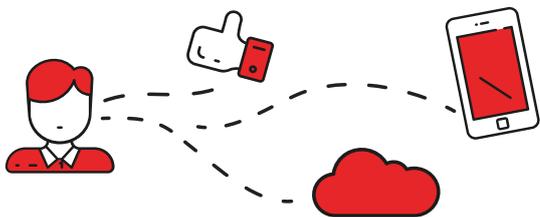


PAESSLER

“ 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 ORGANIZATIONS OF ALL SIZES AND INDUSTRIES. ”



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. 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.

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...”

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