

How Siemplify generated 4x more pipeline with ViB content syndication

4x

more pipeline than any other provider

50%

lead-to-opportunity from appointments set

0

leads rejected from content syndication

Overview

As VP of Demand Gen for Siemplify, Mike Hardwicke Brown leads a team of 15 marketers and oversees all lead generation efforts. Like many successful marketing departments, Mike's team puts significant resources into producing top-quality content, but they were struggling to get the content pushed out farther than their own website.

Siemplify began searching for content syndication vendors to expand their reach. Unfortunately, not every vendor could deliver the results Mike's team needed to justify the cost. And, even when they did, results weren't sustainable as the vendors quickly saturated their available audiences, resulting in pipeline dips after just one quarter.

That's when Siemplify Demand Gen Manager, Chris Mitchell, suggested ViB. He'd seen positive results while using the content syndication program at a previous employer. Mike agreed to give it a shot, providing ViB with a list of target criteria and beginning their typical new vendor vetting process of iterating on leads and assessing ROI.

“ ViB is one of our **best content syndication providers** for average ROI. They have a drive and determination to create a good program that works, and have become an important part of our marketing mix. ”



Mike Hardwicke Brown
VP of Demand Generation



Results

Out of the 15 content syndication vendors Siemplify tried, ViB is the only provider they've worked with who exceeded expectations, and was consistently working to improve performance. "We use four content syndication providers per quarter," Mike says. "We always recycle at least one to two [underperforming] vendors. But in two years together, we haven't experienced any audience exhaustion with ViB and we haven't rejected a single lead in more than a year."

Based on the program's success, Mike's team also invested in ViB's appointment setting service. And, once again, they saw tremendous results.

"The appointment setting program is probably one of the most successful pilots we've run in recent memory," Mike says. Of the first ten appointments the program generated, Siemplify earned eight meetings — six of which became opportunities.

The consistency of high-quality leads and appointments has freed up resources for Mike and his team to expand other initiatives — like channel marketing, alliance marketing, and exploratory marketing programs. Thanks to the extra bandwidth, the demand gen team launched their first Siemplify conference, which was a smash success.

Ready to generate pipeline with ViB?

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