

Case Study: Security

Our experience meant we were able to mitigate the threat of a failed event, through the intelligent application of well written content, targeted towards a relevant senior stakeholder audience.

Case Study:

The Client

FireEye is a leader in cyber security, providing real-time threat protection to enterprises and governments worldwide against the next generation of cyber attacks. Organisations across various industries trust FireEye to secure their critical infrastructure, protect intellectual property and valuable assets, avoid bad press and minimise additional IT OPEX.

The Problem

In 2015, FireEye launched their first ever UK Cyber Security Event, which was hosted at Twickenham Stadium in London.

The event featured a number of presentation slots, all of which were facilitated by board-level executives from FireEye, including the CTO and CIO, who had been flown in especially from the US.

With just four weeks to go before the event, only a handful of individuals had registered and there was a real risk of having to cancel. The FireEye team were at a loss, having already spent a significant amount of time mining their internal CRM database for relevant contacts, as well as buying in data from an external source.

The Solution

Based on a recommendation, the FireEye team approached Media & Marketing Solutions for support.

As an established channel for generating the right DM audience for high-level events, we started with the audience profile. Working closely with the FireEye sales and marketing teams, Media & Marketing Solutions created a bespoke prospect database of approximately 10,000 relevant contacts from large enterprise organisations across the Finance, Retail and Utilities sectors. The combined silhouette of this grouping included CIO's, Heads of IT, Computer Security Specialists, Heads of Infrastructure, CEO's, Heads of Risk and CFO's. The audience were engaged via a highly personalised, short text-based email, using minimal HTML. Our tried and tested approach ensures a high level of email deliverability and focuses the reader on the single call-to-action, which in this case was the promotion of the event registration page. The campaign was

promoted using our trusted neutral brand, Exec News, and sent via our purpose-built email broadcast tool, iServe. The email was broadcast on three separate occasions, removing opens from previous sends to maximise the overall response.

The Results

In a testament to the value of well written 'punchy' content, the campaign significantly increased the overall CTO (Click To Open) percentage, meaning that for every five people opening the email, one went on to click through to the point of registration.

As a consequence of this increased site traffic, Media & Marketing Solutions were able to deliver an additional 30 attendees for the event. This included the CIO from the UK's largest grocery retailer, a key target account for FireEye. Subsequently, the inaugural event was a tremendous success with significant kudos handed to the marketing team for being able to attract such high-level attendees.



30

An additional 30 attendees for the event



20%

20% of people who opened the email went on to click through to registration

To see how BiP Solutions can help your campaign, get in touch today on 0845 094 8567

Successful outcomes need more than good data

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