

Driving Pipeline Growth with Agentforce-powered Lead Nurturing

A case study for cybersecurity domain

64k

leads deduplicated
and cleaned for migration

25%

open rate achieved
with AI-optimized sequences

7.5%

CTR achieved exceeding
campaign benchmarks

Background

Axiad is a Cybersecurity company that provides identity and access management solutions to enterprises worldwide. Its platform helps organizations secure digital identities, streamline authentication, and ensure compliance across complex IT environments. Headquartered in San Jose, California, Axiad is recognized as a **fast-growing leader in the security industry**, serving mid-to-large enterprises across multiple sectors.

As Axiad's campaigns, webinars, and inbound leads grew, so did **the challenge of managing 64K leads and prospect data scattered across Salesforce, Google Sheets**, and other internal tools. This fragmentation slowed down sales engagement and limited revenue growth.

The Problem

As Axiad scaled, inefficiencies in lead management operations created **bottlenecks that stalled pipeline growth**:

- ✓ **Manual and inconsistent lead management processes**, which caused delays in qualification and handoffs.
- ✓ **Fragmented systems** (Salesforce, Google Sheets, and internal tools) made campaign, account, and lead data difficult to connect, limiting visibility into the customer journey.
- ✓ **Disjointed governance** of opt-in/opt-out preferences created compliance risks.
- ✓ **Error-prone reporting and limited visibility** delayed finance and sales leadership decisions.

These gaps left many leads under-nurtured and made it harder for the sales team to convert interest into pipeline revenue

Industry Challenge

Fast-growing B2B cybersecurity companies generate large volumes of inbound leads across campaigns, webinars, and channels, but often struggle to convert that interest into pipeline. Lead data spread across systems, manual SDR follow-ups, and inconsistent qualification slow response times and reduce conversions, while making it harder to track performance and manage compliance at scale.

The Solution

Axiad partnered with Infoglen to transform their **SDR workflows using Salesforce Sales Cloud + Agentforce** in a **six-week rollout**.

The objective: unify data, automate lead engagement, and pipeline growth.

Infoglen implemented a highly robust **SDR automation and lead engagement solution** on Salesforce Sales Cloud and Agentforce.

Our experts with deep hands-on experience in sales processes, **worked with Axiad to ensure every workflow aligned with how SDRs and BDRs actually operate**. This meant the solution was not only technically strong, but also practical, intuitive, and immediately impactful for end users.

Details of the Implementation

- ✔ **Agentforce SDR Sequencing:** Configured Agentforce SDR out-of-the-box functionality to run three sequences (high-intent, cold, and warm/undecided leads) keeping all leads engaged with the right follow-ups.
- ✔ **ABM Dashboard:** Designed and implemented an Account-Based Marketing dashboard that provides visibility into campaign history, response rates, engagement signals, funnel progression, and account-level interactions such as webinar attendance and inbound messages.
- ✔ **Lead Nurture & Enrichment:** Automated lead enrichment processes to capture missing information, while enabling tailored nurture paths to ensure prospects received the right communication at the right time.
- ✔ **Dormant Lead Re-engagement:** Rolled out a specific sequencing strategy to revive inactive leads and create fresh pipeline opportunities.
- ✔ **Process Optimization:** Implemented automated notifications, simplified SDR workflows, and reduced manual interventions, helping business BDRs and SDRs act quickly and consistently.
- ✔ **Custom Reporting:** Developed campaign and pipeline reporting that empowered leadership with accurate insights into engagement performance, revenue contribution, and ROI tracking.
- ✔ **Personalized Email Messaging & Appointment Scheduling Automation:** Deployed a 24/7 email nurture sequence that delivers personalized funnel messaging based on each lead's response. The system automatically pulls answers from Axiad's website to reply instantly, and when an answer isn't available, it books an appointment with a sales rep based on their availability. Leads can also request and schedule appointments directly, ensuring no opportunity is missed.
- ✔ **Opt-In/Opt-Out Automation:** Built automated processes to manage subscription preferences, so every prospect's opt-in and opt-out choices are captured in real time. This keeps communication accurate, compliant, and up to date without manual effort.



The Impact

Measurable Outcomes

- ✔ **Automated, Scalable Outreach:** Deployed SDR automation in Salesforce to engage 26K leads & 38K contacts, enabling targeted, AI-driven outreach and timely, personalized communication at scale.
- ✔ **Improved Engagement:** SDR sequences achieved **25% open, 7.5% click-through, and 4.5% response rates, outperforming typical cybersecurity campaign averages.**
- ✔ **Pipeline Growth:** AI-led sequencing and prioritization delivered a steady 1–2% meeting conversion rate, adding qualified opportunities directly to the sales pipeline.

Qualitative Outcomes

- ✔ SDRs spend more time on qualified leads, while automated nurture sequences handle early-stage and lower-funnel leads. This shift allowed SDRs to focus on booking more high-value meetings and growing the pipeline.
- ✔ More consistent touchpoints increased overall lead responsiveness.
- ✔ Leadership gained clear visibility into campaign ROI, funnel health, and revenue attribution.
- ✔ The solution created a foundation to expand ABM and AI-driven engagement further.

Before vs. After

- ✔ **Before:** Lead engagement was fragmented, manual, and inconsistent, leading to missed opportunities.
- ✔ **After:** With Salesforce Sales Cloud + Agentforce, Axiad's SDRs now operate from a unified system with automated sequences, clear dashboards, and consistent lead nurture, leading to faster engagement and stronger pipeline growth.

Why Infoglen

Axiad chose Infoglen recognizing our track record as their CPQ, Service Cloud, and Experience Cloud partner.

- ✔ **Domain Expertise:** We brought in sales process experts to bridge the tech and sales operations gap, and deliver a solution that was both technical and user-friendly.
- ✔ **Agentforce & Data Cloud Expertise:** Infoglen brought in 20+ certified Agentforce experts and data cloud consultants.
- ✔ **Strategic Approach:** Our solution was focused on both quick wins (SDR automation) and long-term scalability (ABM dashboards, nurturing framework).
- ✔ **Pre-Built Accelerators:** Leveraged Infoglen's Sales Development Agent and Pipeline Generator for faster time-to-value.



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