

CASE STUDY

HTML



Paessler AG's award winning PRTG Network Monitor is a powerful, affordable and easy-to-use Unified Monitoring solution. It is a highly flexible and vendor-neutral software for monitoring IT infrastructure, already in use at enterprises and organisations of all sizes and industries.

Over 150,000 IT administrators in more than 170 countries rely on PRTG and gain peace of mind, confidence and convenience.

Founded in 1997 and based in Nuremberg, Germany, Paessler AG remains a privately held company that is recognised as both a member of the Cisco Solution Partner Program and a VMware Technology Alliance Partner.

Learn more about Paessler and PRTG at www.paessler.com.

MARKETING OBJECTIVES



Sarolta Hershey, Marketing Manager at Paessler, explains:

"Inbox Insight approached us offering lead generation. We were not looking for that but their target audience caught our eye: their database of verbally opted-in IT professionals was huge! Our campaign objective was to reach IT professionals and convince them to trial our IT monitoring software, PRTG and pull them into our sales funnel.


Luckily Inbox Insight proved to be very flexible and instead of a lead generation program we set up a targeted mailing program with a set of contacts we knew had been 'vetted' for us."

CAMPAIGN OUTLINE

Inbox Insight broadcast a series of eye-catching HTML campaigns on Paessler's behalf throughout 2016. By promoting the benefits of PRTG Network Monitor and offering a free 30-day trial to our large opted-in IT audience, we drove high levels of qualified web traffic through to Paessler's website, to convert into leads.



ARE THERE UNEXPECTED DANGERS IN YOUR NETWORK?



[LEARN HOW TO TAME THEM >>](#)

STOP PANICKING. START MONITORING.

Say goodbye to unexpected security problems like malware attacks that cause sudden downtime. Monitor your IT infrastructure with [PRTG Network Monitor](#). It is the simple-to-use monitoring solution for small and medium sized networks.

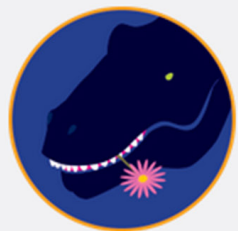
FEEL SAFE BY PREVENTING:


- Data loss and manipulation
- High bandwidth usage
- Attacks from external sources


TAME YOUR T-REX NOW


Start by downloading the trial and testing PRTG for 30 days with full functionality. [Visit our website now!](#)

[CLICK TO LEARN MORE >>](#)

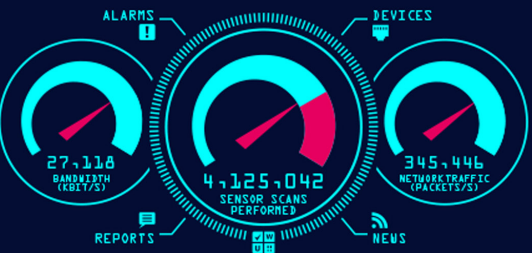








DRIVE YOUR NETWORK FASTER TODAY




[DOWNLOAD NOW >>](#)

You expect consistent, high performance from your IT infrastructure. You need to be in control, hands-on-the-wheel with full visibility of your network, systems and applications.


There is no better brand for high performance IT infrastructure monitoring than German software **PRTG Network Monitor**: robust, scalable and reliable.

See how PRTG will provide you with a **full overview of your IT infrastructure** in this 90 sec. video:




[Test drive PRTG for 30 days](#) - ready to use in 2 minutes, fully functional and totally free. Join 150,000 other users across the world and put your network into overdrive.

[DOWNLOAD FREE TRIAL >>](#)



[Unsubscribe](#)



MY BOSS THINKS
I CAN FORESEE THE
FUTURE. I CAN –
I'M USING PRTG.



**LEARN MORE &
TEST PRTG >>**

Did you know that you can have a clear, timely view of
your network, systems, and applications at a glance?
No matter how complex your network
or how small your IT team is?

With **PRTG Network Monitor** you will foresee irregularities in
your network as if you had a crystal ball. You will be able to
prevent problems before they happen.

[Test PRTG for free](#) with full functionality!

LEARN MORE & TEST PRTG >>

Work Magic. **PRTG**
NETWORK
MONITOR



CAMPAIGN PERFORMANCE

Sarolta Hershey, Marketing Manager at Paessler, said:

“Working with Inbox Insight is a pleasure and they are always open for testing new campaign approaches.

The team never acts pushy and is always helpful, apparently knowing that the results will sell themselves.

This has certainly not been our last campaign with Inbox Insight...”

UK	FRANCE	NORTH AMERICA
INBOX INSIGHT 1 EXCHANGE SQUARE JEWRY STREET WINCHESTER SO23 8FJ +44 1962 835950	INBOX INSIGHT 92 AVENUE CHARLES DE GAULLE 92200 NEUILLY-SUR-SEINE +33 1 70 92 11 94	INBOX INSIGHT 60 STATE STREET SUITE 700 BOSTON MA 02109 617-973-5749