

Synthetic Data Powers Real Results for Quelfire

Quelfire, a challenger in passive fire protection, needed to stand out in a crowded market dominated by larger competitors. SLG applied AI to deliver enterprise-level outcomes on a limited budget. In the 'Because it's Your Job to Know' campaign, LinkedIn's AI-driven audience mapping enabled precise targeting of Tier 1 contractors and architects, while generative AI transformed a single 3D render into multiple environments, keeping creative fresh at speed and low cost. Gated thought-leadership content captured 1,451 qualified contacts, fuelling CPD bookings and specification-stage opportunities.

Following this success, SLG's AI-powered synthetic audience modelling was deployed to simulate decision drivers across Quelfire's key audiences. These insights shaped refinements to brand purpose, positioning, and messaging, and informed a refreshed visual identity that retained equity while reinforcing distinctiveness.

Together, these projects showed how AI can be used not as a gimmick, but as a practical enabler of scale, precision, and growth. Quelfire achieved 2.5M+ impressions, reduced CPC and CPM, generated 314 conversions, and built a brand platform ready for long-term success.

1,650+

white paper
downloads (750%
above target)

28

CPD sessions
booked (vs 10 target)

170

high-intent
conversions at
£38.91 each

540.8%

year-on-year
increase in
conversions

