



# CASE STUDY

LEAD GENERATION



*F-Secure has been defending tens of millions of people around the globe from digital threats for over 25 years. Their award-winning products protect people and companies against everything from crimeware to corporate cyberattacks, and are available from over 6000 resellers and 200 operators in more than 40 countries.*

*F-Secure are on a mission to help people connect safely with the world around them, so join the movement and switch on freedom! Visit [www.f-secure.com](http://www.f-secure.com) for more information.*

## MARKETING OBJECTIVES

F-Secure briefed Inbox Insight to generate new end customer and partner leads using whitepapers in the relevant target channels.

## CAMPAIGN OUTLINE

F-Secure were targeting two core audiences from Inbox Insight's global community of B2B decision makers:

- UK IT resellers and channel distributors
- UK IT end users in businesses, including senior IT heads

After an initial period of consultation, Inbox Insight launched a content syndication campaign using a collection of carefully selected educational and informative whitepapers and blogs that F-Secure's marketing team have produced. Along with these thought leadership pieces, an 8 question incentivised research survey was also conducted as another vehicle for generating leads, whilst providing F-Secure with some in-depth market research at the same time.

## IT Management Insight

Welcome to IT Management Insight, bringing you the opportunity to instantly request the latest insight material available within the IT Market.

### 7 Steps Towards Wi-Fi Security Without Slowing Productivity



Not surprisingly, some of the worst mobile security faux pas are committed when employees are travelling. From airport and in-flight Wi-fi to hotel Wi-fi networks and juggling multiple devices at once, a lot of security best practises can go out the window.

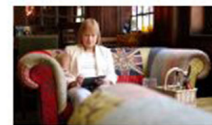
Whether it's at the airport, hotel or just a coffee shop, this **article** shares some tips on how travelers can stay productive and safe while in transit.

[Read now!](#)

## IT Channel Insight

Welcome to IT Channel Insight, an email bulletin delivering up-to-date IT resources to the UK technology channel - including resellers, solution providers, distributors, vendors and associates.

### The Great Politician Hack



Public Wi-Fi is becoming more and more popular. It's becoming prominent absolutely everywhere, and almost everyone uses it when given the opportunity.

Whilst this brings convenience for users, Wi-Fi access points could be leaving businesses and the public exposed to data loss. Even leading politicians are starting to voice their concerns.

F-Secure teamed up with ethical hacking firm Mandalorian and an investigative journalist to highlight the risks that people take when they use public Wi-Fi.

**Read this article** to see the results.

[Read article](#)

# IT Channel Insight

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## Win an iPhone 6 - 2015 Channel IT Reseller Survey



Keeping your product portfolio up to date is key to engaging IT decision makers on the challenges that they face daily.

This **short survey** seeks to find out the services your business currently offers, how important you think it is for your organisation to include IT Security offerings in its service portfolio and the biggest barriers that you are currently facing. To thank you for your time, you will be entered into a prize draw to **win an iPhone 6!**

[Enter survey!](#)



Please answer the following questions and click 'submit':

1) Which of the following services does your organisation currently offer? (Tick all that apply)

- Client/Endpoint Security
- Security for Virtual and Cloud Environment
- Mobile Security
- Online backup/storage
- E-mail and Server Security
- Data Security and Encryption
- IT Support/Consultancy
- Antivirus Solutions
- Other

2) How important is it for your organisation to provide solutions that protect your customers security and privacy of data?: (Tick all that apply)

- Very important
- Important
- Unimportant
- Very Unimportant
- Not sure

3) In the past 12 months, which of these IT Security services have your customers deployed or looked at deploying?: (Tick all that apply)

- Cloud infrastructure (Virtual data centre, server replication etc.)
- Platform-as-a-Service (App Engine, Force.com, Azure etc.)
- Software-as-a-Service (Cloud-based applications: CRM, HR software etc.)
- Other

### My Details

Please **check and update** your details

Salutation

First Name

Last Name

Email Address

Telephone

Job Title

Company Name

Address

Town

Region

Post Code

[update](#)

## CAMPAIGN PERFORMANCE

Nicki Tucker, Corporate Marketing Manager at F-Secure commented:

*"We've had some really good leads from this campaign and so have since ran two more. This has not only helped to build up a nice pipeline of business for us but we were able to identify direct partnership opportunities and have increased our partner breadth as a result.*

***The sales team and I have been pleased with the quality and size of the leads we've received and have been able to use all of these, most of the end customer ones have longer time to purchase timescales though which is expected. The partner leads we've converted around 45% so far which is fantastic.***

*The smooth, friendly account management and flexibility with lead handling is also a massive plus that I have not experienced in other lead generation campaigns that I have done to date..."*

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