

CASE STUDY



**Sysdig Transforms ABM with Precision Intent:**

**92% Signal Coverage for Open Opportunities and  
82% Prediction Rate for Closed Won Opportunities**

Sysdig is a leading cloud security company specializing in delivering threat detection and compliance solutions for modern cloud environments. They provide customers around the globe with the ability to reduce risk, secure and optimize their cloud-native infrastructure, scanning and protecting against more than 1-billion events daily.



With Intentsify as our partner, and access to their expansive, highly relevant intent data set, we built an original model that has really served as a solid framework for the shift to ABX.

Stephanie Williams  
Director of Global  
Campaigns, Sysdig



**Sysdig Goals and Objectives**

- Create alignment between marketing and sales
- Evolve their GTM model and increase revenue
- Improve low-funnel conversion rates
- Address the quality and use cases of their intent data

**Results**

- 49%** increase in deal sizes
- 2X** boost in BDR-prospected opportunities
- 92%** intent signal coverage for open opportunities (vs 66% from their previous provider)
- 82%** predictability for closed-won opportunities
- 2X** prediction rate multiplier over Sysdig's previous intent provider

Sysdig's goal was to fully embrace what they call an "account-based everything" (ABX) strategy that would focus on generating the maximum pipeline value from targeted accounts. Additionally, they saw this strategy shift as an opportunity to improve sales-and-marketing alignment and evolve their go-to-market (GTM) efforts for complex enterprise deals. The right intent data solution would fuel and expedite this ABM strategy, enabling the Sysdig team to focus marketing and sales resources on the accounts most likely to buy, with the right messaging at the right time.

Sysdig chose Intentsify because it provides the most robust buyer intelligence and account insights. With Intentsify's precision intent data, Sysdig is now able to identify in-market accounts, their relevant interests and priorities, and how far they are in their journey based on research behaviors. Moreover, Intentsify surfaces the location of intent signals, allowing Sysdig's business development representatives (BDRs) to connect intent insights to specific leads generated through Intentsify's intent-activated content syndication solution.

To date, Intentsify's precision intent data and activation solutions have empowered Sysdig's BDRs to more than double prospected opportunities and increase deal sizes by 49%.



**"Intent data was really the bridge into ABX for us in a lot of ways. In looking at the volume of BDR-sourced opportunities—both pre- and post-intent—the volume of opportunities more than doubled with BDR access to relevant, timely intent data."**

**Stephanie Williams**  
Director of Global  
Campaigns, Sysdig



**"We've had great success using Intentsify's data. A core foundational component of our MQA model and building block of our evolution to ABX, the ability to synthesize multiple intent data sources into account intelligence that we can quickly activate across marketing and sales has yielded significant business results."**



**Stephanie Williams**  
Director of Global Campaigns, Sysdig

## 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.

[www.intentsify.io](http://www.intentsify.io)