



INFUSEmedia FUELS UNIFI'S MARKETING FUNNEL

with 100% Validated Leads

CASE STUDY

EXECUTIVE SUMMARY

Unifi is an ambitious startup that offers a powerful suite of self-service data discovery and preparation tools for the everyday business analyst. The Unifi platform is now recognized as the tool of choice for analysts in companies like Disney, Boston Biomedical, and Nike.

Early in its growth, Unifi tapped INFUSEmedia to help reinforce its marketing funnel with the right customers at the right time. Its top of funnel leads were sparse, and efforts made by previous marketing agencies only seemed to confound its situation.

In this case study, we explore how INFUSEmedia partnered with Unifi to promote a consistent brand message, strengthen its data quality, and fill its marketing funnel with verifiable HQLs (high-quality leads).

GROWING PAINS

Like many early-stage companies, Unifi needed help both syndicating and verifying its content in order to attract quality leads.

Unfortunately, Unifi's time with previous marketing agencies was often wasted correcting data errors and patching up miscommunication with customer service.

For Unifi's marketing team, it often felt like they would take one step forward, then two steps back.



"Now that we're working with INFUSEmedia, I have much more confidence in our lead generation quality and strategy."

— **Sara Kinsey**,
Marketing Director at Unifi

STRENGTH IN NUMBERS

INFUSEmedia's reliable lead generation martech (marketing technology) and its accessible customer service team made an immediate impact on Unifi's business.

With an expansive database of professionals from over **7+ MILLION** companies in 24 verticals, INFUSEmedia helped Unifi target thousands of the right B2B and B2C customers.

Let's Verify, INFUSEmedia's proprietary lead validation platform, delivered the kind of precision and human voice that Unifi needed.

"INFUSEmedia understands the voice we want to project in our email content, landing pages, and ad copy—and their creative assets are always professionally made and done on time." — Kinsey

Like its powerful martech, INFUSEmedia also employs an accessible and responsive customer service team that meets demands in real time. Unifi discovered this added bonus months into their first year together:

"I remember once I asked INFUSEmedia to change two leads to our suppression list—not because of their mistake, but because I didn't catch it the first time around—and they responded almost immediately to my request. That's the type of access you get with INFUSEmedia." — Kinsey

NO MORE JUNK IN, JUNK OUT

In addition to their exceptional customer service and powerful lead generation platform, INFUSEmedia also embodies the philosophy that data quality is paramount to every client project.

Unifi experienced this firsthand with error-free reports delivered in the right template, and at the right time—actionable data that allowed this Silicon Valley startup to churn leads into real customers and profit.

WHAT WE CAN DO FOR YOU

Unifi needed help building a solid foundation of leads that could be nurtured into real conversions. INFUSEmedia helped it accomplish that goal and more.

Each quarter, INFUSEmedia reinforced Unifi's funnel with fresh, new leads, and helped amplify the brand across the country.

Improving lead generation was the challenge, but INFUSEmedia is capable of so much more.

Explore INFUSEmedia's [full suite of demand solutions](#).

info@infusemedia.com

One Gateway Center
300 Washington Street, Suite 850
Newton, MA 02458

Phone: +1 (617) 459-4500

ABOUT INFUSEmedia

- **54+ MILLION** B2B decision makers
- **30+ DIGITAL PUBLICATIONS** that span a variety of business and technology verticals
- **MULTI-CHANNEL** lead generation engine fueled by data and innovation
- **200+** lead verification experts supported by a proprietary real-time lead verification platform

Audience Count by Company Size

