



CASE STUDY: HIGH-TECH PERSONALIZED RATHER THAN GENERIC MESSAGES ENTICE PROSPECTS TO LOOK FURTHER

PROFILE:

- ▶ A leading disk encryption software company provides protection of sensitive information stored on desktops and laptops by employing authentication from password to hardware token, biometrics, and PKI commencing right at pre-boot time.

SITUATION

- ▶ The customer sought to drive key IT executives to their website to download a whitepaper and to extend an invitation to attend a conference where they were showcasing their latest technology.



SOLUTION

- ▶ A strategically segmented prospect database was developed as well as a brief text message with a strong call to action to establish credibility. A real-time metric dashboard was set up so the customer could track prospect behavior and follow up on leads immediately.

RESULT

- ▶ The campaign generated a tremendous response due to personalized rather than generic messaging. The customer reported a significant return on investment through web traffic, email replies, and increased customer service inquiries. Guest traffic to their booth at the conference was 20 percent higher than the prior year.

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