

## Maintaining Industry Leadership, Reaching New Markets

When Symantec—a leading provider of IT security solutions—wanted to establish itself as the one-stop software solution for IT Policy and Compliance tools; generate actionable leads; and attract leads from among the multiple job titles involved in compliance solution implementation, it turned to TechTarget for an integrated media program targeting CIO and IT security management and staff.

### Align Messages to Recipients

To maintain its industry leadership position in traditional security markets while acquiring authority in the compliance segment, Symantec, using online, seminars and print elements, provided targeted content to engage

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various decision makers and stakeholders of the IT security/compliance team involved at the different stages of the compliance solution research and acquisition process.

technical white papers; third-party compliance content; and an organizational compliance assessment tool.

“The assessment—a high touch feature called an informed tool—replicates activities typically engaged in at C-level events. Site visitors complete the survey with results graded against their company’s stated needs. A risk survey is then completed with individual results graded against pooled results from other respondents,” says Lisa Dardis Harrup, Senior Marketing Programs Manager Enterprise/Mid-market Marketing, Symantec. “This tool examines an organization’s needs more deeply, and generates a high level of quality responses.”

Strategic integration of sites and content gave Symantec a high degree of account penetration, reaching decision makers at all organiza- (Continued)

### Case Study Highlights

**Sponsor:** Symantec, Cupertino, CA

**Markets:** Security and Compliance

#### Challenge/Problem/Objectives:

- Establish Symantec as one-stop software solution for IT Policy, Compliance solutions
- Maintain industry leadership in traditional security markets, establish authority in new compliance segment

#### Solution:

- Execute integrated media plan (print, online and seminar events) to reach IT and C-level decision makers at all buying cycle stages.

#### Program Components:

- Content engaging IT security/compliance team stakeholders
- SearchSecurity.com IT Policy and Compliance Resource Center
- Sponsorship: 3-City Compliance 2.0 Seminars
- *Information Security Magazine* advertising

#### ROI:

- Enabled the Security buying team to choose their media of preference
- 93% of respondents part of decision making process
- Surrounded audience with relevant media types featuring best of breed content to build leadership position for compliance strategy
- Online campaign delivered 160% of the Lead Guarantee
- 73% of leads from North America



(Continued) tional levels. For example, within a leading global technology company, four key decision makers downloaded targeted documents from the Resource Center—a vice president (“Making the Case for E-mail Archiving and Litigation Readiness” white paper); a manager (“Improving IT Compliance: Guidance for Midsize Organization IT Compliance” benchmark report); a network administrator (“Improving IT Compliance: Guidance for Midsize Organization” white paper); and the chief information security officer (“Raising the Bar on Compliance Success” white paper).

“We consistently touched multiple people within companies, multiple times. Each individual downloaded a report or white paper, attended an event, or completed the assessment tool, coming back to the sites several times, and that was critical,” concludes Harrup.

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With compliance being a concern to individuals throughout organizations, from C-level executives responsible for Sarbanes-Oxley compliance down to the functional IT team, Symantec also undertook extensive awareness and brand building activities including Compliance 2.0 Seminars in New York, Dallas and Seattle that generated nearly 500 leads, and advertising in Information Security Magazine.

## Results

Of the respondents to Symantec’s campaign 22% were Director, VP or C-level; 36% had budget pending, planned or approved. Fifty-four percent were currently working on a security project within 12 months; 57% recommend technology or were decision makers. Thirteen percent were ready to purchase within a year, 41% were evaluating products/services/writing proposals. Finally, 64% of leads were from end-users for whom compliance was a leading priority.

Within the duplication of prospects reached via the Web and live compliance seminars, 79% were from companies with over 1,000 employees; 21% were ready to purchase within a year; and 50% evaluating, or gathering information. Ninety-three percent were part of the decision making process; and 57% had pending, planned or approved budget. Companies included global financial institutions, telecommunications providers and electronics manufacturers.

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## Program Results

**Sponsor: Symantec**

### Results and ROI:

- 22% of leads at Director, VP or C-level
- 36% have pending, planned or approved budget
- Average of 54% of respondents currently working on a security project within 12 months
- 57% recommend technology or were decision makers
- 13% ready to purchase within a year
- 41% evaluating products/services, writing proposals
- 64% are end-users
- Compliance leading priority

In the past year Symantec renewed its IT Policy Compliance Resource Center five times, with four campaigns completed, delivering over 6,400 leads, of which 4,400 were North America-based.

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