



**INCENDIUM CASE STUDY**

*Luxury chocolatier uncovers de-anonymized B2B product demand thanks to Sonar’s real-time buying signal tracking.*



**The Problem**

A luxury chocolatier sought to elevate brand awareness and generate demand for their corporate gifting offerings, aiming to introduce their high-end products to new corporate clients and wholesale opportunities. They needed an effective strategy to connect with decision-makers within their ideal customer profile (ICP).



**The process**

Incendium deployed Sonar to refine their outbound approach, creating and testing multiple tailored versions of messaging specifically for their ICP. This approach allowed for real-time insights and strategic adjustments, ensuring their brand’s appeal resonated with top corporate prospects.



**The outcome**

This targeted strategy surfaced over 200 brands with buying intent, identified through real-time behavioral data. These leads accounted for over \$1 million in holiday gifting revenue potential, successfully expanding brand demand and opening new avenues for growth in the B2B space.

**BY THE NUMBERS**

**6,682 ICP prospects**

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

**200+ MQLs surfaced**

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

**\$1 million+**

in holiday gifting revenue potential generated.



**READY TO GET GROWING?**

*Schedule a call today.*

SCHEDULE AT:

[incendiumstrategies.com/sonar](http://incendiumstrategies.com/sonar)

Email:

[nate@incendiumstrategies.com](mailto:nate@incendiumstrategies.com)