



LEADING NETWORK SECURITY PROVIDER

CASE STUDY

Highlights

1670

Leads delivered

1,900

Companies targeted

320%

increase in ROI

Background

A leading network security provider, INFUSEmedia's client offers privileged account management solutions. The publicly traded company has over 3,000 clients in a variety of industries, including financial services, energy, retail, and healthcare. Protecting the information assets, infrastructure and applications for several Fortune 100 companies, the brand's success is predominantly attributed to its direct sales and marketing efforts.

Challenge

Like most B2B organizations, the client's revenue and growth are dependent on customer acquisition. Given the range of its target audiences and the ultra-competitive nature of the IT security market, the client wanted to drive engagement with its named accounts in the United States and EMEA. Aiming to expand its customer base, the company partnered with INFUSEmedia to help influence more high-value prospects and convert them into quality leads.

Solution

To help the client drive leads from its named accounts, the INFUSEmedia team designed and implemented a strategic account-based marketing (ABM) program that focused on high-yield targets. The team of industry experts began by analyzing the client's target account list to build look-alike models and understand how they could penetrate these accounts in a smarter, more relevant way. Leveraging their account-level insight, the team then segmented the accounts according to stages in the buying cycle and identified effective marketing channels to reach each persona.

Using five of the client's marketing assets, the team then executed personalized, omni-channel campaigns. INFUSEmedia promoted the content using a mix of tactics, including programmatic display, dedicated email blasts, and social advertising.

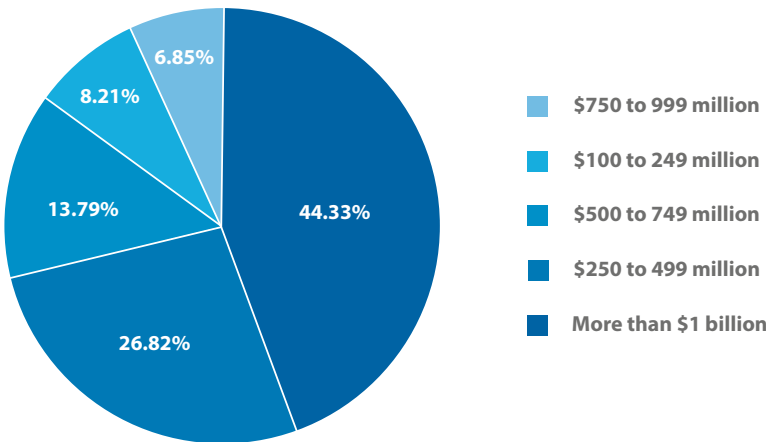
After collecting the criteria-meeting lead data, INFUSEmedia's team employed advanced verification techniques to ensure the information was 100% accurate. This allowed them to provide the client with actionable leads for further nurture and sales opportunities.

Results

INFUSEmedia’s cross-channel, ABM program resulted in a remarkable increase in the quality and quantity of its client’s lead data. Using a data-driven approach, the INFUSEmedia team met lead guarantees by delivering 1,200 United States-based leads and 470 leads from EMEA - 368 of which were from named accounts. All leads generated by the team were actionable and the majority came from companies with 10,000+ employees and over \$1 billion in revenue.

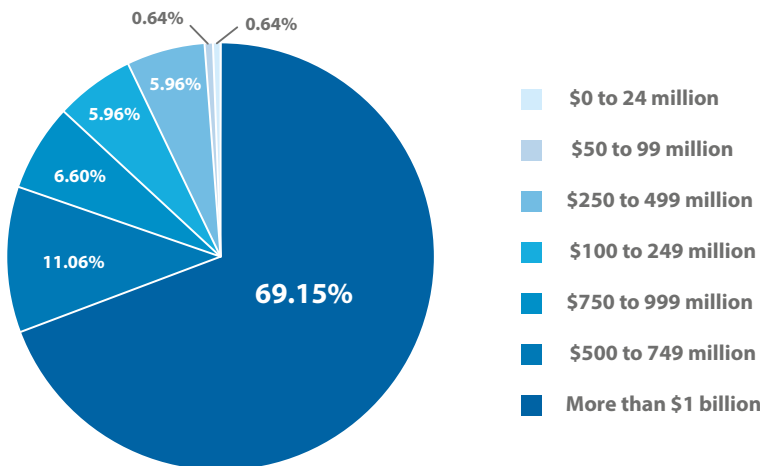
Top Company Revenue Captured

% of Leads by Company Revenue (Americas - NA)



- Most of the leads belonged to companies with revenues over **\$1 billion** (53-4).
- The next top company revenue category that the leads belonged to was **\$250 to 499 million** (321), followed by **\$500 to 749 million** (166).
- The least amount of leads came from companies with revenues between **\$750 to 999 million** (82).

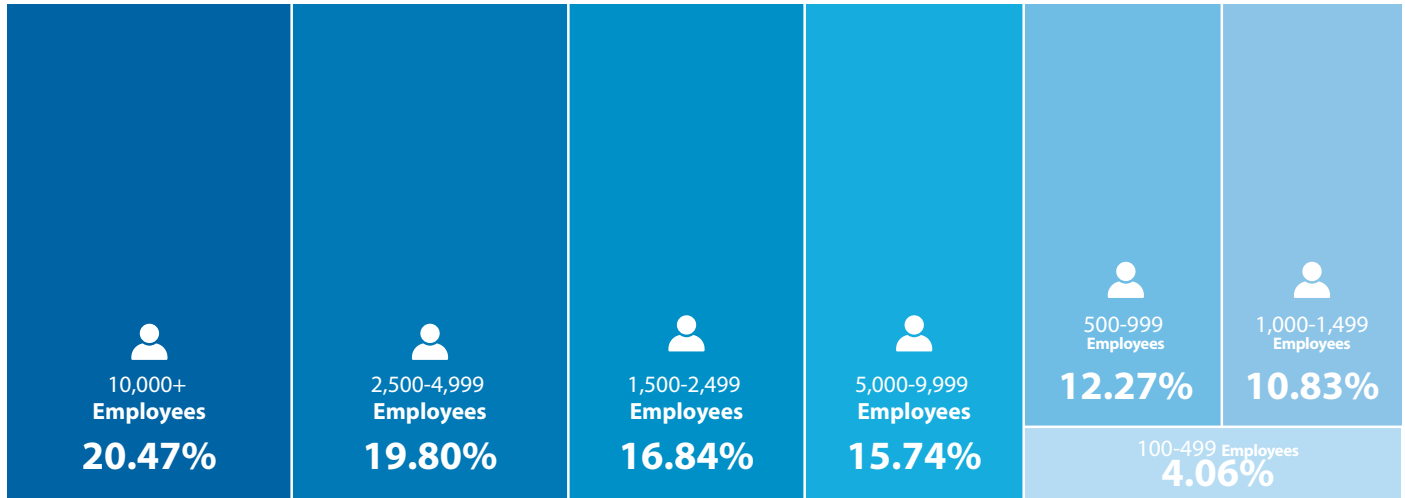
% of Leads by Company Revenue (EMEA)



- Most of the leads belonged to companies with revenues over **\$1 billion** (325).
- The next top company revenue category that the leads belonged to was **\$500 to 749 million** (52), followed by **\$750 to 999 million** (31).
- The least amount of leads came from companies with revenues less than **\$100 million** (6).

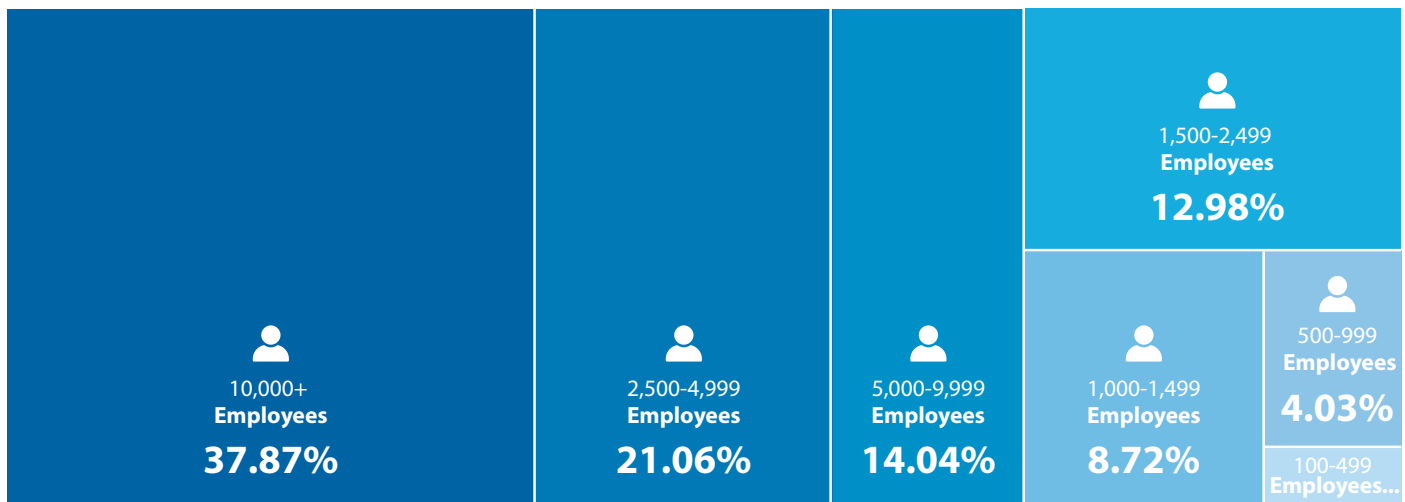
Top Company Size Captured

% of Leads by Company Size (Americas - NA)



The top company size that the leads belonged to was 10,000+, followed by 2,500-4,999. The least amount of leads came from companies with less than 500 employees.

% of Leads by Company Size (EMEA)



The top company size that the leads belonged to was 10,000+, followed by 2,500-4,999. The least amount of leads came from companies with less than 500 employees.



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