



IBM Accelerates Data Engagement Across U.S. Markets Using Market Wavegen's Signal-Driven Demand Engine

Powered by SIRS™, Intelligent Database ABM™, and Mantech Mark™ Validation Workflows

Campaign Type: Non-ABM Double Touch Demand Campaign

ABOUT THE CLIENT

IBM is a global leader in enterprise technology and innovation, serving data-driven organizations across industries and company sizes. With a broad portfolio of data and analytics solutions, IBM focuses on helping enterprises modernize data architecture, analytics, and information systems.

The engagement focused on driving awareness and mid-funnel engagement across U.S. markets.

AUDIENCE PROFILE

- Chief Data Officers
- Directors of Business Intelligence
- Data Architects
- Database Administrators
- IT Systems Managers



“Market Wavegen helped us drive meaningful engagement with the right technical audiences and move conversations forward with clear intent signals.”

— IBM Marketing Team



ABOUT THE CONTACT

The engagement was driven by IBM's demand and field marketing leadership team focused on pipeline growth and mid-funnel acceleration.

THE INITIATIVE / CHALLENGE

Core Questions

- How do we reach technical decision-makers at scale without ABM complexity?
- How do we drive both awareness and mid-funnel engagement in one motion?
- How do we convert early interest into qualified opportunities?

The Initiative

IBM wanted to build awareness and drive mid-funnel engagement for its data and analytics portfolio across U.S. markets using a scalable, non-ABM approach.

The Challenge

IBM needed:

- High-quality engagement with technical audiences
- Persona-aligned messaging across roles and seniority levels
- A scalable alternative to ABM
- Clear movement from awareness to consideration

WHY MARKET WAVEGEN

IBM selected Market Wavegen for its:

- Signal-based targeting approach
- Persona-level segmentation capabilities
- Multi-touch campaign execution expertise
- Ability to deliver engagement at scale without ABM

DECISION FACTORS

- Scalability
- Audience precision
- Execution speed
- Mid-funnel conversion capability

OUR APPROACH

Campaign Type: Two-Phase Non-ABM Double Touch Campaign

Frameworks Used: SIRS™, Intelligent Database ABM™, Mantech Mark™

EXECUTION SUMMARY

1 Audience Segmentation

- Segmented technical and strategic roles across data, IT, and analytics functions
- Aligned messaging to role seniority and specialization

2 Content Delivery

- Distributed educational and solution-focused assets
- Balanced technical depth with strategic value

3 Multi-Touch Orchestration

- Executed a four-touch sequence across TOFU and MOFU phases
- Nurtured leads from awareness into consideration

4 Performance Optimization

- Continuously optimized messaging, timing, and CTAs
- Improved engagement quality across both campaign stages

PROCESS FLOW



KEY TACTICS

- Persona-centric targeting
- Role-based content delivery
- Multi-touch sequencing
- Performance-driven optimization

CAMPAIGN RESULTS

Metric	Result
Leads Delivered	876 highly qualified leads
Open Rate	29%
Click-Through Rate	17%
Mid-Funnel Progression	27% of leads
Campaign Duration	6 weeks

IMPACT SUMMARY

- IBM reached highly technical audiences at scale
- Engagement moved efficiently from awareness to consideration
- Pipeline-ready conversations increased significantly
- Campaign performance exceeded enterprise benchmarks

SUCCESS NOTES

- A Data Architect engaged across multiple assets and showed strong buying readiness
- A Chief Data Officer scheduled a one-on-one consultation after second-touch engagement
- IT Systems Managers moved from content downloads to demo registrations within days

“The quality of engagement and the movement into mid-funnel conversations stood out clearly.”

— IBM Marketing Team

OUTCOME SUMMARY



Stronger awareness
across U.S. markets



Higher mid-funnel
engagement



Improved lead quality
and intent visibility



Direct contribution to
pipeline development

ABOUT MARKET WAVEGEN

Market Wavegen helps B2B brands reach active buyers, capture real intent, and convert engagement into predictable revenue.

Our signal-first approach blends verified data, human expertise, and AI-driven orchestration to deliver real pipeline impact.

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