

# ProphetStor Partners with DemandSkill to Drive Demand and Build Pipeline

*"Five stars (out of five)! From crafting the campaign through execution, DemandSkill made it easy. And I was very pleasantly surprised at how quickly DemandSkill produced the number of leads we contracted for."*

- **Anton Prenneis** | VP Business Development at ProphetStor



**ProphetStor**

ProphetStor, a Silicon Valley-based AIOps company founded in 2012, delivers intelligent infrastructure solutions that optimize GPU utilization and liquid cooling efficiency for AI-driven data centers. Serving both growing organizations and large-scale enterprises across industries like tech, finance, and healthcare, ProphetStor helps IT teams boost performance and efficiency at scale.

## THE CHALLENGE

### Generating Pipeline Without Breaking the Bank

With a limited advertising budget and a lean team managing sales and business development across North America, they encountered a hurdle not uncommon to growing companies: how to increase brand visibility and generate quality leads, all while working with limited resources and without a robust brand marketing function in place.

Then, Anton and Amy struck up a friendly conversation at the SC24 conference, which soon revealed how ProphetStor could benefit from DemandSkill's services—and the rest is history.

## THE SOLUTION

### Engaging Executives Through a Tailored, Multi-Touch Campaign

Together, ProphetStor and DemandSkill mapped out a demand generation plan that aligned with ProphetStor's budget, goals, and timeline. Content syndication stood out as the right-fit solution—designed to reach executive-level leads in targeted industries with a planned or existing install base, no target account list required. Powered by DemandSkill's AI-driven platform, the program was tailored from the ground up.

### Why DemandSkill?

- ➔ Proven track record of success
- ➔ Fast, risk-free results from start to finish
- ➔ Expert-crafted landing pages and campaign prep

## Campaign Overview

This program was designed to drive targeted engagement and generate high-quality leads through a strategic content syndication approach.



**Target Audience:** VP+ decision-makers in midsize and enterprises across the US and Canada



**Lead Goal:** Generate up to 200 qualified leads



**Content Strategy:**

- Two-touch content syndication featuring a whitepaper and case study
- Target install base with 2 custom qualifying questions



## Campaign Timeframe



## THE RESULT

### High-Intent Leads, Actionable Insights, and a Satisfied Client



*"Everything from DemandSkill's end was seamless. [And] everyone I worked with at DemandSkill was friendly and highly professional."*

The campaign delivered engaged executive leads and on-time results—plus, ProphetStor walked away with tailored recommendations and sample findings to fuel their follow-up strategy and future planning.

63.5%

#### KEY FINDING

**Sector Dominance:** Financial services, banking, and insurance accounted for a majority of engaged industries.

16

#### COMPANY INSIGHT

**# of companies** identified as top priorities based on intent and responses to custom questions.

5

#### KEYWORD INSIGHT

**# of surging keywords** related to LLM and AI were identified as trending.

**RECOMMENDED NEXT STEPS:** Implement an expedited evaluation process for leads showing an urgent need, based on responses from BANT-adjacent custom questions.



## Would you recommend DemandSkill to others?



*"Yes, 100%. DemandSkill is very effective at filling the top of the funnel. This will be especially valuable for B2B tech companies with SDRs and the infrastructure in place to nurture these leads through the rest of the pipeline."*



**DEMANDSKILL**

We combine industry-leading business intelligence and precision data with cutting-edge artificial intelligence (AI) to identify target prospects and drive pipeline acceleration. Our top priority? Your satisfaction. That's why we work with you to surface the right leads at the right time. Visit us at [demandskill.com](https://demandskill.com) for more.



[demandskill.com](https://demandskill.com)



[info@demandskill.com](mailto:info@demandskill.com)



949.423.4473