



INCENDIUM CASE STUDY

Series A health & safety platform uncovers behavioral buying intent from hundreds of de-anonymized leads through Sonar.



The Problem

A leading Series A health & safety platform, trusted by global chains like Target and Taco Bell, aimed to expand its market share. With a strong foothold, they sought a data-driven approach to reach more prospects and increase brand visibility within their ideal customer profile (ICP).



The process

Incendium deployed Sonar to improve their outbound efforts, creating testable versions of targeted copy tailored to their ICP. This allowed for precise, data-backed adjustments, maximizing reach and engagement within the health & safety space across multiple outbound channels.



The outcome

Sonar surfaced over 700 de-anonymized prospects who demonstrated immediate buying intent, based on real-time behavioral data across outbound channels. This represented over 16% of the platform’s defined target market and provided their sales team with a clear pathway to growth.

BY THE NUMBERS

4,670 ICP prospects

contacted on across outbound channels in order to quickly test ICPs targeting and messaging.

700+ MQLs surfaced

and de-anonymized based on real-time behavioral intent data gathered from Sonar’s outbound campaigns.

16.45% of target market

immediately identified as active in the buying cycle.



READY TO GET GROWING?
Schedule a call today.

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