

# From Seed to Scale: Viaffinity's AI-Powered Pipeline Acceleration

With no in-house marketing and sales teams, Viaffinity partnered with DemandLab to create a scalable solution aimed at enhancing outreach, improving lead engagement and booking sales meetings.



## INTRODUCTION & BACKGROUND

Viaffinity is an insurtech company and a leader in embedded insurance. The company partners with software products to embed insurance as a third-party service in their workflow.

**Business model:** partner-based channel sales.

**Funding:** Currently in SEED funding, moving to series A within the next 6-9 months.

## GOALS

### Immediate:

- Drive pipeline fast
- Increase booked meetings
- Verify ICP and messaging

### Future goals:

- Brand building
- Marketing orchestration

## CHALLENGE

Viaffinity was undergoing a strategic transition and sought additional support to scale its outreach efforts efficiently, ensuring continuity and momentum in pipeline generation during a period of internal realignment.

### Constraints:

- Resources - no in-house marketing and sales automation resources
- Deliverability infrastructure
- Need for rapid implementation and scaling without hiring

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## SOLUTION

DemandLab partnered with Viaffinity to augment its sales outreach capabilities and ensure uninterrupted campaign execution, while supporting the integration of an AI SDR, by collaborating on identifying the right tech stack and orchestrating their marketing and sales automation needs.

DemandLab was selected due to a long-standing partnership with Viaffinity's co-founder, Mason Power, after working together across three different businesses over 15 years to enhance and accelerate their marketing automation efforts.

The scope of this initiative included identifying and recommending options for an SDR AI tech stack to enhance sales outreach efforts, the implementation and configuration of the selected tool (Amplemarket) and its integration with HubSpot CRM, strategic discovery and sequence design, along with fractional sales enablement and marketing automation support. This initiative reflected our shared goal of building a modern, high-performing go-to-market engine that aligns with Viaffinity's growth objectives.

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## IMPLEMENTATION

DemandLab leveraged their marketing technology expertise to evaluate several SDR AI tools and identified three suitable options that align closely with Viaffinity's business goals and needs.

### Stack requirements considerations:

- No need for immediate scale of staff
- Efficiency and fast set-up with little to no technical resourcing
- Prospecting, targeting and data enrichment
- Robust deliverability management
- AI capabilities to amplify tactics

**Target:** Seed-stage B2B insurtech startup with a solo founder-led sales focused on partner outreach.

Viaffinity carefully reviewed each tool recommendation and ultimately chose Amplemarket. They then partnered with DemandLab throughout the two-week trial to experiment and evaluate the platform before committing to a subscription plan. The DemandLab lead consultant and strategist became an extension of the Viaffinity team, providing fractional support to accelerate their efforts.

### DemandLab supported the implementation of Amplemarket by providing assistance in the following areas:

- Configuration of email deliverability protocols
- Implementation of multi-domain warm-up plans
- Installation of tracking scripts
- Integration of paid social and inbox accounts
- ICP-based segmentations
- Compliance configuration
- Development of personas and messaging
- Configuration of competitor settings to aid AI training
- Design and configuration of single and multi-touch outreach sequences with personalization
- AI copilot leads review and refinement of AI searcher function criteria
- Optimization recommendations
- Process definition
- Reporting configuration

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## CONCLUSION

This comprehensive support helped enhance the effectiveness of Viaffinity's sales outreach efforts and the overall Amplemarket implementation.

There are no direct results to share yet, but we can discuss how our support helped Viaffinity orchestrate and scale marketing automation and sales enablement efforts without having an in-house staff while leveraging cutting-edge technologies to meet their business needs and objectives.



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The DemandLab team has once again delivered exceptional value with precision, speed, and strategic depth. I've worked with them across multiple companies over 15+ years, and they continue to be my go-to martech partner for solving complex challenges. Their expertise in CRM systems and marketing technology is unmatched, and this project with Viaffinity was no exception.

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**MASON POWER**  
Co-Founder  
 **viaffinity**



**demandlab** 

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