



Achieving a 15x Pipeline ROI with Precision Targeting

How AIMS drove \$2.1M in qualified pipeline in just 3 months for a midmarket ITSM vendor.



Key result Snapshot

\$2.1M

Generated

From a \$140K investment in just 3 months

35%

MQL Conversion Rate
Proving superior quality of targeted list

5,000

Net-New Leads Delivered
Across 2,000 unique target companies

15x

Pipeline ROI Multiple
Exceptional return on marketing investment

Client Profile

Company

Midmarket ITSM Vendor

Sectors

BFSI, Manufacturing, Healthcare

Target Size

500+ Employee Enterprises

The Challenge: Competing in a Crowded Market



Limited Lead Volume

Insufficient top of funnel volume to meet aggressive sales targets and growth objectives.



Significant Lead Quality Variance

High percentage of low quality leads creating friction for sales teams and slowing pipeline velocity.



Crowded ITSM Space

Difficulty capturing attention and standing out against established competitors in a saturated market.



The AIMS Approach: Precision Targeting for Growth

01

Hyper-Precise ICP Definition and TAM Sizing

AIMS executed TAM sizing across 20M+ companies, identifying 8,500 target enterprises and isolating 24,000 decision makers (CIOs, VPs, Directors) by applying strict industry and size filters.

02

Actionable Intelligence Layer

Audience Intelligence analyzed LinkedIn profiles, digital footprints, and engagement patterns. We isolated key company-level signals (hiring velocity, budget indicators) and used behavioral profiling to reveal decision-making styles and risk tolerance.

03

High-Intent Lead Delivery and Quality Assurance

Delivered 5,000 net-new leads across 2,000 unique target companies, prioritizing micro-segments that demonstrated recent engagement with competitive solutions⁴ a clear sign of active intent.

Detailed Outcomes: Driving Pipeline and Efficiency

Volume & Quality

- 5,000 net-new leads delivered in 3 months
- 35% MQL conversion rate, proving superior targeting
- 2,000 unique target companies engaged

Sales Impact & ROI

- 12% faster initial sales response time
- \$140K investment yielded \$2.1M estimated pipeline
- 15x pipeline multiple achieved

"Using AIMS's intelligence layer, we saw not only more leads but more meaningful insights, the kind that helped our AEs accelerate pipeline without extra effort. Achieving a 35% MQL rate has been a significant win for our ITOM solution."

4 VP of Sales, Enterprise IT Operations Suite Vendor



About AIMS

Born from the collective expertise of seasoned B2B marketing and sales veterans, AIMS was forged to conquer the evolving challenges of the modern buyer. With decades of frontline experience, we recognized the limitations of traditional approaches and engineered a groundbreaking, tech-enabled methodology. Our mission: to dramatically accelerate pipeline generation and ignite brand momentum in today's dynamic, digital-first landscape.

Contactus@aims2b.com

