Veeam Boosts Campaign Performance Through Market Wavegen's Delivery Precision

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

Campaign Type: Lead Delivery + Inside Sales Enablement

ABOUT THE CLIENT

Veeam Software is a global data protection and backup provider serving IT, cloud, and security teams. Their focus includes backup solutions, data recovery, workload protection, and enterprise-grade availability.

The campaign targeted U.S. and EMEA markets across mid-market and enterprise accounts.

> Thanks for the leads and for your team's hard work to boost our campaign. Your team's readiness to accept feedback is wonderful. Keep up the excellent work!"
> — Team Lead, Inside Sales, Veeam Software

AUDIENCE PROFILE

The campaign supported Veeam's Inside Sales team, including roles involved in:
- Sales development
- Inside sales
- Channel sales
- Demand qualification

ABOUT THE CONTACT

The engagement was led by Veeam's Inside Sales Team Lead, responsible for pipeline readiness and lead flow quality.

THE INITIATIVE / CHALLENGE

Core Questions

- How do we increase lead flow without compromising accuracy?
- How do we support the Inside Sales team with ready-to-work prospects?
- How do we maintain steady delivery across weekly cycles?

The Initiative

Veeam wanted to improve lead volume and raise delivery consistency for ongoing sales outreach programs.

The Challenge

Veeam needed:
- Strong lead quality aligned to sales expectations
- Smooth collaboration between both teams
- Faster adoption of feedback loops
- Consistent performance even during high-volume cycles

WHY MARKET WAVEGEN

Veeam selected Market Wavegen for its:
- Proven delivery structure
- Speed and accuracy across weekly batches
- Ability to adjust fast based on feedback
- Dependable communication and team readiness

DECISION FACTORS

- Quick quality corrections
- Stable volume output
- Direct collaboration with Inside Sales
- Validation steps through Mantech Mark™

OUR APPROACH

Campaign Type: Lead Delivery + Validation Program

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

EXECUTION SUMMARY

1 Delivery Alignment

- Synched delivery frequency with Veeam's Inside Sales cycles
- Matched lead types with SDR outreach needs

2 Quality Enhancement

- Improved checks for job roles and relevance
- Ensured correct regional mapping
- Mapped leads to sales-ready criteria

3 Feedback Integration

- Integrated weekly inputs
- Updated validation rules
- Adjusted targeting for sharper fit

4 Timely Communication

- Real-time updates to avoid gaps
- Clear handoff notes for every batch

PROCESS FLOW

Detect → **Score** → **Validate** → **Deliver** → **Optimize**

KEY TACTICS

- Daily micro-QA
- Role-fit mapping
- Feedback-based refinement
- Structured delivery windows

iMarket Wavegen. Powered by Signals, Strategy, and Sales Psychology.
ISO 9001:2015 | IEC 27001:2013 Certified

India | United Kingdom | United States
Email: sales@marketwavegen.com

CAMPAIGN RESULTS

Metric	Result
Delivery Stability	Achieved consistent weekly output
Lead Quality	Validated through Inside Sales team
Collaboration Score	Positive endorsement from Team Lead
Engagement	Improved SDR response confidence
Feedback Adoption	Integrated quickly into workflow

IMPACT SUMMARY

- Sales team received leads they could work immediately
- Delivery quality strengthened campaign progress
- Faster iteration increased internal confidence
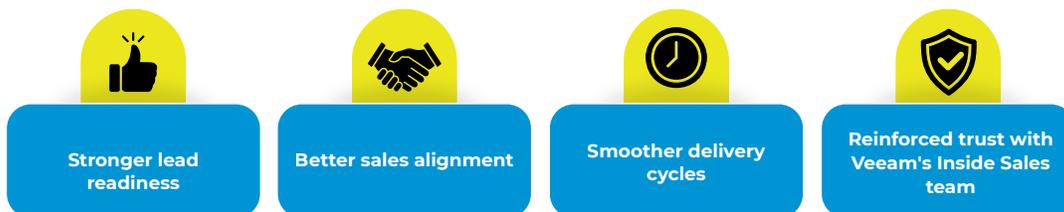- Communication efficiency improved

SUCCESS NOTES

- The Inside Sales Lead credited the team's responsiveness
- Feedback incorporation became faster each week
- Lead batches aligned well with Veeam's follow-up rhythm

"Your team's readiness to accept feedback is wonderful."

— Team Lead, Inside Sales, Veeam Software

OUTCOME SUMMARY

Stronger lead readiness

Better sales alignment

Smoother delivery cycles

Reinforced trust with Veeam's Inside Sales team

ABOUT MARKET WAVEGEN

Market Wavegen supports B2B teams with verified data, signal-driven workflows, and structured delivery.

Our approach blends quality checks, smart targeting, and fast communication to help sales teams work stronger pipelines.

Book a 20-Min Strategy Call

See the Signal Engine in Action

Market Wavegen. Powered by Signals, Strategy, and Sales Psychology.

ISO 9001:2015 | IEC 27001:2013 Certified

India | United Kingdom | United States

Email: sales@marketwavegen.com