

## Demand Generation Pipeline Build

From Near-Zero Pipeline to \$75M+ in Six Months

Series B Healthcare AI Company • Pre-Exit Marketing Build

### The Inflection Point

A Series B healthcare AI company preparing for IPO/exit had built strong product and engineering muscles but had never built a real marketing function. Top-of-funnel pipeline coverage was effectively zero. The board wanted credible marketing math before the next funding conversation. Sales leadership was sourcing nearly all of its own opportunities and burning out doing it.

### The Mandate

- Stand up a top-of-funnel demand engine in months, not quarters
- Establish brand awareness in a category dominated by larger, better-known competitors
- Earn credibility with the board through transparent attribution and conversion data
- Free sales leadership to close, not prospect

### The Build

- ICP refinement, segmentation, and message architecture grounded in win/loss patterns and buyer interviews
- Top-of-funnel demand generation campaigns aligned to enterprise healthcare buying cycles
- Earned media program targeting top-tier healthcare publications
- Sales-marketing alignment via shared definitions, service-level agreements, and attribution discipline
- Brand and content rebuild aligned to category positioning

### The Outcomes

- **Top-of-funnel pipeline:** from near-zero coverage to \$75M+ qualified
- **32% MQL-to-SQL conversion** (industry benchmark: 20–35%)
- **50% year-over-year increase** in website traffic
- **Earned media** in top-tier healthcare publications

### Why This Matters for CEOs and Sales Leaders Who Inherit Marketing

Pipeline pressure does not get solved by hiring an SDR or buying more ads. It gets solved by building the underlying machine: positioning, demand generation, attribution, and sales alignment, working in concert. Six months is realistic when the right operator runs the build; the same operator who has scaled marketing through a NASDAQ IPO and a 7x post-IPO revenue arc.

