



How a Vulnerability Management SaaS Provider Scaled Pipeline by 142 Accounts Using Intent-Driven Segmentation

ASaaS vulnerability management and patch automation vendor needed to penetrate SMB and mid-market segments, reaching buying committees across tech, SaaS, and fintech companies. Their challenge: connecting with Security Directors, DevOps Leads, and Infrastructure Managers at organizations with 100-1,000 employees.



Strategic Approach: Multi-Layer Targeting

01 Segment-Specific Targeting

AIMSSmartLookup identified 15,000 qualifying companies across tech, SaaS, and fintech sectors. The platform extracted 45,000 contacts across security, DevOps, and infrastructure functional areas, then segmented by company age, funding stage, and hiring momentum.

02

Behavioral Intelligence & Intent

AIMSSegmentSignals tracked digital engagement with vulnerability management and patch automation content. The system identified prospects engaging with competitor white papers, webinars, and technical documentation, while psychographic profiling revealed technical vs. business-minded personas within buying committees.

03

Content-to-Contact Attribution

Contacts were mapped to content consumption patterns including whitepapers, vendor comparisons, and podcasts. Leads showing high engagement with endpoint security and patch management assets were prioritized, with a micro-segment created for "high-intent researchers" who visited 3+ relevant assets in 60 days.



Impressive Results Across All Metrics

9.8K

Total Leads Generated
Across 5,200 companies with
strong buyer committee coverage

24%

High-quality leads showing
genuine interest and engagement

6.2%

Leads reached SQL stage within
60 days of initial contact

142

New Pipeline Logos
Active opportunities added to the
sales pipeline

The campaign achieved a 24% open rate on outbound sequences, demonstrating strong message resonance with the target audience.

ROI Snapshot: Exceptional Return on Investment

Investment

\$220K campaign spend

Pipeline Impact

142 new opportunities

Revenue Potential

\$4.8M estimated ARR

The \$220K investment generated 142 new pipeline opportunities with an estimated \$4.8M annual recurring revenue impact. This represents a 21.8x potential return on investment, demonstrating the power of precision targeting combined with behavioral intelligence.

By focusing on segment-specific targeting, behavioral intent signals, and content attribution, the campaign successfully penetrated a competitive market and delivered measurable business outcomes.

