quickly and effectively and build credibility with their sales teams.

Alvaria experienced additional benefits to partnering with Intentsify through the on-going support and guidance from a dedicated account and client success team who helped them interpret, and act on the intent intelligence available to them.



“The engagement and the partnership that I’ve had with [Intentsify’s] account team, I feel like they’re a part of my team.”

Colleen Sheley
SVP of Marketing
Alvaria



Intentsify’s Solution: Intent-Activation™

Having access to comprehensive buyer intent intelligence is only one part of the equation for an intent fueled go-to-market strategy. Alvaria needed to activate their marketing programs with the intent intelligence they were receiving. Intentsify’s Intent Activation™ digital display advertising and content syndication programs was the solution they needed to engage specific personas at in-market accounts to generate leads with a high likelihood of converting to sales opportunities.

To learn more about Intentsify, visit www.intentsify.io

About Intentsify

Intentsify provides B2B organizations with the most accurate, comprehensive buyer-intent intelligence in the market today, and solutions to act on that intelligence. By delivering and activating proprietary, next-generation precision intent data, Intentsify’s Intelligence Activation Platform identifies companies exhibiting research behaviors directly related to your business solutions, pinpoints where they are in the buying process, surfaces the issues they care about most, and enables you to engage identified companies with full-funnel buying experiences that drive revenue.

About Alvaria

Alvaria is the leader in Contact Center Infrastructure proactive outreach and workforce optimization engagement software, fostering better connections through better technology. Our open, innovative platform is purpose-built to deliver two essential experiences: feature-rich, intuitive, and intelligent workforce engagement management, and proactive enterprise inbound and outbound services. Proudly celebrating 50 years in business, Alvaria is the product of the merger of world leaders Aspect Software and Noble Systems. For more information, please visit www.alvaria.com.