



INFUSE × Ledger Bennett:

Scaling performance
through trust

CASE STUDY

LEDGER BENNETT

A Havas Company

[INFUSE.co.uk](https://infuse.co.uk)

Executive Summary

Since 2022, a digital marketing agency Ledger Bennett has maintained a strategic partnership with INFUSE to enhance its demand generation capabilities for enterprise clients.

The collaboration began with a strategic focus on the EMEA region and over the course of four years, has grown into a global partnership delivering consistent, measurable results for clients in all regions.

As a trusted, global partner, INFUSE brings a proven track record of delivering exceptional demand performance outcomes through best practices, effective use of data, and innovation to meet evolving client needs.

The partnership's success is rooted in a shared commitment to delivering long-term value.

This case study focuses on the performance highlights and growth trajectory of the ongoing Ledger Bennett and INFUSE partnership.

About Ledger Bennett

[Ledger Bennett](#), part of a global advertising group Havas, is a digital marketing agency that partners with enterprise organisations to design strategies that build lasting client relationships and unlock revenue growth.

With a focus on creating the "Forever Customer," Ledger Bennett connects [ABM](#) frameworks, data-driven strategy, and standout creative to maximise [client lifetime value \(CLTV\)](#). From SaaS and manufacturing to professional services and education, the agency supports clients across multiple sectors and geographies.

Ledger Bennett offers flexible engagement models, including full-service delivery and [Fluid Talent](#). This is a scalable resourcing solution that embeds marketing specialists directly within client teams to accelerate campaign execution, fill critical skill gaps, and drive measurable marketing outcomes.

Whether leading transformation or strengthening in-house capabilities, Ledger Bennett helps businesses build brand loyalty and push profits into uncharted territory by accelerating Digital Revenue Teams.

The objective

Ledger Bennett sought a demand generation partner capable of delivering consistent demand capture and high quality leads across a portfolio of enterprise clients spanning multiple verticals and geographies. The agency's clients required precise audience targeting while maintaining cost efficiency at scale.

Accurate audience targeting was a key focus, as clients covered highly specialised areas, from niche energy subsectors such as geothermal and biomass power generation to broad financial services. As a result, the agency needed a targeting strategy that engaged highly technical audiences while building trust in complex industries.

INFUSE served as the ideal partner, delivering across three dimensions:

- Volume and consistency of leads
- Effective pipeline progression
- Strategic flexibility to tailor demand generation programs to each client's objectives

“INFUSE is one of our leading market suppliers for quite a few of our clients. We see INFUSE as a market leader and supplier we trust for clients in particular scenarios and fields. We can always trust the team’s recommendations and they deliver great results. And that’s where our longstanding relationship stems from.”



Andrew Swan

VP of Media, Ledger Bennett



The solution

For its client campaigns, INFUSE and Ledger Bennett designed a layered demand generation methodology anchored by content activation, enhanced with [ABM](#) targeting and [intent data](#). This core model, which represented the majority of campaigns, was selected for its ability to deliver high quality lead volumes while ensuring precise audience targeting through account-based and intent-driven filters.

Depending on each client's individual objectives, this foundation was then extended with additional engagement layers:

- Qualifying and profiling questions for deeper lead validation and enriched prospect data
- Deep media nurturing for broader content engagement and multi-asset exposure
- Lead nurturing email sequences for [progressive engagement](#) across the buyer journey
- BANT-qualified lead generation with explicit budget, authority, need, and timeline criteria
- Premium targeted display for awareness-driven goals and brand visibility

This strategic flexibility allowed Ledger Bennett to match the right campaign methodology to each client’s goals, whether the priority was top-of-funnel volume, deep engagement, or conversion-ready leads.

Ledger Bennett made extensive use of the [Demand Accelerator platform](#), a real-time performance dashboard.

INFUSE Demand Accelerator capabilities include:

- **AI-powered analytics** for real-time performance tracking and optimisation, monitoring ABM reach, intent scoring, conversion rates, and engagement
- **Identifies high-performing tactics and channels** in real-time to enhance budget utilisation
- **Expert insights and support** across all time zones to maximise program value

[Gain real-time insights for optimal ROI with INFUSE Demand Accelerator](#)



Which industry verticals did the campaigns serve?

Across the partnership, campaigns spanned six distinct B2B verticals:

- Energy & utilities, including electric power generation (wind, solar, hydroelectric, geothermal, biomass, fossil fuel, nuclear), transmission and distribution, renewable energy services, natural gas distribution, and utilities administration
- Oil & gas and water
- Financial services
- Cybersecurity
- HR technology / global employment
- Industrial technology

“Working with INFUSE has been a great experience. They are warm, responsive, and make the entire campaign process incredibly smooth. They provide everything we need upfront, offer thoughtful guidance on how to adjust and activate assets effectively, and consistently deliver quick turnarounds. As a partner, their strategic input and collaborative approach truly make all the difference.”



Laura Mulcahey

Group Account Director Global, Ledger Bennett



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A partnership that scales

What began as two campaigns in late 2022 evolved into a multi-vertical demand engine across EMEA and NAM. Year after year, the partnership has grown in volume, efficiency, and strategic depth, demonstrating that the value delivered continues to compound over time.

Key growth metrics (2022 → 2025):

**300% increase
in campaign volume**

**400% increase
in lead volume**

Relationship evolution

- 2022 • Foundation**
Partnership launched with demand programs in cybersecurity and HR technology
- 2023 • Expansion**
Partnership expands into energy and utilities, doubling lead output
- 2024 • Scale**
Partnership expands into financial services with lead volume increasing 400%
- 2025 • Growing momentum**
Partnership continues with new demand methodologies introduced

As of 2026, Ledger Bennett and INFUSE continue to collaborate on demand generation deliverables for clients.

“The entire process with INFUSE has been smooth and well-organised. The onboarding structure, responsiveness, and quality of prospects save our team and clients time every week. It is one of the most efficient vendor experiences we have had.”



Jenija Manandhar
Head of Media, Ledger Bennett



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PROGRAMS BUILT TO SCALE WITH YOUR GOALS**

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The results

The layered methodology produced distinct performance profiles, each aligned to specific client objectives.

At a granular level, one full-year integrated demand generation program delivered:

- 75% conversion from MQL to SQL
- 45% conversion from SQL to closed
- High-quality lead generation and effective pipeline progression through to revenue

“INFUSE is great about direct collaboration with both agencies and their clients and prioritising real-time optimisations to continue strong performance. INFUSE's reporting dashboards have allowed my clients to see top performing companies by lead volume and engagement to then pass on to their teams to continue nurturing to.”



Sydney Densmore

Paid Media Account Manager, Ledger Bennett



With 2026 already on pace to exceed prior years, and new methodology extensions such as deep media delivering strong early results, the INFUSE and Ledger Bennett partnership continues to evolve, expanding into new campaign structures, verticals, and geographies.

What began as a vendor relationship in 2022 has matured into a strategic alliance that delivers value at every level.

The partnership's trajectory, from two exploratory campaigns to a scaled, multi-vertical demand engine, demonstrates that when two organisations share a commitment to performance, data, and continuous improvement, the results compound.

Services offered to Ledger Bennett

- Precision targeting
- Content activation
- The INFUSE Demand Accelerator
- ABM and intent targeting
- Premium targeted display

“Our clients really value the INFUSE Demand Accelerator dashboard. It has opened up direct communication and eliminated the typical back-and-forth we see with other vendors. The ability for clients to access data directly, in real time, has been a game changer.”



Jenija Manandhar
Head of Media, Ledger Bennett



What INFUSE can do for you

INFUSE enables organisations with high-performance demand programs designed according to your unique goals and targeting preferences, resulting in quality engagement that drives growth.

Each program is supported by our dedicated, [award-winning](#) Client Success team from start to finish, to ensure the delivery of positive outcomes and ROI.

Below are just some of INFUSE's demand generation solutions

- **INFUSE Content Solutions:** Deliver relevant, high-quality content to B2B business and technology professionals as they research technology solutions
- **INFUSE Lead Cascade:** Fuel demand generation across all stages of the buyer's journey with progressive tactics that deliver deeper engagement
- **INFUSE ABM Focus:** Accelerate account engagement by reaching verified buyers and buying groups through omnichannel nurturing to extend your reach
- **INFUSE Intent:** Gain actionable buyer behavioural insights to understand key buyer challenges and enable targeted engagement and follow-up strategies



ENGAGE AND NURTURE YOUR BUYERS WITH OPTIMISED DEMAND GENERATION

Partner with INFUSE demand experts to design high-impact programs tailored to your goals, whether you are driving internal growth or delivering measurable results for clients.

From launch to optimisation, we help you attract and engage qualified prospects that align with your clients' ICPs.

[Get in touch with a demand expert](#)



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