

From Zero to a Full-Funnel Demand Engine

A full-funnel demand engine, built from the ground up

At a glance

A growth-stage B2B SaaS company in the IT infrastructure and telecom procurement space had outgrown its sales-led momentum. Marketing was a single individual contributor role with no demand generation engine, no product marketing function, and no structured pipeline strategy across six core products.

Key metrics

Engagement results were tracked and reported at the board level, giving leadership full visibility into pipeline contribution and marketing ROI across every channel.



1100%
Lead Growth



55%
Pipeline Growth



28%
Reduction in
Opportunity Cost

CHALLENGES

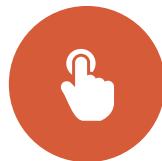


The company had scaled its sales organization faster than its marketing function. There was no dedicated demand generation engine, no formal product marketing discipline, and no structured inbound or outbound pipeline strategy across its six core product lines, leaving leadership with limited visibility into pipeline contribution or marketing ROI.

SOLUTIONS



TideBeam Labs led the design and build-out of the company's first integrated demand generation engine, scaling the function from one person to a cross-functional team of four direct reports, three contractors, and five vendor partners across three core pillars.



**Full-Funnel
Demand Strategy**



**Product
Marketing
Foundation**



**Cross-Functional
Reporting**

BENEFITS



1

1,100% Inbound Lead Growth

A full-funnel strategy spanning inbound, outbound, ABM, paid media, and events drove an 1,100% increase in inbound leads and a 78% increase in sales opportunities.

2

55% Pipeline Growth, 38% Conversion

Segmented nurture programs, SEO, and targeted display lifted marketing-sourced pipeline 55% and improved lead-to-opportunity conversion to 38%.

3

28% Reduction in Cost per Opportunity

Defined UVPs and persona-based messaging across six products, paired with quarterly board reporting on pipeline forecasts and ROI, drove a 28% reduction in cost per opportunity.



TIDEBEAM LABS

DEMAND GENERATION & GROWTH



B2B SaaS Demand Generation Consultancy



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