



Case Study

Datamatics Webinars

*Delivers 123 Qualified Leads with
61% Live Audience for a Global IT Security Leader.*

Industry Focus

IT Decision Makers in North America

Geography Focus

USA

About the Client

The client is a leading global cybersecurity company, revolutionizing the industry by bringing advanced cybersecurity solutions and services to businesses of all sizes. After years of research and development, the client has pioneered a holistic approach to cybersecurity; a complete Managed Detection and Response (MDR) solution and an expert-led professional services form a unified defence that results in superior security, less complexity, and immediate value.

Overview

The client was looking to engage IT decision makers at SMB and mid-market firms in the US region using online events for higher 1:1 engagement in order to expand their business. They needed a bespoke lead generation partner who can help generate leads and Live audience to target decision-makers in the given industry segments.



Objective

Being a leader in the US cybersecurity domain, the client wanted to expand their reach through new channels, targeting IT decision makers. The business needs were -

- Target Business and IT decision makers in the USA
- Generated highly qualified leads (HQLs) using online events
- Gather intent signals through live 1:1 Q&A chat
- Educate audience about cybersecurity solutions and service offerings

Business Challenges

Given the specific ask of the project in the form of targeting the IT decision makers the business challenges our team faced include

- Creating custom email list for targeting
- Building custom data base for targeting
- Create engaging online event format for the attendees

Datamatics Solution

Given the specific business requirements of the project, we had to devise a focused approach to target the right prospects with our webinars.

The Datamatics Webinars Solution included -

- Targeting IT professionals with full contact information
- ~95% targeted users were from NA
- Curated 30-minute webinar format
- Audience preference for consuming information through webinars
- Minimum of 40% live attendance rate - actual rate was 61%

Business Gains

With Datamatics webinars, we were able to generate the following benefits for the client

- **123** registered leads for a **100**-lead program
- **10** requests for demos through interactive call to action
- **76** live attendees (**61%** of registrations)
- **486** active live chat questions during event – intent signals

Datamatics Business Solutions is a global leader in providing B2B Data and Demand Generation Services, delivering tangible business outcomes to its clients. The company's AI and ML-driven technology ecosystem enables it to harness the power of data, extracting valuable insights and generating high quality leads.

With over 3 decades of expertise, leveraging B2B data to target the right prospects and optimizing lead-gen campaigns, Datamatics has consistently helped its clients achieve higher conversion rates and ROI.



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