

Turn B2B engagement into pipeline momentum



See results faster with integrated content syndication and programmatic services.



The challenge

You're investing in strong content and running programmatic campaigns, yet pipeline isn't growing fast enough. Teams are under pressure to prove what's working, but disconnected tools and reporting make that hard.

Case Study: Bamboo Rose

A lean ABM team partnered with Anteriad to unify demand efforts and accelerate outcomes.



75%

opportunities influenced by programmatic

45%

opportunities via content syndication

40%

boost in site traffic

60%

lift in CTR

How it works:

- 1 Start with the right accounts**
Validate and refine your ICP, enrich targets, and identify buying groups.
- 2 Capture with content syndication**
Your content is promoted across trusted B2B publishers. Leads arrive enriched, compliant, and ready for nurture.
- 3 Reinforce signals with programmatic**
Delivers clean dashboards, unique tracking codes, and quality scoring you can trust.
- 4 Give sales and marketing one view**
Both channels feed into a unified picture of account activity, warming signals, and pipeline movement.
- 5 Manage performance with hands-on support**
Our expert team runs and optimizes your programs, so you don't have to.
- 6 Prove impact**
You see clear influence on opportunity creation, conversion, and account engagement.

Let's map out how integrated content syndication and programmatic can help you move faster.
Contact sales@anteriad.com to learn more!