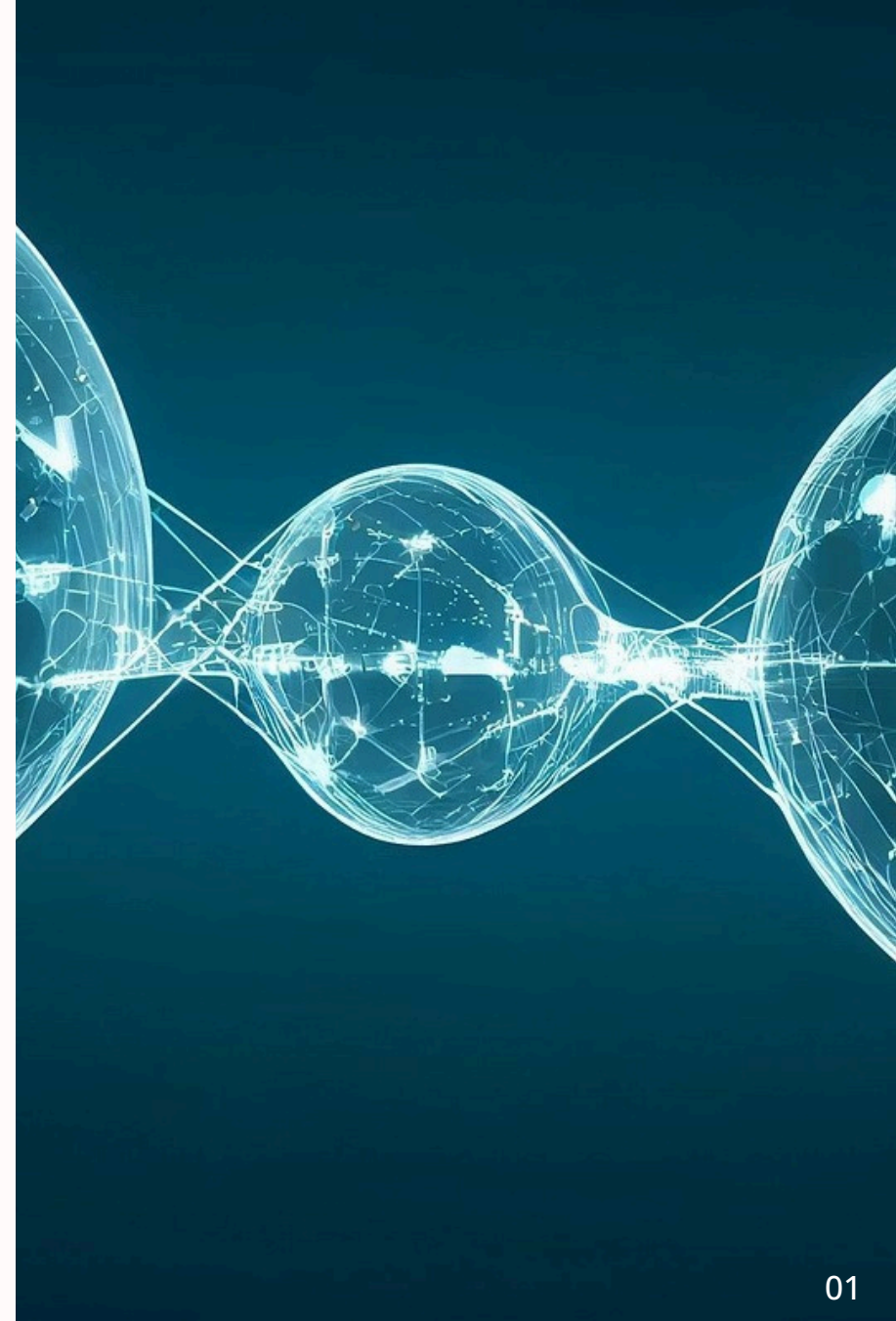




# Turning Signals into Pipeline

How AIMS Enabled Signal-Led ABM for a leading global digital infrastructure provider

The Client partnered with AIMS to transform enterprise demand generation in a complex, multi-stakeholder buying environment. Through a 12-week ABM program, AIMS delivered unprecedented visibility into buying intent and committee alignment, driving measurable pipeline growth.





# The Challenge

## Company Profile

**TheClient** is a leading global digital infrastructure provider enabling enterprises to interconnect data, cloud, and networks at software speed.

**Target Audience:** CIOs, Heads of Infrastructure, Network Architects, Cloud & Security Leaders at 1,000+ employee enterprises

## Core Obstacles

- Long sales cycles with multiple stakeholders
- Limited visibility into real buying intent
- Difficulty identifying buying committee alignment
- Complex enterprise decision-making processes
- Need for precise account prioritization

# The AIMS Approach

A comprehensive 12-week ABM program combining signal intelligence, buying committee mapping, and sales enablement  
Signal-Driven Account Segmentation

02

## Intent & Buying Committee Profiling

Tracked behavioral patterns across high-value content assets. Detected repeat consumption patterns indicating buying momentum. Mapped role-based intent signals across CIOs, Network Architects, and Security leaders.

03

## ABM Vantage: Executive Intelligence

Layered contact-level psychographic intelligence across priority accounts. Mapped entire buying committees and analyzed LinkedIn activity to identify shared priorities and internal alignment signals.

04

## Signal-Activated Demand via AimsIntel

Activated targeted content via AimsIntel once intent thresholds were met. Delivered sales-ready leads enriched with SOFT BANT, intent signals, and Exec Brief context for confident outreach.



# Game-Changer: Executive Briefs

AIMSgeneratedaccount-specific **ExecBriefs** foreachsales-ready account—concise summariesdesignedtoempower enterprise sellerswithactionable intelligence.



## Account Context

Business model, regional footprint, and cloud posture analysis



## Buying Committee Snapshot

Key personas, roles, and influence levels mapped



## Top Intent Themes

What the account is researching and why now



## Messaging Guidance

Tailored angles for executive vs technical conversations

**Impact:** Reduced sales prep time, enabled confident executive first conversations with stakeholders, and improved marketing-sales alignment on account prioritization





# Results Achieved in 90 Days

120%

Lead Volume Increase

High-intent, ABM-qualified leads  
surged by 120-150%

3×

Engagement

2.5-3× lift in engaged buying  
committees per target account

40%

Improvement

35-40% improvement in MQL to  
SQL conversion rates

25%

Faster Response Time

25% faster signal-to-first-sales-  
touch timing

-32%

Reduction in outreach to low-  
intent accounts

+27%

Faster signal-to-first sales touch  
timing

Through signal-led ABM and Executive Brief-driven outreach, AIMS transformed The Client's enterprise demand generation—delivering higher-quality leads, faster sales cycles, and more confident executive conversations.