



19% More Qualified Demos: The ICP Tactic That Transformed Continuous Networks' Outreach



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demo requests



26%
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Madison Korta,
Marketing Manager, Continuous Networks, LLC

Overview:

Continuous Networks is a managed IT and cybersecurity provider based in New York and New Jersey. The company specializes in serving growth-focused healthcare organizations, ensuring their systems remain secure, compliant, and operational 24/7. With high standards for precision and performance, Continuous Networks needed a more efficient way to find and engage ideal prospects.



The Challenge:

Continuous Networks' marketing team was spending more time cleaning contact lists than executing campaigns. Their outreach was slowed down by outdated data and manual processes that didn't scale.

- **Scattered, Outdated Contact Data:** IT and compliance decision-makers were difficult to locate, leading to outreach delays and poor engagement.
- **Manual List Maintenance:** Building ICP-aligned lists required hours of spreadsheet filtering and cross-checking before every campaign.
- **Slow Campaign Turnaround:** Re-segmenting contacts delayed go-live dates, leaving less time for messaging and creative work.



The Solution:

With SalesIntel, Continuous Networks gained not only accurate contact data but also a smarter way to identify high-fit leads through automation and filters.

- **Human-Verified Contact Data:** Clean, up-to-date emails and direct dials for target buyers eliminated guesswork.
- **Granular Property Triggers:** Filters based on revenue, employee size, tech stack, and compliance needs helped zero in on the right audience quickly.
- **ICP™ Module:** SalesIntel's ICP feature automatically scored and segmented accounts, so only high-propensity leads flowed into nurture campaigns. No manual sorting required.



The Outcome:

SalesIntel's combination of verified data and intelligent ICP scoring helped Continuous Networks accelerate campaigns and improve engagement.

- **35% reduction in manual list update time**, cutting list prep from 5.2 to 3.4 hours per campaign.
- **30% faster audience segmentation** with ICP auto-scoring and advanced filters.
- **26% increase in email open rates** thanks to better alignment with ideal buyer profiles.
- **19% more qualified demo requests**, quarter-over-quarter, after implementing SalesIntel.

"SalesIntel is a great tool for finding accurate data. We love using the property triggers to zero in on the right-fit contacts, and the new ICP feature means far less manual list work for our team."

– Madison Korta, Marketing Manager, Continuous Networks, LLC



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create your own. If this success story
sparked ideas, let's turn them into action.
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walkthrough tailored to your goals.

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