

Establishing Online Success Benchmark

At first glance, Blue Coat Systems' online marketing program goals were similar to those of any IT company. However, this program was particularly important because it was the first initiated by the company's newly established Demand Generation Group, and the results would serve as the benchmark for future online programs.

When Blue Coat Systems—a leading provider of WAN application delivery and network security solutions—wanted to reach IT, line-of-business and C-level decision makers at large, global enterprises, it turned to TechTarget to initiate a campaign utilizing existing content to

“At the end of two months TechTarget made us look like superstars.”

effectively communicate with its target audiences at all stages of the product research and purchase process.

“The Senior Marketing Programs Manager and I had only been with Blue Coat for a few weeks when we made the decision to launch a campaign targeting network security, security

architecture, network administrators and C-level decision makers—basically anyone who might have an issue with application performance or web security—at companies with over 1,000 employees,” according to the Marketing Programs Manager for Blue Coat. “To accelerate development of the campaign we leveraged existing content previously featured on our Web site. The assets—featured on SearchSecurity.com and SearchNetworking.com—covered encryption and URL filtering, WAN optimization, and “Top 10” data sheets addressing a range of networking topics.”

The Top 10 lists proved to be the most frequently downloaded content assets of the campaign, because, according to the Marketing Programs Manager, “They are highly actionable, containing practical information in an easy-to-use format.”

Whitepaper titles included: Open, Manage, Accelerate SSL Encrypted Applications; URL Filtering Databases Accuracy Test; and How to Gain Visibility, Control of Encrypted SSL Web Sessions.

(Continued)

Case Study Highlights

Sponsor: Blue Coat Systems, Inc.
of Sunnyvale, California

Markets: Network Security and
WAN Application Delivery



Problem/challenge:

- Position company as leading provider of networking and security solutions
- Generate qualified leads for sales pipeline among
 - 1,000+ employees
 - Worldwide businesses

Solution:

- ReachTargetROI campaign
- SearchNetworking.com and SearchSecurity.com whitepaper program
- Data Sheet and Webcast content offerings
- Storage Decisions conference sponsorship

ROI:

- Exceeded lead guarantee by 45%
- 48% of respondents from North America, 52% international



Data Sheet titles included: WAN Optimization for Executives: Accelerating Distributed Networks; Top 10 Reasons Hackers Use the Web for Attacks; and Top 10 Ways to Protect Against Web Threats. And web-cast titles included: Turning Disaster Recovery Into Business Continuity; Islands in the Clouds: Defining Boundaries in an Increasingly Borderless Network; and When You Need Your Apps and Need Them Now.

Quality Results, Measurable ROI

Thirty days into the two-month campaign the 500 global lead guarantee was reached. By campaign end 725 global leads were generated, exceeding the initial lead guarantee by 45 percent, with 48% of respondents from North America-based entities and 52% from various global locations. Forty-three percent of campaign respondents were from enterprises with 10,000+ employees with 65% of respondents reporting IT budgets of over \$1 million. Additionally, Financial Institutions and Government Agencies were top respondents in the 1,000+ employee category.

“Our TechTarget representative did an outstanding job creating a program that fit the allocated budget. Our success convinced us to engage TechTarget in subsequent programs,” according to the Marketing Programs Manager. “Another factor influencing our repeated engagements with TechTarget is the quality of lead reports and documentation provided with each campaign, including prioritizing companies downloading more than one document, or identifying people downloading multiple documents, and other data points that help with lead scoring. At the end of two months TechTarget made us look like superstars. As a result of this first campaign, we have several million dollars of business in the pipeline.”

Additionally, Blue Coat sponsored a breakfast event at the TechTarget Storage Decisions conference that “brought (Blue Coat) reps together with 20 prospects—some with budgets of several millions dollars—with a definite interest in buying our product.”

Blue Coat’s most recent campaign delivered 177 percent of the lead guarantee with three weeks remaining, and the company is now working with TechTarget to create an Advanced Networking campaign that includes new content assets and a virtual workshop component.

Visit www.techtarget.com to read more success stories.

Program Results

Sponsorship: Blue Coat Systems, Inc.

Results and ROI:

- Two-month campaign delivered 725 worldwide leads
- One month into campaign, achieved 500 worldwide lead guarantee among 1,000+ employee businesses
- 43% of respondents from 10,000+ employee enterprises
- 48% of worldwide enterprise respondents from North America
- 65% of respondents reported IT budget of \$1 million +
- Financial and Government were top two industries among respondents from organizations in 1,000+ employee category

TechTarget
888-274-4111
www.techtarget.com