



**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.

