CASE STUDY

Goldcast Generates Intent-Qualified Leads: Scales Pipeline 10x Against Spend

Built for B2B event marketers and demand generation teams, Goldcast is the only all-in-one virtual and hybrid event platform that turns events into revenue. With Goldcast, marketers can organize, execute, and measure their event's ROI—all while sharing key metrics and qualified leads with sales teams in real-time.

Goldcast's demand generation team faced two challenges: expanding brand awareness and building up their email database. The latter was particularly critical because Goldcast needed to reach demand gen and event marketers in the tech software space who would be willing to attend events that Goldcast was hosting on their own website, thereby becoming familiar with their platform offerings. In the past, Goldcast had worked with intent platforms whose topics were simply too broad, making it nearly impossible for any real intent to be interpreted.

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> **Our partnership with Intentsify has really proven the quality of the intent data, and you can see it in the numbers.**
>
> **Kelly Cheng,** Head of Marketing & Growth, Goldcast

Goldcast's primary goal was to bring in a significant volume of quality leads based on their target account list (TAL), so they turned to Intentsify's intent-driven Demand Generation Program. Within a week, Intentsify generated an accurate look-alike TAL and launched the program. In just two months, Goldcast achieved a 10x pipeline-to-spend ratio and had dramatically boosted their pipeline. **"I was surprised at the amount of pipeline that was created within such a short period of time,"** said Kelly Cheng, Goldcast's Head of Marketing & Growth. **"It's a really great story to be able to so quickly connect content syndication to actual pipeline amounts."**

Given the recent pandemic and a looming recession, Goldcast knew there had been a bit of turnover in event marketing, making it even more critical to source verified leads from a provider they could trust—like Intentsify. And it was important to acquire those leads using intent-driven intelligence so that they could clearly see the link between these new contacts and pipeline generation.

Both the sales and marketing teams were thrilled with the quality of the leads Intentsify's Demand Generation Program generated. **Kelly said, "I've worked in a lot of organizations where sales rolls their eyes at content syndication-sourced leads. I did not get that here. At all."** The team was also thrilled by how easy it was to work with Intentsify's onboarding team. **Kelly recalled, "After we set the program up, it started running on its own and we didn't really have to check in with Intentsify's team often—just because the lead flow was happening."**

Goldcast Goals and Objectives

- Expand their email marketing contact list

- Combat pandemic- and recession-related event marketing turnover

- Increase pipeline with content syndication-sourced lead generation

Highlights

10X

pipeline-to-spend ratio

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Your team has been amazing to work with. Onboarding with your team has been great as well. After we set the program up, it started running on its own and we didn't really have to check in with your team often—just because the lead flow was happening.

Kelly Cheng, Head of Marketing & Growth, Goldcast

Intentsify's Solution: Intent-Driven Demand Generation

Most marketing teams lack the resources needed to quickly aggregate, analyze, and act on intent signals before the data becomes irrelevant. Similarly, Goldcast needed more than just intent data—the team needed a solution that would activate the intent signals, engaging specific personas at in-market accounts to generate leads with a high likelihood of converting to sales opportunities. Intentsify's unique Intent-Driven Demand Generation solution was created to do just that.

Step 1: Program Setup

Goldcast provided Intentsify with account-targeting criteria, which included a target account list (TAL) and persona characteristics. Next, Intentsify's customer success team helped Goldcast identify the right intent topics and customized keywords to monitor for each campaign.

Step 2: Intentsify's Platform Aggregated & Analyzed Intent Signals

Monitoring multiple intent types—topic- and keyword-based signals, as well as Goldcast's website visitor activity—Intentsify's platform layered the data to identify the strongest intent signals, verified across feeds. The Intelligence Activation Platform then used Intentsify's algorithm to score and rank accounts for each campaign.

Step 3: Content Distributed to In-Market Accounts

Intentsify distributed Goldcast's branded content assets among its publisher ecosystem, which only targeted those accounts showing a high level of research activity around Goldcast's topics and keywords. Targeted decision-makers at those accounts then provided their business information to access Goldcast's branded content. If the decision-maker's information matched all campaign parameters, Intentsify then verified all the data for completeness and accuracy before delivering to Goldcast.

How Intent-Driven Content Syndication Works
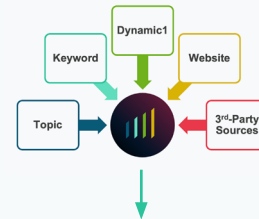
1 **Program Setup**

You provide target-account list and any persona-based criteria with which each generated lead must conform.

Intentsify's AI identifies the right topics, keywords, and products to monitor for intent signals.

2 **Data Aggregation & Synthesized Intelligence**

Our platform layers intent data to identify the strongest intent signals, verified across feeds, and then uses its proprietary algorithm to score and rank accounts.

Intentsify's Intelligence Activation Platform layers and synthesizes multiple intent feeds to identify in-market accounts to target.

3 **Content Distribution and Contact Info Acquisition, Validation & Delivery**

Intentsify media partner ecosystem promotes your branded content among intent-identified account decision-makers, who provide business info to access content. Each lead passes verification process before delivery.

Each account's engagement (leads) are reported back to the platform and further influence intent models.