

CASE STUDY | ACCOUNT-BASED MARKETING



## In the Cold War Against Cyber Criminals, Intel is Power



**CYBERTHREATS ARE HARD TO PIN DOWN. C-LEVEL EXECUTIVES ARE EVEN HARDER.**

### PROBLEM

Cyber threats are rife, and companies selling detection software are too. In order to target the right decision makers and differentiate Tripwire from all those other software product offers, Tripwire teamed with BNJ to identify a highly targeted list of top enterprise companies and leaders who could benefit from Tripwire’s unique cyberthreat detection service. BNJ’s charter? Ignite conversations with C-level decisions makers to fuel sales pipeline as well as deepen and differentiate brand awareness.

### MAGIC

Our message found our targeted decision-makers right where we wanted them: scared. Tripwire builds the biggest gun on the cyber battlefield. To reach those leaders, our Cold War propaganda-inspired content strategy combined email, dimensional mail and a personalized landing page that featured an animated “Red Scare” training film, talking head videos and more. All campaign elements worked in unison to exceed forecasted response and conversion rates.

### RESULTS

Within sixty days the campaign generated a 2.7 % increase in sales appointments, 2 validated sales opportunities totaling more than \$300,000, and according to Tripwire’s sales leaders increased the quality of leads overall. Today, Tripwire is looking at expanding the reach of this campaign to drive additional sales opportunities

