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B2B   X   COHESITY

Case study: how multitouch brand-to-demand activation delivers high-quality, targeted leads

Cohesity & Future B2B 2024

The Brief

Cohesity, one of the world's premier cybersecurity solutions providers, partnered with Future B2B in late 2024 to engage senior IT prospects in several key industries including healthcare and finance, in the US.

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The Activity

The content creation capabilities of Future B2B enabled a multi-channel presence, with display advertising and content syndication driving interest down the funnel.

ACTIVATIONS

- Awareness driven through display and video, articles and content syndication
- eBlasts and webinars to promote specialised content
- Personalised follow-up through retargeting and targeted dedicated email sends
- Bespoke content hubs offering wider resources
- Nurturing via email

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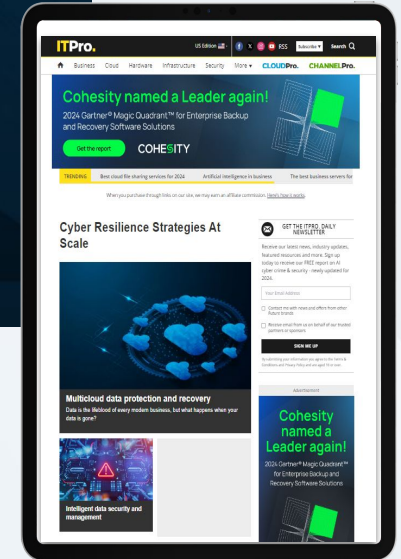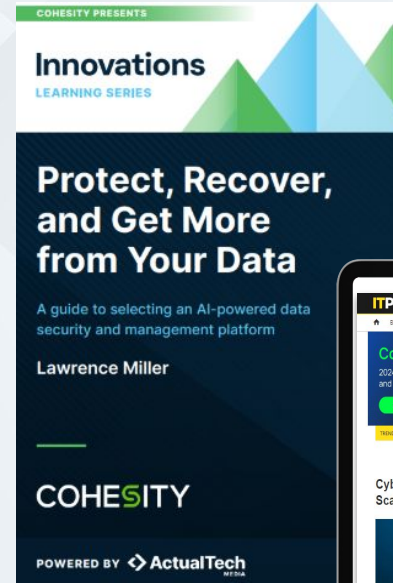
The Activity

LEAD SCORING

With multiple touchpoints, we were able to track engagement and use the data to build a scoring system to categorise leads. Scoring bands were designed to determine which leads engaged through multiple touchpoints across the various phases of the campaign.

The Future B2B account engagement scoring system is based on tracking the engagement across all of the various campaign elements (webinars, content syndication, targeted dedicated sends, display, etc) and assigning collective scores based on their activity.

Webinar Scoring	Score is based on registration, attendance, and engagement during the event
ConSyn Scoring	Score based on number of individual assets downloaded
Content Hub Scoring	Score based on accounts' unique and total visits to content hub pages and articles
ABM Display Scoring	Scoring based on combination of an accounts' unique devices and total impressions which were served with ads
Multi-Touch Scoring	Score based on registrations for >1 webinar and/or download of 2+ assets

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The Results

PERFORMANCE METRICS

Accounts with engagement on at least 3 of the 4 campaign products:

109

Total leads:

1,722

Accounts that registered for at least 1 webinar and downloaded at least 1 asset:

113

Total TAL accounts that engaged with Cohesity content and events:

3,995

42%
attendance rates for webinars

23%
CTRs on dedicated eBlasts

Average
2%
CTR across video and ad displays

0.61%
CTR for high intent retargeting

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Audience Insights

Top Industry Breakdown:
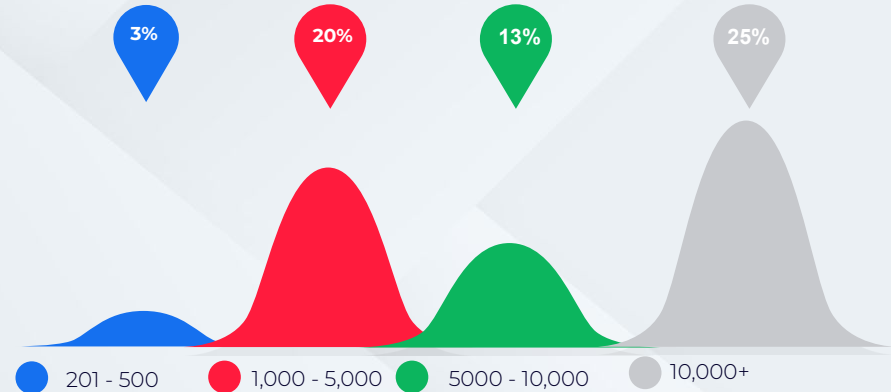
Hospital and Health Care - 10%

Financial Services - 4%

Software Development - 4%

Manufacturing - 4%

Top Job Titles Include:

- Information Technology Manager
- Director of Information Technology
- Systems Administration
- Vice President Information Technology

Top Company Sizes

3%
20%
13%
25%

- 201 - 500
- 1,000 - 5,000
- 5000 - 10,000
- 10,000+

Top Engaged Companies Include

mks

MAYO CLINIC

ASHLEY

FUTURE B2B

Summary

The campaign was successful in delivering a large quantity of engaged and targeted leads. The systems used by Future B2B combined well to funnel the prospects quickly through the stages, attach scores to them and transfer them across.

Full campaign analysis is available. Send us an email at remy.lementec@futurenet.com.

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