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“Breng jouw
marketing naar het
volgende niveau
met Marketing as a
Service bij Leadgate”

Reference case

Code Intelligence

Flexibility, trust and growth
in a complex market

020 58 1148
info@leadgate.eu
leadgate.eu

Introduction

In a highly technical and complex market like cybersecurity software, agility and focus are key. Code Intelligence builds solutions that help organizations secure their applications, serving a niche where the term fuzz testing is more familiar to academics than to marketers. That's exactly why they were looking for a partner who could not only think strategically but also fully manage execution.

When Ty Brush, Senior Vice President of Sales & Marketing at Code Intelligence, became responsible for the marketing team, he walked into an operation that was already running smoothly: "Leadgate was already on board, and to be honest, I was relieved. I had limited hands-on experience with performance marketing, so having a partner I could fully rely on made a big difference."

Leadgate quickly became a true extension of the team. Not just an executor, but a sparring partner, bringing the speed of a startup and the expertise needed for a complex proposition.



Ty Brush

Senior Vice President
Sales & Marketing at
Code Intelligence

The challenge: Doing more with less

The push for a more intensive collaboration came from a strategic reorientation within Code Intelligence. The leadership team at Code Intelligence had issued a clear directive: optimize spend and free up budget for product innovation, especially in AI. The message was simple: lower budgets, but maintain or improve the output.

Ty immediately got in touch with the Leadgate team. “I came to them with a tough ask: we need to optimize costs, but we can’t afford to lose leads. Not an easy puzzle, and potentially a sensitive topic when working with an agency. But the way Leadgate approached it was exemplary.”

“We need to optimize costs, but we can’t afford to lose leads.”

Instead of offering a standard solution, the team presented a range of tailored scenarios. What can we still do with a reduced budget? Which campaigns truly deliver ROI? And could we even reconsider the composition of the project team?

The answer wasn't to work harder, but to make smarter choices. Low-performing campaigns were scaled down, high-performing ones received more focus, and the collaboration was made more agile. "We adjusted the budget without compromising the partnership, and that says a lot about how we work together."



The approach: Transparency, scenario planning and fast execution

The first step in the optimization process was as logical as it was essential: clearly define the end goal together.

“The Leadgate team immediately asked: What does your ideal world look like? And how much can you spend per month, all-in?” That clarity became the starting point.

From there, Leadgate developed multiple scenarios: What’s the minimum investment needed to maintain performance? What are the risks if we cut further?

And where can we make the most impact in the short term? The result was a clear plan that the Code Intelligence leadership team could sign off on, without compromising campaign continuity.

But optimization went beyond the media budget. The client-side team setup was also reviewed. Some activities proved non-essential in the short term, allowing for a temporary reduction in capacity. “Leadgate wasn’t just thinking about our budget, they actively looked at their own team’s involvement too. That says a lot about their mindset.”

Flexibility as a core value

As a startup, Code Intelligence is constantly evolving. New ideas, sharpened propositions, shifting priorities, it's all part of the game. "I had just walked out of a meeting with our CEO when I thought: this is going to be another email to Leadgate with a new test request."

For many agencies, this would be a challenge. For Leadgate, it's business as usual. Their strength lies in adapting without slowing down, from launching A/B tests on new landing pages to tweaking HubSpot automations or reconfiguring LinkedIn Ads targeting.

"They don't just collaborate, they proactively challenge us."

Speed is one thing. But it needs to be the right kind of speed. And that requires critical questions and honest, constructive feedback. "The team would often say: we can launch this quickly, but take another look at this angle. They don't just collaborate, they proactively challenge us."



The flexibility extends into the technical side as well. Leadgate supported the implementation of HubSpot workflows, took over website management, and now drives continuous optimization based on real data. New CTAs, reworked flows, tailored landing pages, nothing stands still.

That's what makes Leadgate more than an executional partner. They operate at the customer's pace, and with the same level of ownership. Or as Ty puts it: "Leadgate responds to us like they're part of our own team."

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Results: Record-breaking quarters

Optimizing without sacrificing results, it may sound like a challenge, but for Code Intelligence, it worked. Shortly after restructuring their strategy, the company achieved its best quarter ever. Not once, but twice in a row.

“Q4 2024 was a record quarter for us. And Q1 2025 surpassed it, both in leads and in MQLs,” says Ty.

This growth wasn't accidental. It was the result of intentional decisions: prioritizing high-impact campaigns, sharper budget allocation, and continuous experimentation with creative ideas and targeting strategies. One standout example: LinkedIn Ads. Unlike the broader targeting in Google Ads, often attracting irrelevant audiences, LinkedIn proved to be the ideal channel to precisely reach Code Intelligence's niche market.

“Not once, but twice in a row.”



“Our solution, fuzz testing, is highly technical and relatively unknown. But with LinkedIn’s targeting capabilities, we were able to reach exactly the right people. It made a huge difference in lead quality.”

Internal processes evolved too. Together with Leadgate, the team restructured HubSpot to provide full visibility across the funnel, from first click to closed deal. This allowed marketing and sales to make data-driven decisions: which channels actually contribute to revenue, and which ones just add noise?

The result: growth with control. Less waste. More insight. And a marketing team that now operates with both clarity and confidence.

Learning and improving: Reporting with purpose

Not every process is perfect from the start. And it doesn't have to be, as long as there's room for feedback and continuous improvement. This also holds true for the collaboration between Code Intelligence and Leadgate.

In the initial monthly reports, the focus was mostly on the numbers. How many leads came in? What were the cost-per-click figures? That's important, but it wasn't enough for Ty. "I said: this is reporting, not interpretation. Tell me what it means. Is this good? Bad? What would you do if you were in my shoes?"

That feedback was taken seriously. The monthly reports evolved into strategic sessions. Instead of a retrospective with slides, Ty and his team received the data in advance, giving them time to review, prepare questions, and engage in meaningful discussions.

This approach not only led to better conversations but also to shared insights. For example, the team noticed that a campaign in the North American market performed significantly worse than in EMEA. Leadgate investigated possible causes but ultimately involved Code Intelligence: could there be market differences or product factors at play?



“It was no longer about just ‘what happened?’ but about ‘what do we do now?’ That’s exactly the kind of partnership we were looking for.”

“What would you do if you were in my shoes?”

Collaboration in a niche market

Cybersecurity is complex. And fuzz testing, Code Intelligence's specialty, is a step beyond. Without the right terminology, campaigns run on gut feeling. Without understanding the target audience, you might generate traffic, but few relevant leads.

For Code Intelligence, this was a crucial point. How do you get an external agency up to speed quickly in such a niche? According to Ty, this was exactly one of the reasons to keep working with Leadgate. "They didn't have to start from scratch. Thanks to their IT focus

and experience with technical clients, they quickly understood what we do and what we need."

And it went beyond basic knowledge. When creating ad copy, selecting keywords, and designing landing pages, the team actively contributed ideas based on both data and market intuition.

"If I were to switch to another agency now, I know I'd lose months just explaining what fuzz testing actually is. That would be a real waste."

Looking ahead

The foundation is set. The collaboration is running smoothly. And the results speak for themselves. But at Code Intelligence, the focus is firmly on the future. Because 2025 will be the year of validation: will the investments made last year deliver long-term results?

This means measuring precisely, adjusting where needed, and continuously optimizing, without losing sight of the bigger picture.

Leadgate remains the trusted partner in this journey. Not just for campaigns and content, but also as a strategic sounding board, for further HubSpot

development, experimentation with new propositions, and sharpening targeting and conversion even more. “We work together as if we are one team. And that’s what we want to keep. Because only then can you truly build sustainable growth.”

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build sustainable growth.”**



Looking for a partner who not only executes but also thinks along?

At Leadgate, we act as an extension of your team.
No reports just for the sake of reporting, together,
we take shared ownership of your growth.
Let's connect and explore how we can deliver
the most value for you.

