



# Content Syndication: Tealium's Engine for Long-Term Pipeline Growth



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*At Tealium, we treat CS not as a quick source for immediate MQLs, but as a crucial door-opener and a continuous catalyst for account progression. This shift in mindset reveals its true power. CS effectively populates our target accounts with the right contacts, making it an essential opening move in a strategy designed to land the customer over the long term.*

— Marie Murmann,  
EMEA Regional Marketing Manager, Tealium



# Measuring What Matters: Influence Over Volume

For many B2B marketers, the long sales cycles in Content Syndication (CS) can feel like a liability. The misconception that a contact who downloads an asset should be instantly sales-ready often obscures its real value.

To maximize the impact of content syndication, Tealium runs a coordinated, multi-touch program that continues well beyond the initial lead. Leads are triaged by SDRs and AEs based on account activity and context, with marketing stepping in to nurture those not yet ready for outreach. These contacts are enrolled in targeted email sequences, ensuring relevance and progression. Around this, Tealium runs paid social, search, and event activations that maintain momentum across the buying team, turning that first touch into a longer, more valuable journey toward pipeline.

The core of the success lies in measuring what truly moves the business, not just raw lead volume. While many teams focus on MQL counts, Tealium focuses on metrics that validate the “long game”:

The image contains three panels, each with a title, a screenshot of a dashboard, and a descriptive text block below it.

- Panel 1:** Title: "Generating net-new contacts within specific target accounts." Screenshot: A dashboard showing three contact cards, each with a profile picture, a checkmark, and a "New" button. Below each card is a blue progress bar. Text below: "Generating net-new contacts within specific target accounts."
- Panel 2:** Title: "Tracking the depth and frequency of engagement across the buying team." Screenshot: A dashboard showing five contact profile pictures at the top. Below are three horizontal bars labeled "Depth", "Frequency", and "Engagement", each with a blue progress bar. Text below: "Tracking the depth and frequency of engagement across the buying team."
- Panel 3:** Title: "Crediting CS for its influence on account movement and pipeline progression all the way to closed-won revenue." Screenshot: A dashboard showing a contact profile picture, two checkmarks for "Account Movement" and "Pipeline Progression", a green bar for "Closed-Won Revenue", and a bar for "CSM" (Customer Success Metrics) with a blue and purple gradient. Text below: "Crediting CS for its influence on account movement and pipeline progression all the way to closed-won revenue."

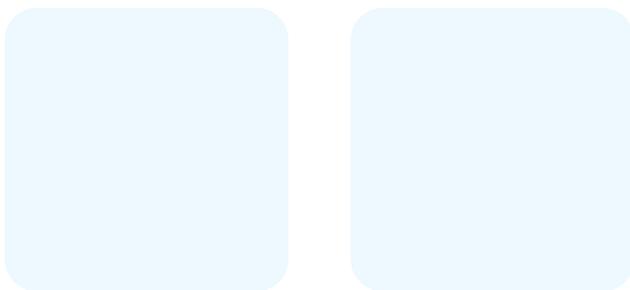
By focusing on these deep, account-level signals, it's been ensured that every touchpoint, including the initial content download, is valued as a contributing factor in the overall conversion journey.

# The Run That Closes: Verified, Quantifiable Results

The approach of using content syndication as a continuous driver of awareness and education has delivered verified, quantifiable results that validate this strategic patience:

Metric	Result
<b>Return on Investment</b>	2,400% ROI
<b>Pipeline Impact</b>	\$3 Million in Pipeline Sourced or Influenced
<b>Channel Effectiveness</b>	Achieved the Second-Highest Pipeline Creation Rate among all channels in 2024

When you stop demanding instant sales-readiness from Content Syndication and start viewing it as a powerful, dedicated Engine for populating and progressing named accounts, the results are transformative. CS is one of the most effective ways to move target accounts toward concrete milestones.



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*I appreciate working with the DemandScience team; they listen well, deliver everything on time, no need for chasing, and share insightful reports that help me make better decisions. When managing several vendors at the same time, a kind team that collaborates smoothly, and that I can rely on, makes things easier.*

— Marie Murmann,  
EMEA Regional Marketing Manager, Tealium

## About Tealium

Tealium helps companies collect, govern, and activate customer data in real-time to power AI and deliver exceptional experiences. With 1,300+ turnkey integrations and a real-time CDP, Tealium drives better business outcomes, operational efficiency, and data compliance. 850+ global brands trust Tealium.



# Ready for DemandScience to help you find the best prospects and scale your marketing's impact?

Let's connect! Schedule a meeting today! —>



DemandScience is a B2B revenue marketing company dedicated to simplifying marketing complexity and giving marketers control over the execution and scaling of their go-to-market (GTM) strategies. Through data-driven lead generation, content syndication, multi-channel advertising, event marketing, and more, our solutions—backed by a team of expert strategists—help marketers engage the right buyers with confidence, without compromise or risk. Serving 1,500+ global customers since 2012, we are one of only 143 companies to make the Inc. 5000 for 10 consecutive years and are a certified Great Place to Work. Learn more at [demandscience.com](https://demandscience.com) and connect with us on [LinkedIn](#), [X](#), [Facebook](#), and [Instagram](#).