



# Saviynt Expands APAC Pipeline Through Market Wavegen's AI-Led Competitive Targeting

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

Campaign Type: AI-Led Competitive Targeting + Pipeline Acceleration

## ABOUT THE CLIENT

Saviynt is a leading identity governance and access management platform serving enterprises globally. Their revenue teams focus on displacing competitive solutions and capturing high-intent demand across strategic regions. The campaign focused on identifying competitor customers and connecting Saviynt with sales-ready opportunities across APAC.



"Market Wavegen's AI-led targeting helped us connect with connected us with competitor user accounts across APAC. The leads delivered were sales ready and boosted our pipeline."

— Saviynt



## AUDIENCE PROFILE

- Identity and access management buyers
- Security and compliance leaders
- IT and identity platform owners
- Enterprise decision-makers

## ABOUT THE CONTACT

The engagement was driven by Saviynt's regional demand and sales leadership team, responsible for pipeline growth and competitive displacement strategy.

## THE INITIATIVE / CHALLENGE

### Core Questions

- How do we identify competitor customers ready to switch?
- How do we prioritize high-intent accounts across APAC?
- How do we ensure leads are truly sales-ready?

### The Initiative

Saviynt wanted to connect with competitor users across APAC and accelerate pipeline growth using AI-led targeting and competitive intelligence.

### The Challenge

Saviynt needed:

- Access to verified competitor customer accounts
- Strong intent signals for displacement campaigns
- Sales-ready opportunities, not just inquiries
- Scalable execution across multiple APAC markets

## WHY MARKET WAVEGEN

- Saviynt selected Market Wavegen for its:
- AI-led competitive targeting capability
- Proven ability to surface sales-ready opportunities
- Strong regional execution across APAC
- Signal-driven approach to account prioritization

## DECISION FACTORS

- Competitor account intelligence
- Intent-based targeting precision
- Sales-readiness validation
- Consistent delivery and execution

## OUR APPROACH

**Campaign Type:** AI-Led Competitive Targeting + Signal Activation Program

**Frameworks Used:** SIRS™, Intelligent Database ABM™, Mantech Mark™ Signal Workflows

## EXECUTION SUMMARY

### 1 Account Identification

- Identified SailPoint IdentityIQ customer accounts across APAC
- Mapped accounts based on competitive displacement potential

### 2 Quality Enhancement

- Validated intent and technology alignment
- Ensured leads met sales-readiness criteria
- Structured delivery for direct sales action

### 3 Feedback Integration

- Aligned targeting based on sales feedback
- Refined account lists for higher conversion
- Optimized messaging focus for competitive positioning

### 4 Timely Communication

- Maintained consistent delivery cycles
- Provided clear visibility into pipeline contribution

## PROCESS FLOW



## KEY TACTICS

- Competitor customer mapping
- Intent signal prioritization
- Sales-readiness validation
- Structured delivery cadence

## CAMPAIGN RESULTS

Metric	Result
Pipeline Impact	Strong increase in APAC pipeline
Lead Quality	Sales-ready opportunities delivered
Targeting Precision	Competitor accounts successfully reached
Sales Alignment	Smooth handoff and follow-up
Client Feedback	Very positive and appreciative

## IMPACT SUMMARY

- Saviynt gained access to high-intent competitor accounts across APAC
- Sales teams received opportunities ready for active pursuit
- Pipeline velocity improved through better targeting
- Competitive positioning strengthened in key markets

## SUCCESS NOTES

- The client highlighted the impact on pipeline growth
- Competitive account targeting was recognized as highly effective
- Sales teams confirmed strong opportunity quality

**“Your AI-driven targeting connected us with SailPoint IdentityIQ customers across APAC, bringing us sales-ready opportunities that had a real impact on our pipeline.”**

— Saviynt

## OUTCOME SUMMARY



## ABOUT MARKET WAVEGEN

Market Wavegen supports B2B teams with signal-driven targeting, competitive intelligence, and structured delivery.

Our approach blends AI, human validation, and orchestration to turn intent into pipeline.

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