

AUDYENCE · CUSTOMER SUCCESS STORY

How Mitel took back control of content syndication, making the process faster and more cost-efficient

A global telecom brand moved its content syndication onto a programmatic marketplace, cut the cost and delay of working through traditional aggregators, and gained lead-level control it never had before.



Global telecommunications company · ~4,000 employees · Audyence customer since March 2025

Control

Vets every lead before it enters Mitel's systems

Speed

Campaigns live in days, not weeks

Efficiency

Predictable cost, planned across sectors

The challenge. Mitel's marketing team had a demand-generation engine to feed, and content syndication was a core part of it. The problem was the way it had always been bought. Working through traditional syndication vendors, the team hit the same friction every quarter: cost per lead ran high, support was thin and slow, and campaigns took a long time to set up and get live. None of it was a reason to stop syndicating content. The team wanted to keep the pipeline coming while spending less to get it, moving faster, and holding more control over what actually reached their systems.

Why Audyence. Mitel started with Audyence in March 2025 on a pilot, specifically to test lead quality and performance before committing. The cost per lead came in lower than the team was used to seeing from traditional aggregators. Support was more responsive. Campaigns went live faster. And the buying process itself was simpler: a straightforward RFP with a 24-hour bid turnaround. Where standing up landing pages with a traditional vendor could take about a week, the team moved faster on Audyence. The pilot did its job, and Mitel made a deliberate decision to centralize its content syndication on the platform.

How it works now

Audyence changed the day-to-day of how Mitel runs content syndication, across four things that matter to the team.

Lead-level control

Before a lead ever enters Mitel's internal systems, the team can review it: check the job title, validate the company, and approve or reject it. Leads are vetted on the way in, not cleaned up after the fact.

Predictable cost

Working from a fixed, agreed rate per engagement, the team chooses publishers by which have the audience availability to deliver, rather than re-chasing the lowest cost per lead every cycle. That makes planning across sectors simpler.

Speed to launch

Campaigns launch in days, with a 24-hour bid turnaround, rather than the longer setup cycle the team was used to with other vendors.

Real-time reporting

Mitel's team sees spend, effective cost per engagement, and progress against budget in real time at the top of the dashboard, with the same view mirrored across the team's regional instances. A performance-by-publisher view shows what's already been tested and what's worth trying next, without opening every campaign one by one.

Two more habits keep the model working: a direct Marketo integration, so leads flow into the systems the team already uses with no manual handoffs; and repeat quarterly campaigns with refreshed suppression lists, so each new campaign reaches net-new audiences instead of the same names again.

“What’s worked well with Audyence is the balance between control and speed. We can launch campaigns quickly, manage complex suppression and lead review requirements, and still have flexibility in how we work with publishers. That combination has helped us keep content syndication efficient while continuing to drive pipeline across multiple business units.”



Andrew Frayle-Ochoa, Global Campaigns Marketing Manager, Mitel

Why Mitel expanded

The clearest signal is what Mitel did next. Rather than keep content syndication spread across vendors, the team centralized it on Audyence and expanded it, running programs across multiple audience sectors and adding new ones over time. That expansion took a quarter, at a cost the team could predict and plan around, with lead-level control it had not had before. Mitel kept the qualified leads flowing, while spending less and moving faster to get it.



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Contact Us

info@audyence.com
www.audyence.com