BrightPoint SECURITY

Case Study

Challenge

BrightPoint Security needed to generate clear awareness and education around their threat intelligence solution to the widest group possible while conserving time and resources. Senior Vice President of Marketing Jill Kyte understood that the threat intelligence platform space is a new and yet noisy market. Kyte needed the ability to create cost-effective, net new, highly qualified leads to feed her sales team and get beyond the hype from the competition.

Solution

Having successfully leveraged BrightTALK in other capacities at both large and small companies to reach and engage prospects, Kyte wanted to bring BrightTALK to BrightPoint Security because of the value of BrightTALK Channels and Summits deliver in providing powerful opportunities for thought leadership, prospect education and driving marketing-sourced pipeline.

Why BrightPoint chose BrightTALK:

- Ease of use to generate content for a global reach
- Quickly identify best prospects with Salesforce connector
- Powerful customer base

Results

Grew quality database through cost-efficient CPL. BrightPoint Security measures the success of their webinar programs through net new leads generated. BrightTALK's actively engaged, targeted communities provide the quality of leads that BrightPoint Security needs to drive top of the funnel conversations. "Cost per lead is incredibly cost effective with BrightTALK," said Kyte.

> " We are able to attract more refined prospects and we are getting much better returns for the investment than with other platforms.

Faster lead qualification time. BrightTALK Channels offer a central hub to host a range of BrightPoint Security's content to target prospects at all stages of the buyer's journey. "By the time the sales development team reaches out, prospects have a working knowledge of our solution, minimizing the time to book appointments with sales executives," said Kyte.

BrightPoint Security delivers immediate predictive insight and prescriptive responses to protect businesses from cyber threats. BrightPoint enables secure community-based threat intelligence sharing to achieve the most relevant visibility and awareness of current and emerging threats across enterprises, their digital ecosystems and infrastructures.