case study

Head-to-Head Campaign:

How High-Intent Targeting Drove 225% More Deals—Delivr.ai vs. Bombora

www.delivr.ai

Delivr.ai vs. Bombora (Apollo.io):
Intent-Based ABM Campaign Performance

Executive Summary

This case study compares the performance of a broad base Bombora campaign of 500k contacts, to a targeted intent based audience of 5k contacts created by Delivr.ai.

Delivr.ai produced 225% more deals sending 1% of the total emails. This case study compares the tactics involved, and why targeted intent based advertising was able to out-perform.

- Delivr.ai generated 23 deals from 5,000 emails.
- Bombora generated 9 deals from 500,000 emails.
- Delivr.ai's reply-to-send rate was 4.9% vs. Bombora's 0.09%

Key Takeaways

- Focus on **higher intent leads** for maximum impact on pipeline and sales outcomes.
- Avoid low-intent, high-volume campaigns that can hurt brand and domain reputation.
- Smaller, highly-qualified audiences enable greater per-contact investment in advertising and outreach.

Campaign Overeview

A B2B agency Client sought to improve pipeline growth and deal closure with outbound ABM campaigns using one methodology, message, and team for both campaigns. The variable: audience type.

- Large, account-based intent list via Apollo.io (500,000 contacts).
- Delivr.ai: Highly targeted, person-based, high-intent list (5,000 contacts).

Campaign Results

Campaign	Emails Sent	Deals Closed	Conversion Rate
Bombora	500,000	9	0.00002%
Delivr.ai	5,000	23	0.46%

Delivr.ai closed over twice as many deals, underscoring the value of focused, high-quality outreach.

Audience Results

Campaign	Open Rate	Reply Rate	Reply-to-Send Rate
Bombora	10%	1%	0.09%
Delivr.ai	70%	5%	4.90%

Every engagement metric, from opens to conversions, favored the high-intent, person-based approach from Delivr.ai

Conclusion

More is Not Always More.

This case study underscores the value of prioritizing lead quality and intent in outbound email campaigns. Delivr.ai's targeted approach achieved higher engagement, more replies, and significantly more closed deals, all from a smaller, more efficient list. With ROI at $15–$99/month versus $250–$1,500/month for mass sends, organizations seeking to maximize sales efficiency and vastly improve ROI should shift from volume-based outreach to high-intent, targeted strategies.