THE B2B

ABM THAT ACTUALLY CONVERTS. FROM PROSPECT TO PIPELINE.

From 500 Prospects to 100 Qualified Leads and a 30% Shorter Sales Cycle

EXECUTIVE SUMMARY (I)

In this campaign, we supported a client in turning a defined Ideal Customer Profile into actual business growth. Starting with 500 individually researched contacts (incl. LinkedIn profiles), we executed a full-funnel lead engine across three tracks in Europe:

Content Syndication
– Double-Touch sequences, 3-level nurture, and gated whitepapers (high-level & deep dive)

LinkedIn Paid Campaigns
– Contacts uploaded as a matched audience
– Carousel Ads tailored to the content journey
– AI-generated video avatar used for scalable personalization and stronger engagement

EXECUTIVE SUMMARY (II)

Automated CRM Setup via N8N
– Built from scratch to manage leads without a traditional CRM
– Included GDPR-compliant capture, routing, and qualification

The result
– 100 qualified leads with full Double Opt-In
– 30% shorter sales cycle (client-reported)
– Fully enriched database
– Automated, future-proof infrastructure

Unlike typical lead providers, we don't leave conversion to chance.
We connect media, content, tech, and automation in one accountable setup.

This is how Account-Based Marketing should feel: Smart, connected, and finally effective.

THE
WHY

1
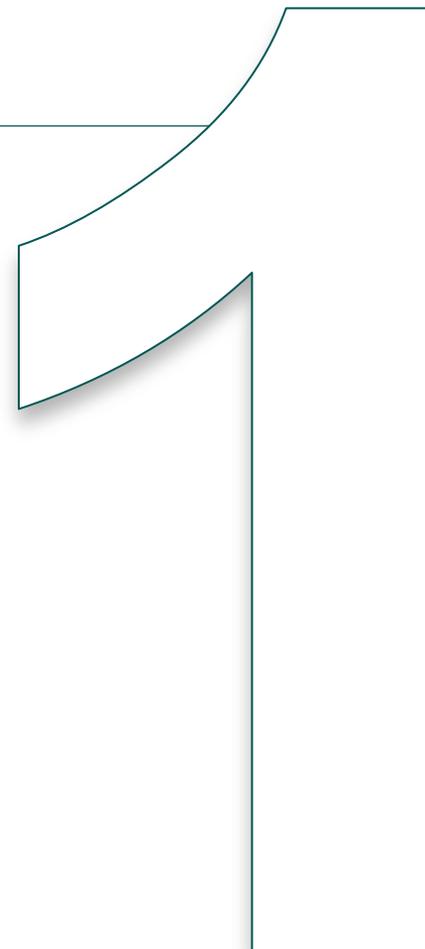
LEAD GEN IS BROKEN.

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Too many vendors promise "B2B leads."

Too few take ownership of quality, conversion, and integration into sales.

Our client didn't want another contact list.

They needed a system that fuels real pipeline, not just clicks.

They wanted to accelerate pipeline and build a system that works beyond a single campaign.

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THE WHAT

2

HOW THE 3-TRACK ENGINE WORKS

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Three Tracks. One Funnel. All Connected.

Track 1 Content Syndication	Track 2 Social Activation	Track 3 CRM Automation (N8N)
– ICP-based prospect list (500 contacts) – 2x Double-Touch logic – 3-level lead nurturing – 2 gated whitepapers (intro + deep dive)	– Contacts uploaded as custom LinkedIn audience – Carousel Ads synced with whitepaper content – Retargeting layers added	– GDPR-compliant lead capture & routing – Custom-built lead lifecycle flows – No classic CRM needed

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THE
HOW

3

CONTENT SYNDICATION IN DETAIL

100 Qualified Leads. All Double Opt-In.

– 500 contacts enriched with job title, company size & LinkedIn URL

– 2 Double-Touch sequences with gated content

– Smart nurture flow: Gated → Reminder → Follow-up

– Whitepaper 1: High-level thought leadership

– Whitepaper 2: In-depth solution deep dive

– 100 leads with full qualification and Double Opt-In

5 Ways to Optimize Your Accounting

A practical guide for CFOs and finance leaders

WHITEPAPER

LINKEDIN CAMPAIGN LAYER

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LinkedIn Ads That Don't Feel Like Ads.

– Uploaded same 500 contacts as matched audience

– Delivered AI avatar-powered video ads with mirrored whitepaper messages

– Sequenced rollout matched nurture timeline

– Retargeting activated for mid-funnel reinforcement

– Result: High CTR, strong content recall, measurable impact

Full visibility | Brand + performance in sync | Same Audience, multiple touchpoints

AI-POWERED PERSONALIZATION

Scalable Trust. Built with an AI Avatar.

- We created a fully branded, AI-generated video avatar for the client

- Used in LinkedIn video formats to increase engagement

- Built recognition and trust, even before the first human touch

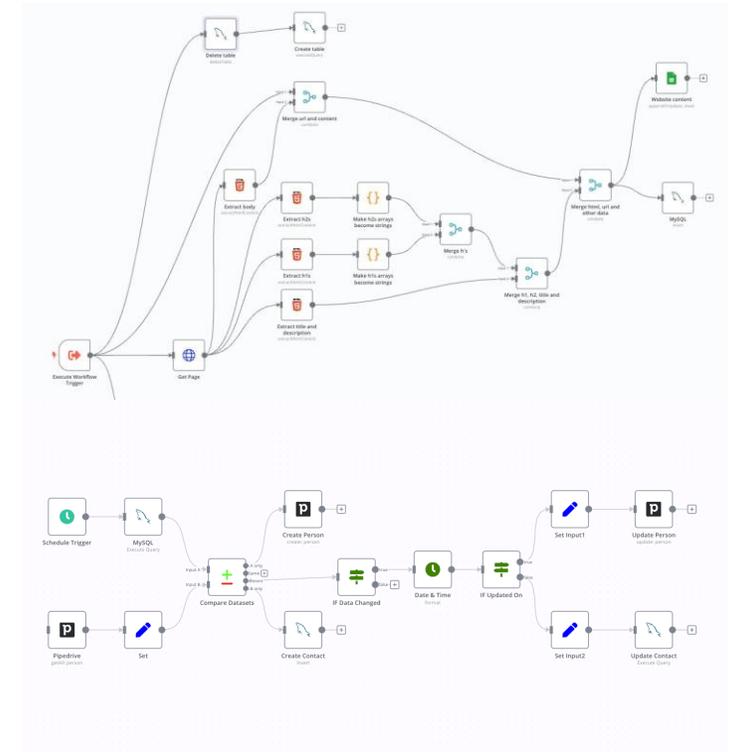- Result: Higher video watch time, strong feedback, increased CTR

TECH LAYER – N8N AUTOMATION

No CRM? We Built One Anyway.

– Client had no usable CRM. We replaced it with N8N.

– Custom-built automation flows:

- – Lead capture

- – Lead qualification

- – Notifications

- – GDPR-compliant data storage

Outcome: Real-time lead handling without tool chaos or integration drama

THE
RESULTS

4

WHAT SUCCESS REALLY LOOKS LIKE

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What Success Looks Like (in 8 Weeks)

– 100 fully qualified leads (with Double Opt-In)

– 30% shorter average sales cycle (measured in months)

– CRM enriched with relevant, validated data

– Lead routing + nurture fully automated

– All campaign elements aligned (media, content, tech)

– 8-week runtime

WHY IT WORKED

Not Just a Campaign. A Growth Engine.

– We didn't just deliver leads.

– We created a fully integrated B2B growth engine
    – Strategy
    – Targeting
    – Content
    – Media
    – Automation
    – Conversion

One team. One campaign. One predictable outcome.