



**Entry Title:**

Demand Accelerator: a first-to-market and only real-time demand intelligence platform

**Project Description**

The INFUSE Demand Accelerator is the first-to-market and only real-time demand intelligence platform in our industry. This wholly-woman-led technology developed by INFUSEmedia provides clients with real-time intelligence about their demand programs' performance to assess their needs and deliver custom-tailored solutions to achieve intended outcomes.

Demand Accelerator has optimized performance tracking and analysis of demand programs, allowing businesses to make more informed decisions and enhance their strategies.

The development of Demand Accelerator was driven by our commitment to innovation and our desire to provide clients with the most up-to-date insights into their demand programs. The INFUSEmedia team recognized that traditional methods of measuring program performance were often outdated or inaccurate, so researched and developed an in-house solution that would provide clients with real-time data and actionable insights.

To achieve this goal, we leveraged advanced technologies such as artificial intelligence (AI) and machine learning (ML). By combining these technologies with our existing data sources, we were able to create a powerful platform that could instantly process large amounts of data in order to generate accurate insights into demand program performance.

This allowed us to empower clients with detailed reports on key metrics such

as account-based marketing (ABM) reach, intent-based marketing scoring, lead conversion rate, and buying committee engagement , enabling informed decisions and a maximum return on investment (ROI).

The impact of Demand Accelerator has been significant for both INFUSE and its clients. It has improved demand generation services by delivering timely and relevant information on ongoing program performance, optimizing decision making and investments. Clients are enabled with real-time intelligence and can conduct industry benchmarks to inform their strategies and achieve intended campaign outcomes.

Demand Accelerator is an important example of how the INFUSE culture of innovation encourages ideas from across the organization through the creative deployment of advanced AI/ML technologies and digital tools, driving positive outcomes for both the organization and its clients.

### **Our commitment to innovation**

Our commitment to internal innovation has been a priority for our organization, and we have invested heavily in R&D, human capital, and new tools and processes to facilitate innovation.

In terms of R&D spending, we have allocated over 100 resources to ensure that our team has access to the latest technologies and tools needed to develop the INFUSE Demand Accelerator.

These R&D resources include:

- Cutting-edge software development platforms
- Hardware infrastructure, cloud, data analytics, and business intelligence tools
- Artificial Intelligence (AI) algorithms, information architecture and design, and Machine Learning (ML) models
- Ongoing training for team members on the latest trends in technology.

INFUSEmedia has invested heavily in human capital by hiring top talent from around the world who specialize in developing innovative technologies like Demand Accelerator. Our team consists of software engineers, data scientists, AI experts, product managers, UX designers, business analysts, and more, who are all dedicated to creating products that will modernize how

businesses manage their demand performance.

Our R&D team is spread across 50+ countries, enabling INFUSEmedia to provide economic opportunities to regions that require investment.

We have developed new tools and processes within our organization for facilitating innovation, such as an internal incubation program that allows team members from different departments within the company to collaborate on projects together; a client feedback system that helps us identify the most desired product features; as well as an agile methodology which enables us to quickly iterate on products based on feedback.

These investments into internal innovation over the past year (2022) have enabled INFUSEmedia to create the Demand Accelerator—a revolutionary and first-in-market technology that enables clients with real-time intelligence from demand performance programs.

### **Our innovation goals**

The INFUSE Demand Accelerator has optimized performance tracking and analysis of demand programs, allowing businesses to make more informed decisions and enhance their strategies.

At INFUSE, we strive to provide our global team a positive work environment that encourages collaboration and innovation, with the tools they need to drive positive outcomes for the organization and its clients. The Demand Accelerator is an example of this team empowerment, by allowing our staff to inform demand strategies with real-time insights from campaigns, identify areas of improvement, and take swift action to improve results.

The Demand Accelerator ensures that our team delivers the most exceptional service possible to clients, thanks to its continuous insights on buyer behavior and engagement. This allows the INFUSE team to tailor demand programs accordingly so the target audience maintains a positive brand experience with every digital interaction.

The more comprehensive understanding of our audiences and clients enabled by the INFUSE Demand Accelerator has been instrumental in driving successful campaigns for local businesses and their communities, as well as

to improve the quality of life of our staff, clients, and partners. It has made sure ROI is more attainable and optimized the conversion rates of demand generation programs with efficient tracking and actionable insights.

## **Our workplace culture**

At our organization, we believe that fostering a culture where all employees feel empowered to innovate is essential for success. Innovation is one of [our eight core values](#), which also include measurement and growth.

We have taken several steps to ensure that everyone has the opportunity to contribute their ideas and perspectives to drive innovation for our organization and our clients. First, we have implemented a Diversity, Equity, and Inclusion (DE&I) program that encourages innovation from all team members (regardless of their gender, race, ethnicity, or background) which is built into our annual performance planning. The program includes initiatives such as mentorship for early-career employees and wholly-women-led initiatives like the Demand Accelerator.

We also encourage unconventional approaches to overcome business challenges with regular brainstorming sessions with teams from different departments of the organization—in total, we have team members from 50+ countries, speaking 24+ languages, who participate in R&D. These sessions are designed to unite people of different backgrounds to share their unique experiences and perspectives to think of new approaches, ideas, and solutions for our business.

We recognize the importance of creating an environment where everyone feels comfortable sharing their ideas without fear of judgment or criticism. To this end, we have implemented a “no blame” policy, which encourages open dialogue between team members without fear of repercussions if an idea does not work out as planned. “Fail fast and fail cheap (but never be afraid to fail)” is a motto that we follow, recognizing the required risk-taking for driving innovation and new ideas to market.

This policy has allowed us to foster a culture where everyone feels

comfortable taking risks with creative solutions for our business challenges—which has resulted in innovative outcomes, such as one team developing a new product based on feedback from clients which had previously been overlooked—this product is now in market and is becoming one of the most popular INFUSEmedia offerings of 2023.

Overall, by implementing DE&I policies, such as mentorship programs for early-career team members; women-led initiatives like Demand Accelerator; as well as resources and safe spaces to encourage creative risk-taking, we have created a workplace culture where all team members are empowered and encouraged to innovate—resulting in groundbreaking and positive outcomes for our clients.