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CASE STUDY | MENA

INFUSE POWERS SPACE42'S PIPELINE GROWTH ACROSS A MULTI-CAMPAIGN PARTNERSHIP

SPACE42

Executive Summary

Space42 sought to grow business opportunities across its specialised B2B and B2G audience, a market that purchases sophisticated AI and satellite platforms through structured, proof-driven evaluation.

Space42's buyers span defense, government, energy, and maritime organisations, each requiring precise targeting and engagement across the full buying group

Partnering with INFUSE, Space42 progressed from a single pilot to a renewal and then a multi-campaign Master Service Agreement (MSA), with each campaign supporting a different product across its diverse portfolio

The program built a growing base of qualified demand and an active pipeline of opportunities, supported end to end by consulting, account intelligence, enablement, and weekly collaboration

Read the full case study below for the programs deployed, the metrics behind the results, and how the partnership scaled quarter over quarter.

How the Space42 and INFUSE partnership has evolved

Q4 2025
- **Pilot Campaign**
  First campaign to prove the approach with Space42's audience

Q1 to Q2 2026
- **Renewal**
  Program scaled on the strength of the pilot, focused on a specific product line

Q2 2026
- **MSA, Campaign 1**
  Partnership formalised; continuing to build demand for the same product line

Q2 2026 onward
- **MSA, Campaign 2**
  Concurrent campaign for a further product line, in flight

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About Space42

Space42, a G42 company, is a UAE-based, AI-powered SpaceTech company with global reach, listed on the Abu Dhabi Securities Exchange (ADX: SPACE42). The company operates at the intersection of satellite communications, Earth observation, and AI analytics, redefining how industries interact with geospatial intelligence and secure connectivity.

Its Earth observation platform, GIQ, applies more than 50 AI models to satellite imagery, converting raw geospatial data into decisions across use cases that span border monitoring, environmental analysis, and defence intelligence. Where an industry has an established use case, the models are ready to deploy. Where the use case is new, Space42 trains a model built for it.

Thuraya-4, its satellite communications platform, delivers always-on, mission-critical connectivity for B2B and B2G organisations. Built on a geostationary architecture designed for resilient connectivity, the platform is engineered for defense, government, and other mission-critical environments where every connection counts.

The objective

The objective was to identify and generate net-new opportunities across a highly defined audience and progress them into qualified pipeline.

"I am a firm believer in marketing as an engine for business growth. We partnered with INFUSE to craft campaigns for our target audience, with the objective of generating new business opportunities that progress and, hopefully, convert into wins."

Oussama Barkia,
Global Marketing Director, Space42

Space42's audience is unlike that of a standard B2B technology campaign. Its buyers include defenceministries, government and environment agencies, energy companies, and shipping operators, rather than the enterprise IT decision makers that most **demand generation** programs target. Reaching an audience this specialised, for a high-value platform procured through careful evaluation, called for a partner with extensive demand generation depth.

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The solution

Working closely with Space42, INFUSE built demand programs around the company's specific buyers and use cases. The team brought deep demand generation expertise to a complex, high-stakes market, shaping every recommendation from content sequencing to qualifying and profiling questions asked at the point of engagement.

Reaching this audience called for more than a standard campaign. INFUSE acted as a strategic extension of Space42's team, combining a targeted demand program with hands-on support at every stage to advance the company's objectives.

What did the INFUSE demand programs include?

	What it involved	Deliverables
Demand generation	Qualified prospects engaged with content relevant to Space42's market	Qualified, opted-in prospects delivered to Space42
Deep funnel	Higher-intent, low-funnel engagement prioritised over top-of-funnel volume	Conversation-ready, higher-intent prospects
Custom qualification questions	One profiling question and two qualifying questions at the point of capture	Pre-qualified every contact against Space42's **ideal client profiles** (ICPs)
Nurture	Multi-touch email nurture, up to seven touches, for prospective clients and their buying groups	Whole buying groups engaged to enable collective decision making
HG Insights account intelligence	Technographic and IT budget data: technology spend, install location, estimated renewal value, and vendor name	Enriched account records for prioritisation and follow-up

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What did INFUSE deliver beyond the demand programs?

Alongside the demand programs, the INFUSE team provided support at every stage, from launch through the MSA:

	What it involved	Value to Space42
Consulting and optimisation	Content relevance and sequence, custom question design, and geo and buying group targeting	Kept the program aligned to an evolving, hard-to-reach market
Intelligence and reporting	Real-time **Demand Accelerator** updates, consolidated reports on request, and QBR and campaign insights	Real-time campaign visibility and stakeholder-ready reporting
Enablement	SDR workshop and **INFUSE Academy** learning	Equipped Space42's team to act on the demand generated
Cross-functional collaboration	Weekly calls from day one and account prioritisation with the GTM strategist	A team dedicated to delivering the results Space42 set out to achieve

INFUSE went further than the original brief. When the team saw that Space42's Microsoft installed base could apply committed Azure cloud credits towards their GIQ solution, that insight turned existing IT budget into a reason to engage. The same commitment to results led INFUSE to bring in a Demand Strategist, who shared lead progression best practices with Space42's business development team to help convert demand into opportunities.

"It has been a very positive experience. What we do is a very niche business, and the team took the time to understand our unique needs and our target audience, then came back with a program that clearly reflected that understanding and went beyond a templated approach."

Oussama Barkia,
Global Marketing Director, Space42

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The results

Over the course of the partnership, the program has grown with each phase, and early demand is developing into a healthy pipeline. Working alongside Space42, INFUSE has widened the program across the portfolio, opening a broader base of opportunities that supports the company's next stage of growth.

In under three quarters, the engagement grew from a single pilot to a multi-campaign MSA, and the opportunities generated continue to progress.

THIS MOMENTUM HAS ALREADY RESULTED IN PIPELINE CONVERTING TO REVENUE

Two opportunities delivered through the partnership have closed. One from the Thuraya-4 program in early August 2026, and a second from the GIQ program.

This marks a remarkable growth for a market defined by high complexity, demonstrating the value and impact of INFUSE demand programs across Space42's portfolio.

"What I have been most impressed with is the whole of it: the professionalism of the team, the availability, the willingness to help, and the technology stack. Taken as a whole, it is quite impressive, and a good partner to work with."

Oussama Barkia,
Global Marketing Director, Space42

What INFUSE can do for you

INFUSE assists organisations with full-funnel demand generation programs designed around your unique goals, audience, and targeting preferences, driven by first-party buyer and account intelligence.

Each program is backed by our dedicated, award-winning Client Success team from start to finish, ensuring seamless execution, positive outcomes, and strong ROI.

Learn more about our high-performance demand programs

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Below are just some of INFUSE's demand generation solutions:

ACCOUNT QUALIFIED DEMAND WITH INFUSE ABM FOCUS:

Engage priority decision makers and gain opt-in permission through precision company targeting and account buyer engagement.

CALL-READY DEMAND WITH INFUSE INHQL:

Gain valuable prospect intelligence from a custom, category-focused, interactive survey to identify your prospective buyers' priorities and challenges.

TARGETED DEMAND GENERATION WITH INFUSE TRIPLE PLAY INTENT:

Scale your demand generation efforts with qualified prospects that have actively demonstrated interest and show intent.

ACTIVE JOURNEY DEMAND WITH INFUSE LEAD CASCADE:

Generate and maintain decision maker engagement at all stages of the buyer's journey using personalised, multichannel campaigns.

POWER YOUR GROWTH WITH HIGH-PERFORMANCE DEMAND

INFUSE demand experts work alongside you to craft demand generation programs that leverage proprietary buyer intelligence to drive revenue growth for your organisation. Whether you are looking to boost engagement, generate qualified prospects, or drive outcomes, our team is here to support you.

Talk to a demand expert

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