



INCENDIUM CASE STUDY

AI-powered risk infrastructure company de-anonymizes hundreds of prospects in weeks with Sonar.



The Problem

An AI-powered risk infrastructure company sought to increase awareness and drive demand for their specialized services. With a focus on scaling, they needed a strategic approach to reach more of their ideal customer profile (ICP) and build a strong market presence.



The process

Incendium set up Sonar to optimize their outbound strategy, crafting and testing multiple versions of targeted copy tailored to their ICP. This data-driven approach allowed for continuous refinement, ensuring messaging resonated with key audiences and maximized outreach effectiveness.



The outcome

The refined outbound strategy surfaced over 400 leads showing buying intent, leveraging real-time behavioral data to identify high-potential prospects. This represented over 12% of their defined target market, significantly boosting demand generation and enhancing market visibility.

BY THE NUMBERS

3,352 ICP prospects

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

400+ MQLs surfaced

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

12.91% of target market

immediately identified as active in the buying cycle.



READY TO GET GROWING?

Schedule a call today.

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