

## Integrated Campaign Reaches Key Decision Makers, Delivers Quality, Targeted Leads

When Imperva wanted to communicate the value proposition of its SecureSphere products to a worldwide audience of IT security specialists, and generate targeted qualified leads among companies with 1,000 or more employees, it turned to TechTarget to implement an integrated media strategy. The campaign included a multi-touch, multi-document, ReachROI program on SearchSecurity.com promoted through a series of dedicated and roundup emails, and sponsorship of a series of compliance seminars at locations throughout the US.

“We wanted to reach technical decision makers with direct purchase authority within our target demographic,” according to Kathleen

**“TechTarget leads are thoroughly assessed and scrubbed so each one we receive is viable and actionable”**

Wiegmann, Director of Marketing at Imperva. “We divided the campaign into three topics, each supported by a content asset—one for database, one for Web applications and another on PCI compliance—and featured them on SearchSecurity.com. Additionally, we sponsored TechTarget Compliance 2.0 seminars in Boston, Los Angeles and Washington, DC, and concluded our campaign with a sponsorship at

TechTarget’s Information Security Decisions conference in Chicago.”

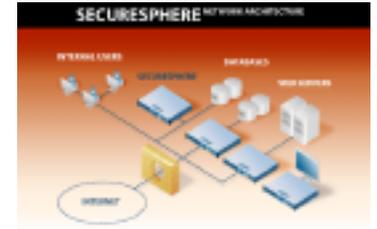
Content asset titles included: What Auditors Want—Five Key Questions; Database Security Assessment: The First Step; and Top 5 Online Identity Theft Attacks to the Enterprise Business Environment. The messaging emphasized “enterprise business” and generated 50% of all the responses from enterprises with over 1,000 employees. Additionally, the click through rate and conversion rate for leads generated by these content assets outperformed the TechTarget averages, indicating its topical alignment with “Data Security/Data Protection” and effective leveraging of key terms that resonated with the entire Security audience.

(Continued)

### Case Study Highlights

**Sponsor:** Imperva, Foster City, CA

**Markets:** Security



#### Challenge/Problem/Objectives:

- Generate 800 highly-qualified North America and global leads.
- Create campaign assets; align topically, to resonate with target audience.
- Focus on large companies with 1,000+ employees
- Timeframe to deploy solution: Within one year
- Approved budget: \$100 million +

#### Solution:

- Three document ReachROI program on SearchSecurity.com
- Multi-city compliance seminar sponsorship
- Information Security Decisions conference sponsorship



(Continued) Respondent job titles included: Senior Manager; IT Audit, IT Security Manager; IT Director; Computer Specialist; Senior Manager IT Security/Risk/Compliance; Senior Systems Engineer; VP; IT Compliance Analyst; Director of Information Security; Senior Technology Risk Analyst; Advanced Computing Technologist; Senior IT Auditor; and, Senior Security Engineer and Information Security Specialist.

“With TechTarget I feel confident about the quality of the leads generated. TechTarget leads are thoroughly assessed and scrubbed so each one received is viable and actionable,” says Wiegmann. “It was reassuring to see that the TechTarget leads were so closely aligned with our top target prospects and earlier lead generation efforts.”

**“The campaign (attained)  
100% of the lead guarantee  
in the first three weeks of a  
five-month campaign.”**

A compelling illustration of the program’s effectiveness at account penetration can be seen in the example of a QA engineer for a major software company who downloaded the Database Security Assessment whitepaper on 8/28/07; the Understanding Web 2.0—Technologies,

Risks, and Best Practices whitepaper on 9/5/07; and the Top 5 Online Identity Theft Attacks to the Enterprise Business Environment whitepaper on both 9/25/07 and 10/1/07, for a total of four downloads in approximately two months.

The campaign was extremely successful and exceeded client expectations by a large margin. It accomplished the primary and secondary objectives, with 50% of the leads from 1,000+ employee size businesses, and 83% of the worldwide leads from the North America region. It also delivered 201% of the worldwide lead guarantee.

“My expectations were that TechTarget would deliver, and they certainly did, with the campaign attaining 100% of the lead guarantee in the first three weeks of a five-month campaign.”

Wiegmann concludes, “I am happy with the quality and quantity of leads, the campaign performance, and the professionalism of my TechTarget account team.”

Visit [www.techtarget.com](http://www.techtarget.com) to read more success stories.

## Program Results

### Sponsor: Imperva

#### ROI:

- Qualified Leads Delivered: over 1600 worldwide leads
- 1000+ Employees: 804 worldwide leads
- Over-Delivery: 807 leads
- 201% of lead generation goal achieved
- Actual cost per lead was 50% lower than guaranteed cost
- 50% of leads from 1,000+ employee size businesses
- 83% of the worldwide leads were from the North America
- 43% were North American and 1,000+ employee businesses

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